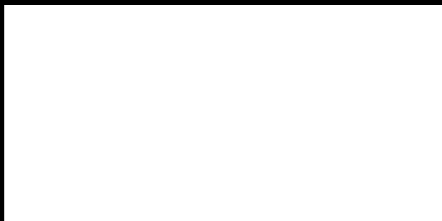


LIMITED WARRANTY AND TIRE CARE AND MAINTENANCE GUIDE

HIGHWAY AUTO TIRES
LIGHT TRUCK TIRES

FIERCE 



FIERCE® TIRES LIMITED WARRANTY

WHO IS ELIGIBLE?

You are eligible for the benefits of this Limited Warranty if:

- You are the owner or authorized agent of the owner of new Fierce highway auto or light truck tires, and
- Your tires bear Department of Transportation prescribed tire identification numbers, and
- Your tires have been used only on the vehicle on which they were originally installed according to the vehicle manufacturer or Goodyear's/Fierce's recommendations, and
- Your tires were purchased on or after January 1, 2008.

Light truck tires are defined as all tires identified with the "LT" designation in the sidewall stamping plus the 8-19.5 and 8R19.5 sizes, which do not carry the "LT" designation.

WHAT IS COVERED AND FOR HOW LONG?

FREE TIRE REPLACEMENT

Any Fierce highway auto and light truck tires that are removed from service due to a covered warranty condition during the first 2/32" treadwear or 12 months from date of purchase, whichever occurs first, will be replaced with a comparable new Fierce tire at no charge. Mounting and balancing are included.

PRORATED ADJUSTMENT

A tire not eligible for no-charge replacement that is removed from service due to a covered warranty condition will be replaced with a comparable new Fierce tire on a prorated basis.

HOW WILL PRORATED CHARGES BE CALCULATED?

Replacement price will be calculated by multiplying the tire's advertised retailer selling price at the time of adjustment by the percentage of usable original tread that has been worn off. You pay for mounting, balancing and applicable taxes and government-mandated charges.

EXAMPLE:

If your disabled tire had an original 8/32" of usable treadwear and is worn to 4/32" usable tread, you have used 50%, and therefore must pay 50% of the advertised price of the comparable tire. In addition, you must pay an amount equal to the full current Federal Excise Tax (U.S. only) or any other applicable taxes and government-mandated charges for the comparable new replacement tire at the time of adjustment. If the price of the new comparable tire is \$80, the cost to you would be \$40, plus F.E.T. (U.S. only), plus any other applicable taxes and government-mandated charges.

WHAT IS A COMPARABLE TIRE?

A "comparable" new Fierce tire may either be the same line of tire or, in the event that the tire is not available, a tire of the same basic construction and quality with a different sidewall or tread configuration. If a higher priced tire is accepted as replacement, the difference in price will be at an additional charge to you.

Any replacement tire provided pursuant to this warranty will be covered by the Fierce warranty in effect at the time of replacement.

In addition to the provisions of the limited warranty for covered warranty conditions, any new Fierce highway auto or light truck tire listed below is warranted against tread wearout based on the following table:

TREAD LIFE LIMITED WARRANTY

<u>Tire</u>	<u>Miles/Kilometers</u>
Instinct VR	50,000/80,000
Instinct ZR	30,000/48,000

HOW WILL TREAD LIFE LIMITED WARRANTY CHARGES BE CALCULATED?

If the tread wears evenly down to the treadwear indicators (worn to 2/32") before delivering the warranted mileage, the tire will be replaced on a prorated basis, provided the original invoice is presented showing the vehicle mileage when the tires were originally installed.

EXAMPLE:

If your tire had a tread life limited warranty of 40,000 miles (65,000 kilometers) and delivered 20,000 miles (32,500 kilometers) prior to wearout (down to 2/32"), the tire will be replaced for 50% of the advertised selling price of the comparable tire at the time of adjustment. If the price of the new comparable tire is \$80.00, the cost to you would be \$40.00, plus any additional charges such as mounting, balancing and any applicable taxes and government-mandated charges.

The tread life limited warranty applies only if you are the original purchaser and the tires have been used only on the vehicle on which they were originally installed according to Fierce or the vehicle manufacturer's recommendations.

However, the tread life limited warranty does not apply to:

- Tires used in commercial applications including, but not limited to, police, taxi service, national account, government and contract sales.
- Tires supplied as original equipment.
- Tires that after leaving the producing factory have had the tread pattern altered in any manner such as, but not limited to, siping, carving, shaving or having any material applied to the tread surface.
- You must retain your original tire purchase invoice (see B under Owner's Obligations) for tread life limited warranty consideration.

OWNER'S OBLIGATIONS

- A. You must rotate your tires in accordance with the prescribed rotation patterns as recommended by either the vehicle manufacturer or Fierce as set out in this warranty.
- B. When making a claim under the Tread Life Limited Warranty, you must present your original tire purchase invoice, which shows the tire description, mileage and the date the tire(s) were installed.
- C. You must present the tire to be adjusted to a Fierce Tires Retailer. Tires replaced as an adjustment become the property of The Goodyear Tire & Rubber Company or Goodyear Canada Inc.

- D. You must pay any other applicable taxes and government-mandated charges for any additional service you order at the time of adjustment relating to any unique applications requiring mounting, demounting or balancing.
- E. When making a claim for ride disturbance, you must present your original tire purchase invoice, which shows the tire description and the date the tire(s) were purchased.
- F. No claim will be recognized unless submitted on an approved claim form (supplied by a Fierce Tires Retailer) completely filled out where you, the owner, or your authorized agent presented the tire for adjustment.

ADDITIONAL PROVISIONS

A tire has delivered its full original tread life and the coverage of this warranty ends when the treadwear indicators become visible (worn to 2/32") or six (6) years (whichever comes first) from the date of original tire manufacture or new tire purchase date. (Without proof of purchase, the date of manufacture will be used to determine eligibility.)

LIMITATIONS

This limited warranty is applicable only in the United States and Canada.

WHAT IS NOT COVERED BY THIS WARRANTY?

This limited warranty does not cover the following:

- Tires submitted for ride disturbance that are worn beyond the first two thirty-seconds of an inch (2/32") tread depth or beyond six (6) months from the date of purchase, whichever occurs first, or tires submitted for ride disturbance due to damaged wheels or any vehicle condition. Proof of purchase is required (see E under Owner's Obligations).
- Goodyear/Fierce does not warrant or give credit in any adjustment transaction for any kind of material added to a tire (e.g., tire fillers, sealants, balancing substances) after the tire leaves a factory producing Fierce tires, nor will it adjust any tire that has failed as a result of adding such material.
- Irregular wear or damage due to mechanical condition of the vehicle, improper inflation, overloading, high-speed spin-up, misapplication, misuse, negligence, racing, use of tire chains, improper mounting or demounting, improper repair, wreck, collision or fire.
- Road hazards (includes, but not limited to, punctures, cuts, snags, impact breaks, etc.).
- Any tire that, after leaving a factory producing Fierce tires, has been intentionally altered to change its appearance (e.g., white inlay on a black tire or regrooved).
- Tires removed from service due to improper repairs.
- Tires with weather-cracking that were purchased more than four (4) years prior to presentation for adjustment or, if purchase date cannot be verified, manufactured more than four years prior to presentation for adjustment.
- Loss of time, inconvenience, loss of vehicle use, incidental or consequential damages.

WHAT ARE YOUR LEGAL RIGHTS?

No Representative or Dealer has authority to make any representation, promise or agreement on behalf of Goodyear, except as stated herein.

Any tire, no matter how well constructed, may fail in service or otherwise become unserviceable due to conditions beyond the control of the manufacturer. Under no circumstances is this warranty a representation that a tire failure cannot occur.

This warranty gives you specific legal rights and you may also have other rights that vary from state to state or province to province.

DISCLAIMER: THIS WARRANTY IS IN LIEU OF, AND FIERCE TIRES HEREBY DISCLAIMS, ANY AND ALL OTHER WARRANTIES AND REPRESENTATIONS, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND NO OTHER WARRANTY OR REPRESENTATION OF ANY KIND IS MADE BY FIERCE TIRES OR SHALL BE IMPLIED BY LAW.

LIMITATION OF DAMAGES: IN NO EVENT AND UNDER NO CIRCUMSTANCE SHALL FIERCE TIRES BE LIABLE TO THE BUYER FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, LOST PROFIT, LOSS OF BUSINESS, LOSS OF GOODWILL OR REPUTATION, PUNITIVE OR OTHER DAMAGE, COST (INCLUDING FOR REPLACEMENT TRANSPORTATION), EXPENSE OR LOSS OF ANY KIND. SOME STATES AND PROVINCES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU.

HOW DO YOU OBTAIN AN ADJUSTMENT?

You must present the tire to be adjusted to an authorized Fierce service facility. Tires replaced on an adjustment basis become the property of The Goodyear Tire & Rubber Company or Goodyear Canada Inc.

You must pay for taxes plus any additional service that may be unique to your application, e.g. Tire Pressure Monitoring System, and any additional services you order at the time of adjustment.

You must submit your claim on an approved claim form supplied by an authorized Fierce service facility. The form must be filled out completely and where you, the owner, or your authorized agent presented the tire for adjustment.

WARNING

Property damage, serious injury or death may result from:

- **TIRE FAILURE DUE TO UNDERINFLATION/OVERLOADING/MISAPPLICATION.** Follow the vehicle owner's manual or tire placard in vehicle.
- **TIRE FAILURE DUE TO IMPACT DAMAGE/IMPROPER MAINTENANCE.** Tires should be inspected regularly by a qualified technician for signs of damage, such as punctures or impacts.
- **TIRE FAILURE DUE TO IMPROPER REPAIRS.** See Rubber Manufacturers Association (RMA) established repair procedures at www.rma.org and/or go to www.goodyear.com for information on proper repair procedures.
- **EXPLOSION OF TIRE/RIM ASSEMBLY DUE TO IMPROPER MOUNTING.** Only specially trained persons should mount tires.
- **FAILURE TO MOUNT RADIAL TIRES ON APPROVED RIMS.**
- **FAILURE TO DEFLATE SINGLE OR DUAL ASSEMBLIES COMPLETELY BEFORE DEMOUNTING.**
- **TIRE SPINNING.** On slippery surfaces such as snow, mud, ice, etc., do not spin tires in excess of 35 mph (55 kph), as indicated on the speedometer.

- **EXCESSIVE WHEEL SPINNING.** This can also result in tire disintegration or axle failure.

SIX MONTH – 6,000 MILE/10,000 KILOMETER ROTATION RECORD

Odometer Reading 1st Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 2nd Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 3rd Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 4th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 5th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 6th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 7th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 8th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 9th Rotation	Rotated by (Dealer/Store Name)	Date
Odometer Reading 10th Rotation	Rotated by (Dealer/Store Name)	Date

TIRE CARE AND MAINTENANCE GUIDE

The easiest way to help ensure satisfactory mileage and performance from your Fierce® tires is to give them a simple but frequent (at least monthly) inspection for proper inflation, even treadwear and the presence of any damage.

DO MAINTAIN PROPER INFLATION PRESSURE IN YOUR TIRES

Proper inflation pressure is necessary for optimum tire performance, safety and fuel economy. To maintain proper inflation pressure, frequently (at least monthly) check tires (when they are cool) with an accurate tire pressure gauge.* For example, it is difficult to tell just by looking at radial tires whether they are underinflated.

Furthermore, when operating a vehicle equipped with radial tires, it is difficult to notice when a tire has gone flat or nearly flat since the “feel” of the vehicle does not change significantly.

***Evidence of air loss or repeated underinflation always requires expert inspection to determine the source of leakage and tire removal to determine repairability. To avoid injury, NEVER attempt to reinflate a tire that has been run severely underinflated.**

Progressive air loss may result from punctures, cuts, curbing, impacts or partial bead unseating. Some fitment causes for air loss are (1) incomplete bead seating, (2) bead tearing caused by a machine tool due to insufficient lubrication or improper adjustment, (3) leaking valve core or rubber valve components. These should be replaced when problems are detected and whenever tires are replaced.

Always maintain inflation pressure at the level recommended by the vehicle manufacturer as shown on the vehicle placard, on the vehicle certification label or in the vehicle owner's manual:

Underinflation is the leading cause of tire failure and may result in severe cracking, component separation or "blowout." It reduces tire load capacity, allows excessive sidewall flexing and increases rolling resistance, resulting in heat and mechanical damage. Maintaining proper inflation pressure is the single most important thing you can do to promote tire durability and maximize tread life.

Overinflation increases stiffness, which may deteriorate ride and generate unwanted vibration. Overinflation also increases the chances of impact damage.

DON'T OVERLOAD YOUR VEHICLE

Check your vehicle owner's manual to determine the load limits. Overloading your vehicle places stress on your tires and other critical vehicle components. Overloading a vehicle can cause poor handling, increased fuel consumption and may cause tire failure. Overloading your tires can result in severe cracking, component separation or "blowout." Never fit your vehicle with new tires that have less load capacity than shown on the vehicle tire placard, and remember that optimum rim width is important for proper tire load distribution and function.

The maximum load capacity stamped on the sidewalls of P-metric tires is reduced by 10 percent when used on a light truck, utility vehicle or trailer. Never fit P-metric tires to light trucks that specify LT-type replacement tires.

DON'T SPIN YOUR TIRES EXCESSIVELY

Avoid excessive tire spinning when your vehicle is stuck in snow, ice, mud or sand. The centrifugal forces generated by a free-spinning tire/wheel assembly may cause sudden tire explosion, resulting in vehicle damage and/or serious personal injury to you or a bystander. Never exceed 35 mph/55 kph as indicated on your speedometer. Use a gentle backward and forward rocking motion to free your vehicle for continued driving. Never stand near or behind a tire spinning at high speed, for example, while attempting to push a vehicle that is stuck or when an on-the-car spin balance machine is in use.

DO CHECK YOUR TIRES FOR WEAR

Always remove tires from service when they reach two thirty-seconds of an inch (2/32") remaining tread depth. All new tires have treadwear indicators which appear as smooth banks in the tread grooves when they wear to the two thirty-seconds of an inch (2/32") level. Many wet weather accidents result from skidding on bald or nearly bald tires. Excessively worn tires are also more susceptible to penetrations.

DO CHECK YOUR TIRES FOR DAMAGE

Frequent (at least monthly) inspection of your tires for signs of damage and their general condition is important for safety. If you have any questions, have your tire Dealer inspect them. Impacts, penetrations, cracks, knots, bulges or air loss always require tire removal and expert inspection. Never perform a temporary repair or use an innertube as a substitute for a proper repair. Only qualified persons should repair tires.

PROPER TIRE REPAIR

NOTE: Goodyear/Fierce does not warrant any inspection or repair process. The repair is entirely the responsibility of the repairer and should be made in accordance with established Rubber Manufacturers Association (RMA) procedures.

DON'T ATTEMPT TO MOUNT YOUR OWN TIRES

Serious injury may result from explosion of tire/rim assembly due to improper mounting procedures. Follow tire manufacturer's instructions and match tire diameter to rim diameter. Mount light truck radials on rims approved for radial service. Do not apply bead sealer. This can inhibit bead seating. Lubricate beads and tire rim (including tube or flap) contact surfaces. Lock assembly on mounting machine or place in safety cage. **STAND BACK** and never exceed 40 psi to seat beads. Never use a volatile substance or a rubber "donut" (also known as a bead expander or "O-Ring") to aid bead seating. Only specially trained persons should mount tires.

DON'T MIX TIRES OF DIFFERENT SIZES AND TYPES ON THE SAME AXLE

For optimum handling and control, Fierce recommends fitment of four (4) tires of the same type and size unless otherwise specified by the vehicle manufacturer.

⚠️ WARNING Before you replace your tires, always consult the vehicle owner's manual and follow the vehicle manufacturer's replacement tire recommendations. If the vehicle owner's manual prohibits changing tire sizes, you must not change the size of the tire. Vehicle handling may be significantly affected by a change in tire size or type. When selecting tires that are different than the original equipment size, see a professional installer in order to make certain that proper clearance, load-carrying capacity and inflation pressure are selected. Never exceed the maximum load capacity and inflation pressure listed on the sidewall of the tire. Always drive safely and obey all traffic laws. Avoid sudden, sharp turns or lane changes. Failure to follow this warning may result in loss of control of the vehicle, leading to an accident and serious injury or death.

When replacing tires, you must maintain the outside diameter and load-carrying capacity of the original equipment tire. Inflation pressure may need to be adjusted to avoid overloading the tire. Consult the Tire & Rim Association Load and Inflation Tables, ETRTO or JATMA standards for correct load and inflation information.

NEVER FIT TIRES THAT HAVE LESS LOAD-CARRYING CAPACITY THAN REQUIRED BY THE ORIGINAL EQUIPMENT MANUFACTURER ONTO A VEHICLE.

Examples: Many vehicles, such as large passenger vans, require Load Range E tires as designated by the vehicle manufacturer. Fitment of a tire with less carrying capacity, such as a Load Range D, is not allowed.

In other cases, tires of the same size may carry different load indexes in the service description. You must make certain the replacement tires fitted to the vehicle have a load-carrying capacity equal to or greater than what the original equipment manufacturer specifies.

FOLLOW THESE ADDITIONAL GUIDELINES:

Fit newest tires on rear axle. If radials and non-radials must be fitted to the same vehicle, fit radials on rear axle. Never mix radials and non-radials on the same axle. When fitting snow tires or all-season tires to performance vehicles, always fit in sets of four. It is not recommended to fit tires with different speed ratings. If tires with different speed ratings are installed on a vehicle, they should be installed with like pairs on the same axle. The speed capability of the vehicle will become limited to that of the lowest speed rated tires. It is also recommended that the lower speed rated tires be placed on the front axle regardless of which axle is driven to help prevent potential oversteer.

Use of lift kits with some vehicle/tire combinations can cause instability. When changing tire sizes, always consult Dealer for optimum rim width and carefully check vehicle/tire clearances.

RETREADED TIRES

Retreaded passenger and light truck tires are not warranted by Goodyear/Fierce for any reason. Fierce speed ratings and Department of Transportation test compliance certifications are voided for retreaded tires.

MAINTAIN VEHICLE SUSPENSION AND WHEEL ALIGNMENT. BALANCE AND ROTATE YOUR TIRES.

Lack of rotation, worn suspension parts, underinflation/overinflation, wheel imbalance and misalignment can cause vibration or irregular tire wear. Rotate your tires according to your vehicle manufacturer's recommendations or at maximum intervals of 6,000 miles or 10,000 km.

FOR ADDITIONAL INFORMATION, SEE THE CONSUMER TIRE GUIDE PUBLISHED BY THE TIRE INDUSTRY SAFETY COUNCIL, P.O. BOX 1801, WASHINGTON, DC 20013-1801, OR WRITE THE GOODYEAR TIRE & RUBBER COMPANY, CONSUMER RELATIONS, DEPT. 728, 1144 E. MARKET ST., AKRON, OH 44316. YOU MAY ALSO CALL FIERCE AT 1-800-321-2136.

Fierce brand tires are serviced by The Goodyear Tire & Rubber Company through authorized Fierce outlets. You must go to an authorized Fierce outlet for replacement tires and all warranty service.

CONVENIENCE (TEMPORARY) SPARE

Convenience (Temporary) Spares are designed to take up a minimum of storage space and, at the same time, fulfill the function of a spare tire when needed. The spare is kept in its storage space, fully inflated at 60 psi. To be sure it is always ready for use, the air pressure should be checked on a regular basis (at least monthly).

The Convenience (Temporary) Spare can be used in combination with the original tires on your vehicle, but should never be used

on a vehicle with which it is not compatible, nor should more than one such tire be placed on any vehicle at any given time.

To conserve tire tread life, it is meant to be returned to the spare tire storage area as soon as it is convenient to have the standard tire repaired or replaced.

The wheels used with the Convenience (Temporary) Spare are specifically designed for use with high pressure spares and should never be used with any other type tire.

HOW TO READ A TIRE D.O.T. SERIAL NUMBER

D.O.T. stands for Department of Transportation and is on the lower sidewall of each tire to show that the tire meets or exceeds the Department of Transportation safety standards.

Understanding Tire D.O.T. Numbers

M6MJEHOR0900

12 Digit # = 2000s Production / 11 Digit # = 1990s Production

M6	MJ	EHOR	0900
└	└	└	└
Mfgr. Plant Code	Government Size and Ply Code	Manufacturer Construction Code	Tire Build Date (9th week of 2000)

TIRE SERVICE LIFE

Tires are designed and built to provide many thousands of miles of excellent service. For maximum benefit, tires must be maintained properly to avoid tire damage that may result in removal from service before the tread is worn down to minimum depth.

It is not practical to accurately predict the service life of any specific tire in chronological time since service conditions vary widely. The serviceability of a tire over time is a function of the storage and service conditions (inflation pressure, load, speed, road hazard injury, etc.) to which a tire is subjected. Consumers should not rely solely on the appearance of the tire, but should be aware of any change in dynamic performance, such as increased air loss, noise or vibration, which could be a sign to remove the tire. Therefore, it is essential to have tires, including spares, inspected regularly (at least monthly) for proper inflation pressure, damage and treadwear.

FOR SERVICE ASSISTANCE OR INFORMATION:

1. FIRST CONTACT THE NEAREST FIERCE RETAILER.
2. IF ADDITIONAL ASSISTANCE IS REQUIRED:

IN THE UNITED STATES:

Call 1-800-321-2136; e-mail goodyear_cr@goodyear.com;
or write Goodyear/Fierce Consumer Relations, Dept. 728
1144 East Market Street, Akron, OH 44316-0001

IN CANADA:

Call the Goodyear Customer Assistance Centre at 1-800-387-3288,
or write to Goodyear Customer Assistance Centre
450 Kipling Avenue, Toronto, Ont. M8Z 5E1.

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