Goodyear – South African trademarks

Updated 8 November 2026

Goodyear is an American tyre maker – one of the largest in the world – producing tyres for cars, trucks, aircraft and off-road vehicles.

How Goodyear has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#260
largest trademark owner in South Africa (of 121,626)

229
trademarks filed

2
different logos published since 2020

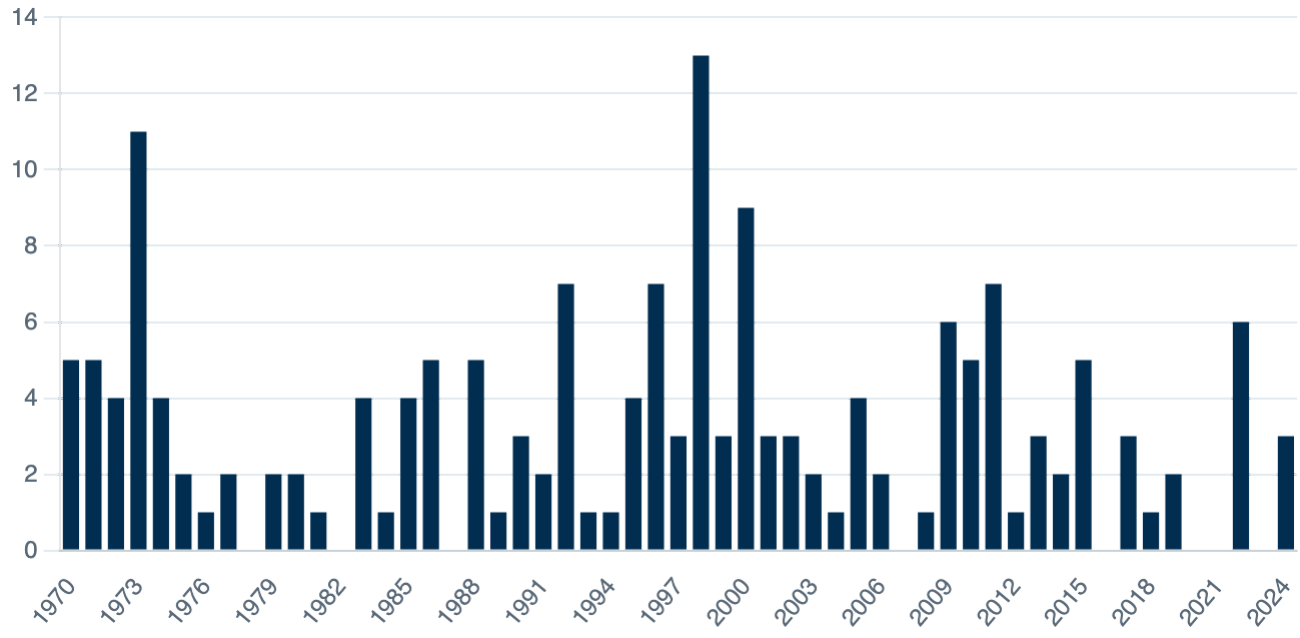
21
of 45 classes used

1930
first trademark filed

15
filed in the last 10 years

A portfolio built over time

Goodyear filed its first South African trademark in 1930 and has filed 229 since; its busiest year was 1939, with 13 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Goodyear	243	1930–2024
Goodyear Tire and Ruber	1	1956–1956

Where Goodyear expanded its business

Trademark classes show what a business sells. Goodyear's portfolio is concentrated in vehicles (class 12), rubber & plastics (class 17), machines (class 7). Its most recent moves were into telecoms (2022), tech & it services (2010), education & entertainment (2005).

Goodyear trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/goodyear-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	135	59.0%	1932
17 Rubber & plastics	22	9.6%	1936
7 Machines	11	4.8%	1930
1 Chemicals	10	4.4%	1939
37 Construction & repair	9	3.9%	1991
35 Advertising & retail	9	3.9%	1998
16 Paper & print	4	1.7%	1937
25 Clothing	4	1.7%	1939

The brands Goodyear protects most

The word marks and logo names Goodyear has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	GOOD YEAR	21	14	1930–1972
2	GOODYEAR	13	12	1932–1998
3	FLEXTEN	4	4	1974–1975
4	GOODYEAR PERFORMANCE CENTRE	4	2	1998–1998
5	4FLEET EUROPE	3	3	2011–2011
6	GOODHERO	3	3	2011–2011
7	GOODYEAR SIGHTLINE	3	3	2022–2022
8	QUICK	3	3	2009–2009
9	TREADMAX	3	3	2013–2013
10	TRUCK FORCE	3	3	2015–2015
11	WINGFOOT	3	3	1939–1996
12	HI-MILER	3	2	1939–1988
13	AIR TREADS	2	2	1991–1991
14	PLIOFILM	2	2	1937–1937
15	PLIOGRIP	2	2	1960–1960

Logos filed most often (since 2020)



3 filings · 3 classes



2 filings · 1 class

Goodyear's logos

The 2 different logos Goodyear has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



3 classes

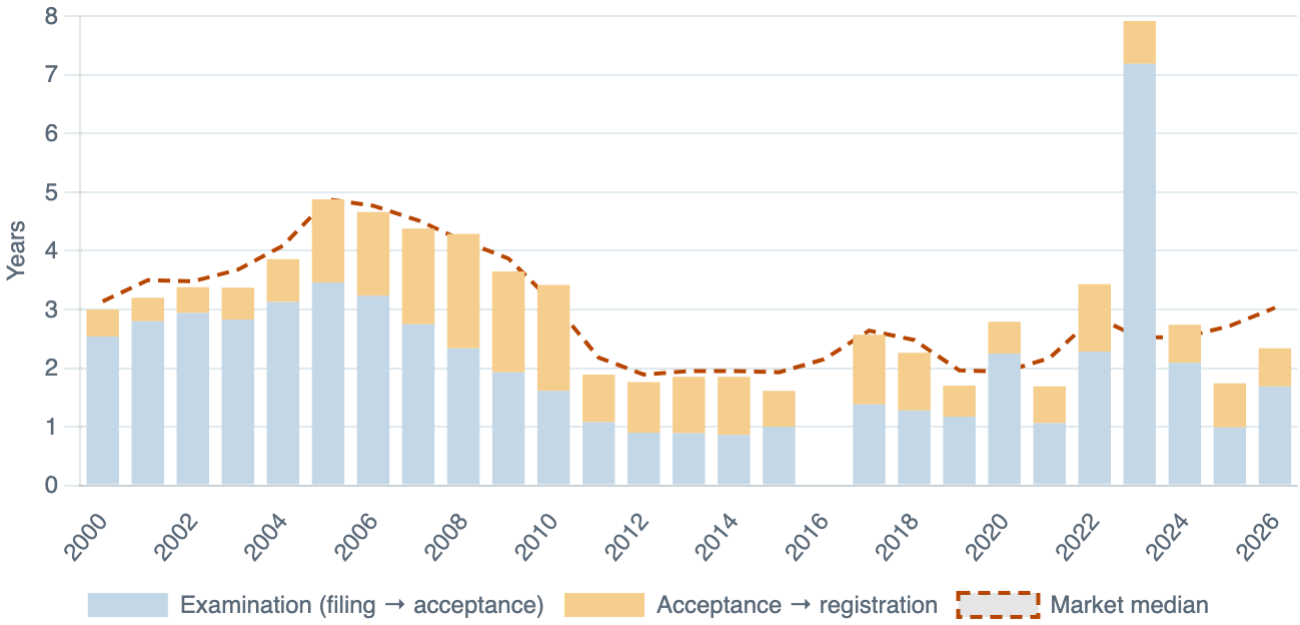


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Goodyear's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

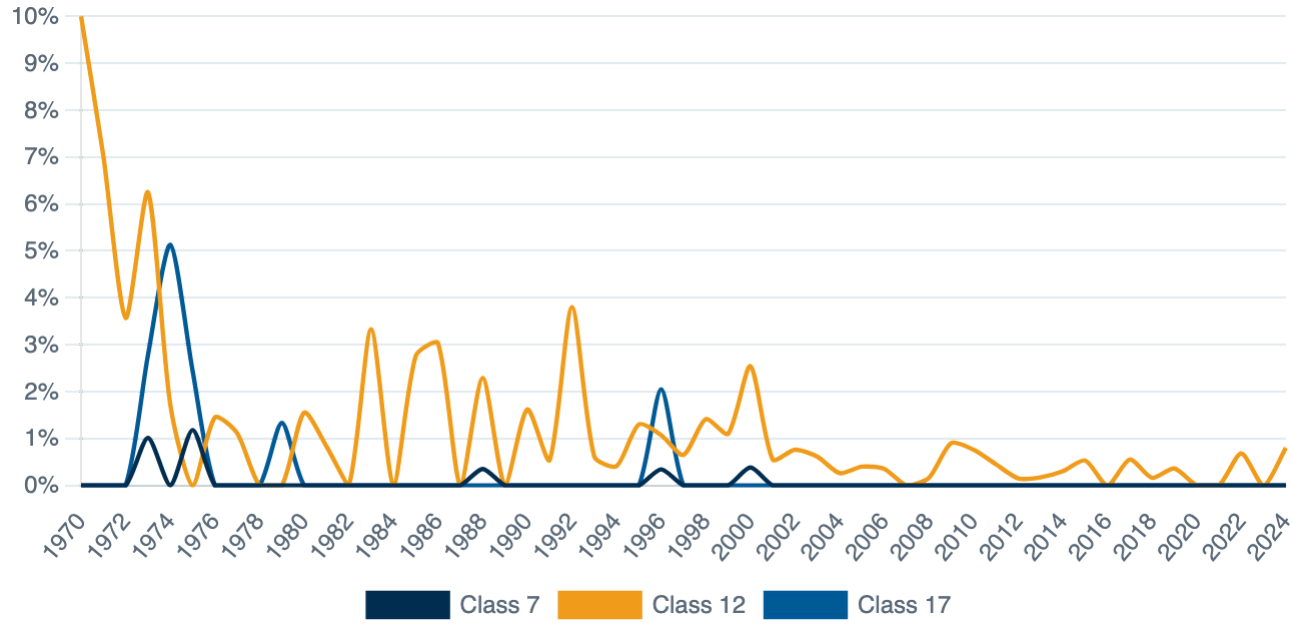


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Goodyear's classes

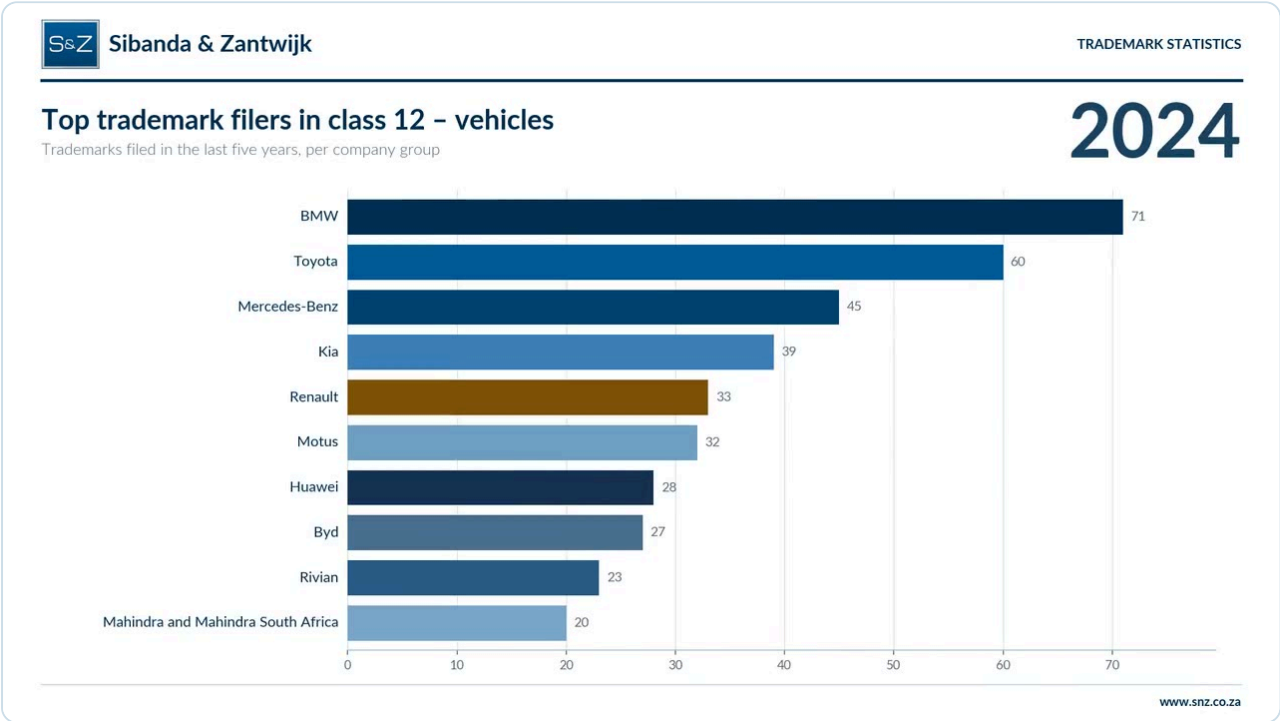
> Ranked by **number of trademarks filed in Goodyear's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Goodyear's market position, not who is most like it.

In the last five years, Goodyear was **#46** of 891 filers in class 12 (vehicles), with 6 of 2,078 trademarks.



Goodyear's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Goodyear

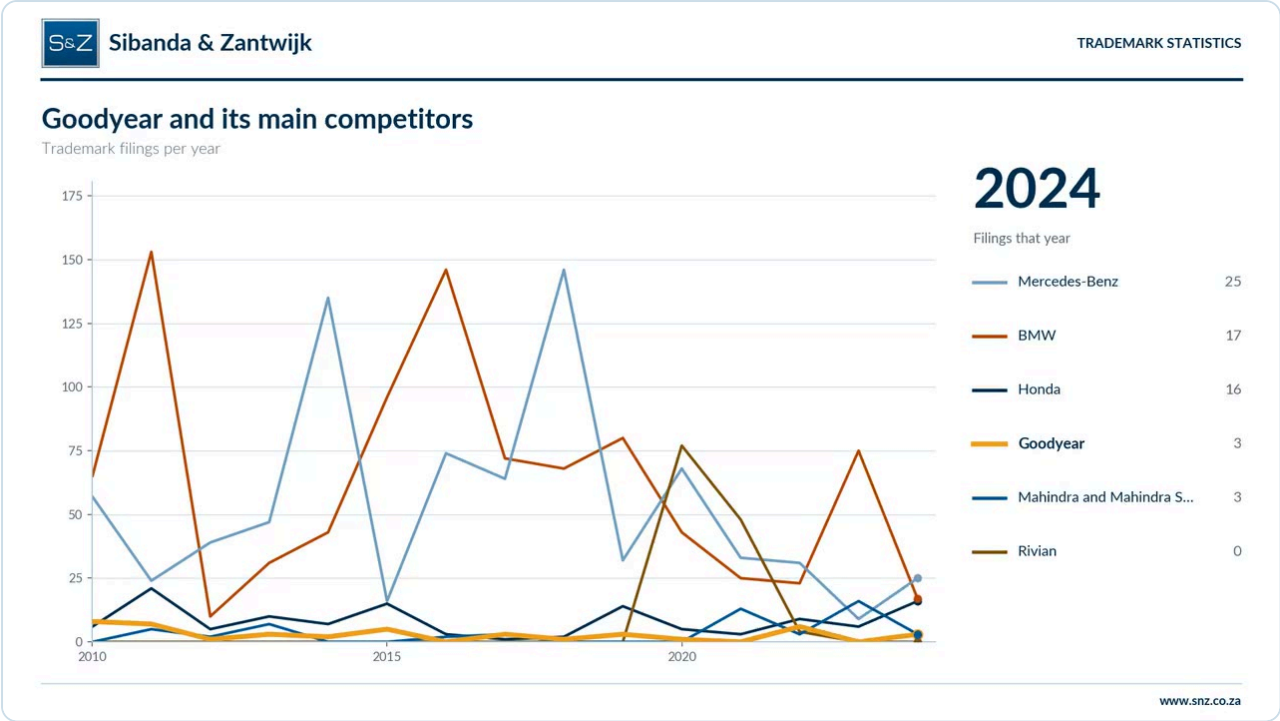


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/goodyear-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Goodyear

> Ranked by **how similar their whole trademark portfolio is to Goodyear's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Goodyear trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/goodyear-south-african-trademarks/competitors-video.html

Trademark filings per year: Goodyear (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Honda	–	92%
2	BMW	–	92%
3	Mercedes-Benz	–	85%
4	Rivian	–	85%
5	Mahindra and Mahindra South Africa	–	78%
6	Kia	–	78%
7	Continental	–	78%
8	Hyundai Motor	–	78%
9	Volkswagen	–	78%
10	Motus	–	77%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Goodyear – relevant export countries

South Africa exported **US$16.6 billion** of the goods Goodyear's main classes cover in the last year – tyres; tires; vehicles; wheels (class 12); gutta-percha; asbestos; tapes (class 17); machines; machine tools; vacuum cleaners (class 7); chemicals; fertilizers; chemical preparations (class 1); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Goodyear's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$5.6 billion	+2%	National	US$2,388
2	United States of America	71	US$2.0 billion	+4%	National	US$3,425
3	United Kingdom	62	US$1.5 billion	+4%	National	US$1,371
4	Türkiye	58	US$551 m	+11%	National	US$1,258
5	Canada	57	US$128 m	+3%	National	US$2,192
6	India	56	US$34 m	-2%	National	US$1,295
7	Russian Federation	55	US$10.0 m	+14%	National	US$1,915
8	Australia	55	US$299 m	+0%	National	US$2,380
9	Switzerland	52	US$137 m	+3%	National	US$1,660
10	China	51	US$71 m	-3%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	48	US$212 m	+7%	National	US$1,563 S&Z
2	Nigeria	48	US$49 m	-8%	National	US$1,015 S&Z
3	Egypt	47	US$95 m	+2%	National	US$2,278
4	Algeria	46	US$1.1 m	+30%	National	US$1,445
5	Zimbabwe	45	US$683 m	+18%	ARIPO	US$450 S&Z
6	Tanzania	44	US$124 m	-1%	ARIPO	US$450 S&Z
7	Namibia	44	US$551 m	+21%	ARIPO	US$450 S&Z
8	Malawi	43	US$86 m	+71%	ARIPO	US$450 S&Z
9	Uganda	42	US$18 m	+16%	ARIPO	US$450 S&Z
10	Mozambique	42	US$364 m	-3%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
GOOD YEAR	14	US$2,842	US$3,225
GOODYEAR	12	US$2,436	US$2,856
FLEXTEN	4	US$812	US$1,378
GOODYEAR PERFORMANCE CENTRE	2	US$406	US$1,009
4FLEET EUROPE	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Goodyear's five most-filed brands: word marks of **other companies** (not Goodyear's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to GOOD YEAR (classes 1, 7, 12, 17; searched 2018-06-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to GOODYEAR (classes 1, 7, 12, 17, 37; searched 2018-11-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to FLEXTEN (classes 7, 12, 17, 22; searched 2018-07-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to GOODYEAR PERFORMANCE CENTRE (classes 35, 37; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to 4FLEET EUROPE (classes 12, 35, 37; searched 2023-12-20 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

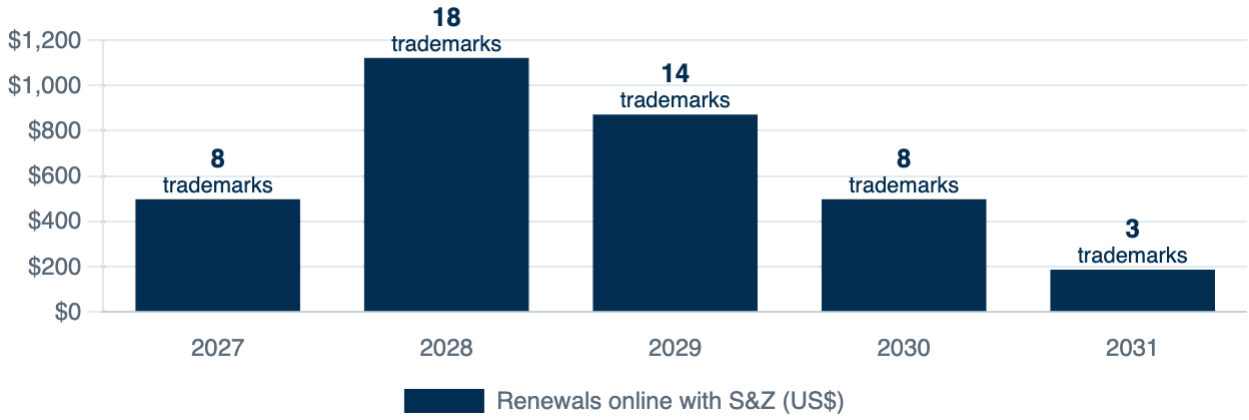
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Goodyear's next five years of renewals

51 of Goodyear's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,176** over the five years.



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