

The logo is a right-angled triangle with a purple border. Inside the triangle, the text "SET PLAN" is in bold, "Conference" is in a smaller font, and "2015" is at the bottom.

**SET
PLAN**
Conference
2015

Research, innovation
and competitiveness
for the Energy Union

SUSTAINABLE AND SAFE ROAD TRANSPORT MOBILITY

Romain Hansen

Director Technology Projects

Goodyear Innovation Center Luxembourg

SESSION 4

Sustainable transport systems, increasing energy
efficiency and reducing greenhouse emissions

Tuesday 22 September 2015

Goodyear Global RDE&Q Network



GIC*A in Akron, Ohio USA



GIC*L in Colmar-Berg, Luxembourg



DDC*H in Hanau, Germany



GDC*C in Dalian/Pulandian, China

EU Tire Labelling

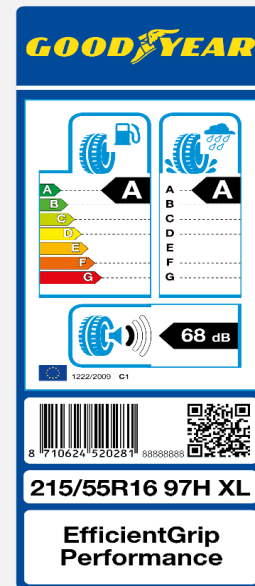


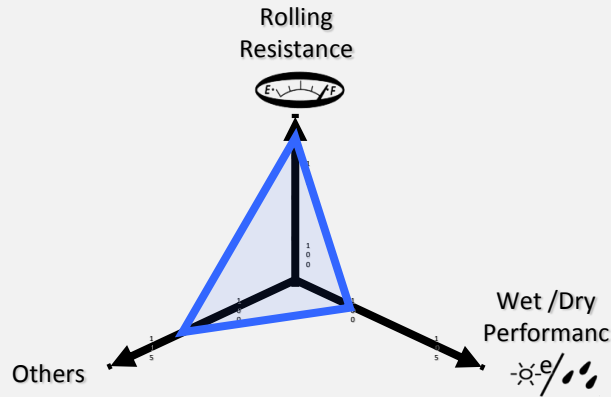
EU: Since November 2012

Tire Performance => Consumer Benefit

- Rolling Resistance => Fuel Consumption
- Grip => Wet and Dry Braking Distance
- Noise => Comfort and Well Being

3 Tire Performance Criteria

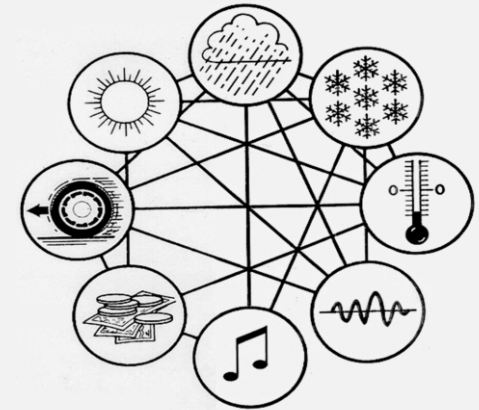




EU Tire Label: 3 Criteria



Consumer Tests: +/- 15 Criteria



Goodyear: 50+ Criteria

Goodyear Rice Husk Ash (RHA) Silica



Whole Grain Rice



White Rice



Rice Husk



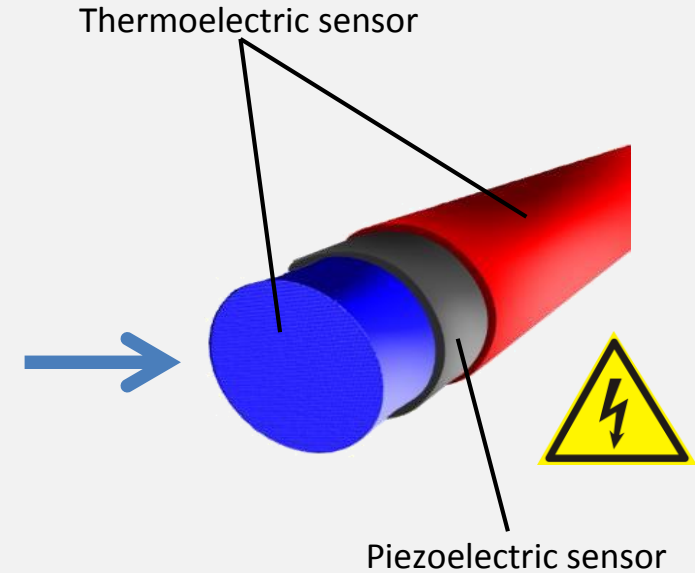
Husk Ash



Silica

- 738 MM tonnes rice paddy harvested annually worldwide
- 20% of rice paddy is husk - burned as biomass fuel
- RHA is the by-product
- RHA contains ~ 90 wt% silica (25 MM tonnes annually!)

Goodyear BH03 Concept



Future Tire Challenges



New Materials



Connected



New Transport Modes

Sustainable, Safe and Integrated



SUSTAINABLE AND SAFE ROAD TRANSPORT MOBILITY

Romain Hansen
Director Technology Projects
Goodyear Innovation Center
Luxembourg

SET
PLAN
Conference
2015

myenergy
Luxembourg



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère du Développement durable
et des Infrastructures

Département de l'environnement



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère du Logement

With the
support of



Co-funded by
the European Union



Presidency of
the Council of the
European Union

GRAND DUCHÉ DE
Luxembourg

This conference has received funding from the European Union Horizon 2020 research and innovation programme under the grant agreement No 681163