



MEDIA ADVISORY

GOODYEAR CELEBRATES 45 YEARS IN LAWTON WITH BLIMP FLYOVER AND EXCLUSIVE TIRE DISCOUNTS

Lawton, Okla., October 2, 2024 – To celebrate 45 proud years of Goodyear tires being made in Lawton, Oklahoma, the iconic Goodyear Blimp will be soaring through the area October 2 and October 3 (weather permitting) bringing smiles and exclusive discounts to Lawton and neighboring communities.

This special blimp visit celebrates the dedication of the Goodyear-Lawton team and the high-quality tires they manufacture in Lawton every day.

To mark this occasion, Goodyear is excited to announce the **Blimp Flyover Flash Sale** – exclusive to Lawton and neighboring communities. Consumers are able to save \$125 instantly on a set of four Goodyear tires when purchased online at [goodyear.com](https://www.goodyear.com). This limited-time offer, available October 2 through October 9, is Goodyear’s way of saying thank you to the community for the continued support.

While rides and tours to the general public cannot be accommodated, local media and community members are invited to join in the celebration by waving and taking photos as the blimp passes through Lawton overhead. We encourage sharing photos on social media using the hashtag #GoodyearMadeInLawton.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 71,000 people and manufactures its products in 54 facilities in 21 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

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