

NOT ALL TYRES ARE THE SAME



Tyre technology makes a massive difference to strength, performance and value for money.



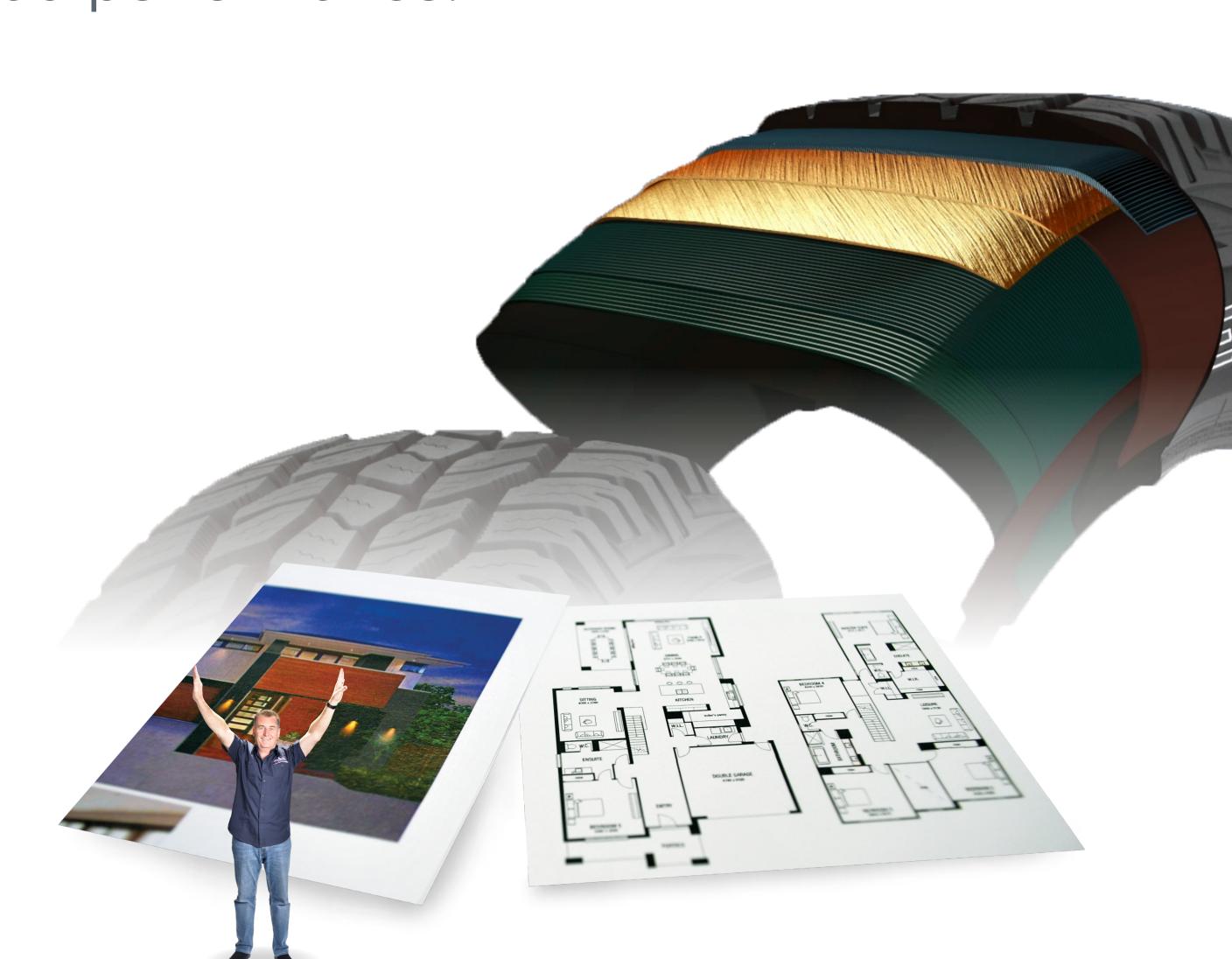
You wouldn't wear hiking boots to work or business shoes to the beach. Like shoes, your tyre's tread must suit the places you want to go.



Cooper Tires® blends the latest in tyre technology and innovative engineering in tread design to achieve the ultimate on-road and off-road performance.



A tyre's carcass is like a house's foundation. You need a strong foundation for the construction that goes on top.



Cooper® has developed three different carcass constructions to match your specific needs; R-Tech Engineering, High-Tensile Construction and Armor-Tek³ Technology.



The quality of plastics differs greatly - some are brittle while others are strong and flexible. It's the same with the quality of the compound in tyres.



Cooper Tires® compound formulas are designed with Advanced Chemically-Coupled Silica and specially developed cut and chip additives to give you maximum wet traction on-road and damage resistance off-road.

That's why Cooper tyres are guaranteed to last for up to 80,000kms. Cooper's Mileage Warranty is available nationally.





















