



Goodyear Tire Art Unveiling

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Director of North America Consumer

Wednesday, December 27, 2017
Omni Dallas Hotel, Dallas, Texas

SETH KLUGHERZ: Good morning. Very, very excited to be here in Dallas today. Before I get to this new tradition, as Michael [Konradi] talked about, we're very proud of many traditions at Goodyear. But let tell me you a little story, When I was flying down yesterday, I sat next to a gentleman. We were talking college football. And, ironically, he looked at me and said, "When I think about college football, I think about Goodyear, specifically I think about the Goodyear blimp.

A lot of folks don't realize that Goodyear invented aerial coverage back in 1955 with the Rose Bowl. And we've been providing aerial coverage of many of the biggest college football games, thousands literally, since then. Because of that, Goodyear is not only above the skies but we're part of the fabric of the sport of college football.

Last year we the introduced a new tradition, new way to celebrate college football in a way that only Goodyear can, with some sculptures that were pretty impressive. The reaction from fans was tremendous, thousands, literally, of photos, of likes, of shares, if you will, in the social universe behind our tire art sculptures that we created. And we believe this year we've raised the bar to a new level thanks to Blake [McFarland]. So with that, I'm going to turn it over to Blake and Michael to unveil first Ohio State. And second, USC.

(Applause)

Let me tell you a few fun facts about these sculptures. So over 400 tires, Goodyear, of course, were used to make these sculptures.

Over 375 hours were taken to create these. They stand over six feet tall. They weigh little more than 250 pounds. The last fun fact, which I just learned is, they used 2,300 screws. How about that?

We'll be moving these pieces around the city all week, allowing fans to take their pictures with them, et cetera. And then at the end of the week, we're excited that we'll be donating these sculptures to each university where they'll have a permanent place on their respective campuses.

We're looking forward to a great matchup on Friday. And here's to a great game. Thank you all very much for coming.

(Applause)

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