

**GOODYEAR**

**Sustainable Reality Survey**



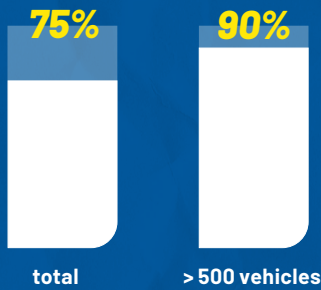
RESPONSES FROM

**ALMOST 1000 FLEETS IN  
+30 EUROPEAN COUNTRIES**

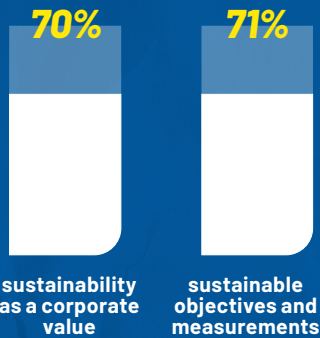
**1 TREE PLANTED PER SURVEY PARTICIPANT** 

NON-PROFIT ORGANISATION TREE-NATION

**ENVIRONMENTAL SUSTAINABILITY MATTERS**



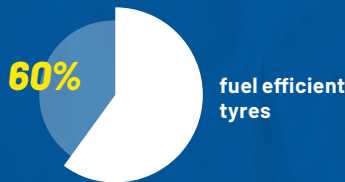
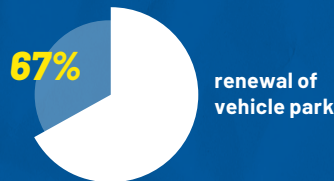
**LARGER FLEETS HAVE A CLEAR SUSTAINABLE CULTURE**



**FINANCIAL INCENTIVES ARE THE**

**#1** MOTIVATOR FOR 72%

**HAULIERS ARE ALREADY TAKING ACTION**



**ENVIRONMENTAL SUSTAINABILITY IS HIGH ON THE INDUSTRY AGENDA**

**FACTORS PREVENTING NEW MEASURES**

**60%** TOO EXPENSIVE

**45%** TOO COMPLICATED

The industry is facing a sustainability dilemma. To fastforward towards a climate-neutral future in a highly complex environment like transportation, green and efficient operations need to go hand-in-hand, without adding complexity.

**SUSTAINABILITY MEETS REALITY**

**GOODYEAR**