



**Custom
Power
Cushion**
GOOD YEAR



Now With Vytacord—Polyester Cord...

For Long-Lasting Peak Performance



3-T VYTACORD CUSTOM POWER CUSHION by Goodyear
Built for premium tire mileage, and riding comfort

The Custom Power Cushion is built to high standards of performance in mileage, safety and riding comfort. It features a new low, wide profile that helps meet today's driving needs—and then some. The new shape with wider, firmer tread than its forerunner and with extra mileage tufsyn, delivers more miles than ever. Custom Power Cushion with its Triple-Tempered 3-T Vytacord-Polyester Cord body has extra bruise resistance, extra reserve strength. With improved flexibility to absorb bumps it rides soft and rolls smooth. The Custom Power Cushion is especially designed for the sustained stress of long, fast turnpike miles.

THESE EXTRAS
ARE STANDARD
ON THE

Custom Power Cushion Tire

CUSTOM MILEAGE

The Custom Power Cushion tire has Tufsyn, the extra-mileage rubber, for plus durability, plus mileage. The extra-wide, extra-deep extra-firm tread of Custom Power Cushion, minimizes squirm and rub-off wear...

CUSTOM SAFETY

The Custom Power Cushion tread is extra wide. This means more tread bladings and rib edges are in contact with the road for safer, surer accelerating, turning and braking traction. The tire's new wrap-around tread provides positive road grip when it leans out on turns.

CUSTOM 3-T VYTACORD

Goodyear's exclusive 3-T Triple-Tempering process sets Vytacord at its point of optimum strength and resiliency. The outstanding durability of 3-T Vytacord with its slim yet strong physique, has minimum bulk, reduces heat build-up, runs cooler than thicker cord. Cooler running tires last longer.

CUSTOM COMFORT

The ride is soft and smooth because the construction of the Custom Power Cushion permits quick sidewall flex

to absorb bumps without excessive bounce. The Custom Power Cushion is quiet running too—thanks to the easy rolling interlocked tread elements.

CUSTOM HANDLING

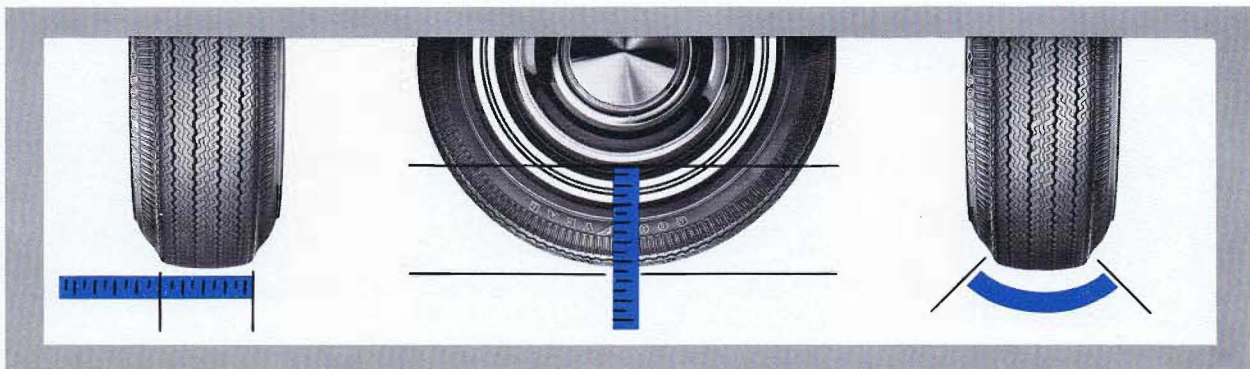
Because it's lower and wider than its predecessor, the Custom Power Cushion produces greater stability, reduces sway, aids steering control. It has a large footprint that gives extra road contact—for steady, sure handling on the straightaway and around corners. And because it rolls easier, it saves gas.

CUSTOM APPEARANCE

Two narrow bands of white surround a white pinstripe, creating a 3-ring sidewall. The effect is dramatic, and identifies the quality Custom Power Cushion tire.

CUSTOM PERFORMANCE

Goodyear track-tested this tire beyond the normal demands of today's new cars that accelerate faster, corner sharper, stop quicker. Out of Goodyear track tests came the extra mileage, extra safety, and extra riding comfort of the Custom Power Cushion.



GO
GO **GOOD**  **YEAR**