



WHEN FORM EXCEEDED FUNCTION

In 1960, when Goodyear came out with prototypes of these translucent illuminated tires, it suggested that the tires' color could be changed to match whatever the passengers of the car happened to be wearing. That feature alone wasn't quite enough to justify producing the tires, which didn't perform well in the rain and melted under heavy braking. Today, Goodyear does make tires that match the color of your outfit, so long as you always wear black. ■