

GOODYEAR TIRE & RUBBER CO /OH/
 Form FWP
 August 20, 2010

Filed Pursuant to Rule 433
 Registration No. 333-168704
 August 20, 2010

Pricing Term Sheet

| | | |
|---|---|----------|
| Issuer: | The Goodyear Tire & Rubber Company | |
| Rating: | B1/B+ | |
| Security: | 8.250% Senior Notes due 2020 (Reopening of \$900,000,000 of 8.250% Senior Notes due 2020 issued on August 13, 2010) | |
| Maturity: | August 15, 2020 | |
| Face Amount: | \$100,000,000 | |
| Gross Proceeds: | \$100,750,000 | |
| Gross Spread: | 1.875% | |
| Net Proceeds exclusive of accrued interest (after deducting underwriting discounts and commissions but before offering expenses): | \$98,875,000 | |
| Coupon: | 8.250% | |
| Offering Price: | 100.75% plus accrued interest from August 13, 2010 | |
| Yield: | 8.119% | |
| Trade Date: | August 20, 2010 | |
| Settlement Date: | August 25, 2010 (T+3) | |
| Interest Payment Dates: | February 15 and August 15, beginning February 15, 2011 | |
| Accrued Interest Payable to Issuer: | \$275,000 accrued from August 13, 2010 to but excluding August 25, 2010 | |
| Record Dates: | February 1 and August 1 | |
| Optional Redemption: | On or after: | Price: |
| | August 15, 2015 | 104.125% |
| | August 15, 2016 | 102.750% |
| | August 15, 2017 | 101.375% |
| | August 15, 2018 and thereafter | 100.000% |

| | |
|---------------------|---|
| Make Whole: | Makewhole call @ T+50bps prior to August 15, 2015 |
| Equity Clawback: | 35% at 108.25% until August 15, 2013 |
| Spread to Treasury: | +558 bps |
| Reference Treasury: | UST 3.50% due May 15, 2020 |
| Underwriter: | Deutsche Bank Securities Inc. |
| CUSIP/ISIN: | 382550 BB6 / US382550BB69 |

The Issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the Issuer has filed with the SEC for more complete information about the Issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the Issuer, the Underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Deutsche Bank Securities Inc. toll free at 1-800-503-4611.