

### GSQA Benefits

- Reduced Disruptions
- Improved Productivity
- Single Knowledgebase
- Improved Supplier Negotiations
- Reduced Material Costs
- Reduced Compliance Costs
- Continuous Improvement
- Reduced Costs of Poor Quality

## Goodyear Continues To Realize Financial And Product Quality Benefits From Implementing GSQA

### Overview

The Goodyear Tire & Rubber Company continues to realize significant cost and process benefits from GSQA's implementation into their raw material improvement program. These benefits include reduced incoming inspection, improved material traceability, simplified record keeping and recovered NCM (non-conforming material) costs.

### Reduced Incoming Inspection

Before a shipment can leave a supplier, the supplier must enter the material's certificate of analysis results into GSQA. GSQA builds a knowledgebase of how each supplier's material conforms with the specification. The primary benefits to Goodyear from this information include:

- **Variation Alerts**—Goodyear is alerted to potential materials that may be trending out of specification, and can track those materials throughout the production process if needed.
- **Improved Production**—By knowing that the materials meet their requirements, Goodyear can better schedule their manufacturing resources, improving productivity and reducing waste.

### Simplified Record Keeping

GSQA tracks supplier focused material process information and provide enterprise wide access to this information for all of Goodyear's 80 manufacturing facilities implementing GSQA. This information includes:

- Material Specifications
- COA Data
- Individual Shipment Information
- Supplier Self Audits
- Supplier Corrective Action Requests
- NAFTA Certificate of Origin
- Supplier Contact Information

This saves Goodyear time and resources in ongoing TS16949 compliance costs, supplier audits, CAR administration and overall supplier communication.

### Improved Material Traceability

Goodyear has a centralized, searchable database where individual shipment records are kept for all manufacturing plants. This allows Goodyear to have lot level traceability for all materials, helping to minimize the impact of any production disruptions that may occur. This also enhances Goodyear's ability to correlate finished good quality to specific raw material characteristics.

### Recovered NCM Costs

GSQA provides the ability to attach a cost to a particular CAR. These costs include production downtime, defective products, disposal costs, labor and other costs associated with a particular CAR. Goodyear recovers those costs directly from their vendors, reducing their overhead burden and, in the long run, improving Goodyear's ability to identify and maintain a strong supplier base.