REDUCE EMISSIONS.*
GO FURTHER.

EQMAX & EQMAX ULTRA

ENHANCED SUSTAINABILITY, POWERFUL PERFORMANCE

* New tread compound technology in EQMAX range helps to increase mileage, lower rolling resistance and fuel consumption and, therefore, helps reduce CO_2 emissions. Based on internal Goodyear data.

GOODYEAR

EQMAX & EQMAX ULTRA REDUCE EMISSIONS.* GO FURTHER.

Meet EQMAX and EQMAX ULTRA, Goodyear's new tyre range that enables fleets to reduce CO_2 emissions while increasing traction and mileage on the road*.

Thanks to the new full silica tread compound, the EQMAX range contains the highest percentage of sustainable materials** ever seen in a Goodyear truck production tyre. Efficient, versatile, EV ready – EQMAX puts you ahead of the pack, wherever you go.

Ecoready Technology

Tires featuring more than 40% of sustainable materials will be marked by the ECOREADY TECHNOLOGY LOGO

Increased Versatility

More applications for a greater number of routes

Enhanced traction

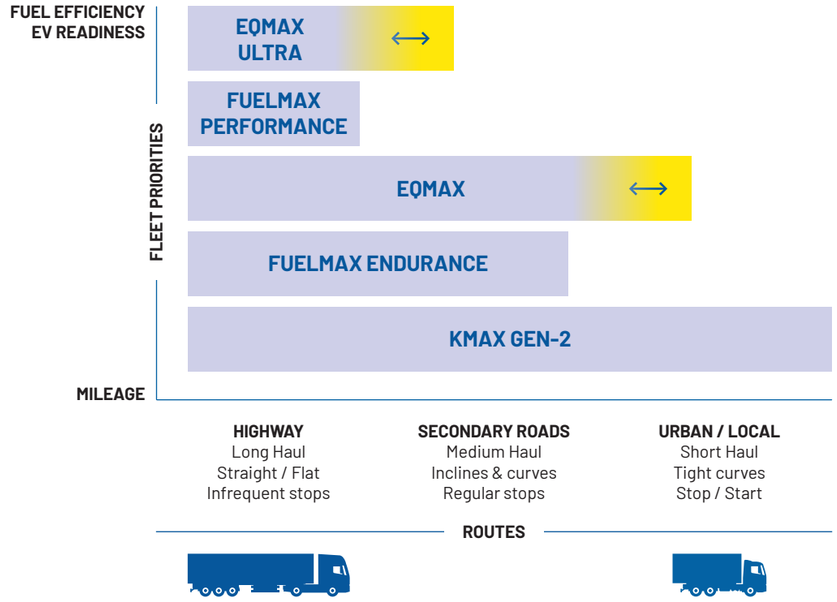
Better wet grip even as the tyre wears

Electric Drive Ready

All tyres are EV-ready, simplifying tyre management

HOW DOES EQMAX COMPARE TO THE RANGE

EQMAX and EQMAX ULTRA are the perfect choice for fleet managers who wish to promote sustainability without compromising on performance. Range that reduces rolling resistance while improving fuel efficiency and extending battery range to more applications, from long haul to inter-regional.



THE EQMAX RANGE GIVES FLEETS:

- ***UP TO 6% REDUCED ROLLING RESISTANCE****
- ***UP TO 55% SUSTAINABLE MATERIALS*****
- ***UP TO 20% MORE MILEAGE****
- ***ELECTRIC DRIVE READY***

RADIO FREQUENCY IDENTIFICATION (RFID)

RFID tags are integrated into all EQMAX and EQMAX ULTRA tyres

AN RFID tag is embedded inside the tyre allowing simple identification and connectivity to tyre management and tracking systems. The RFID contains ISO standard information as per SGTIN96 coding. Tyres can communicate with a cloud network on an individual serial number level, optimising tyre flow management.

*Up to 6% improved rolling resistance, and up to 20% better mileage, compared to predecessor
**EQMAX range featuring up to 55% of sustainable materials.

WHY THE EQMAX RANGE?

A forward-looking range of premium truck tyres with a focus on sustainability and mileage, balanced with the right level of versatility. Improved tread compound and new carcass compound reduce rolling resistance and deliver up to 20% more mileage while reducing CO_2 emissions.* Enhanced for electric truck requirements, the EQMAX range takes the renowned Goodyear quality into the future.

ENHANCED SUSTAINABILITY

UP TO 55% SUSTAINABLE MATERIALS

The **EQMAX** range consists of up to 55% sustainable materials** in the tread and carcass, including a breakthrough introduction of rice husk ash silica, creating a tyre with a markedly lower CO_2 impact.

FROM WASTE TO WONDER WHAT IS RICE HUSK ASH SILICA?

Rice husk ash (RHA) silica is harvested from rice husks, an abundant natural resource, and combines with Ecoready Technology in the EQMAX range.

Forged at 1,500°C less than traditional silica, RHA silica lowers environmental impact, paving the way for a more sustainable future.

INCREASED FUEL EFFICIENCY AND RANGE

UP TO 6% IMPROVED ROLLING RESISTANCE

Advanced materials deliver up to 6% improved rolling resistance***, helping to save you fuel costs and extend the range of electric vehicles.

ELECTRIC DRIVE READY

READY FOR THE ALL-ELECTRIC FUTURE

Improved carcass strength supports higher loads typical of EVs, while noise reduction measures keep the overall noise level low.

MORE MILEAGE

IMPROVED TREAD COMPOUND EXTENDS MILEAGE BY UP TO 20%

An optimised full-silica tread compound delivers up to 20% more mileage***, better traction both new and worn, and enhanced wet grip.

*In comparison to predecessor, based on internal Goodyear data.
**EQMAX range featuring up to 55% of sustainable materials.
***Up to 6% improved rolling resistance, and up to 20% better mileage, compared to predecessor.

EQMAX S

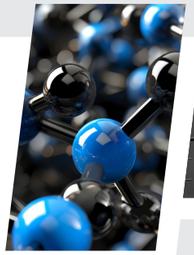
STEER

SUSTAINABILITY AND PERFORMANCE FOR HIGHWAYS AND SECONDARY ROADS

The new EQMAX steer axle tyre combines an optimised tread compound with Ecoready Technology, delivering reduced rolling resistance, higher mileage and better traction on highways and secondary roads. Rib tread design with additional sipes and an open tread shoulder with deep grooves lead to increased traction, especially on wet surfaces.

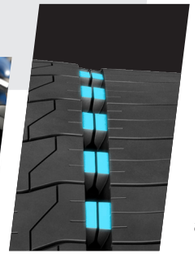
SILICA TREAD COMPOUND

A high abrasion-resistant tread compound with silica increases mileage by up to 20% while reducing rolling resistance, heat generation and fuel consumption.*



SHOULDER GROOVE DESIGN WITH STIFFENERS AND DEEP GROOVES

Improved versatility and balance between traction, wet grip and high mileage potential.



NEW SILICA-BASED CARCASS COMPOUND

Lower energy generation in carcass helps reduce rolling resistance and increases long-term durability.

UP TO 55% SUSTAINABLE MATERIALS**

Features up to 55% sustainable materials including RHA silica in tread and carcass compounds.

ELECTRIC DRIVE READY

Designed for internal combustion vehicles with diesel engines, hybrid or electric vehicles. One product needed for all drivelines (Diesel, Gas, EV, H2).

RIB TREAD DESIGN WITH ADDITIONAL SIPES

Additional sipes create more biting edges, improving grip on wet surfaces throughout the tyre's life.

*Up to 6% improved rolling resistance, and up to 20% better mileage, compared to predecessor
**EQMAX range featuring up to 55% of sustainable materials.

EQMAX D

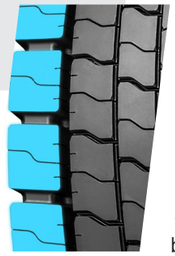
DRIVE

ENHANCED WET GRIP FOR HIGHWAYS AND SECONDARY ROADS

In the drive axle position, EQMAX maximises a six-rib tread design with directional sipes pattern for better traction on the road and even wear throughout the tyre's life. Deep tyre tread and improved wet grip compound ensures better water evacuation and enhanced wet grip on highways and secondary roads. In further stages of wear, opening sipes help maintain tyre traction.

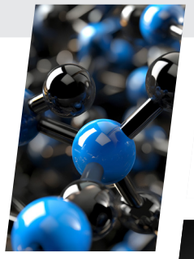
6 RIB TREAD DESIGN WITH DIRECTIONAL BLOCKS AND SHOULDER TIE BARS

Directional design improves traction, water drainage and self-cleaning abilities. Shoulder tie bars stabilise the blocks ensuring even wear.



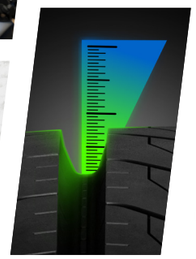
FULL SILICA TREAD COMPOUND

A high abrasion-resistant tread compound with silica increases mileage by up to 20% while reducing rolling resistance and fuel consumption.*



DEEP TYRE TREAD AND IMPROVED WET GRIP COMPOUND

Better water evacuation is achieved with a deep tyre tread, enhancing grip in the wet.



UP TO 55% SUSTAINABLE MATERIALS**

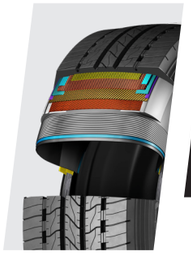
Features up to 55% sustainable materials including RHA silica in tread and carcass compounds.

ELECTRIC DRIVE READY

High torque-resistant compound and design ensure readiness for the requirements of electric trucks.

NEW SILICA-BASED CARCASS COMPOUND

Lower energy generation in carcass helps reduce rolling resistance and increases long-term durability.

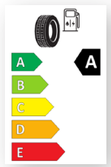


EQMAX S ULTRA

STEER

INCREASED MILEAGE AND LOWER CO_2 EMISSIONS FOR LONG HAUL

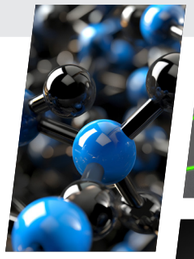
Designed for long haul routes, the new EQMAX ULTRA steer axle tyre maximises mileage while reducing fuel consumption to the lowest levels yet. An optimised tread compound and Ecoready Technology deliver better traction and even wear throughout the tyre's life. A strengthened carcass and noise-reducing measures make EQMAX ULTRA S ready for an all-electric future.

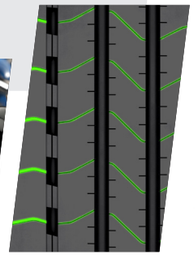


'A' label for fuel efficiency

FULL SILICA TREAD COMPOUND WITH RHA FILLER

Highly abrasion-resistant silica compound helps increase mileage thanks to reduced heat generation, A-label rolling resistance and decreased fuel consumption.*



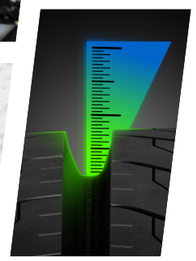


RIB TREAD DESIGN WITH LARGE SHOULDER GROOVES

Shoulder grooves create more biting edges for increased traction and improved wet grip throughout the tyre's life.

UP TO 55% SUSTAINABLE MATERIALS**

Features up to 55% sustainable materials including RHA silica in tread and carcass compounds.

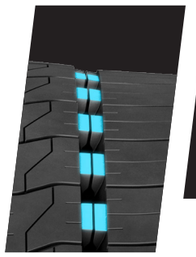


INCREASED WEARABLE RUBBER VOLUMEY

Increased tread depth and wearable rubber volume provide more mileage.

NEW TREAD DESIGN WITH SHOULDER STIFFENERS

Stiffener bridges in the shoulder grooves connect as the tyre rolls through the footprint, reducing wear and improving mileage.



ELECTRIC DRIVE READY

Designed for internal combustion vehicles with diesel engines, hybrid or electric vehicles. One product needed for all drivelines (Diesel, Gas, EV, H2).

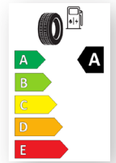
*Up to 6% improved rolling resistance, and up to 20% better mileage, compared to predecessor
**EQMAX range featuring up to 55% of sustainable materials.

EQMAX D ULTRA

DRIVE

FOR HIGHWAYS AND LONG HAUL

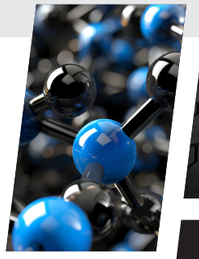
The EQMAX ULTRA drive axle tyre deploys new compound technology to deliver up to 6% improved rolling resistance* and better traction throughout the tyre's life. Six-rib tread design with additional blades improves wet grip and adds versatility in long haul and highway applications. A high torque-resistant compound and design ensures readiness for the requirements of electric trucks.

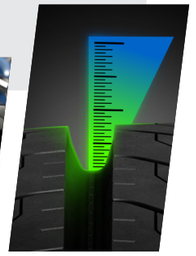


'A' label for fuel efficiency

FULL SILICA TREAD COMPOUND

Highly abrasion-resistant silica compound helps increase mileage thanks to reduced heat generation, A-label rolling resistance and decreased fuel consumption.*





INCREASED WEARABLE RUBBER VOLUME

Increased tread depth and wearable rubber volume provide more mileage.

UP TO 55% SUSTAINABLE MATERIALS**

Features up to 55% sustainable materials including RHA silica in tread and carcass compounds.

IMPROVED WET GRIP COMPOUND

Deep tyre tread ensures water evacuation and optimized wet grip compound, improving versatility in highway applications.

ELECTRIC DRIVE READY

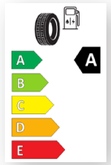
Designed for internal combustion vehicles with diesel engines, hybrid or electric vehicles. One product needed for all drivelines (Diesel, Gas, EV, H2).

EQMAX T ULTRA

FOR HIGHWAYS AND LONG HAUL

The new EQMAX ULTRA trailer axle tyre combines a 5-rib tread design with additional sipes and a new casing with increased sidewall flex to maximise mileage capabilities and increase durability. Designed to excel on highways and in long-haul applications, EQMAX ULTRA T is Ready for Electric Drive.

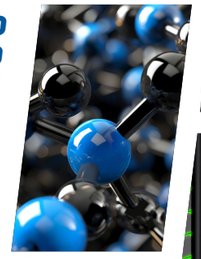
TRAILER



'A' label for fuel efficiency

NEW CAVITY SHAPE AND CASING WITH EXTRA SIDEWALL FLEX ZONE

Enhanced distribution of wear patterns and better maintenance of pressure distribution across the crown area under high lateral forces.



SILICA TREAD COMPOUND WITH REDUCED ROLLING RESISTANCE

Higher silica content tread compound helps reduce heat generation, lower fuel consumption and provide rolling resistance with A-label.

3PMSF CAPABILITY AND TREAD DESIGN WITH ADDITIONAL BLADES

A higher number of blades creates enhanced grip and better braking in all weather conditions.

UP TO 55% SUSTAINABLE MATERIALS**

Features up to 55% sustainable materials including RHA silica in tread compound.

ELECTRIC DRIVE READY

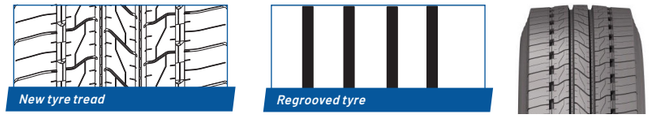
Designed for internal combustion vehicles with diesel engines, hybrid or electric vehicles. One product needed for all drivelines (Diesel, Gas, EV, H2).

*Up to 6% improved rolling resistance, and up to 20% better mileage, compared to predecessor
**EQMAX range featuring up to 55% of sustainable materials.

TECHNICAL DATA

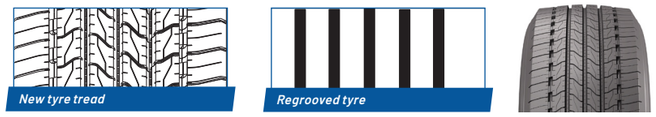
EQMAX S

5-RIB DESIGN (SIZE 315/70R22.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

6-RIB DESIGN (SIZE 385/55R22.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

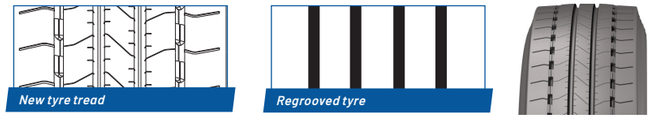
EQMAX D

(SIZE 315/70R22.5)

Max. regrooving depth 3mm, regrooving width 6-8mm.

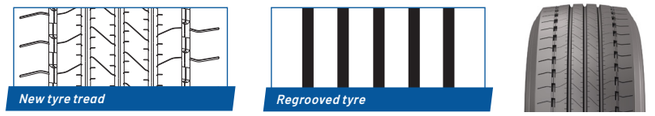
EQMAX S ULTRA

5-RIB DESIGN (SIZE 315/70R22.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

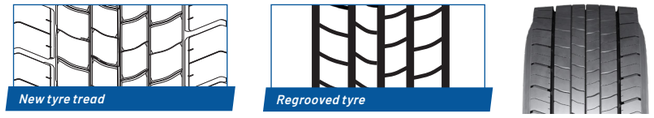
6-RIB DESIGN (SIZE 385/55R22.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

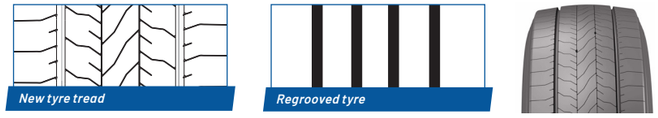
TECHNICAL DATA

EQMAX D ULTRA
(SIZE 315/70R22.5)



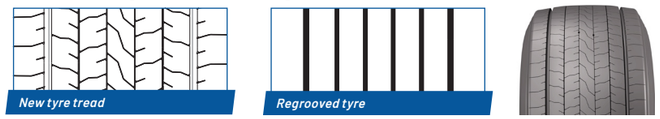
Max. regrooving depth 3mm, regrooving width 6-8mm.

EQMAX T ULTRA
5-RIB DESIGN (385/55R22.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

7-RIB DESIGN (SIZE 435/50R19.5)



Max. regrooving depth 3mm, regrooving width 6-8mm.

TYRE DESIGN NAME	SIZE	LOAD / SPEED INDEX 1	LOAD / SPEED INDEX 2	FUEL EFFICIENCY	WET GRIP	NOISE EMISSIONS (CLASS / dB)		SNOW GRIP 3PMSF	RFID
EQMAX S	315/70R22.5	158	150	B	B	A	71	Δ	✓
EQMAX S ULTRA	385/65R22.5	164	158	A	U.D	U.D		Δ	✓
EQMAX S	385/55R22.5	160	158	B	B	A	70	Δ	✓
EQMAX T ULTRA	435/50R19.5	164		A	U.D	U.D		Δ	✓
EQMAX S	315/80R22.5	158	150	U.D	U.D	U.D		Δ	✓
EQMAX S ULTRA	315/70R22.5	158	150	A	B	A	71	Δ	✓
EQMAX T ULTRA	385/65R22.5	164	158	A	U.D	U.D		Δ	✓
EQMAX S	385/65R22.5	164	158	U.D	U.D	U.D		Δ	✓
EQMAX D	315/80R22.5	156	154	U.D	U.D	U.D		Δ	✓
EQMAX T ULTRA	385/55R22.5	160	158	A	U.D	U.D		Δ	✓
EQMAX D	315/70R22.5	154	152	B	B	B	75	Δ	✓
EQMAX D ULTRA	315/70R22.5	154	152	A	B	B	74	Δ	✓
EQMAX S ULTRA	385/55R22.5	160	158	A	B	A	70	Δ	✓

U.D: UNDER DEVELOPMENT

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(0323 / ENG)