

The world's first Goodyear concept tires made with BioIsoprene™ technology

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The world's first concept demonstration tires made with BioIsoprene™ technology, a breakthrough alternative to replace a petrochemically produced ingredient in the manufacture of synthetic rubber with renewable biomass, made their debut in Copenhagen, Denmark, this week (Press Release, 2 December 2009). One tire will be on display at a lounge in the common departure area at the Copenhagen International Airport throughout December 21, while the other tire will make appearances at several special events during the United Nations Climate Change Conference in Copenhagen (COP 15) through December. The tires made with BioIsoprene™ are the result of a collaboration between Genencor, a division of Danisco, and Goodyear, one of the world's largest and most innovative tire companies.

(Please note that the photo above is a stock image and not the tyre discussed in this article)

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