



PRESS RELEASE

For Immediate Release

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TIRE GROUP INTERNATIONAL UNVEILS NEW BRANDING FOR COSMO TIRES

MIAMI, FL - June 27, 2017 - Tire Group International, LLC (TGI) is pleased to announce the rebranding of Cosmo Tires, its long-lasting private label, symbolized by the introduction of a new logo and visual identity that signifies its growth and focus on first rate quality production as well as a completely retooled website at cosmotires.com.

“The launch of our rebrand kicks off a new era for Cosmo Tires that speaks to who we are as a company and is a direct reflection of the value we deliver to our partners – dynamic, multi-dimensional, modern and bold tire lines that drive dollars to their bottom line,” said Joaquin Gonzalez, president of Tire Group International.

The new logo maintains the iconic tiger, but does so in a modernized, fresh way, marking the move of production from Chinese to Thai based manufacturing to better serve its multinational demand and satisfy ever growing regional tariff implications.

ABOUT TIRE GROUP INTERNATIONAL

Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates the Penske Corporation (www.penske.com) and McLarty Associates (www.maglobal.com) a leading international strategic advisory firm, Tire Group International, LLC (www.tiregroup.com) has positioned itself as one of the leading organizations in the worldwide wholesale distribution of tires and South Florida’s largest independent tire wholesaler. TGI carries over 40 brands of tires, covering the entire spectrum of the tire industry. TGI also distributes its own private labels Astro, Cosmo, Duramas, Industar, Luna and Orion; and represents many other brands including MRF, Cooper, Mastercraft, Sumitomo, Achilles, Atturo, Atlas, Dick Cepek, Kenda and Mickey Thompson. TGI also carries several brands of tubes and various lines of automotive products. Besides TGI’s large inventory, it also has access to literally, millions of tires worldwide, ready for direct shipment to any destination. For more information please visit our website at www.tiregroup.com.

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