



# PRESS RELEASE

## For Immediate Release

For more information contact: Janice Alvarez  
Tel: (305) 696-0096, E-mail: jalvarez@tiregroup.com

### **COSMO TIRE UNLEASHES ITS SEXY BEAST, KITTY KAT, CHUBBY NUBBY AND EL JEFE HT**

**MIAMI, FL - April 15, 2019** - Tire Group International (TGI) expands its Cosmo Tire brand with 4 new, innovative UHP, SUV, SUV UHP and MT patterns designed to provide low noise, low rolling resistance and exceptional performance with its "activated grip" technology. With these additions Cosmo will continue to supply its distributors a high-quality entry level product that delivers enhanced profit opportunities.

Cosmo conducted in depth market research to identify model names that would resonate with today's millennial, female and Hispanic consumers. A national marketing campaign targeting the aforementioned demographic groups will accompany the launch of these new products.

Since 1994, the Cosmo brand has been known for producing quality tires for a wide assortment of industry applications. In 2017, the company expanded its product offering with a second-generation PCR, Truck and Bus lineup. The newest Cosmo patterns will initially be offered in 36 sizes and feature proprietary modern designs. More sizes will soon follow.

- **Sexy Beast UHP**, a sleek, streamlined pattern for a silent, high-performance ride.
- **Kitty Kat SUV UHP**, an asymmetric UHP Pattern that has exceptional cornering and braking characteristics.
- **Chubby Nubby MT**, named for its "Wide Base" and aggressive "Nubs", reinforced shoulders and heavy-duty sidewalls assure performance.
- **El Jefe HT SUV**, a wide footprint, high mileage compound, that gets the job done.

"Cosmo has experienced phenomenal growth over the years." says TGI President Joaquin Gonzalez. "The addition of these new patterns will complement our current offering, while targeting 3 of the quickest growing consumer demographics in our business. We conducted extensive market research and found that consumers are more apt to remember a brand if they connect with it on a personal level, humor and self-image are at the top of the list. Cosmo is positioning itself to raise the bar when it comes to marketing a product that for most people is viewed as foreign and an unappreciated necessity. We want to make the tire buying experience memorable and fun for the consumer and our marketing will continually reinforce that!"

As a value added feature, Cosmo Tires come inclusive of Road Hazard Warranty.

#### **ABOUT TIRE GROUP INTERNATIONAL**

Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates the Penske Corporation ([www.penske.com](http://www.penske.com)) and McLarty Associates ([www.maglobal.com](http://www.maglobal.com)), Tire Group International, LLC ([www.tiregroup.com](http://www.tiregroup.com)) has positioned itself as one of the leading organizations in the worldwide wholesale distribution of tires and Florida's largest independent tire wholesaler. TGI carries over 30 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, GT Radial, Atturo, Kumho, 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](http://www.tiregroup.com).



#### **Tire Group International**

7500 Northwest 35th Terrace Miami, FL 33122 U.S.A.  
Tel: (305) 696-0096 Fax: (305) 696-5926  
email: [info@tiregroup.com](mailto:info@tiregroup.com) | [www.tiregroup.com](http://www.tiregroup.com)

Connect with us @ [tiregroup](http://tiregroup.com)

