



# PRESS RELEASE

For Immediate Release

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## COSMO TIRES INTRODUCES THREE NEW TIRE LINES, THE EL JEFE HT, EL TIGRE AT AND TIGERTAIL

**MIAMI, FL- April 20, 2020**-Cosmo Tires is excited to announce the three newest members of its product line, the M+S/All-Season El Jefe HT, the M+S/All Season and the All Weather rated El Tigre AT, and the M+S/All-Season TigerTail. All are available for immediate order.

The Cosmo El Jefe HT is a premium crossover/SUV tire designed to deliver the goods! Starting with comfort, the El Jefe HT delivers a stealthy and silky-smooth ride without sacrificing performance, from cornering to stopping on a dime, this tire is a dependable kat! The line currently includes 15 skus from 15 to 20-inch rim diameter and is rated M+S/All-Season. The El Jefe HT also includes a free road hazard warranty and a 55,000-mile warranty.

The Cosmo El Tigre AT is a premium light truck/SUV/crossover tire built to unleash your vehicles inner kat, this tire will excel on wet and dry roads as well as provide all terrain grip when needed. Engineered with comfort and low noise characteristics, the 22 available skus include 15 to 20-inch rim diameters, M+S/All-Season and All Weather (three-peak Mountain Snowflake (3PMSF) symbol) rated, the El Tigre AT comes with a 55,000-mile warranty.

The Cosmo TigerTail is a European inspired high-performance SUV/CUV touring tire that is engineered to deliver high speed stability and precise handling in both wet and dry conditions. Stay comfortable and in control with this sporty Kat! The 9 available skus range in size from 16 to 22-inch rim diameter and are M+S/All-Season rated. TigerTail comes with a free road hazard warranty.

All 3 lines are manufactured using Cosmo's Ultimate Tire Technology (UTT) which includes a Bead Reinforcement System (BRS), New Structure Technology (NST), Directed Super Silica (DSS) compounding and Optimum Performance Design (OPD).

Cosmo Tires continues to grow its product offering. Their focus is on the independent tire dealers need for top-quality tires that provide value to the consumer and a higher profit opportunity to the dealer. Cosmo's innovative marketing approach coupled with high quality products and industry leading warranties continue to set them apart from the competition. More new product lines will be announced in the near future.

"Here, at Cosmo, we strive to make the tire-buying experience memorable and rewarding for both the dealer and consumer. Our innovative marketing approach based on our understanding of what today's consumer wants in a tire and our focus on the shifting US market demographics is paying dividends," says Rick Wheeler, V.P. of National Sales. "Cosmo delivers value in every sense of the word without compromising quality and performance. These new models are the perfect addition to our current product portfolio."

Cosmo Tires has been producing quality tires for a wide assortment of industry applications since 1994. The company expanded its product offering in 2017 with a second-generation PCR and TBR lineup that now includes over 250 skus backed by the "Cosmo Tires Warranty Suite" program.



EL JEFE HT EL TIGRE AT TIGERTAIL

### About Cosmo Tires

Cosmo Tires is Tire Group International's (TGI) oldest private label, launched in 1994. TGI, 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).