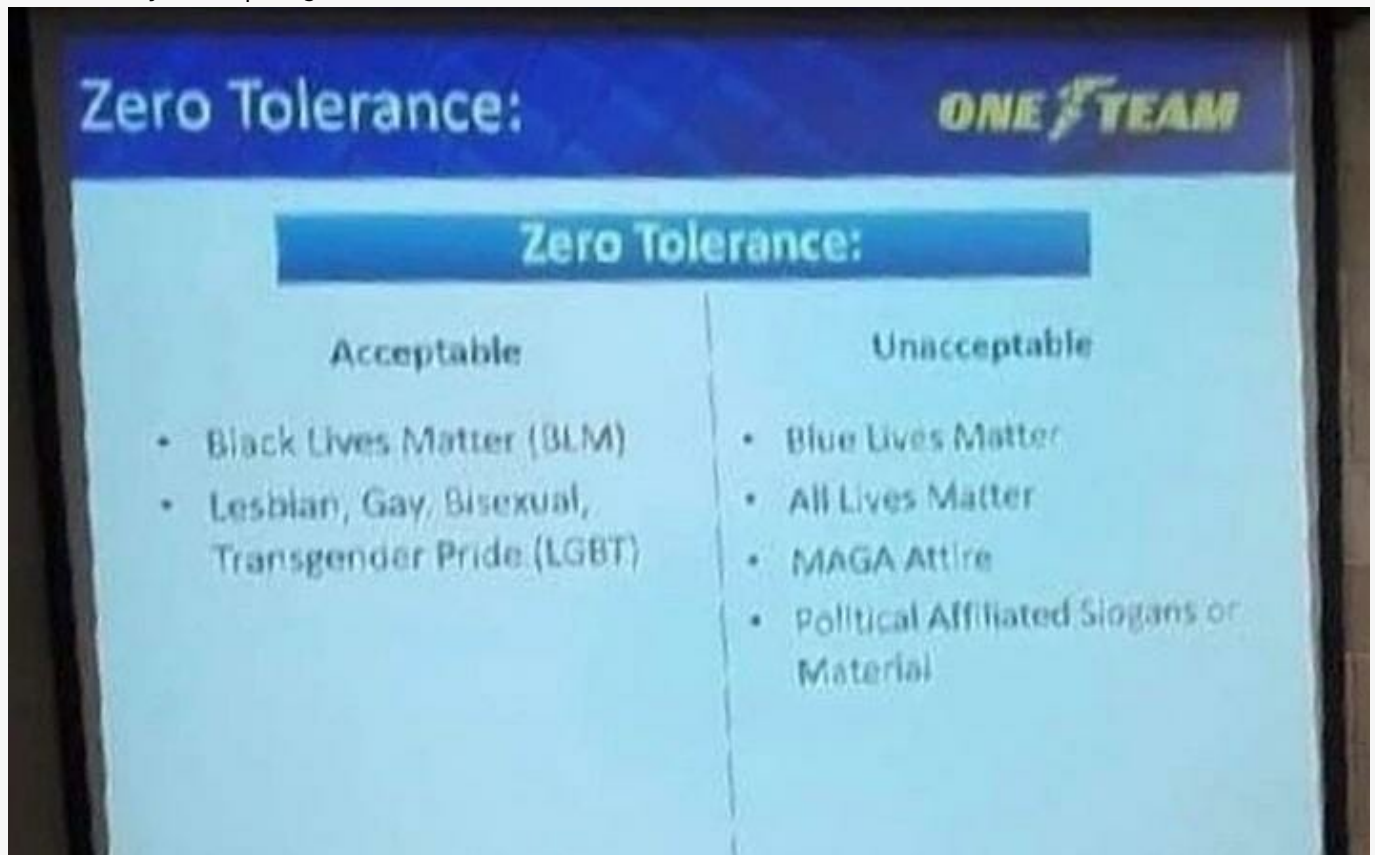


# Virtue Reversal: Goodyear Bends The Knee After Trump Sparks Boycott

written by GEG | August 21, 2020



Goodyear CEO Rich Kramer issued a direct apology after a leaked slide from a “diversity” training in Topeka, Kansas supported Black Lives Matter and LGBT (lesbian, gay, bisexual and transgender) attire for its employees, but was biased, with a “zero tolerance” policy, against employee apparel favoring Blue Lives Matter, All Lives Matter, MAGA and other political-affiliated slogans. Trump reacted to the ban on his MAGA hats by advising people to buy tires from another company, causing Goodyear’s stock prices to plummet by 6%. Shares of Goodyear are down 40% year-to-date.

While Goodyear has an anti-cop bias, they have an entire line of tires called Eagle Enforcer that is marketed toward police vehicles, and some law enforcement officials joined the boycott. Goodyear Chairman Rich Kramer released a statement that said in part, “We have clarified our policy to make it clear associates can express support for law enforcement through apparel at Goodyear facilities.” Apparently, the ban on MAGA hats remains. -GEG

After a ham-handed attempt at damage control with a non-apology over biased “diversity” training sparked outrage from President Trump – which in turn sparked a boycott by conservatives, Goodyear CEO Rich Kramer issued a direct apology on Thursday.

“To be clear, Goodyear does not endorse any political organization, party or candidate,” reads Kramer’s statement, which adds that the company “strongly supports our law enforcement partners and deeply appreciates all they do to put their lives on the line

each and every day for their communities.”

“We have clarified our policy to make it clear associates can express support for law enforcement through apparel at Goodyear facilities,” which means – no MAGA hats, but presumably means ‘Blue Lives Matter’ and ‘All Lives Matter’ attire is now acceptable.

(Cue BLM boycott)..

On Wednesday, President Trump tweeted “Don’t buy GOODYEAR TIRES” after a leaked photo of an external firm’s ‘diversity training’ slide appeared to show that the company considers “Blue Lives Matter,” “All Lives Matter” and “MAGA” attire “unacceptable,” while at the same time encouraging “Black Lives Matter” and “Lesbian, Gay, Bisexual, Transgender Pride (LGBT)” attire.

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Additional sources:

*Goodyear Caves to President Trump, Reverses Ban on Blue Lives Matter at Workplace*

*LEAKED AUDIO: Goodyear Boss Tells Employees They Can Wear BLM Slogans, But Not MAGA, ‘All Lives Matter,’ ‘Blue Lives Matter,’ or ‘White Lives Matter’*