Select Cooper Roadmaster® Commercial Truck Tires Now SmartWay Verified

The Associated Press

FINDLAY, OHIO, AUGUST 1, 2012 - Cooper Tire & Rubber Company (NYSE:CTB) today announced the availability of Roadmaster SmartWay products for all wheel positions. The SmartWay verification includes the Roadmaster RM180 steer tire, RM871 trailer tire, and most recently, the RM851 drive tire.

The United States Environmental Protection Agency (EPA)'s SmartWay Technology Program verifies low rolling resistance tires that meet its criteria of reducing fuel consumption, ultimately cutting costs and benefiting the environment.

"With a complete line of SmartWay verified tires, Cooper is demonstrating our strong company commitment to environmental sustainability and social responsibility," said Roadmaster National Truck Tire Sales Manager Bill Hoban. "By using our low rolling resistance tires, customers can lower their costs by reducing fuel usage, and at the same time, limit their impact on the environment."

The Roadmaster RM180EM long-haul steer tire features decoupling grooves that resist uneven shoulder wear in line haul applications. Designed for regional to long haul applications, the Roadmaster RM851EM drive tire features a solid shoulder for long, even wear. The Roadmaster RM871EM trailer tire features wide shoulder ribs that resist scrubbing and rib edge sipes to promote long, even wear. The RM871EM is available as an original equipment fitment on trailers from several manufacturers.

Introduced in 2004, the EPA's SmartWay verified technologies program develops test protocols, reviews strategies and verifies the performance of vehicles, technologies and equipment that have the potential to reduce greenhouse gases and other air pollutants from freight transport. The program establishes credible performance criteria and reviews test data to ensure that vehicles, equipment and technologies will help fleets improve their efficiency and reduce emissions. Companies participating in SmartWay programs save money, reduce fuel consumption and show social responsibility and leadership, according to the EPA. For more information on the EPA's SmartWay Technology Program, visit http://www.epa.gov/smartway/technology/index.htm [1].

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 [2], www.facebook.com/coopertire [3] or www.twitter.com/coopertire [4].

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