



PRESS RELEASE

For Immediate Release

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

COSMO TIRES LAUNCHES THE "COSMO MUD KICKER"- WITH ITS PATENTED DESIGN INNOVATIONS, IT IS THE INDUSTRY'S FIRST "MUD RATED" TIRE

MIAMI, FL - JULY 24, 2020 - Cosmo Tires is excited to announce the newest member to its product line, the COSMO MUD KICKER; a next generation premium mud tire that is all about "functional design". The COSMO MUD KICKER'S patented shoulder and bead area design raises the bar in off-road performance. Its multi-faceted shoulder claws range in angles from 10 to 90 degrees which provide extra grip surface and quicker self-cleaning. Additionally, an industry first reinforced bead area provides grip features for added traction surface in deep mud or snow. This tire not only looks the part, it is designed to perform! Aesthetically, each tire has two distinct sidewalls to choose from when mounting, one side with raised black lettering for an aggressive look while the other has indented, UHP inspired lettering that offers a sleek, understated appearance.

The COSMO MUD KICKER is manufactured using Cosmo's Ultimate Tire Technology (UTT) and Directed Super Silica (DSS) compounding, specifically formulated and enhanced to endure off road abuse. It is M+S All-Season, All Weather (3PMSF), and 3 ply Xtreme (3X) reinforced. Finally, the COSMO MUD KICKER is the first tire in the market to be "MUD RATED"!

With the initial launch of 12 Q-speed rated skus covering 16 to 22-inch rim diameters, including flotation sizes up to 37 inches tall, this line is engineered with a low noise tread pattern, 2 and 3 ply sidewall construction, tread block divots and up to 12 ply rated under tread construction. This aggressive Kat is built tough to the bone and is available for immediate order.

"All of our products are over engineered, extreme quality, performance minded and memorable. Always geared to bring value and drive customers to our dealer network," says Joaquin Gonzalez, Cosmo Tires President. "Every inch of the COSMO MUD KICKER has been carefully designed and fabricated to offer a diverse product to both the daily driver and enthusiast market. Cosmo truly is your everyday tire."

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 /LTR and TBR lineup that now includes over 250 skus backed by the "Cosmo Tires Warranty Suite" program.



Cosmo Tires is Tire Group International's (TGI) oldest private label, launched in 1994. Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates the Penske Corporation (www.penske.com) and McLarty Associates (www.maglobal.com), Tire Group International, LLC. (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.