

# GOODYEAR DEALER AD KIT WINTER 2022-23

Further information or possible questions; be in touch: Jonathan Karlsson, jonathan\_karlsson@goodyear.com

## Print Ads

Please note this background picture is dedicated for communication of the Goodyear **UltraGrip Arctic 2** layout.

1 210x297



Indesign open files to

PDF file to

2 297x210



Indesign open files to

PDF file to

Please note this background picture is dedicated for communication of the Goodyear **UltraGrip Ice 2** layout.

3 210x297



Indesign open files to

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4 297x210



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Goodyear Nordic

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## Product pictures, texts and technical data

5 Download **UltraGrip Arctic 2** images [here](#):



Tire image to 



Tire image to 



Tire image to 



Tire image to 

6 Download **UltraGrip Ice 2** images [here](#):



Tire image to 



Tire image to 



Tire image to 

7 **For Product images, Technical visuals, Test pictures and Tire labels:**

1. Download ProductKit Zip File [Click here](#) 
2. Choose Goodyear -> Passenger Car -> Tire Pattern of your choice

8 **For Product texts:**

1. Go to **Goodyear** website [Click here](#) 
2. Select tire of choice to find product text and claims

9 **For videos and pictures to use in store:**

1. Go to myWay Marketing Material box [Click here](#) 
2. Click **Sweden MarketingMaterial Box** and select what items you would like to download

Please note that this can also be accessed via the **myWay** log in page



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## Banners

### 10 Winter 2022-23 UltraGrip Arctic 2 950x280px NO



JPG file to 

### 11 Winter 2022-23 UltraGrip Ice 2 950x280px NO



JPG file to 

### 12 Winter 2022-23 Satisfaction Guarantee banner 950x280px NO



JPG file to 

[Click here](#) 

to read more about the Satisfaction Guarantee campaign.

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# Facebook & Instagram

- 13 Winter 2022-23 UltraGrip Arctic 2 banner 1080x1080px facebook NO



JPG file to

- 14 UltraGrip Arctic 2 brand banner 1200x628px facebook NO



JPG file to

- 15 Winter 2022-23 UltraGrip Ice 2 banner 1080x1080px facebook NO



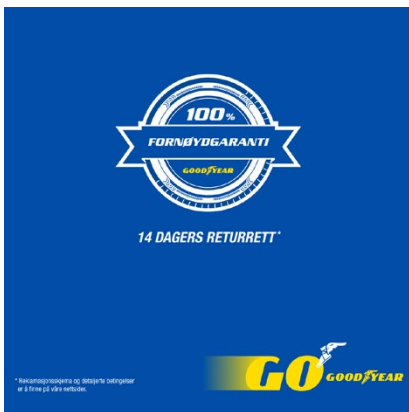
JPG file to

- 16 UltraGrip Ice 2 brand banner 1200x628px facebook NO



JPG file to

17 Winter 2022-23 Satisfaction Guarantee banner 1080x1080px facebook NO



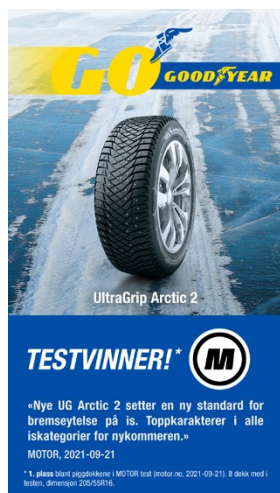
JPG file to

18 Winter 2022-23 Satisfaction Guarantee banner 1200x628px facebook NO



JPG file to

19 Winter 2022-23 UltraGrip Arctic 2 banner 1080x1920px NO



JPG file to

20 Winter 2022-23 UltraGrip Ice 2 banner 1080x1920px NO



JPG file to

## Facebook & Instagram video files

21 Winter 2022-23 UltraGrip Arctic 2 product banner 1080x1920px NO



MP4 file to 

22 Winter 2022-23 UltraGrip Arctic 2 product banner 1080x1080px NO



MP4 file to 

23 Winter 2022-23 UltraGrip Arctic 2 technology banner 1080x1920px NO



MP4 file to 

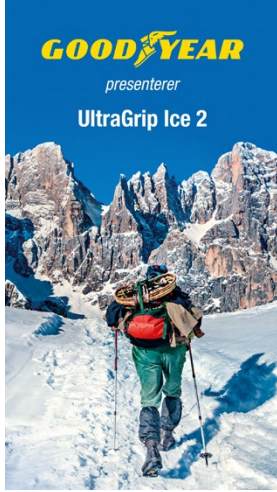
24 Winter 2022-23 UltraGrip Arctic 2 technology banner 1080x1080px NO



MP4 file to 

25

Winter 2022-23 UltraGrip Ice 2  
product banner 1080x1920px NO



MP4 file to 

26

Winter 2022-23 UltraGrip Ice 2  
product banner 1080x1080px NO



MP4 file to 