

Editorial Inquiries Below

CONTACT INFORMATION:

Zack Calvin

Cosmo Tires

386-690-3613

zackcalvin@firegroup.com

RELEASE DATE:

4/1/2024



For Immediate Release

Cosmo Tires Announces Enhanced Mileage Warranty and Road-Hazard.

[Miami, FL] — Cosmo Tires, a premium private label brand exclusively distributed by Tire Group International, is thrilled to announce an industry leading enhancement of their mileage warranty and road-hazard programs. This enhancement covers all passenger and light truck products currently being offered.

“Our products are over-built and tested on the most rigorous tracks and terrains around the globe and this reflects our investments in manufacturing and quality. Now, all passenger and light truck tires carry Cosmo’s road hazard and milage warranty ranging from 40,000 to 70,000 miles.

We continue to set the bar for premium features and providing unparalleled value to our partners and consumers. This is the next strategic step in delivering continued confidence that our products are the consumer’s preferred choice in tires” said Dominick Montouri, Chief Strategy Officer of Tire Group International.

“The enhancement includes our world-famous Mucho Macho to the industry’s only Mud-Rated tire, the Mud Kicker, all sizes are now included” added Dominick.

Cosmo will continue its portfolio expansion later this year when they launch their new Gripit X/T, Rockit R/T, and the premium touring, EV ready, Cosmo Kurrent. All the upcoming products will also be included in Cosmo’s expanded mileage and road-hard program. Cosmo currently offers workmanship and a two-retread warranty on their full-line of medium truck/bus tire lines.

Cosmo Tires give consumers specific benefits that reinforce our premium feature approach to our portfolio. “Product development reflects our brand approach. It’s the heartbeat of what we do. We have a trademark for the heartbeat design in our tread patterns as a visual

reminder to consumers that we have the pulse of our industry and we are on the forefront of what's next", said Joaquin Gonzalez, President of Tire Group International.

About Cosmo Tires:

Cosmo Tires is a lifestyle brand of performance, passenger, off-road, light truck, and truck 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.

###