

Cooper Products

Cooper strives to produce tires that meet and exceed the performance requirements of its customers in an environmentally sustainable way. The impact of a product on the environment is a function of how it is produced, the performance of the product during its useful life, and how the product is disposed of at the end of its useful life. Thus, in its procurement of raw materials, in its production cycle, in the performance characteristics of its products, and in advice to customers as to tire care and use, Cooper seeks to minimize the impact on the environment.

Procurement of Raw Materials

Large quantities of raw materials are delivered in recyclable or reusable packaging. For example, Cooper's European Melksham plant purchases soya bean oil in reusable, returnable containers, takes delivery of polyethylene on returnable plastic pallets, and receives synthetic rubber materials in returnable metal crates.

Cooper's Russian Dandelion project is seeking to develop a more environmentally friendly source of raw materials for tire production.

Tire Manufacture

Cooper's European Melksham plant has targeted a 20 percent reduction in emissions from natural gas consumption. The Melksham plant seeks to reuse scrap materials that are generated through production and has succeeded in reducing shipments to landfill sites to 32 percent of total waste. The Melksham plant extracts water from the River Avon for use in the generation of steam and in the cooling of production machines. The steam is used both to heat the plant and offices and to cure tires. Ninety percent of this water is returned to the River Avon after use.

Product Characteristics

"Greater Fuel Economy" tire or GFE tire

The GFE tire showcases Cooper's compounding technology with an innovative tread stock that features a unique silica technology married with a specialized polymer to provide very low rolling resistance, outstanding wet grip and long tread life. This Cooper Energy Return Technology will be a backbone for future low rolling resistance products in the years ahead. The lower rolling resistance of the GFE can reduce fuel use by approximately three percent resulting in substantial savings in fuel costs and considerable reduction in the green house gas emissions.

Cooper Products (continued)

Run Flat Tires

Cooper's European Melksham plant produces run flat tires which reduce fuel use by reducing vehicle weight through the elimination of the need to carry a spare tire.

Remold Materials

Remold materials, which are used to make treads that aid in the recycling of old tire carcasses, are produced in Cooper's European Melksham plant.

Product Use

Cooper furnishes tips on tire care and tire use to its customers and the driving public. These tips promote fuel efficiency and help extend the life of its tires.

Websites containing tire care tips on CooperTire.com:

Tire Safety: <http://www.coopertire.com/html/tiresafety/tiresafetytips/index.aspx>

Tire Maintenance: http://www.coopertire.com/html/products/tires101_tiremaintenance.aspx

Websites containing tire care tips on Avon-Tyres.com:

<http://www.avon-tyres.co.uk/car/avon-technical-tyre-information>

<http://www.avon-tyres.co.uk/news/don%E2%80%99t-be-under-pressure-summer-says-avon-tyres>

<http://www.avon-tyres.co.uk/motorcycle/look-after-your-tyres>

Websites containing warnings and advice concerning fitments.

http://www.avonracing.com/safety_warning_page.html