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For Immediate Release

Cosmo Tires Announces First Retail Location in Latin America.

[Miami, FL] — Cosmo Tires, a prominent name in the tire industry renowned for delivering high-quality products at a price point that resonates with value-conscious consumers, proudly reveals its inaugural retail establishment in South America. The new store, located in the city of Santa Elena del Uairen, Venezuela, is a collaborative venture with our esteemed partner of over 15 years, BV Pneus.

Spanning an expansive 21,000 square feet, the state-of-the-art facility is dedicated to offering unparalleled customer service and an immersive in-store experience. This retail space is meticulously designed to showcase the complete range of Cosmo Tires products, including Passenger Car Radials (PCR), Light Truck Radials (LTR), and Truck and Bus Radials (TBR).

"We are incredibly excited to join forces with BV Pneus to introduce the first ever Cosmo Tires Retail store in Latin America, setting a new standard in the region" said Ernie Rodriguez VP of LATAM Sales for Cosmo Tires. "Aligned in our commitment to exceptional customer service and providing quality products at an affordable price, this partnership with BV Pneus is a celebration of shared family values and a promising venture."

This marks a strategic alliance built on a foundation of shared values and a commitment to fostering a familial work culture. Cosmo Tires and BV Pneus look forward to providing the Venezuelan market with top-tier tire solutions, backed by years of expertise and a dedication to customer satisfaction.

"We are truly honored to become the first Cosmo Tires Retail store in the region. This unique opportunity highlights Cosmo Tires' commitment to building brand awareness and delivering a quality product for the value-conscious consumer. This is a model that we plan to replicate throughout Venezuela and in other markets in the region in the very near future." - Josair Rodriguez, President and Owner, BV Pneus

About Cosmo Tires:

Cosmo Tires is a tire brand of performance, passenger, off-road, light truck, truck, industrial and agricultural tires. Cosmo Tires was founded in 1995 and has been delivering exceptional performance and value ever since. The company started by manufacturing bias (nylon) tires for light truck, truck, industrial, agricultural, and off-road applications. Cosmo Tires has since expanded production into passenger car, light truck and truck and bus radials.

Manufacturing a wide range of sizes and patterns for thousands of applications. Cosmo Tires are built with an industry-leading "quality to value" proposition that sets the company apart from all other tire brands. Constantly innovating and pushing the limits of design, Cosmo uses top quality materials and construction methods that squeeze the maximum performance, top safety, and best value out of every tire.



Night Time View of BV Pneus



Day Time View of BV Pneus
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