



Goodyear to Use AGILON Performance Silica by PPG to Improve Tire Performance

05/05/2015

Patented filler improves rolling resistance, wet traction and manufacturing efficiency

PITTSBURGH--(BUSINESS WIRE)--May 5, 2015-- PPG Industries (NYSE: PPG) announced today that Goodyear Tire & Rubber Company (NASDAQ: GT) has contracted to use AGILON(R) performance silica by PPG to increase the fuel efficiency of its tires. Goodyear will first use the next-generation reinforcing filler developed by PPG in EFFICIENTGRIP(TM) tires, a line of high-performance sport-utility-vehicle (SUV) tires debuting in Latin America this month. Goodyear plans to incorporate *Agilon* performance silica into future high-value-added tire launches in other regions in 2015.

Anup Jain, PPG vice president, specialty coatings and materials, said PPG is pleased to add Goodyear to the growing list of manufacturers incorporating *Agilon* silica-based solutions into tire and other rubber compounds. "Goodyear is a valued partner with a long history of setting trends in new product development and the use of new technologies," he explained. "We look forward to supporting Goodyear in its tire advancement efforts with the use of *Agilon* performance silica."

A chemically-modified precipitated silica, *Agilon* performance silica is a high-value technology that can improve the performance of products in which it is used, Jain said. When substituted for traditional silica-silane in tire compounds, *Agilon* performance silica can improve vehicle fuel efficiency, tire traction and treadwear by as much as 5 to 10 percent.

In addition, because PPG formulates *Agilon* performance silica by precipitating silica and silane together, tire manufacturers no longer have to perform this non-value-added processing step. This reduces complexity, increases manufacturing efficiency, saves energy and virtually eliminates rubber-mixing-related volatile organic compounds (VOCs).

In February, PPG announced capacity expansion at its Delfzijl, Netherlands, production facility, planned in large part to meet growing global demand for *Agilon* performance silica by Goodyear and other tire manufacturers.

PPG pioneered synthetic precipitated silica, becoming one of the first manufacturers to bring them to market in the 1930s. Today, PPG's silica products group is a global leader in the manufacture of precipitated silica for use as reinforcing fillers in tire, industrial, footwear and silicone rubber applications; as microporous fillers in battery separator applications; as flattening and thickening agents in coating, adhesive and sealant applications; and as anti-caking, free-flow and carrier agents in food, feed and industrial applications. As part of PPG's specialty coatings and materials business, the silica products group serves customers through a global network of manufacturing, research and technical-support facilities. For more information about PPG silica products, visit www.ppgsilica.com.

PPG: BRINGING INNOVATION TO THE SURFACE.(TM)

PPG Industries' vision is to be the world's leading coatings company by consistently delivering high-quality, innovative and sustainable solutions that customers trust to protect and beautify their products and surroundings. Through leadership in innovation, sustainability and color, PPG provides added value to customers in construction, consumer products, industrial and transportation markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in nearly 70 countries around the world. Reported net sales in 2014 were \$15.4 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com and follow [@PPGIndustries](https://twitter.com/PPGIndustries) on Twitter.

Forward-Looking Statements

Statements in this news release relating to matters that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 reflecting PPG Industries' current view with respect to future events or objectives and financial or operational performance or results. The forward-looking statements contained herein include statements relating to the future use by Goodyear of *Agilon* performance silica; demand growth for *Agilon* performance silica; and the timing of and expected benefits of Delfzijl precipitated silica expansion. Actual events may differ materially from current expectations and are subject to a number of risks and uncertainties, including future use by Goodyear of *Agilon* performance silica; demand growth for *Agilon* performance silica; the timing of and expected benefits of Delfzijl precipitated silica expansion; and the other risks and uncertainties discussed in PPG Industries' periodic reports on Form 10-K and Form 10-Q, and its current reports on Form 8-K filed with the Securities and Exchange Commission. Forward-looking statements speak only as of the date of their initial issuance, and PPG Industries does not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events or otherwise.

Bringing innovation to the surface is a trademark and *Agilon* is registered trademark of PPG Industries Ohio, Inc.

EfficientGrip is a trademark of Goodyear Tire & Rubber Company.

Source: PPG Industries

PPG Specialty Coatings and Materials

Brande Juart, 724-352-5203

juart@ppg.com