

# GOODYEAR LEARNING CENTER

COURSE  
CATALOG  
2021



**GOODYEAR**  
LEARNING CENTER

# WELCOME!

The Goodyear Learning Center is committed to providing training options designed for one purpose – to improve business results through the development and performance of people. Just as Goodyear works diligently to provide tires that meet your many needs at the highest level of innovation and quality, the Goodyear Learning Center is focused on providing innovative, accurate training that will help fuel your business growth.

We welcome you to explore and take full advantage of all Goodyear has to offer.

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# ELEARNING

The Goodyear Learning Center offers quick and informative eLearning in a self-paced format available 24 hours a day, 7 days a week. These **free courses** cover broad topics including:

**Product Knowledge\***

**Tools and Technology**

**Selling Skills**

\* Some courses available in French Canadian



*ultimate in control*

**VALUE PROPOSITION**



## CONSUMER COURSES

Wrangler Fortitude HT (C-Type)  
Goodyear WinterCommand  
Selling the Goodyear Assurance Family  
Goodyear Eagle Exhilarate

## CONSUMER INDUSTRY BASICS

Basic Tire Fundamentals  
Goodyear Ride and Vibration  
How to Read the Sidewall of a Tire  
Tire Conditions

## COMMERCIAL COURSES

Regional Steer  
Endurance LHS/LHD  
Marathon and Workhorse  
Selling Long Haul and Regional/Urban

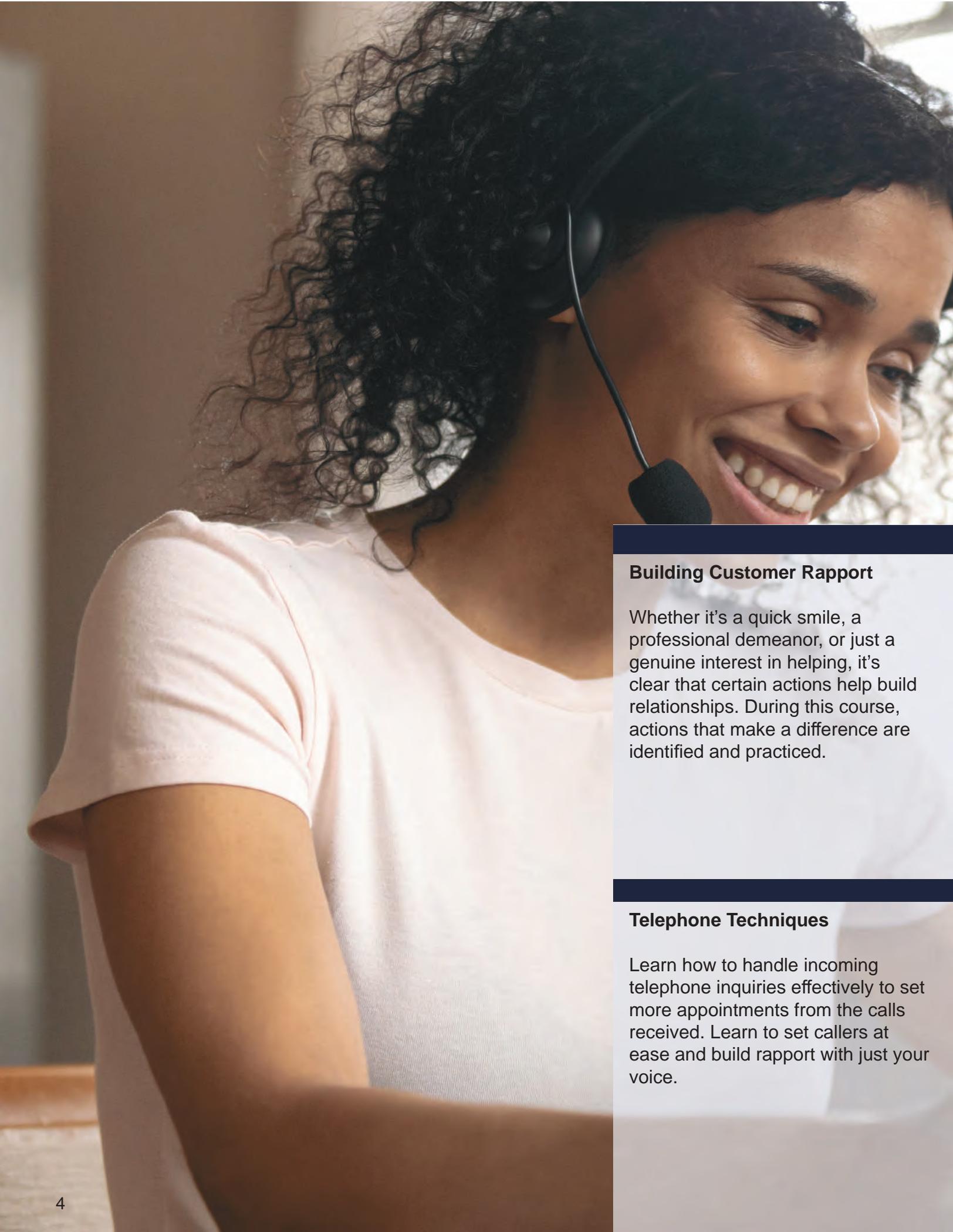
## COMMERCIAL INDUSTRY BASICS

Commercial Tire Basics  
How to Read a Commercial Tire Sidewall  
Retread Manufacturing Series  
Tire Management

## OTR COURSES

EM Track  
RT-3B  
TL-3A+

*The courses listed are just a sample of the eLearning available. Visit the Goodyear Learning Center to search the entire catalog.*



### **Building Customer Rapport**

Whether it's a quick smile, a professional demeanor, or just a genuine interest in helping, it's clear that certain actions help build relationships. During this course, actions that make a difference are identified and practiced.

### **Telephone Techniques**

Learn how to handle incoming telephone inquiries effectively to set more appointments from the calls received. Learn to set callers at ease and build rapport with just your voice.

# WEBLIVE

WebLive provides targeted one-hour webinars on Goodyear products, selling skills and industry knowledge all delivered by highly experienced instructors.

These sessions are free of charge and classes are scheduled on request. Session sizes are limited to ensure high levels of interaction and a stronger educational experience.

To request a session please contact Mike Desmarais at 401.368.6123 or email [glc@goodyear.com](mailto:glc@goodyear.com).

## Increasing Customer Loyalty

This course helps salespeople grow their customer base by building long-term relationships. Selling with more energy and eliminating “gnats” are just two of the many quick ideas discussed for developing relationships that produce return business. Form a Strategic Alliance by learning the Three E’s to help build rapport, trust, and increase the retention of your customers.

## Listening Skills

Learn the skills needed to listen at a much higher level – a main key in selling effectively. Identify key skills and actions that can be used to satisfy customers in a way that helps enhance your relationship and unlock the customers true need.

## Winning with Upset Customers

Learn how to diffuse a situation with an upset customer by understanding their viewpoint and using the opportunity to get the customers back on your side. This course will demonstrate the ALEVE process to deescalate the situation and enhance the customer relationship.

## National Accounts

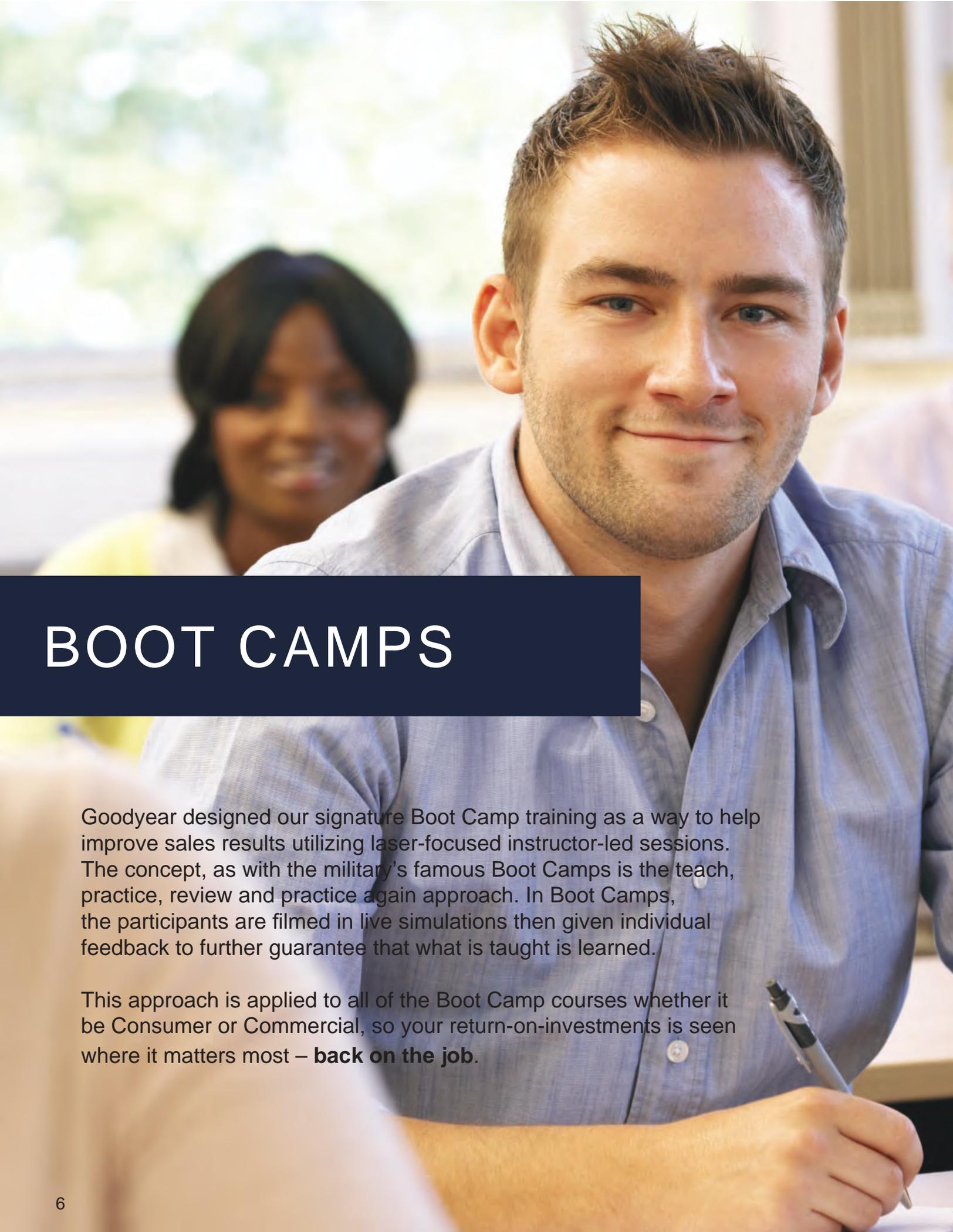
Unlock the potential to increase your National Account business. This course will help you understand the National Accounts opportunity, identify the steps in the billing process, and navigate the National Account Website.

## Time Management

Learn simple steps for gaining more time in a day by targeting what matters the most. The tips provided in this course will cover strategies for managing your time, including determining priorities, reducing interruptions, expediting process flows and scheduling efficiently to help reduce time wasters and staying on a daily schedule.

## Goodyear Credit Card

Learn how to sell the Goodyear Credit Card as a flexible option for customers to ensure they get the tires they need. This course will help you communicate the benefits of the card to your customers and learn best practices to make it a winning program for your business.



# BOOT CAMPS

Goodyear designed our signature Boot Camp training as a way to help improve sales results utilizing laser-focused instructor-led sessions. The concept, as with the military's famous Boot Camps is the teach, practice, review and practice again approach. In Boot Camps, the participants are filmed in live simulations then given individual feedback to further guarantee that what is taught is learned.

This approach is applied to all of the Boot Camp courses whether it be Consumer or Commercial, so your return-on-investments is seen where it matters most – **back on the job.**

# Consumer & Commercial Boot Camp

## DEALER STORE MANAGER

### COURSE CONTENT

- Analyzing your finances
- Coaching your associates
- Managing outlet interactions with customers
- Improving the customer experience
- Accelerating growth
- Business plan preparation and execution
- B2B selling
- Improving efficiency in your operations
- Building car count

This four-day course is focused on helping new store managers increase revenues. Each participant builds and presents a business plan to take back to their company and implement immediately.

In this session, new managers learn how to run their business by managing growth, efficiency, processes, and people. It provides foundational skills that help them see the “big picture” of the operation and drive improvement in each area.

The business plan they create will include strategies for growth and recommend process changes that can help increase efficiency and improve employee engagement. Exercises and filmed simulations are included to help attendees identify where improvements are needed. They will also learn how to improve cost control and overall business finances.

#### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

#### COST

\$800 per seat - open class  
\$5,100 buyout - 8 seats

#### AUDIENCE

Newer store managers

#### DURATION

4 days

# Consumer Boot Camps

## TIRE SELLING

### INTRODUCTION TO

- Consumer tire components
- In-depth analysis of customer needs
- Listening skills
- Handling customer “push back” including price objections
- Problem solving for common tire-related issues
- Reality based, recorded simulations

This four-day course is designed to help participants excel at selling tires. It focuses on the fundamentals of tire selling, including information on basic tire components and engineering.

This Boot Camp is designed specifically for people new to tire sales. Participants leave this course with proficiency in the tire industry, a strong understanding of Goodyear’s proven sales process and the ability to make knowledgeable tire recommendations to customers. Participants learn how to use a standard, proven process for selling that includes making a strong first impression and presenting products in a strong, compelling fashion.



#### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

#### COST

\$800 per seat - open class  
\$5,100 buyout - 8 seats

#### AUDIENCE

Associates new to tire sales

#### DURATION

4 days

# Consumer Boot Camps

## TIRE AND SERVICE SELLING



### COURSE CONTENT

- Basic tire components
- The consumer tire industry and automotive service industry
- How to approach customers professionally with a positive attitude
- Retrieving needed information from customers
- Goodyear's proven sales process
- How to strategically sell service
- Extensive practice with instructor feedback

This four-day course is designed to help your associates excel at selling both tires and service. The first two days, participants will be refreshed on the basics of tire selling and then will take a deep dive into the 5-steps to a tire sale. They will participate in filmed role-play practices to help enhance their ability to match a product to a specific consumer need in challenging scenarios.

The last two days, participants will focus on selling additional services. This section will begin with a review of automotive systems and specific service components. We will then have the participants demonstrate how to sell to customers utilizing the MAP guidelines and how to handle objections in a filmed role-play.

This course uses extensive practice, realistic simulations, and instructor feedback to help ensure effective learning.

#### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

#### COST

\$800 per seat - open class  
\$5,100 buyout - 8 seats

#### AUDIENCE

Experienced sales personnel in the tire and service business

#### DURATION

4 days

# Consumer Boot Camps

## ADVANCED TIRE SELLING

### INTRODUCTION TO

- Proven Goodyear sales techniques
- Mastering the steps in the selling process
- Advanced product knowledge
- Learning to adapt to people, conditions, and situations
- Live simulations with video taping and instructor feedback

This three-day course focuses on selling value more effectively. Participants learn how to strategically sell tires with an emphasis on the importance of building relationships with customers and is geared specifically toward the experienced tire salesperson.

This course will challenge the experienced salesperson to raise the bar. It will help them revitalize their selling efforts through the use of simulated sales situations and individual feedback.

Participants will leave this course with a greater understanding of the tire industry and the Goodyear product line. They will be able to master the 5-steps to a tire sale and have the ability to create a dialogue with customers that will foster greater rapport by being able to adapt and change their selling technique under unique situations.



#### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

#### COST

\$600 per seat - open class

\$3,825 buyout - 8 seats

#### AUDIENCE

Experienced sales associates

#### DURATION

3 days

# Consumer Boot Camps

## SERVICE MANAGER



### COURSE CONTENT

- Interpret general service department financials
- Determining your strengths and weaknesses
- Effective communication
- Service sales capability
- Examination of methods for improving results
- Preparing a schedule that maximizes coverage and capability
- Implementing an improved service strategy that helps to increase productivity

This four-day course is designed for both new to experienced service managers to become better managers in every sense. Service managers are challenged to work through problems and demonstrate capabilities. They will learn how to create a business plan that will be presented during the class outlining how they will improve upon returning to their locations.

Participants will demonstrate how to communicate service needs to customers under a variety of real-life situations. They will outline a plan to help refine their inventory that can lead to an increase in both turns and profitability. Service managers will create an efficient schedule, identify a process for improvement in their outlet, and list how this will be measured, analyzed, and controlled over time. They will also demonstrate how to effectively manage and coach others and provide feedback to those that are not performing to standards.

#### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

#### COST

\$800 per seat - open class  
\$5,100 buyout - 8 seats

#### AUDIENCE

Newer to experienced service managers

#### DURATION

4 days

# Commercial Boot Camps

## COMMERCIAL TIRE SELLING

### INTRODUCTION TO

- Building sales relationships
- The commercial tire Industry
- Truck categories
- Tire and service requirements of different truck types
- Commercial tire components and engineering
- Goodyear's retreading process
- The Goodyear commercial tire line-up
- Goodyear's proven sales process and skill development
- Reality-based, recorded simulations

This three-day course is designed to help participants effectively sell commercial tires and service. Participants leave this course with an understanding of the commercial tire industry, and the ability to make knowledgeable tire and service recommendations to fleets.

The first half of the course is focused on developing a sales strategy and improving selling skills. Goodyear's proven sales process emphasizes the importance of building relationships with customers. Participants learn how to identify their customer's needs and recommend appropriate solutions. This course includes reality-based, recorded simulations so participants can see themselves in action and identify areas of improvement.

The second half of the course is focused on the fundamentals of commercial tires, including information on basic tire components and engineering.



### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

### COST

\$600 per seat - open class

\$3,825 buyout - 8 seats

### AUDIENCE

New sales associates, Existing sales associates who need a refresher

### DURATION

3 days

# Commercial Boot Camps

## ADVANCED COMMERCIAL TIRE SELLING



### COURSE CONTENT

- Industry trends
- Listening skills
- Social styles
- Tire Optix
- Goodyear Truck Tires website
  - Website overview
  - SmartFleet program
- Fleet HQ overview
- Proposal development
- Other Solutions
  - SmartTech App
  - Dealer Sales activity tool
  - Preferred Fleet program

This three-day course is designed to help participants increase their ability to effectively sell commercial tires and service. Participants leave this course with the ability to investigate client needs, utilize business tools, and provide targeted solutions to meet the needs of your fleets.

The first half of the course is focused on the tools needed to meet customers needs, including learning the different social styles of individual fleet customers and listening skills to better address their specific needs. Participants will have on-hand practice of our Tire Optix tool and conduct fleet surveys to better analyze commercial tire conditions and wear

The second half of the course is focused on matching the tools and programs offered by Goodyear with the specific business needs of the fleets. This course includes reality-based simulations and activities so participants can master the concepts and become a solution provider.

### ENROLL

[thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com)

### COST

\$600 per seat - open class  
\$3,825 buyout - 8 seats

### AUDIENCE

Experienced commercial tire sales associates

### DURATION

3 days

# PRODUCT SERVICES

Goodyear Product Services team manages warranty programs and tracks product performance to improve customer satisfaction. This team of industry experts continuously provides competitive intelligence and benchmarking information through reporting to drive product improvements.

The Goodyear Product Services team also offers industry leading training for both the Consumer and Commercial segments on topics such as warranty, adjustments, and best practices.

**All courses are offered free of charge.  
Contact your Product Services Field Manager to schedule a class.**

# WARRANTY COURSES

## Course Content

- Warranty terms and conditions
- Claim form preparation
- Shipping adjustments
- Adjustable and non-adjustable tire conditions

## Customer Benefits

- Minimize adjustment losses
- Increase customer satisfaction
- Generate customer loyalty

## Auto and Light Truck Tire Warranty Workshop

AUDIENCE	DURATION
Owners, Sales, Service Manager	1.5 hours

## Course Content

- Warranty terms and conditions
- Claim form preparation
- Shipping adjustments
- Adjustable and non-adjustable tire conditions

## Customer Benefits

- Minimize adjustment losses
- Increase customer satisfaction
- Generate customer loyalty

## Commercial Tire Warranty Workshop

AUDIENCE	DURATION
Owners, Sales, Service Manager	1.5 hours



# MOUNTING AND BALANCING COURSES

## Smooth Ride Consumer

### Course Content

- Best practices for tire mounting
- Best practices for tire balancing
- Match mounting
- Best practices to ensure bead seating

### Customer Benefits

- Reduce ride come backs
- Reduce ride diagnostic time
- Increase customer satisfaction
- Generate customer loyalty

#### AUDIENCE

Owners, Sales, Service Manager, Service Technician

#### DURATION

2 hours

## Best Practices for Commercial Smooth Ride Performance

### Course Content

- Match mounting
- Hub piloting
- Static balancing
- How to avoid stacking tolerances
- How to use a radial run-out gauge

### Customer Benefits

- Reduce ride come backs
- Reduce ride diagnostic time
- Increase customer satisfaction
- Generate customer loyalty

#### AUDIENCE

Owners, Sales, Service Manager, Service Technician

#### DURATION

2 hours



## ADJUSTMENT COURSES

### Course Content

- Marking adjustment tires
- Labeling adjustment tires
- Storing adjustment tires
- Shipping adjustment tires

### Customer Benefits

- Minimize adjustment loss
- Minimize store space needed for adjustment tires
- Facilitate quicker adjustment credit

### Best Practices in Handling Adjustments

*(Consumer and Commercial)*

AUDIENCE	DURATION
Owners, Managers, Sales and Service Technicians	1 hour

### Course Content

- Entering adjustment claims in Tire-HQ
- Following easy step-by-step instructions
- Using new adjustment reports

### Customer Benefits

- Recall just a few easy screens
- Identify the enhanced handling allowances
- Define adjustment process
- Trace adjustments with ease

### Tire-HQ Adjustment Training

*(Consumer)*

AUDIENCE	DURATION
Owners, Sales, Service Manager, Service Technician	.5 hours



# Field Managers - US

MANAGER	AREA	MAILING ADDRESS / EMAIL	PHONE / FAX
<b>Erin Boyette</b>	GA, NC, TN, SC	PO Box 275 Clayton, NC 27528 erin.boyette@goodyear.com	(866) 300-7293 (866) 298-1791
<b>Clifford Dunham</b>	AR, KS, MO, OK, TX	PO Box 143 Chattanooga, OK 73528 clifford_dunham@goodyear.com	(866) 822-0532 (866) 822-0407
<b>Frank Sullivan</b>	IN, KY, MI, OH, WV	PO Box 192 Middlebranch, OH 44652 frank_sullivan@goodyear.com	(866) 823-4696 (866) 822-0576
<b>Mike Montagna</b>	CT, MA, ME, NH, NJ, NY (East), RI, VT	PO Box 6013 Hillsborough, NJ 08844 mike.montagna@goodyear.com	(866) 298-2084 (866) 298-1966
<b>John Kirk</b>	DE, MD, NY (West), PA, VA	PO Box 656 Skippack, PA 19474 john_kirk@goodyear.com	(866) 293-6769 (866) 292-2333
<b>Justin Crosby</b>	AK, ID, MT, OR, WA, WY	PO Box 67032 Portland, OR 97268 jcrosby@goodyear.com	(866) 418-9439 (866) 417-2441
<b>John Siemen</b>	AZ, CO, NM, UT,	PO Box 157 Higley, AZ 85236 jsiemen@goodyear.com	(866) 822-0579 (866) 822-0575
<b>Fred Khatami</b>	CA, NV	PO Box 19030 Newbury Park, CA 91319 fred_khatami@goodyear.com	(866) 298-1704 (866) 826-5719
<b>Mike Roberson</b>	AL, FL, LA, MS	PO Box 16238 Panama City, FL 32406 michael_roberson@goodyear.com	(866) 299-1404 (866) 300-7292
<b>Leo Sullivan</b>	IA, IL, MN, NE, ND, SD, WI,	PO Box 34 Spring Grove, IL 60081 leo.sullivan@goodyear.com	(866) 293-8987 (866) 286-6605



# Field Managers - Canada

MANAGER	AREA	MAILING ADDRESS / EMAIL	PHONE / FAX
<b>Monte Genoe</b>	<b>East Region Provinces</b> Quebec, Ontario, Nova Scotia, Newfoundland and Labrador, New Brunswick, Prince Edward Island	450 Kipling Ave Toronto, ON M8Z 5E1 monty.genoe@goodyear.com	(800) 387-7377 x7854 (416) 201-4254
<b>Mardik Mardikian</b> (French language field support)	<b>West Region Provinces</b> Yukon, Northwest Territories, Nunavut, Manitoba, Saskatchewan, Alberta, British Columbia	450 Kipling Ave Toronto, ON M8Z 5E1 mardik.mardikian@goodyear.com	(800) 387-7377 x7853 (416) 201-4254
<b>Gary Braun</b>	<b>West Region Provinces</b> Yukon, Northwest Territories, Nunavut, Manitoba, Saskatchewan, Alberta, British Columbia	Box 64252 Thornccliffe PO Calgary, Alberta T2K 6J7 gary_braun@goodyear.com	(800) 387-7377 x7853 (416) 201-7853



Basic Automotive Tire Service (ATS) is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing passenger and light truck tire and wheel assemblies. It includes the step-by-step procedures for: lifting the vehicle, removing the assembly; demounting, mounting and inflating; balancing; tire repair; and wheel installation. Basic ATS places special emphasis on the relationship between torque and clamping force so technicians have a thorough understanding of the necessary steps to ensure wheel retention on steel and aluminum wheels.

## BASIC AUTOMOTIVE TIRE SERVICE

Basic Automotive Tires Service has 10 modules:

- Module 1: Introduction
- Module 2: Tires
- Module 3: Wheels & Fasteners
- Module 4: Raising the Vehicle
- Module 5: Tire/Wheel Assembly Removal
- Module 6: Torque & Clamping Force
- Module 7: RIST
- Module 8: Demounting, Mounting & Inflation
- Module 9: Balance and Run-out
- Module 10: Puncture Repair

### ACCESS

**TSN MEMBERS:** Access the GLC. Search using TIA filter under Source

**NON-TSN:** Email [GLC@goodyear.com](mailto:GLC@goodyear.com)

### COST

**TSN/CTSN MEMBERS:** Free  
**Non-TSN/CTSN MEMBERS:** \$50 per site per calendar year for access to all 5 TIA Courses

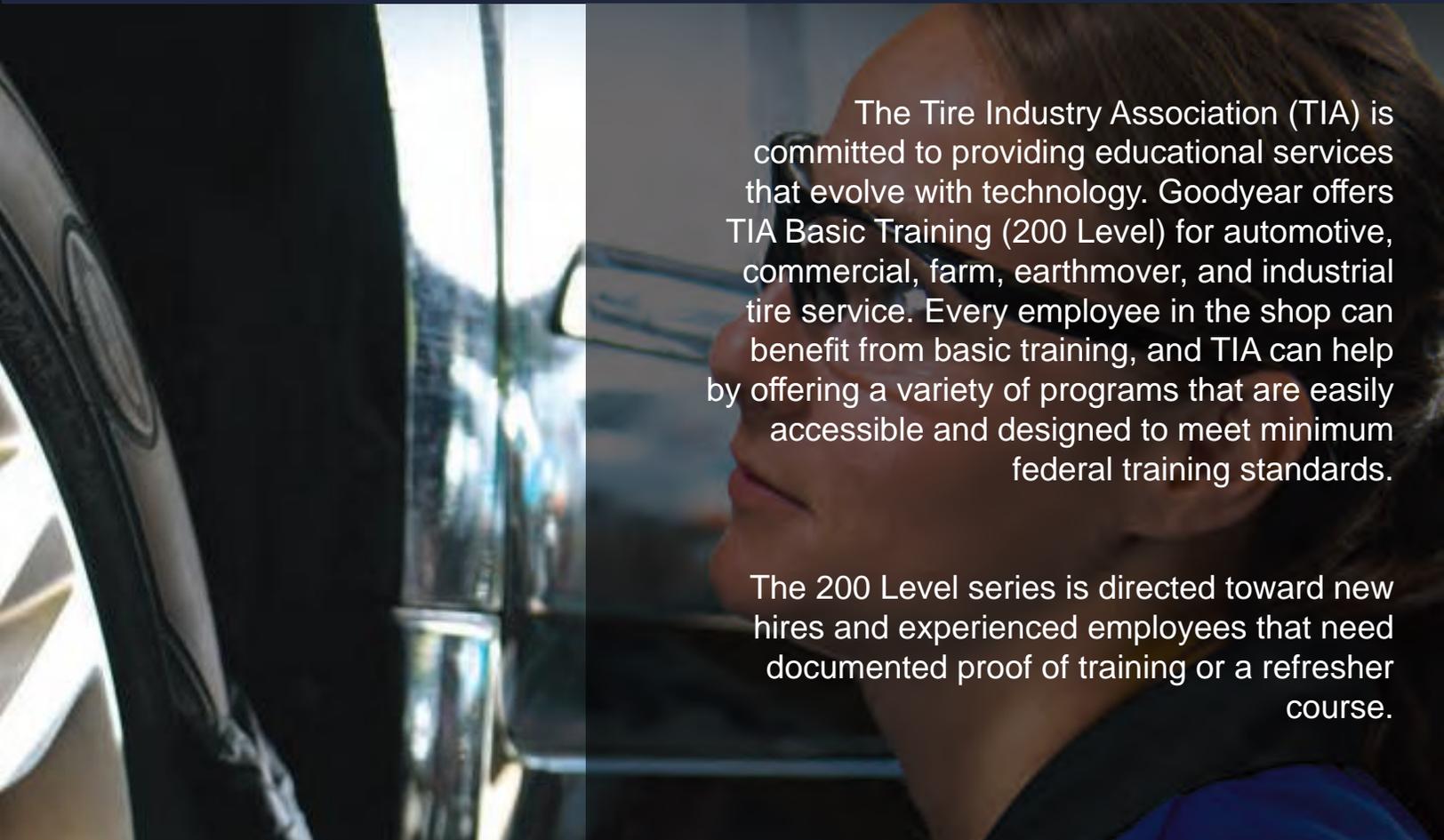
### AUDIENCE

New Technicians

### DURATION

4 hour on line training

# TIRE INDUSTRY ASSOCIATION



The Tire Industry Association (TIA) is committed to providing educational services that evolve with technology. Goodyear offers TIA Basic Training (200 Level) for automotive, commercial, farm, earthmover, and industrial tire service. Every employee in the shop can benefit from basic training, and TIA can help by offering a variety of programs that are easily accessible and designed to meet minimum federal training standards.

The 200 Level series is directed toward new hires and experienced employees that need documented proof of training or a refresher course.

Advanced Tire Pressure Monitoring Systems (TPMS) is a 250-level program that focuses on the manufacturer-specific requirements for the most popular domestic and import vehicle/sensor manufacturers. This program is designed to give the experienced technician more in-depth information regarding the identification, maintenance, reprogramming, and diagnostic procedures and includes TIA's TPMS Relearn Chart with the relearn summaries and replacement part numbers for most domestic and import vehicles.

## ADVANCED TIRE PRESSURE MONITORING SYSTEMS

**Basic Commercial Tires Service has 4 modules:**

- Module 1: TPMS Identification
- Module 2: TPMS Service Requirements
- Module 3: TPMS Relearn Procedures
- Module 4: TPMS Diagnostics

### ACCESS

**TSN MEMBERS:** Access the GLC. Search using TIA filter under Source.

**NON-TSN:** Email [GLC@goodyear.com](mailto:GLC@goodyear.com)

### COST

**TSN/CTSN MEMBERS:** Free  
**Non-TSN/CTSN MEMBERS:** \$50 per site per calendar year for access to all 5 TIA Courses

### AUDIENCE

Experienced Technicians

### DURATION

2 hour on line training

Companies that wish to provide OSHA compliance training for new hires and experienced technicians using an in-house program without certification can participate in the Basic Commercial Tire Service (CTS) program (200 level).

## BASIC COMMERCIAL TIRE SERVICE

**Basic Commercial Tires Service has 12 modules:**

- |                               |                             |
|-------------------------------|-----------------------------|
| Module 1: Safety              | Module 7: Wheel End Safety  |
| Module 2: Basic Tire Info     | Module 8: Hub-Pilot Wheels  |
| Module 3: Rims and Wheels     | Module 9: Stud-Pilot Wheels |
| Module 4: OSHA Regulations    | Module 10: Demountable Rims |
| Module 5: Jacking and Lifting | Module 11: Single-Piece     |
| Module 6: Torque              | Module 12: Multi-Piece      |

### ACCESS

**TSN MEMBERS:** Access the GLC. Search using TIA filter under Source.  
**NON-TSN:** Email GLC@goodyear.com

### COST

**TSN/CTSN MEMBERS:** Free  
**Non-TSN/CTSN MEMBERS:** \$50 per site per calendar year for access to all 5 TIA Courses

### AUDIENCE

New Technicians

### DURATION

4 hour on line training

TIA's 200 Level Basic Earthmover Tire Service (ETS) Training program for OTR tire technicians outlines the minimum skills and safety guidelines for servicing one-piece, three-piece, five-piece and double gutter OTR assemblies.

## BASIC EARTHMOVER TIRE SERVICE

**Basic Automotive Tires Service has 15 modules:**

- Module 1: Introduction
- Module 2: Tires, Rims & Valves
- Module 3: Service Truck Operation
- Module 4: Site Preparation & Equipment Lifting
- Module 5: Hydraulic Bead Breakers & Rams
- Module 6: Service One-Piece on Machine
- Module 7: Service Three-Piece on Machine
- Module 8: Service Five-Piece on Machine
- Module 9: Service Double Gutter on Machine
- Module 10: Service One-Piece Loose
- Module 11: Service Three-Piece Loose
- Module 12: Service Five-Piece Loose
- Module 13: Wheel & Rim Fastening Systems
- Module 14: Install & Remove Wheel Fitment
- Module 15: Install & Remove Rim Fitment

### ACCESS

**TSN MEMBERS:** Access the GLC. Search using TIA filter under Source  
**NON-TSN:** Email GLC@goodyear.com

### COST

**TSN/CTSN MEMBERS:** Free  
**Non-TSN/CTSN MEMBERS:** \$50 per site per calendar year for access to all 5 TIA Courses

### AUDIENCE

New OTR Tire Technicians

### DURATION

3 hour on line training



## BASIC FARM TIRE SERVICE

Basic Farm Tire Service (FTS) is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing farm, agricultural and construction tire and wheel assemblies. It includes the step-by-step procedures for demounting, mounting and inflating single, dual and 3-piece assemblies in addition to service truck operation and liquid ballast installation/removal.

**Basic Automotive Tires Service has 11 modules:**

- Module 1: Introduction
- Module 2: Tires
- Module 3: Rims, Wheels and Valves
- Module 4: Service Truck Operation and Maintenance
- Module 5: Lifting the Machine
- Module 6: Hydraulic Tool Operation and Maintenance
- Module 7: Single Piece Demount, Mount & Inflate on Machine
- Module 8: Single Piece Demount, Mount & Inflate off Machine
- Module 9: Dual Demount, Mount and Inflate
- Module 10: 3-Piece Demount, Mount & Inflate on Machine
- Module 11: Install and Remount Liquid Ballast
- Appendix

### ACCESS

**TSN MEMBERS:** Access the GLC. Search using TIA filter under Source

**NON-TSN:** Email [GLC@goodyear.com](mailto:GLC@goodyear.com)

### COST

**TSN/CTSN MEMBERS:** Free  
**Non-TSN/CTSN MEMBERS:** \$50 per site per calendar year for access to all 5 TIA Courses

### AUDIENCE

New Technicians

### DURATION

4 hour on line training

**The courses listed below are just a sampling of Skillsoft eLearning available on the Goodyear Learning Center. For a full listing visit [www.thegoodyearlearningcenter.com](http://www.thegoodyearlearningcenter.com)**

**Workplace Health and Safety**

Back Safety and Injury Prevention  
Fire Safety and Prevention 2.0

**Cal/OSHA Workplace Health and Safety**

Asbestos Cal/OSHA  
Slips, Trips, and Falls Cal/OSHA

**Hazardous Waste Operations and Emergency Response Annual 8-Hour Refresher Module**

**Environmental**

Environmental Regulations Overview  
Spill Prevention and Control

**Transportation - Safe Driving**

Defensive Driving 2.0  
Safe Vehicle Backing

**Federal Motor Carrier Safety**

DOT: Hours of Service  
DOT: Inspections

**Hazardous Materials Transportation by Road**

DOT: Security for Shipment of Hazardous Materials

**Security**

Active Shooter - Campus  
Workplace Security Awareness

**Global Safety Principles**

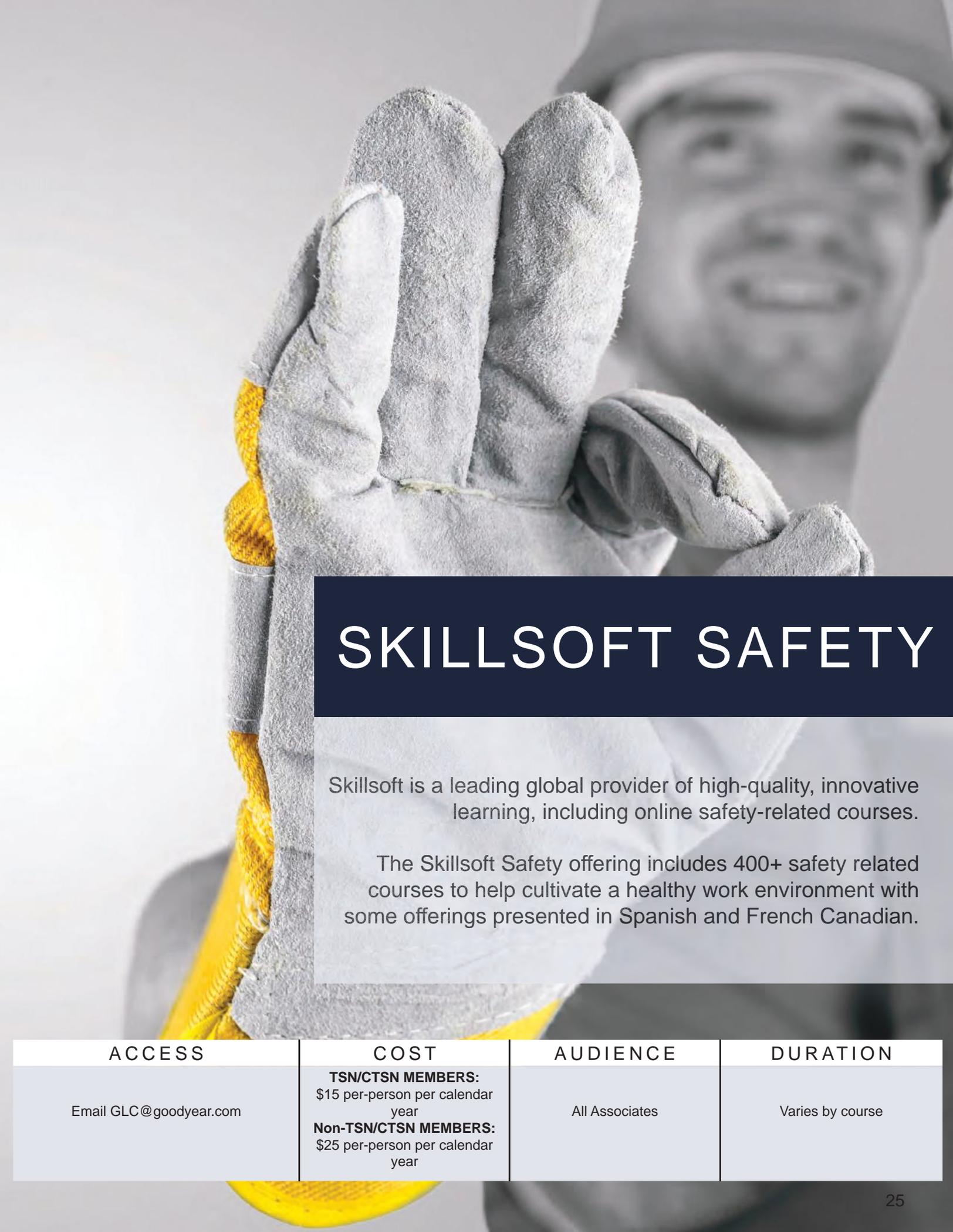
Fall Prevention  
Lockout/Tagout

**Compliance Short Series**

Back Injury and Prevention  
Hand and Power Tool Safety

**Compliance Impact Series**

Electrical Safety Impact: Electrical Fires  
Ergonomics Impact: Workplace Programs  
Fall Protection Impact: Fall Hazards  
Hand and Power Tool Safety Impact: Grinders  
Personal Protective Equipment Impact: Types of PPE



# SKILLSOFT SAFETY

Skillsoft is a leading global provider of high-quality, innovative learning, including online safety-related courses.

The Skillsoft Safety offering includes 400+ safety related courses to help cultivate a healthy work environment with some offerings presented in Spanish and French Canadian.

## ACCESS

Email [GLC@goodyear.com](mailto:GLC@goodyear.com)

## COST

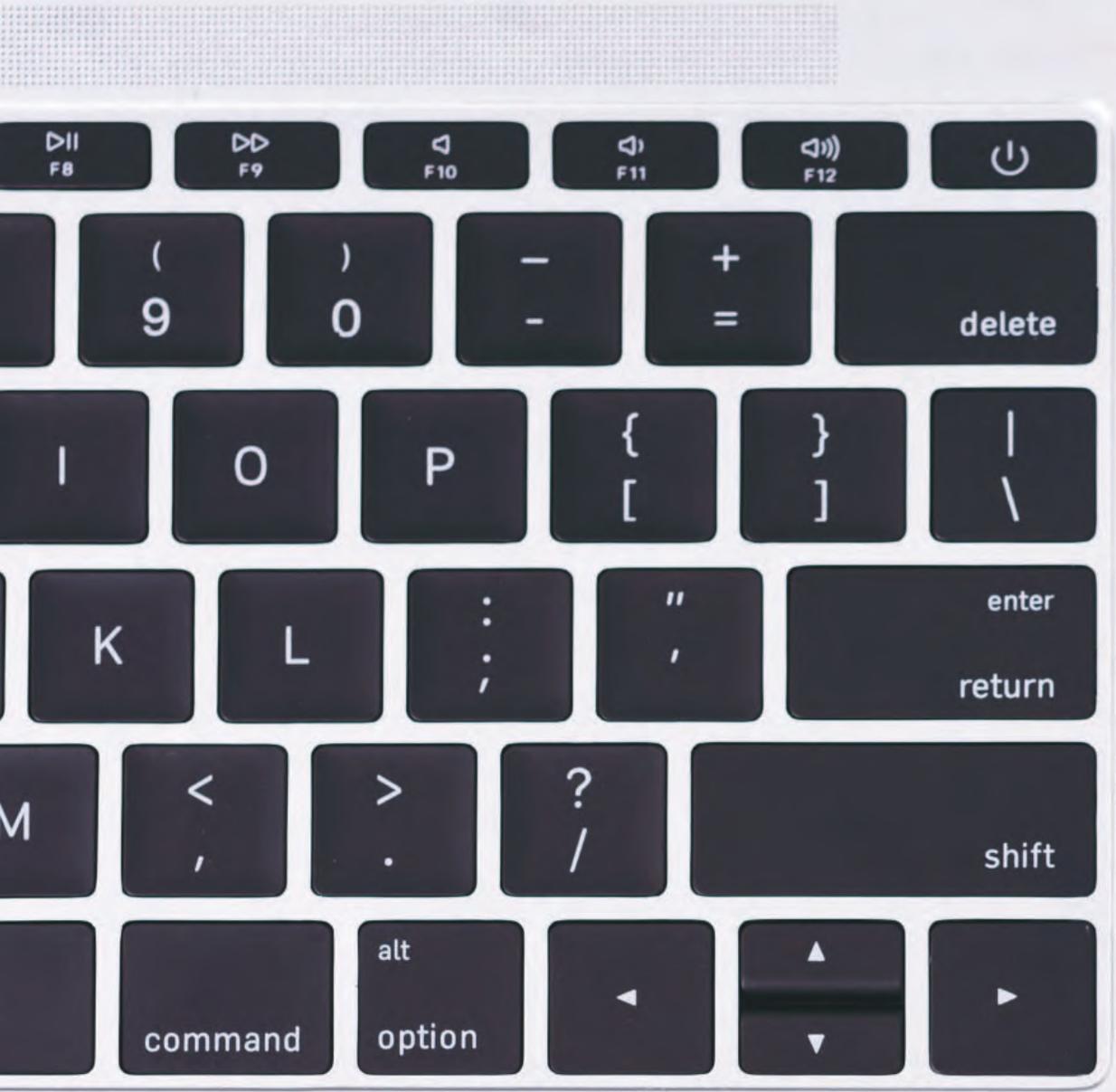
**TSN/CTSN MEMBERS:**  
\$15 per-person per calendar year  
**Non-TSN/CTSN MEMBERS:**  
\$25 per-person per calendar year

## AUDIENCE

All Associates

## DURATION

Varies by course



ACCESS	COST	AUDIENCE	DURATION
Email GLC@goodyear.com	<b>TSN/CTSN MEMBERS:</b> Free <b>Non-TSN/CTSN MEMBERS:</b> \$40 per-person per calendar year	All Associates	Varies by course

# RAYTHEON AUTOMOTIVE

Raytheon specializes in designing, developing, implementing and sustaining learning solutions for the global automotive market. They have delivered millions of hours of training to the world's most successful organizations.

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## Web-Based Training

Raytheon provides web-based training for company-owned retail outlets and aligned dealers in North America.

The Raytheon web-based content consists of:

- Structured curriculum - approximately 140 technical and non-technical web-based titles.
- All web-based titles provided in English and Spanish.
- Over 100 technical web-based titles ranging from entry to mid-level positions.

**These web-based courses cover the following topic areas:**

- Fundamentals
- Maintenance
- Engine Mechanical
- Engine Controls
- Brakes
- Steering & Suspension
- Electrical
- Transmission & Drive-line
- HVAC
- Diesel
- Shop Operations

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## ASE Technical Test Preparation (TPP)

Raytheon provides ASE Technical Test Preparation (TPP) which includes:

- ASE automotive service categories A1-A9, X1, L1, P2, C1 and G1 all available in English and Spanish.
- Multiple testing modes with built-in task lists, associated learning content and glossaries.

# HUNTER ALIGNMENT

Hunter offers entry and intermediate level alignment courses throughout the county. The combination of discussion and hands-on lab/shop activities melds theory with reality.

This alignment education series also helps prepare technicians for the ASE A4 Certification.

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## Registration

To register in a Hunter Alignment Fundamentals, Intermediate or Combination class, go to the Hunter Alignment training schedule page at [www.hunter.com/training/sched.cfm](http://www.hunter.com/training/sched.cfm).

Select your class from the schedule. To register, enter the following information on the registration page:

- Select **Goodyear (Independent)** as Company type
- Goodyear Learning Center User ID\*
- Goodyear nonsig #
- Billing address
- Contact Person
- Phone #
- Email address.

*\*If you do not have a Goodyear Learning Center User ID, fill out the Sign Up form at [www.thegoodyearlearningcenter.com](http://www.thegoodyearlearningcenter.com).*



## ALIGNMENT FUNDAMENTALS LEVEL 1

This course is designed for new/less experienced technicians, or those who have a desire to learn fundamental four-wheel alignment. This course prepares the technician for the ASE A4 test by covering alignment theory, equipment operation, common OEM adjustment methods found on light duty vehicles and basic tire/wheel balancing theory. It also includes an overview of suspension and steering systems with detailed instruction in performing proper inspection procedures. Course consists of classroom lectures and hands-on shop training. The amount of actual vehicle alignments will vary with each class.

**By the end of the course, the participant will be able to:**

- Describe camber, caster, toe, and thrust angle and the related effects these angles have on tire wear and vehicle handling.
- Perform proper pre-alignment inspection of the suspension and steering systems.
- Set-up the aligner and accurately measure the adjustable angles.
- Perform a four-wheel alignment using the most common OEM adjustment methods found on today's vehicles using SLA and strut suspension systems.

### ACCESS

See directions on page 28

### COST

\$425.00

### AUDIENCE

New or inexperienced technicians

### DURATION

3 days



# INTERMEDIATE ALIGNMENT LEVEL 2

This two-day course is designed for the less experienced alignment technician or the alignment technician wanting to be updated on the latest alignment technology. Topics covered include a more in-depth study of the alignment angles, after-market adjustments and modified vehicles. Emphasis will be placed on OEM and after-market vehicle adjustment procedures found on today's passenger cars, light trucks and SUVs using SLA and strut suspensions including Twin I-Beam suspensions and "altered height" vehicles. Course consists of classroom lectures and hands-on shop training. The amount of actual vehicle alignments will vary with each class.

**By the end of the course, the participant will be able to:**

- Describe in-depth principles of camber, caster, toe and thrust angle.
- Describe the basic principles related to spindle leverage, center of gravity, roll center, frame angle and scrub radius.
- Perform a four-wheel alignment using the OEM adjustment methods found on today's vehicles.
- Identify potential alignment related problems from equipment printouts using Hunter equipment.
- Describe the influence of "stability" and "collision avoidance" systems on alignment procedures.
- Describe steering and suspension system related problems.
- Review specialized OEM adjustment procedures.

## ACCESS

See directions on page 28

## COST

\$365.00

## AUDIENCE

At least one year of "hands on" alignment experience using Hunter equipment or the successful completion of Hunter Alignment Level 1.

## DURATION

2 days

# COMBINATION ALIGNMENT FUNDAMENTALS LEVEL 1 INTERMEDIATE ALIGNMENT LEVEL 2

This course is a combination of **Fundamental Alignment Level I** and **Intermediate Alignment Level II**. This combination course provides a reduced rate as they are registering for both classes at the same time and delivered during the same week.

## ACCESS

See directions on page 28

## COST

\$725.00

## AUDIENCE

New or inexperienced technicians

## DURATION

5 days

# HEAVY-DUTY WHEEL ALIGNMENT

This 4-day course is designed to instruct the heavy-duty alignment technician in alignment theory and alignment equipment operation relevant to class 3 through class 8 single and multi-axle road tractors and trailers. Hunter's WinAlign software operation is covered in-depth, which includes alignment diagnostic angles, Automatic Bushing Calculator and CAMMs program. This course serves to prepare the technician for over 70% of the material covered on the ASE T5 exam and includes a combination of classroom lectures and hands-on shop training. The quantity of vehicle alignments may vary with each class.

By the end of the course, the participant will be able to:

- Have knowledge of how camber, caster, toe, thrust angle and tandem scrub angle effect tire wear and vehicle handling.
- Recognize HD suspension and steering systems and identify adjustment methods.
- Setup the aligner and accurately measure the primary alignment angles.
- Perform the alignment procedures necessary to properly align single or multi-axle tractors and trailers.
- Understand the alignment printouts and be able to convey the results to others
- Measure and adjust a semi-trailer.
- Interpret alignment measurements and printouts to determine the cause of pulls, drifts, wander, darting, tire wear, dog tracking, improper steering wheel position.
- Use advanced alignment angles and determine bent or damaged components: Steering Axis Inclination, Included Angle, Turning angle, Setback and Maximum Steering angle.

## ACCESS

See directions on page 28

## COST

\$900.00

## AUDIENCE

Medium and Heavy-Duty service technicians. Prerequisite of heavy-duty truck and trailer experience.

## DURATION

4 days

# NOTES

