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Cosmo Tires Launches in Southern California with Big Brand Tire & Service

[Canoga Park, CA] — *The Kool Kat has officially made its move west.*

Cosmo Tires, the flagship lifestyle brand of Tire Group International (TGI), has officially launched in Southern California through a strategic partnership with Big Brand Tire & Service and American Tire Depot, marking a major milestone in the brand's continued national expansion.

The launch was celebrated this past weekend with an exclusive VIP event at Big Brand Tire's Canoga Park location, where store managers from across the region gathered alongside local car clubs, artists, and influencers to experience the Cosmo Tires brand firsthand.

The vibe? Pure Cosmo.

Lowriders sat side-by-side with lifted 4x4 builds. Custom audio systems shook the lot. DJ Candyman kept the energy flowing while guests enjoyed great food, drinks, and a true taste of Southern California car culture. Adding to the moment, famed Los Angeles radio personality Letty Peniche of Power 106 FM joined the celebration, bringing her signature presence from one of the city's top-rated radio morning shows.

This wasn't just a launch—it was a Kool Kat Ambush.

Strategic Move into Car Culture's Capital

Southern California isn't just another market—it's the epicenter of automotive lifestyle. From the 405 freeway to the trails of the Inland Empire, it's where performance, style, and identity all intersect.

By partnering with Big Brand Tire & Service and American Tire Depot—retail leaders with over 345 locations across the Western United States—Cosmo Tires gains immediate scale, visibility, and cultural relevance.

"Southern California represents everything Cosmo Tires stands for—style, performance, and culture," said Tony Gonzalez, CEO of Tire Group International. "We're not just putting tires on shelves—we're building a lifestyle brand. And with partners like Big Brand Tire & Service, we're bringing that energy to the West Coast the right way."

"We're incredibly excited to partner with Cosmo Tires and bring this brand to our customers across Southern California." said Glen Mone, VP – Supply Chain, Big Brand Tire & Service, "Cosmo delivers a unique combination of performance, value, and lifestyle appeal that aligns perfectly with our customer base. This launch is just the beginning of what we believe will be a very strong and successful partnership."

More Than Tires — A Lifestyle Brand in Motion

Cosmo Tires has built its reputation over 31 years by delivering premium-level performance, innovative design, and unmatched value—all wrapped in a brand that actually connects with the culture.

Key differentiators include:

- *Proven Innovation: Multiple U.S. patents in functional design, traction technology, and advanced tread engineering*
- *Quiet Kat Technology™ with Geometric Isolation™: Delivering one of the lowest sound signatures in its class*
- *DSS (Directed Super Silica®): Enhanced grip, control, and extended mileage*
- *Bold Sidewall Design Language: Performance meets personality*
- *Hassle-Free Warranty Programs: Including road hazard coverage and industry leading mileage warranties*

From the ultra-high-performance MuchoMacho to the off-road ready GripIt XT, and the EV-focused Kurrent, Cosmo Tires is engineered to handle everything Southern California throws its way.

Retail Activation — The Kool Kat Ambush Goes West

This launch marks the beginning of Cosmo's signature retail activation strategy across Southern California.

Following its success in Florida, the Kool Kat Ambush experience will roll out across select Big Brand Tire and American Tire Depot locations, bringing:

- *Retail identification: Cosmo branding, inside and out*
- *Geo-Fenced Marketing Campaigns: Driving local traffic directly to stores*
- *On-Site Staff Training: Empowering teams to speak to Cosmo's technology and value proposition*
- *Community Activations: Cosmo Tires Pop-Up Ambushes events that blend product, culture, and lifestyle*

Looking Ahead

As Cosmo Tires expands its footprint throughout 2026, Southern California drivers can expect a brand that delivers more than expected—on performance, on value, and on experience.

The Kool Kat isn't just visiting.
It's here to take over.

About Cosmo Tires:

Founded in 1995, Cosmo Tires is a premier lifestyle brand offering a comprehensive range of high-quality tires, including performance, passenger, off-road, light truck, van, trailer, and truck tires. Renowned for its superior quality and exceptional value, Cosmo Tires is dedicated to innovation, continually advancing tire design using premium materials and cutting-edge construction techniques. Our commitment extends beyond performance; all products are manufactured in eco-friendly facilities, reflecting our dedication to sustainability and environmental stewardship.
For more information, visit CosmoTires.com

About Big Brand Tire & Service:

Big Brand Tire & Service is a multi-unit tire and automotive service provider with 345+ locations throughout Arkansas, Arizona, California, Colorado, Iowa, Idaho, Louisiana, Mississippi, Montana, North Carolina, Nevada, Oklahoma, Oregon, South Carolina, Texas, Utah, and Wisconsin. They have been in the market since 1969, stay on the leading edge of convenience technology for consumers, are very involved in local communities and offer several "added value services" (free flat tire repair, free tire rotation, free brake inspection, free wheel alignment check, maintenance reminders, etc.) that position them as a very "customer-centric" one-stop shop.

Watch the summary video:
https://www.youtube.com/watch?v=TurFWLGch2E

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