

GOODYEAR TIRE & RUBBER CO /OH/
 Form FWP
 August 11, 2010

Filed Pursuant to Rule 433
 Registration No. 333-168704
 August 10, 2010

Pricing Term Sheet

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| Issuer: | The Goodyear Tire & Rubber Company | |
| Ratings: | B1/B+ | |
| Security: | 8.250% Senior Notes due 2020 | |
| Maturity: | August 15, 2020 | |
| Face Amount: | \$900,000,000 | |
| Gross Proceeds: | \$892,467,000 | |
| Gross Spread: | 1.875% | |
| Net Proceeds (after deducting underwriting discounts and commissions but before offering expenses): | \$875,592,000 | |
| Coupon: | 8.250% | |
| Offering Price: | 99.163% | |
| Yield: | 8.375% | |
| Trade Date: | August 10, 2010 | |
| Settlement Date: | August 13, 2010 (T+3) | |
| Interest Payment Dates: | February 15 and August 15, beginning February 15, 2011 | |
| 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 | |

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| Equity Clawback: | 35% at 108.25% until August 15, 2013 |
| Spread to Treasury: | +562 bps |
| Reference Treasury: | UST 3.50% due May 15, 2020 |
| Joint Book-Running Managers: | Deutsche Bank Securities Inc., Barclays Capital Inc. and Morgan Stanley & Co. Incorporated |
| Co-Managers: | BNP Paribas Securities Corp., HSBC Securities (USA) Inc., Natixis Bleichroeder LLC and Wells Fargo Securities, LLC |
| 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, any 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.