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**Goodyear and America's Byways®
Announce the 50 Most Comfortable Touring Drives
which includes Washington's Chinook Scenic Byway**

Enumclaw, WA, November 15, 2010 – A new national survey commissioned by The Goodyear Tire & Rubber Company and America's Byways® revealed that Americans planned on taking at least one road trip this autumn. A combination of stable gas prices and abundant scenic routes should contribute to opportunities for weekend road trips or vacation getaways well into the future. Many are making plans now to enjoy a road trip in 2011.

The survey, completed by Kelton Research, also found that most travelers want their journey to be something that is beautiful and unique, not just another trip on a superhighway. In fact, the overwhelming majority of people (80 percent) would opt for a scenic, touring drive rather than driving directly to their destination.

"Our survey showed that 97 percent of Americans planning a fall road trip agree that their overall comfort is the key to enjoying it, so we joined together with America's Byways to unveil a list of the 50 Most Comfortable Touring Drives," said Gary Medalis, general manager for Goodyear consumer tires. "These top 50 touring drives encompass comfort and scenery to enhance the trip and are all within reasonable distance of major metropolitan areas such as Seattle and Portland."

"For not a lot of money, travelers can skip the superhighways and exit to the smaller roadways to experience some of the best roads America has to offer," said Derrick Crandall, spokesperson for America's Byways and president, American Recreation Coalition. "While there are hundreds of fantastic drives along America's Byways, we worked with Goodyear to create a list of some of the best, providing Americans with what they told us they are looking for—comfortable, nearby drives that provide scenic and unique landscapes."

In the local area, the Chinook Scenic Byway, US Hwy 410, invites travelers to experience natural beauty, outdoor recreation and an abundance of wildlife. The byway runs for 92 miles, from Enumclaw, WA to Naches, WA for an unforgettable driving tour. "Visit www.chinookscenicbyway.com for an interactive map of all there is to see and do along the byway. Remember to check to see if the pass is open as it typically closes from mid-November to mid-May. Road conditions can also be found at www.wsdot.wa.gov."

The journey will amaze you with up-close experiences in Mt. Rainier National Park and provide you with access to hundreds of trails and viewpoints, and acres upon acres of pristine forests. Along this corridor, the landscape changes from dense old growth timber to a fertile agricultural district on the east side of the Cascade Mountain range.

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Travelers can also go to VisitRainier.com for more regional information or the America's Byways website at www.byways.org for details on the Chinook Scenic Byway, and to learn more about the other 50 Most Comfortable Touring Drives, as well as information about 100 additional spectacular byways, travel tips, and more.

About America's Byways

America's Byways is a collection of 150 distinct and diverse roads designated by the U.S. Secretary of Transportation. The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. For more information about America's Byways, visit www.byways.org.

About Goodyear

The Goodyear Tire & Rubber Company is one of the world's largest tire companies. It employs approximately 69,000 people and manufactures its products in more than 57 facilities in 23 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, go to www.goodyear.com/corporate.

50 Most Comfortable Touring Drives

- Delaware River Scenic Byway – New Jersey
- Merritt Parkway – Connecticut
- Great Lakes Seaway Trail – New York, Pennsylvania
- Arroyo Seco Historic Parkway – California
- Ebbetts Pass Scenic Byway – California
- San Luis Obispo North Coast Byway – California
- Historic Route 66 – Illinois, Arizona, New Mexico, Oklahoma
- Lincoln Highway – Illinois
- Brandywine Valley Scenic Byway – Delaware
- Historic National Road – Pennsylvania, Illinois, Indiana, Maryland, Ohio, West Virginia
- Blue Ridge Parkway – North Carolina, Virginia
- Journey Through Hallowed Ground – Pennsylvania, Maryland, Virginia
- George Washington Memorial Parkway – Virginia
- Millstone Valley Scenic Byway – New Jersey
- Baltimore's Historic Charles Street – Maryland

- Woodward Avenue Automotive Heritage Trail – Michigan
- Red Rock Scenic Byway – Arizona
- Stevens Pass Greenway – Washington
- Chinook Scenic Byway – Washington
- Mountains to Sound Greenway – Washington

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- Grand Rounds Scenic Byway – Minnesota
 - Florida Keys Scenic Highway – Florida
 - Florida Black Bear Scenic Byway – Florida
- A1A Scenic and Historic Coastal Byway - Florida
 - Ormond Scenic Loop and Trail – Florida
- Lariat Loop Scenic & Historic Byway – Colorado
- Gold Belt Tour Scenic and Historic Byway - Colorado
 - Ohio River Scenic Byway – Ohio, Illinois, Indiana
 - Amish Country Byway – Ohio
 - Lake Erie Coastal Ohio Trail – Ohio
- Meeting of the Great Rivers Scenic Route – Illinois
 - Mt. Hood Scenic Byway – Oregon
 - West Cascades Scenic Byway – Oregon
- Cherokee Foothills Scenic Byway – South Carolina
- Natchez Trace Parkway – Tennessee, Alabama, Mississippi
 - Connecticut State Route 169 – Connecticut
 - Nebo Loop Scenic Byway – Utah
 - Loess Hills Scenic Byway – Iowa
 - Woodlands Trace – Tennessee, Kentucky
- Selma to Montgomery March Byway – Alabama
 - Flint Hills Scenic Byway – Kansas
- Wetlands and Wildlife Scenic Byway – Kansas
 - Talladega Scenic Drive – Alabama
 - Alabama's Coastal Connection – Alabama
 - Las Vegas Strip – Nevada
 - Death Valley Scenic Byway – California
- Route 1 – San Luis Obispo North Coast Byway - California
 - Santa Fe Trail – New Mexico, Colorado
 - Turquoise Trail – New Mexico
 - Lincoln Heritage Scenic Byway – Kentucky

Road Trip Survey Fact Sheet

Survey conducted by Kelton Research and The Goodyear Tire & Rubber Company in cooperation with America's Byways® - 2010

Survey Findings

- 70 percent of Americans planned to take at least one road trip this fall
-More-
- 40 percent of those surveyed planned to take three trips or more
- 80 percent of Americans would opt for a scenic touring drive rather than driving straight on a superhighway
- 97 percent of Americans agreed that overall comfort is the key to enjoying any road trip

For Fun...

With which TV family would most Americans want to hit the road?

- The Cunningham family from *Happy Days* won that battle, garnering 21 percent of the American vote. Stewie and the Griffins from *Family Guy* came in second with 15 percent. Rounding out the top three was the Addams Family with 12 percent.

What would Americans be willing to part with to ensure a comfortable road trip?

- Travelers were willing to give up some things in the name of comfort. Almost half (49 percent) would ditch their GPS system, while others would forgo an hour less of driving time (39 percent).

Did Americans plan on making an unnecessary stop during a road trip?

- 72 percent of travelers said they wanted to make at least one or more stop that wasn't necessary while on a road trip.

Did more men or women think a comfortable drive is the perfect time to unwind?

- More women than men (65 percent vs. 58 percent) claimed that a comfortable drive is the perfect time to unwind and take in the country's backdrop.

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