



Written by [R. Cort Kirkwood](#) on August 20, 2020

# Trump Tweets Goodyear Boycott After Anti-American Slide Goes Viral. Company Waffles.

The Donald delivered a message to the anti-American Goodyear company yesterday:

“Don’t buy GOODYEAR TIRES,” the [president tweeted](#). “They announced a BAN ON MAGA HATS. Get better tires for far less! (This is what the Radical Left Democrats do. Two can play the same game, and we have to start playing it now!).”

Trump slashed the tire company because of what appears to be a settled policy: It will permit employees at work to support LGBTQ issues and the Marxist, anti-American Black Lives Matter, but bans them from wearing MAGA hats or supporting police.



Result when the policy went viral? A major public-relations nightmare for the once-admired American company.

## The Slide

The hate-America message from Goodyear, [founded by](#) Frank Sieberling in 1898, came across loud and clear in a [“Zero Tolerance” visual](#), supposedly shown during a “diversity” brainwashing session, which an employee posted to social media.

The slide also featured the company’s famed winged foot logo with the words “One Team.”

That team, though, is explicitly pro-Marxist, pro-homosexual, anti-cop, and anti-American.

The “acceptable” things employees can advocate for on company time are “Black Lives Matter” and “Lesbian, Gay, Bisexual, Transgender Pride.”

Under “unacceptable,” employees saw these four items:

- Blue Lives Matter
- All Lives Matter
- MAGA hats
- Political affiliated slogans or material

Once the image went viral, Goodyear’s damage-control team shifted into high gear. “Goodyear is committed to fostering an inclusive and respectful workplace where all of our associates can do their best in a spirit of teamwork,” a [spokesman said](#):

As part of this commitment, we do allow our associates to express their support on racial injustice and other equity issues but ask that they refrain from workplace expressions, verbal or otherwise, in support of political campaigning for any candidate or political party as well as other similar forms of advocacy that fall outside the scope of equity issues.

Thus did the spokesman affirm the message in the slide.



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### Facebook Page

But the statement does not address the slide's authenticity. A message on the company's Facebook page denies the message appeared in a diversity seminar, but admits that it is company policy.

"The visual in question was not created or distributed by Goodyear corporate, nor was it part of a diversity training class," the [statement says](#):

To be clear on our long-standing corporate policy, Goodyear has zero tolerance for any forms of harassment or discrimination. To enable a work environment free of those, we ask that associates refrain from workplace expressions in support of political campaigning for any candidate for political party, as well as similar forms of advocacy that fall outside the scope of racial justice and equity issues.

In other words, yes to the anti-American BLM, no to pro-American MAGA folks — just as the slide says, authenticity regardless. The statement does not address the visual's origin.

"Fostering an inclusive, respectful workplace is important to establish teamwork and build culture," the statement continues, "which is another reason we ask associates not to engage in political campaigning of any kind in the workplace — for any candidate, party or political organization."

BLM and the many interest groups that promote LGBTQ issues are political organizations, but that aside, Goodyear also claimed it fully supports the police.

At this writing, the post had elicited 23,000 comments, more than few of which suggest that Goodyear is going flat:

- This statement confirms exactly what the visual said ... You have lost our family's business forever...
- Won't be buying any Goodyear tires! There's a lot better tires available that are a lot cheaper.
- Yep, there is a cost to your bias. Now you live with it. No more Goodyear products for me!!!
- You are about to find out that the ones that back the blue are the ones with jobs....hahaha
- Pathetic Racists at Good Year they support Antifa/BLM looting, burning, assaulting and murdering in our cities! Dump Good Year stock boycott any show that allows their advertising! This company is disgusting and pandering to the Democrat Sponsored Domestic terrorists be sure to loot and burn their stores first since they support you!
- Black Lives Matter is a political organization run by Marxist. You support them and deny others the right to express themselves with an opinion you don't want to hear. I won't be buying your tires.
- Goodyear is an anti american company that promotes hate groups. I will not support an anti american company who promotes hate and burns our flag that our ancestors fought for.

One commenter posted a reconfigured logo:



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H/T: [Breitbart](#)

*Photo: AP Images*

*R. Cort Kirkwood is a long-time contributor to The New American and a former newspaper editor.*



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