

GOODGEAR

Two Poles. One Journey. World First.

Media Partners

How to get
involved...



A limited number of global media partners have a unique, lifetime opportunity to connect the spirit of human adventure with the benefits of positive technology and create a landmark story.

GOODGEAR was established in 2019 by an international group of expedition, technology and media partners with a landmark challenge of the first circumnavigation of the world with the crossing of both poles, without the use of flight.

The Transglobal Car Expedition will depart in 2024 for a period of over 14 months and will be showcasing the latest positive technologies and science through-out the journey.

The Expedition will be used to test the latest technology innovations in the

remotest and most hostile regions and with some of the most marginal communities in the world.

GOODGEAR is a partnership organisation and embraces the involvement of non-governmental bodies, United Nations agencies, Scientific institutions and Foundations, together with the world's leading technology companies.

GOODGEAR is a non-governmental organisation which promotes the link between the spirit of global adventure and positive technology.



Our Mission

Global Context

In 2015, 195 nations agreed to change the world for the better by bringing together their respective governments, businesses, media, education and NGO communities to improve the lives of the people and environments in each of their countries by 2030. These became the United Nations Sustainable Development Goals.

Mission

GOODGEAR believes in the potential of the human race to overcome challenges and create technology solutions that help create a sustainable, balanced and prosperous world for human beings, the global environment and its cultural heritage.



Our Manifesto

01

The good technologies we use have an overall positive effect on the current challenges facing the planet.

02

The good technologies we use are socially inclusive and not only designed for a small percentage of the population.

03

The good technologies we use will help prove or catalyse new science and innovation.

04

The good technologies we use can be communicated to educate the next generation about positive technology.

05

The good technologies we use have no long term negative impacts on society, health or the environment.

Participate

GOODGEAR welcomes direct involvement in the Expedition from the world's boldest and most innovative media partners.

Opportunity

GOODGEAR provides a unique and innovative media platform for a period of two years - from planning in 2023 to Expedition completion in 2025, and opportunities to extend the GOODGEAR brand well beyond the Expedition.

Benefits

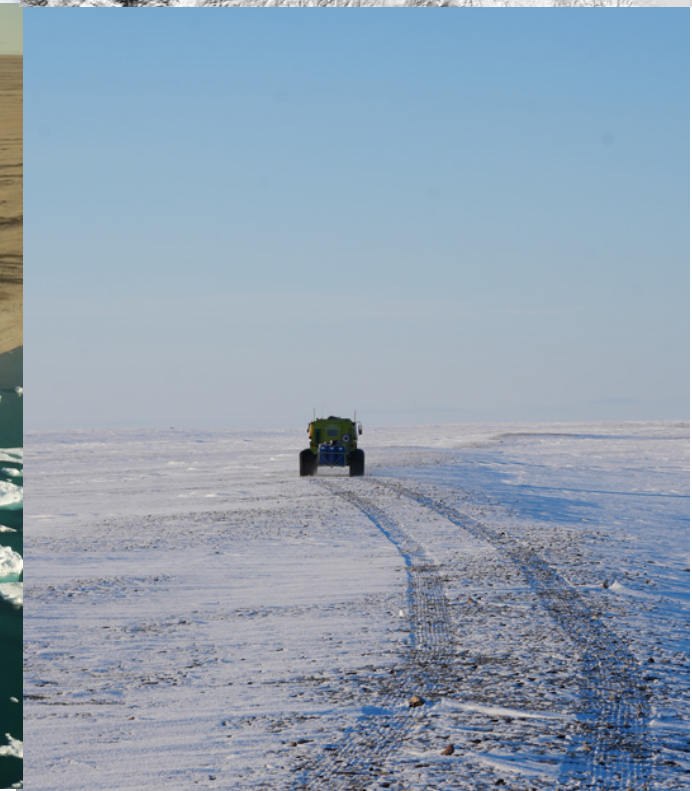
The Expedition will create compelling 'people + adventure + technology' content to achieve deep and inspirational engagement with global audiences in multiple languages.

Value

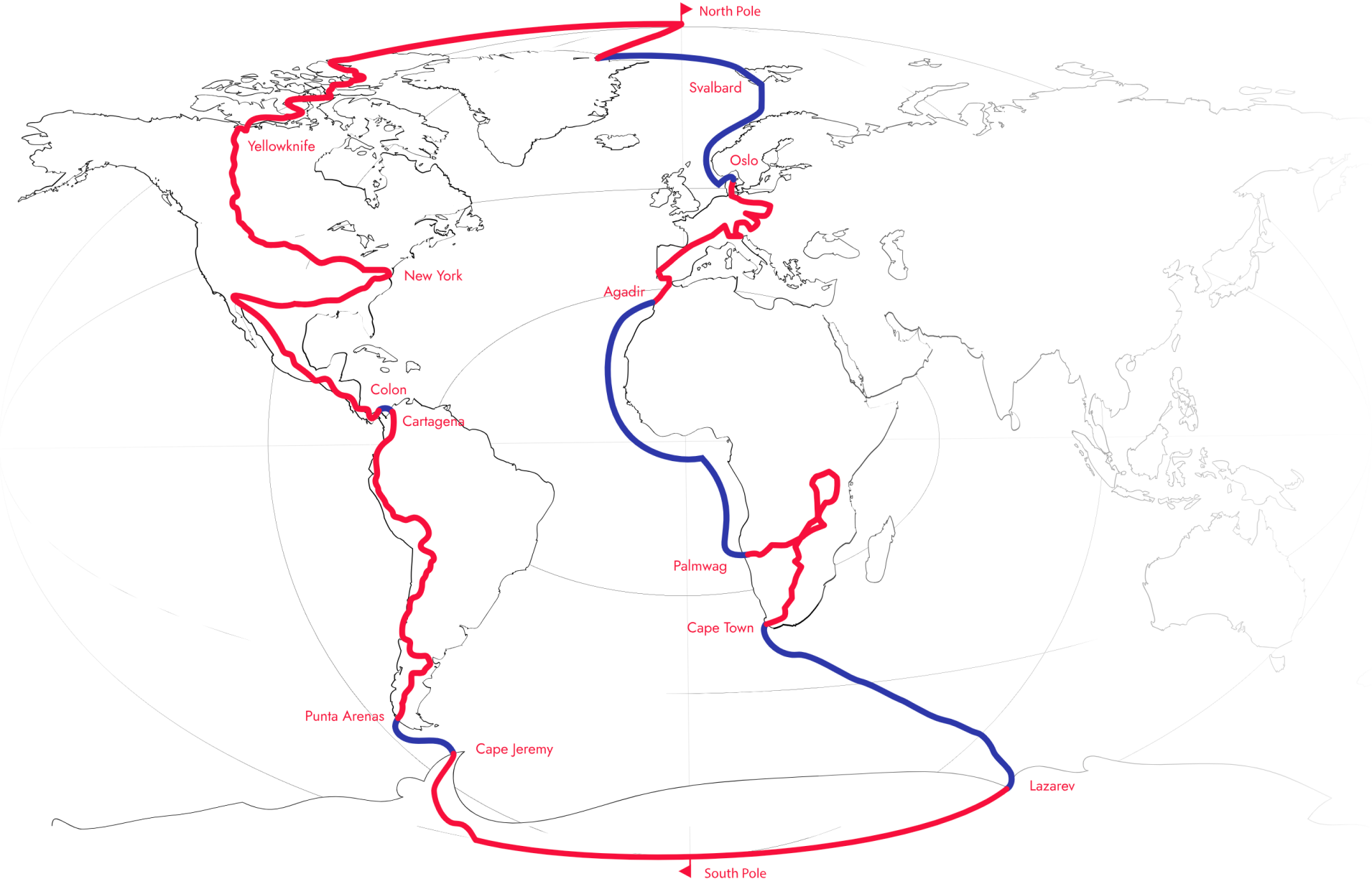
With the support of the right media partners, the GOODGEAR brand will become the global badge for innovators, scientists, organisations, technology companies and individuals who believe in the power of positive technology and the spirit of adventure. It has the opportunity to become a powerful media asset in its own right.

Contact

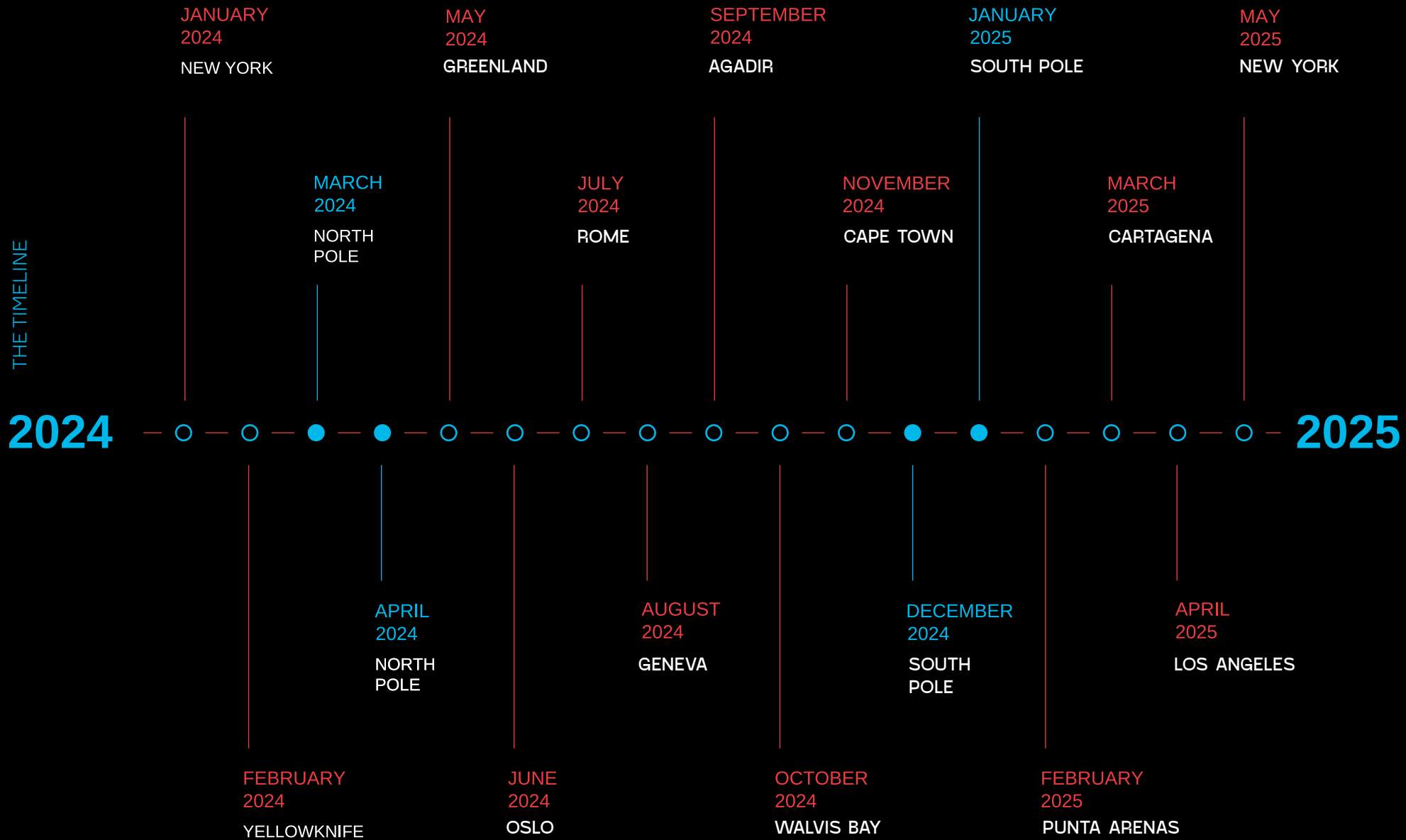
Contact contact@goodgear.org - to start the conversation.

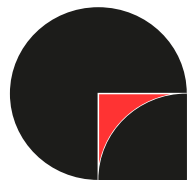


Route Map



THE TIMELINE





GOODGEAR

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Contact

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