



SUSTAINABLE PRODUCT INNOVATION

IMPROVING ROLLING RESISTANCE

Improving rolling resistance is the primary way tires contribute to reducing CO2 emissions through improved fuel economy for an internal combustion engine vehicle. While rolling resistance can't be eliminated, it can be reduced. A 10% improvement in rolling resistance can result in up to 2% improvement in fuel economy. Cooper has made progress in improving rolling resistance in our products. For example, since launching the CS5 Grand Touring™ tire and CS5 Ultra Touring™ tire in 2015, we have improved rolling resistance by 16% and we are extending these improvements to additional tire lines.

FILLERS AND OTHER MATERIALS

Cooper continues to explore alternative materials that provide low environmental impact to be used as fillers in our tires. A number of bio-based fillers are being researched and tested as potential replacements for non-renewable materials.

SMARTWAY® VERIFIED TIRES



Our Roadmaster and Cooper-brand truck and bus radial tires offer a combined 12 SmartWay®-verified truck tire lines. The United States Environmental Protection Agency's SmartWay Technology Program verifies low rolling resistance tires that meet its criteria of reducing fuel consumption, ultimately cutting costs and benefiting the environment.