Cooper Tire Goes Mobile

The Associated Press

FINDLAY, OHIO, AUGUST 13, 2012 - Recognizing that mobile devices are poised to surpass desktop browsing as the primary internet search device for consumers, Cooper Tire & Rubber Company (NYSE:CTB) has launched a new mobile-optimized version of its website. The site gives consumers-a majority of whom start their tire purchase research online-a new and easy way to research the right tires for their everyday driving requirements. The site also provides advice on service, replacement tires, retail locations and safety information.

"With the growing trend in mobile access and tablet use, the obvious next step for Cooper was to make our customer locations, product and safety information accessible to mobile consumers who want to connect with our brand anytime or anywhere," said Hal Gardner, Vice President of Marketing Communications and Market Intelligence. "We wanted to create a mobile site that can effectively aid consumers in their research and tire purchase. Our site will help consumers access the information they need, when they need it."

The site's look and feel complements the existing coopertire.com website and functions on mobile devices such as Android, iPhone and tablets. Visitors have the ability to find a tire by utilizing a navigation feature that can filter the product search by vehicle, tire size, tire name or vehicle type. The site includes interactive product features and benefits; a location-based, click-to-call dealer locator; and social media and video integration. Users in the U.S. can access the mobile site by entering coopertire.com in their mobile browser.

About Cooper Tire & Rubber Company Cooper Tire & Rubber Company (Cooper) is the parent company of a global family of companies that specialize in the design, manufacture, marketing, and sales of passenger car and light truck tires. Cooper has joint ventures, affiliates and subsidiaries that also specialize in medium truck, motorcycle and racing tires. Cooper's headquarters is in Findlay, Ohio, with manufacturing, sales, distribution, technical and design facilities within its family of companies located in 11 countries around the world. For more information on Cooper, visit www.coopertire.com, www.facebook.com/coopertire or www.twitter.com/coopertire.

CONTACT: Michelle Rehbein Cooper Tire & Rubber Company (419) 423-1321mrrehbein@coopertire.com

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