



Goodyear

Subsidiaries: Cooper Tire & Rubber Company

Locations: Ohio (HQ)

Industries: Automobiles and Components

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with the HRC's controversial demands, Goodyear increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Goodyear forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Goodyear integrates ESG into all of its business practices. A certain Goodyear location created a zero-tolerance attire policy which would not allow "Blue Lives Matter" or "MAGA" attire but would explicitly allow "Black Lives Matter" and LGBTQ attire. Goodyear quickly backtracked this policy and clarified that Goodyear corporate had not seen or approved the policy. For these reasons, Goodyear receives a "High Risk" rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **Medium Risk**

Goodyear received a score of 752023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). Goodyear has not publicly fired customers, suppliers, or vendors based on views or beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **High Risk**

GoodyearRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Goodyear indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Goodyear(3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Goodyear indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. A Goodyear factory in Topeka distributed a zero-tolerance discriminatory policy which lists "Black Lives Matter (BLM), Lesbian, Gay, Bisexual, Transgender Pride" attire as acceptable while "Blue Lives Matter, All Lives Matter, MAGA Attire, Political Affiliated Slogans or Material" are all unacceptable (3)(4). Goodyear issued an apology and attempted to clarify that Goodyear corporate had not seen or approved the policy (5).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Goodyear's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

Uses corporate political contributions for ideological, non-business purposes. High Risk

Goodyear indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Goodyear has not used its PAC since 2016 but lobbies in a manner consistent with its business interests (3)(4).

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