

Cooper Tires **History**

Cooper traces its roots back to Akron, Ohio when two brothers-in-law purchased the M & M Company in 1914, making tyre patches and repair kits. The owners then purchased the Giant Tire & Rubber Company to make “rebuilt” tyres and moved the business to Findlay, Ohio, in 1917. (Cooper is still located on this original property at the intersection of Lima and Western Avenues).

Another investor, a Cincinnati based auto parts dealer named I.J. Cooper, established The Cooper Corporation in 1919 on an adjacent property for manufacturing new tyres. These two companies merged with The Falls Rubber Company of Cuyahoga Falls, Ohio, in 1930 and formed The Master Tire & Rubber Company. During World War II, Master Tire earned a special citation from the armed forces for converting to wartime production of inflatable rafts, pontoon bridges, lifesaving devices, and waterproof bags.

Decoy tanks and landing boats made by the company were used in the Normandy Invasion and throughout the European campaign. In 1946, the company name was changed to Cooper Tire & Rubber Company. In 1960 the company was listed on the New York Stock Exchange.

Today, Cooper is the ninth largest tyre manufacturer in the world and is among the 350 largest companies in America. From one small manufacturing plant in Findlay to three major US tyre factories today. Since Cooper is proud to be an independent American company, Cooper Tires are sold exclusively around the world through independent tyre dealers and distributors.



The Founder of Cooper Tires - Ira J. Cooper in 1917



Building tyres at Cooper in 1931



Cooper Tires employees in 1917



7 Reasons why you should

Four Wheel Drive enthusiast and head of the New Zealand distribution of Cooper 4WD tyres, Terry Smith, explains why Cooper Tires are “America’s Most Trusted 4X4 Tire”. He summarises this into seven reasons that are important benefits for the 4WD tyre buyer.



Terry Smith
Managing Director
Exclusive Tyre Distributors

1 Cooper Tires are **Made to Last**

Cooper Tires have two warranties for their tyres:-

1. **Unique Longlife Manufacturer’s Warranty**^{^2}

New Zealand-wide warranty against manufacturing faults, for the life of the tread or for 72 months. Adjusted on a pro-rata basis.

2. **Provincial City Mileage Warranty**^{^2}

For 34 years in the USA, 19 years in Australia and now in New Zealand, Cooper Tires were the first tyre company to provide 4WD drivers with a provincial mileage warranty; from 50 to 80,000 kms, depending on size and pattern. Although regional areas don’t provide this unique warranty, Cooper Tires will usually outlast most competitor brands, even when used in those difficult conditions beyond normal use when rapid wear can occur in any brand of tyre.



2 Cooper Tires have **Deeper Treads**

Up to 30.3% more overall tread than most original equipment brands and up to 46.3% deeper in the shoulder grooves compared to most original equipment brands. This is possible because of wider and stronger steel belts under the tread. That means more grip, more miles and more resistance to damage.



3 Cooper Tires **Stand Up Straighter**



Cooper Tires

Cooper Tires, by design, stand up straighter to deflect objects and have more grip in adverse conditions.



Some other brands

Most non-American brands of 4x4 tyres have a rounder or belly shape in the sidewalls. The disadvantage is that they are more easily damaged in off-road conditions.

^{^2} = For full conditions refer to Warranty page

choose Cooper 4WD Tyres

4 Cooper Tires have **See-Through Treads**

Meaning the latest tread designs have open straight grooves for wet grip and self-cleaning. Cooper tread designs are all the most current designs.



Cooper S/TMAXX



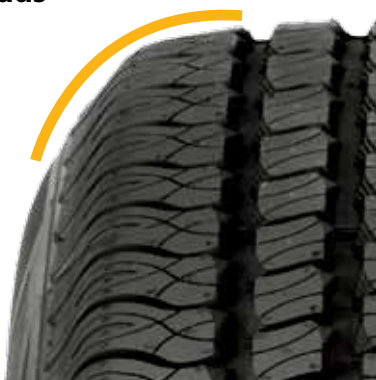
Cooper CTS

5 Cooper Tires have **Tread Edges to Suit the Application**

Both 'round' and 'square' edge treads feature in Cooper's range of 4WD tyres.

'Round' Edge Treads

Cooper's range of highway tyres feature round edge treads to reduce tracking on rutted roads and give more even tread wear on the edge of the tyre.



'Square' Edge Treads

Cooper's range of off-road tyres feature square edge treads to bite in and give better control when turning on dirt and gravel roads.

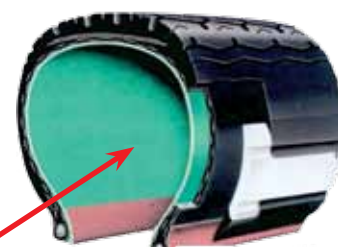


6 Cooper Tires are **Aftermarket Producers**

In tyre manufacturing there are two types, original equipment manufacturers and aftermarket manufacturers. Cooper produce exclusively for the aftermarket so they don't compromise on quality or performance or meet a price or criteria of a vehicle manufacturer, which means you get more for your money.

7 Cooper Tires have **High Quality Inner Liners**

The most important characteristic of a tyre is its ability to hold air. Cooper uses high quality inner liners (Halobutyl) combined with the proper liner thickness to give excellent air retention, where others vary the quality and thickness of the compound to reduce cost, sacrificing air retention properties and creating irregular and premature wear.



Halobutyl Inner Liner

PREMIUM HIGH PERFORMANCE
90% ROAD & SAND, 10% DIRT & MUD

Zeon XST-A



The Zeon XST-A is a premium high performance tyre that utilises an asymmetrical tread design to combine ride comfort with all-season traction. It has enhanced performance, advanced features, state-of-the-art technology and a distinctive updated style.

TYRE FEATURES

Enhanced all-season performance

This modern design features a combination of sweeping lateral grooves and functionally patterned tread elements to provide dependable all-season performance.

Increased all-season capabilities

Its asymmetrical all-season tread design utilises two distinct tread patterns that enable optimal dry traction combined with all-season capabilities.

Better steering response in the wet

The outer design provides enhanced stability in turns with better steering response, while the inner grooves provide water evacuation to resist hydroplaning and to enhance wet traction.

High-speed stability and grip

Its continuous offset centre rib design offers high-speed stability and grip.

Even treadwear and quieter ride

The optimised pitch sequence helps provide even treadwear and reduced tread related noise.

Size	Approved rim width	Side Wall	OD mm	Load Index	Tread Depth mm	Tread Wear	Traction	Temp	Kms ^{^2} Warranty	
PASSENGER CONSTRUCTION										
17"	275/55R17 *	7.5-9.5	B	734	109V	9.5	420	A	A	50,000
18"	255/55R18 XL⁺	7.0-9.0	B	737	109V	9.5	420	A	A	50,000
	265/35R22 XL⁺	9.0-10.0	B	744	102V	9.5	420	A	A	50,000
22"	305/40R22 XL⁺	10.0-12.0	B	803	114V	9.5	420	A	A	50,000
	305/45R22 XL⁺	9.5-11.0	B	831	118V	9.5	420	A	A	50,000

^2= See page 29-30 'Mileage Warranty' **XL⁺** = Extra Load **B** = Black Sidewall

* = Made by Cooper Avon



HIGHWAY TERRAIN

90% ROAD & SAND, 10% DIRT & MUD



"Regardless of the weather conditions the vehicle is as solid as a rock on the road with absolutely no annoying road noise!"



Garry Bell, CouplerTec

If you are thinking about the Highway Terrain (H/T) then you are probably changing from the original tyres on your vehicle and wanting a better and stronger tyre that will give you more puncture resistance and last you longer, with extra low noise and a nice soft ride.

TYRE FEATURES

Incredible grip, especially in the wet

The deep tread, with lateral tread grooves up to 46.3% deeper than many tyres, factory-fitted with new vehicles, gives the H/T incredible grip especially in the wet. Cooper's deeper treads are made possible by the stronger steel belts inside the tyre which also causes less tread squirm and gives longer tread life.

Quieter ride

With all the qualities of a 'passenger' tyre, including 'tread block pitch', the H/T is very quiet on the road.

Better handling

The solid centre rib and close pitch shoulder rib improves steering response, giving the H/T much better handling.

Great tyre driving on sand

Specifically designed for reduced 'digging down', the H/T is a great sand tyre as it stays on top.

	Size	Approved rim width	Ply	Side Wall	OD mm	Load Index	Tread Depth mm	Kms ^{^2} Warranty
PASSENGER CONSTRUCTION								
15"	265/70R15	7.0-9.0		B	748	112S	11.1	60,000
	205/75R15	5.0-6.5		W	687	97S	10.3	50,000
	225/75R15	6.0-7.0		W	716	102S	10.3	50,000
16"	215/70R16	5.5-7.0		B	705	100S	10.3	50,000
	225/70R16	6.0-7.0		W	719	101S	10.3	50,000
	235/70R16	6.0-7.5		W	733	106T	9.9	60,000
	245/70R16	6.5-8.0		W	747	107S	10.3	60,000
	255/70R16	6.5-8.0		W	761	109S	10.7	60,000
	265/70R16	7.0-9.0		W	772	112S	10.7	60,000
275/70R16	7.0-9.0		W	792	114S	10.3	60,000	
17"	235/65R17	6.5-8.5		W	738	104S	9.5	50,000
	245/65R17	7.0-8.5		W	748	107S	9.5	50,000
	275/65R17	7.5-9.5		B	785	115S	9.5	60,000
LIGHT TRUCK CONSTRUCTION								
15"	31/10.50R15	7.0-9.0	6	W	769	109Q	12.7	80,000

^2 = See 'Mileage Warranty' page **B** = Black Sidewall **W** = Raised White Lettering

ALL-WHEEL DRIVE TOURING

90% ROAD & SAND, 10% DIRT & MUD

CS4



"I realised the outstanding value offered by Cooper - twice the mileage..."

Jill Bills, Honda CRV driver

CS4
TWICE THE MILEAGE
WITHOUT GIVING UP GRIP OR COMFORT!

The CS4 is Cooper's premium luxury touring tyre designed for drivers who want optimum ride comfort, sporty handling, all-season traction and attractive styling in a touring tyre. The CS4 is suitable for most Compact AWD's and 4WD's.

TYRE FEATURES

Enhanced tyre performance

Response-Technology (R-Tech) construction utilises several design features to provide enhanced tyre performance.

Superior wet traction

Chemically coupled silica and carbon black compound allows for superior wet traction without sacrificing treadwear. An optimised polymer matrix allows the compound to remain pliable at lower temperatures while contributing to lower rolling resistance.

Excellent stability, traction and treadwear

The innovative tread design incorporates numerous features to provide for excellent stability, traction and treadwear.

Premium appearance

Utilising ventless technology in the tread area, the CS4 Touring exhibits a crisp, clean, premium appearance.

Size	Approved rim width	Side Wall	OD mm	Load Index	Tread Depth mm	Tread Wear	Traction	Temp	Kms ^{^2} Warranty	
PASSENGER CONSTRUCTION										
16"	235/65R16	6.5-8.5	B	709	103T	9.5	780	A	A	70,000
17"	215/60R17	6.0-7.5	B	689	96T	9.5	780	A	A	70,000
	225/60R17	6.0-8.0	B	700	99T	9.5	780	A	A	70,000
	215/65R17	6.0-7.5	B	711	99T	9.5	780	A	A	70,000
	225/65R17	6.0-8.0	B	721	102T	9.5	780	A	A	70,000
18"	225/55R18	6.0-8.0	B	707	98T	9.5	780	A	A	70,000
	225/60R18	6.0-8.0	B	727	100V	8.7	520	A	A	70,000

^2 = See 'Mileage Warranty' page B = Black Sidewall



PREMIUM TOURING

90% ROAD & SAND, 10% DIRT & MUD



"I have everything that is precious to me in my car... That's why I choose Cooper CTS Tyres."

Kelvin Nicholson, Pajero Driver

The CTS is a premium luxury touring tyre designed to deliver higher levels of wet traction, ride comfort and appearance. It is especially suited for "body on frame" sport utility vehicles (SUV), crossovers (CUV) and late model 4WD's.

TYRE FEATURES

Improved handling response

Extended bead filler for improved handling response, lane change and cornering ability.

Superior wet traction

The chemically coupled silica and carbon black compound allows for superior wet traction without sacrificing treadwear.

Increased grip on wet and soft surfaces

Four "stepped" circumferential grooves resist hydroplaning at higher speeds and provide gripping edges for increased traction on soft surfaces.

Improved ride quality

Nylon is strategically placed over the steel belts in a manner to resist flat spotting for improved ride quality and balanced, even treadwear for long life.

Excellent stability, traction and treadwear

The innovative 5-rib tread design incorporates numerous features to provide for excellent stability, traction and treadwear.

Wet cornering performance

The open shoulder design utilises lateral slots and strategic siping to create biting edges for all-season traction and improved wet cornering performance.

	Size	Approved rim width	Side Wall	OD mm	Load Index	Tread Depth mm	Tread Wear	Traction	Temp	Kms ^{^2} Warranty
PASSENGER CONSTRUCTION										
16"	255/65R16	7.0-9.0	B	739	109T	9.5	700	A	B	60,000
	235/70R16	6.0-8.0	W	732	106T	10.3	700	A	B	60,000
	245/70R16	6.5-8.0	W	748	107T	10.3	700	A	B	70,000
	255/70R16	6.5-8.5	W	763	111T	10.7	700	A	B	70,000
	265/70R16	7.0-9.0	W	772	112T	10.7	700	A	B	80,000
17"	245/65R17	7.0-8.5	W	751	107T	9.5	700	A	B	70,000
	255/65R17	7.0-9.0	W	765	110T	9.5	700	A	B	70,000
	265/65R17	7.5-9.5	W	777	112T	9.5	700	A	B	80,000
18"	255/55R18 XL⁺	7.0-9.0	B	738	109H	9.5	620	A	A	70,000
	235/60R18	6.5-8.5	B	741	107H	9.5	620	A	A	70,000
	245/60R18	7.0-8.5	B	754	105T	9.5	700	A	B	70,000

^{^2} = See 'Mileage Warranty' page **XL⁺** = Extra Load **B** = Black Sidewall **W** = Raised White Lettering



ALL-TERRAIN
70% ROAD & SAND, 30% DIRT & MUD

A/T³



The new Cooper Discoverer A/T³ offers a direct OE replacement in a light truck construction for some of the most popular 4WD's on the market today. The A/T³ utilises a balanced combination of technology, compounding and design to produce a tyre that will perform well in nearly all types of terrains.

TYRE FEATURES

NEW! Stronger Sidewalls

The new A/T³ has a higher cord strength in the carcass, going from 1500 denier to **2000 denier**, making it **33% stronger**. This means less damage and a higher load capacity.

NEW! Super Tensile Steel Belt

Now with super tensile steel belts, **15% stronger** than 'high tensile steel' belts which results in higher impact strength and puncture resistance.

NEW! Chemically Bonded Silica Tread Compound

The tread compound provides improved wet and dry traction and handling on the highway, while also improving cut-n-chip resistance in harsher conditions.

Modern Aggressive 5-Rib All-Terrain Design

The aggressive all-terrain design is engineered to provide outstanding performance in both on-road and off-road driving applications. The A/T³ tread pattern exploits a combination of features specifically suited to provide solid all-season traction, excellent stability, confident handling and reliable treadwear.

Micro Gauge Zig-Zag Siping

The smaller gauge sipes in the tread elements provide increased vehicle stability and control, while reducing the potential for stone retention and stone drilling. The zig-zag shape creates more biting edges which allow for better soft surface and wet traction.

Broken Centre Rib

The broken centre rib improves soft surface traction without sacrificing handling.

Saw-Tooth Grooves

The saw-tooth feature creates additional biting edges and enhances its ability to clean itself in off-road conditions.

Serrated Groove Protection

Serrated steps in the lateral tread grooves reduce stone retention and stone drilling.

Coupled Tread Elements

The centre and intermediate tread elements are uniquely designed in pairs affording vehicle stability and confident handling.



Unique Armor-Tek³ Carcass Construction now in S/T_{MAXX} and the STT!

Cooper's proven leading technology; the 3ply Armor-Tek³ carcass construction has not only just got **stronger** but is now available in two different tread patterns to suit any application. Armor-Tek³ is now not only unique to the STT but is joined by the new aggressive all-terrain tyre the S/T_{MAXX}! These tyres are built for demanding off-road use to give you the confidence of having a tyre that is **built to last** and when you adventure off-road you know you have the **toughest** tyre on the market.

Cooper's unique innovation Armor-Tek³ acts like a shield of armour for the sidewall of your tyres, which means the chances of sidewall damage is greatly reduced. This will give you the peace of mind knowing your tyres are protected from the harsh conditions that New Zealand has to offer.

Tested in Australia & America, the S/T_{MAXX} has been developed to ensure it really works!

"As the only journo embedded with the test team, I was itching to see how the whole process worked. Ken's (Cooper Tires Tyre Engineer) aim to make tyres that would better defend against the outback's brutality had been met" – Mick Matheson 4x4 Australia (June 2011)

Cooper Tires Armor-Tek³ explained...



In normal 2 or 3 ply radial tyres, each ply runs at the same 90° angle from the bead.

The rubber gaps between the sidewall cords are the weakest point of the tyre. A nail, stake or even a sharp outback grass can push against the sidewall cord, deflect off and penetrate through the weakest point (the rubber) and you get a flat.

Cooper reduced the rubber gaps by taking its 2 ply STT and S/T and added a third ply on an angle (8 degrees). It's called Armor-Tek³ technology and it's unique to Cooper.

THIS MEANS... Cooper's new S/T_{MAXX} is **66% stronger** in the sidewall and over **2.5 times more tear resistant** than the old S/T. This extra strength will help you to get home from your outback trip without any damaged tyres!

NZ REG DESIGN NO. 414464

ALL-TERRAIN

70% ROAD & SAND, 30% DIRT & MUD

A/T³

	Size	Approved rim width	Ply	Side Wall	OD mm	Load Index	Tread Depth mm	Kms ^{^2} Warranty
PASSENGER CONSTRUCTION								
15"	225/70R15	6.0-7.0		W	703	100T	10.7	50,000
	255/70R15	6.5-8.5		W	739	108T	11.1	50,000
	265/70R15	7.0-9.0		W	753	112T	11.1	50,000
	235/75R15	6.0-8.0		W	730	105T	11.1	50,000
	265/75R15	7.0-8.5		W	776	112T	11.1	50,000
16"	215/70R16	5.5-7.0		W	704	100T	10.7	50,000
	225/70R16	6.0-7.0		W	728	103T	10.7	50,000
	235/70R16	6.0-8.0		W	732	106T	10.7	50,000
	255/70R16	6.5-8.5		W	763	111T	11.1	50,000
17"	235/60R17	6.5-8.5		W	719	102T	9.9	60,000
	235/65R17	6.5-8.5		W	742	104T	10.3	50,000
	245/65R17	7.0-8.5		W	750	107T	10.3	50,000
	255/65R17	7.0-9.0		W	766	110T	10.3	50,000
	235/70R17	6.0-8.0		B	762	111T	10.7	50,000
18"	265/60R18	7.5-9.5		W	776	110T	9.9	60,000
LIGHT TRUCK CONSTRUCTION								
15"	235/75R15	6.0-7.0	6	W	734	104R	12.7	60,000
	30/9.50R15	6.5-8.5	6	W	744	104R	13.1	70,000
	31/10.50R15	7.0-9.0	6	W	770	109R	13.1	70,000
16"	245/70R16	6.5-8.0	10	W	750	118R	13.1	80,000
	265/70R16	7.0-9.0	10	W	778	121R	13.1	80,000
	305/70R16	8.0-9.5	10	W	837	124R	13.5	80,000
	225/75R16	6.0-7.0	10	B	747	115R	13.1	60,000
	245/75R16	6.5-7.5	10	W	771	120R	13.1	80,000
	265/75R16	7.0-8.0	10	W	803	123R	13.1	80,000
	285/75R16	7.5-9.0	10	W	828	126R	13.5	80,000
	235/85R16	6.0-7.0	10	B	807	120R	13.1	70,000
17"	265/65R17	7.5-9.5	10	W	776	120R	12.7	80,000
	265/70R17	7.0-8.5	10	W	803	121S	13.1	80,000
	275/70R17	7.0-8.5	10	W	817	121R	13.1	80,000
	285/70R17	7.5-9.0	10	W	832	121S	13.5	80,000
18"	275/65R18	7.5-9.5	10	W	815	123S	12.7	80,000
	285/65R18	8.0-10.0	10	W	827	125S	12.7	80,000

^2 = See 'Mileage Warranty' page **B** = Black Sidewall **W** = Raised White Lettering

Zeon LTZ Tackles Colorado's Continental Divide

A group traveled 30,000 miles round trip on-road with fully loaded Land Rovers, fitted with the new 285/60R18 Cooper Zeon LTZ tyres, to reach the 4X4 trails in Colorado for a five day trip along the Continental Divide with Off Roving. There, another 600 miles were traversed along equally beautiful and technically challenging trails.



From traffic stops to mountain tops, the Cooper Zeon LTZ demonstrated street performance for everyday use, and technical superiority to carry you safely wherever your adventures lead.

During a week on the trails, the group tackled mud, water, rock gardens, pavement, sand, shale, everything the rocky mountains had to offer. Cooper never let them down. They could go confidently and focus on the obstacles ahead knowing they were prepared.



“HOLY COW, THESE TIRES ROCK!”

Matt Watters from Michigan U.S.A. tested Cooper's new LTZ tyre with a set of 285/60R18's on his Land Rover Discovery 3. This is what he had to say about their performance:

“Holy cow, these tires rock! It was about time a tire company made a tire that not only allowed me to do the things I wanted but also do the things that the truck's heritage is based on. Form meets function with the Cooper Zeon LTZ tires. The look of these tires is currently unmatched. The aggressive tread helps shed not only the water I crossed but the heavy mud too. The way the tires just grabbed on to the loose rocks was unbelievable. When you're doing 20-30 degree off camber trails at 12,000 feet, you need a grippy tire to stick and these did just that. The comfort on the highway was also amazing. With a 5,000 mile (8,000 kilometres) trip, you feel the road. These tires were soft and plush the whole trip. What a combination, off and on road beauty in one tire. 4 stars.”





SURE TRAC

60% ROAD & SAND, 40% DIRT & MUD

S/T



"I've covered 70,000kms on one set of Cooper S/T's and they are still going strong. Best of all, no Punctures!"
Vic Widman, Great Divide Tours

While America is recognised as the world leader in 4WD tyre design, many tyres are designed for American conditions only. That is, until Cooper's Sure Trac (S/T).

TYRE FEATURES

One of the most popular all-terrain tyres

The Sure Trac is now one of the most popular all-terrain tyres for 4WD drivers who adventure off-road but do as much mileage on bitumen. On-road handling is excellent in the dry and surprisingly good in the wet.

Off-road traction

The Sure Trac is designed for driving on rugged roads, with sharp shoulders designed to dig, so you'll find they perform exceptionally well in mud and adventurous 4WD tracks.

	Size	Approved rim width	Ply		OD mm	Load Index	Tread Depth mm
LIGHT TRUCK CONSTRUCTION							
15"	235/75R15	6.0-7.0	6	W	727	104Q	14.3
	30/9.50R15	6.5-8.5	6	W	745	104Q	14.3
	31/10.50R15	7.0-9.0	6	W	774	109Q	14.3
	33/12.50R15	8.5-11.0	6	W	829	108Q	15.9
	35/12.50R15	8.5-11.0	6	W	886	113Q	15.9
16"	225/75R16	6.0-7.0	10	B	745	115N	14.3
	265/75R16	7.0-8.0	10	W	807	123N	14.3
	285/75R16	7.5-9.0	8	W	833	122N	15.9
	305/70R16	8.0-9.5	8	W	833	118N	14.3
	315/75R16	8.0-10.0	8	W	879	121N	15.9
	215/85R16	5.5-7.0	10	B	774	115N	14.3
	255/85R16	6.5-8.0	8	W	844	119N	14.3
17"	245/70R17	6.5-8.0	10	W	773	119Q	14.3
	275/70R17	7.0-9.0	6	W	818	114Q	14.3
	33/12.50R17	8.5-11.0	8	W	829	114Q	15.9
	35/12.50R17	8.5-11.0	8	W	886	119Q	15.9

B = Black Sidewall W = Raised White Lettering

Size	Approved rim width	Ply	Side Wall	OD mm	Load Index	Tread Depth mm
LIGHT TRUCK CONSTRUCTION						
16"	225/75R16	6.0-7.0	10	B	750	115Q 14.7
	245/75R16	6.5-8.0	10	B	777	120Q 14.7
	265/75R16	7.0-8.0	10	W	813	123Q 14.7
	285/75R16	7.5-9.0	10	W	841	126Q 14.7
	235/85R16	6.0-7.5	10	B	808	120Q 14.7
17"	265/70R17	7.0-8.5	10	W	808	121Q 14.7
	285/70R17	7.5-9.0	10	W	838	121Q 14.7
18"	275/70R18	7.0-8.5	10	B	847	125Q 14.7

B = Black Sidewall W = Raised White Lettering

Did you know that Cooper's New S/T_{MAXX} was tested in Australia's Outback?

While America is recognised as the world leader in 4WD tyre design, some tyres are designed for American conditions only. However, Cooper Tires analysis of worn and damaged tyres from around the world have identified that drivers in Australia, South America and South Africa share similar harsh terrain and road conditions.

Showing its commitment since 1914 to making 4WD tyres that last, Cooper Tires responded by making Australia's harsh terrain a testing ground for developing improvements to its current range and prototypes of its new 4WD tyres.

TEST 1: S/T-C is developed



Cooper's Research and Development Department analysed tyres sent from Australia and Marty Degyansky, Cooper's International Technical Manager, came over to experience Australia's harsh outback terrain first-hand. After Marty returned to America, Cooper designed the ST-C anti-cut and anti-chip compound tyre. Cooper kept the proven outback tread design of the Sure Trac (S/T) but made selective changes to the compound to increase cut, chip and lug tear resistance by up to 90% and added additional under-tread reinforcing to resist stone and rock penetrations.

TEST 2: S/T Replacement - Prototype Development

Cooper Tires' Light Truck Product Manager, John Pecoraro joined Australia's Cooper 4WD tyre specialists on a trip from Adelaide via the Flinders Ranges and Oodnadatta Track to Uluru to evaluate our harsh outback conditions first-hand. One year later, four identical Toyota Landcruisers were fitted with Cooper's S/T-C and two prototype S/T replacement tyres and driven over the same routes. The aim, to evaluate the performance of each compound and tread pattern on the same terrain using the same tyre pressures and the same vehicles.



TEST 3: Testing the final improved S/T prototype



Cooper Tires' engineers returned one more time. This time with near final designs and three different compounds to test once again over the same country. This time even more vigorous testing was completed in some of the harshest conditions in the outback. Never before has such rigorous prototype testing of any All-Terrain tyre been completed in Australia. Additionally, Cooper completed more than 2 million kilometres of test track, road and laboratory testing to ensure the S/T_{MAXX} is Cooper's best ever heavy duty all-terrain tyre.

HEAVY DUTY ALL-TERRAIN

50% ROAD & SAND, 50% DIRT & MUD

S/T MAXX



"Off the highway there's not just hard and sharp rocks to contend with as the track surface changes constantly - an endless mix of sand, gravel and mud... In my view the new Cooper S/T_{MAXX} is the best all terrain tyre ever seen. I just love 'em!"
Rob Boegheim, Hema Maps

The new S/T_{MAXX} arrives after three years in the making, tested in Australia's outback and introducing for the first time in an all-terrain tyre, Coopers proven Armor-Tek³ carcass construction. There is now a tyre constructed and designed to thrive in New Zealand's harshest conditions, while still offering great on-road characteristics.

NEW! ARMOR-TEK³

CARCASS CONSTRUCTION

Cooper's proven class-leading 3-ply Armor-Tek³ construction contributes to the durability of the S/T_{MAXX}, against the old S/T. First by adding 66% strength to the sidewall cord, and secondly by using the patented 8 degree angle cover ply that adds over 2.5 times more tear resistance.



TYRE FEATURES

NEW! 'Super tensile steel' belts

15% stronger than 'high tensile steel' which results in higher impact strength and puncture resistance.

NEW! Proprietary cut and chip resistant tread compound

Provides improved wet and dry traction and handling on the highway, while also improving cut-n-chip resistance in harsher rocky and gravel terrain.

Enhanced shoulder design helps maximise off-road traction, due to its self-cleaning shoulder scallops, while minimising abrasion and damage to the protruding lugs.

Micro-gauge siping helps reduce the potential for stone retention and stone drilling into the tread elements and enhances wet bitumen traction.

Rim protector and **rut guard rib** are strategically placed in the upper and lower sidewall area of the tyre to deflect objects, reduce sidewall damage, and also providing increased abrasion resistance.



Enhanced buttress design provides additional off-road traction, abrasion resistance, and a rugged appearance.

Stone ejector ribs and offset stepped tread helps discharge stones and reduce stone drilling and increases resistance to cutting and chipping.

Proven Y block tread pattern and optimised draft angle maximises on and off-road grip and now provides remarkably low noise for a tyre of its class.



SUPER TRACTION TYRE

20% ROAD & SAND, 80% DIRT & MUD

STT

"The Cooper STT is the toughest radial tyre I've ever driven on... bar none!"

Ron Moon



The STT is designed for the 4WDriver who wants a tyre with the grip and puncture resistance to drive the most serious of off-road applications.



Cooper reduced the rubber gaps by taking its 2 ply STT and added a third ply on an angle (8 degrees). It's called Armor-Tek³ technology and it's unique to Cooper.

TYRE FEATURES

The STT is now **25% even stronger in the sidewalls and still 2.5 times more resistant to tearing.**

The Cooper STT boasts even **more strength than before** due to an increase in denier cord strength used in the carcass construction. **Cooper increased the denier cord strength from 1500 to 2000 denier.** The STT now has 2 ply's at 2000 denier and the third ply (angled Armor-Tek³ ply) is 1000 denier. **That's a whopping 25% increase in carcass strength!**

Cut & chip compound

Cooper has made the new STT even more damage resistant with a specially developed tread compound which helps to resist the cutting, tearing and chunking commonly found with extended outback use.

Super traction tread

A super traction tread employs a combination of features including deep sidewall lugs, notched and scalloped shoulder lugs, and a unique centre traction zone to create a bold, aggressive tyre. Sipes (tiny cuts in the tread blocks that squeeze out water from under the tyre) provide excellent wet bitumen grip for an aggressive traction tyre.

	Size	Approved rim width	Ply		OD mm	Load Index	Tread Depth mm
LIGHT TRUCK CONSTRUCTION							
15"	30/9.50R15	6.5-8.5	6	W	754	104Q	15.9
	31/10.50R15	7.0-9.0	6	W	781	109Q	15.9
	32/11.50R15	8.0-10.0	6	W	807	113Q	15.9
	33/12.50R15	8.5-11.0	6	W	832	108Q	16.3
	35/12.50R15	8.5-11.0	6	W	883	113Q	16.3
16"	225/75R16	6.0-7.0	10	W	750	115Q	13.9
	245/75R16	6.5-8.0	10	B	780	120Q	14.3
	255/70R16	6.5-8.0	6	W	770	108Q	13.9
	265/75R16	7.0-8.0	10	W	813	123Q	14.3
	285/75R16	7.5-9.0	8	W	841	122Q	14.3
	305/70R16	8.0-9.5	8	W	840	118Q	15.1
	235/85R16	6.0-7.0	10	B	808	120Q	14.3
17"	245/70R17	6.5-8.0	10	B	780	119Q	14.3
	265/70R17	7.0-8.5	10	W	810	121Q	14.3
	285/70R17	7.5-9.5	8	W	838	121Q	14.3
	33/12.50R17	8.5-11.0	8	W	832	114Q	16.3
	35/12.50R17	8.5-11.0	8	W	883	119Q	16.3

B = Black Sidewall W = Raised White Lettering

Cooper's Famous Mileage Warranty



Why is the Mileage Warranty only available in Provincial Cities? The reason the mileage warranty is only available in provincial cities is due to the fact that most road surfaces in provincial cities are similar. Whereas in Country areas, the road conditions vary dramatically. Even sealed surfaces vary from area to area. The mileage you obtain in a country area may be less due to these conditions however the life expectancy of your Coopers compared to many other brands in the same conditions should be greater.

What happens to my warranty if I go on a major trip? Nothing happens! As long as you keep up your service schedule, your warranty will be honoured wherever you travel in New Zealand. Just make sure you always keep your warranty card in your car. Call 0800 ETD NZL (0800 383 695) and we can help you find an authorised dealer.

Why does the Mileage Guarantee range from 50,000 to 80,000 km? Because a small tyre cannot give the same mileage as a larger tyre that may have even deeper treads and differing patterns! Different sizes also vary in carcass construction which can influence the life expectancy of the tyre.

What happens after 80,000 km, does this mean I have no warranty after the 80,000 km?

You are no longer covered by the mileage warranty after you have gone past the specified warranty mileage, but you are still covered against manufacturing faults for 72 months from date of purchase, or until the tread wears down to 1.6mm, in which case the tyre is worn out and then the warranty ends.

What if I already get 80,000 km from my original tyres, does this mean I will get more from my Coopers? If your original tyres have travelled 80,000 kms, then you should still expect more mileage out of your Coopers as they have up to 30.3% more tread than most original equipment tyres and up to 46.3% deeper tread in the shoulders.

If I sell my vehicle, is the warranty transferable? Yes, as long as the warranty card is transferred between customers and the amount of kms that has already been run is correct and all up to date, and the purchaser is aware that balance and alignment checks are required every 10,000 kms.

Why is the Cooper S/T, S/T_{MAXX} and STT not available with the mileage warranty? Because it is regarded as a more dedicated off-road tyre and mostly used in more harsh terrain than the other patterns. It also has a special cut and chip compound which may cause the tyre to actually last longer than other patterns in off-road conditions, however with mainly blacktop driving they may wear a little more quickly.

Travelling off-road

Does the Warranty cover off-road damage? We do not warrant against tyre punctures and damage, as they are seen as general road hazards and not a manufacturing defect or reason for not achieving the stated mileage warranty for the tyre.

If you live in a Provincial City, does the Mileage Warranty apply if you drive off-road? Yes, we understand that most people will take their four wheel drives off-road, but as stated above, road hazards or damage that is not a manufacturing fault are not covered. An Authorised Cooper dealer can refuse to give you a mileage warranty based on his or her discretion on the intended use of the tyres.

Maintaining your Warranty

Why is it important to buy tyres from Authorised Cooper Tires Dealers only? Because they are trained to recommend the correct tyre for your usage, and unauthorised dealers cannot supply the mileage warranty.

What do I need to do to maintain my mileage warranty and why? You must rotate and balance your tyres and have your wheel alignment checked every 10,000 kilometres and ensure that there is no mechanical reason that may be causing rapid tyre wear. An Authorised Cooper Tires Dealer must sign your card each time after the regular service is completed. You must maintain the correct tyre pressures at all times.

Why do I have to balance, rotate and wheel align my tyres to get the warranty? Regular maintenance is important to good tyre life. Regular rotations and inspections will ensure you get the most even wear out of your tyres. The wheel alignment is essential due to the impact of varying road surfaces and conditions. Wheel alignment should be checked to compensate for any road hazards or changes to wheel alignment angles. How many pot holes have you hit in the last 6 months?

How much extra will it cost me in servicing to get the warranty? If you check your warranty card your tyre dealer would have quoted a special price. This price is only valid at the tyre dealer the tyres were purchased from as prices may vary from area to area. You may be required to get more regular services than you are used to, however the overall per kilometre saving usually outweighs the extra investment.

Why does the cost of this service vary between tyre dealers? Every business has the right to choose the cost for their service and this can vary between areas because of labour and running costs.

Do I have to take my vehicle back to the tyre dealer who sold me my tyres for this service? No, just as long as they are an authorised Cooper dealer. Call 0800 ETD NZL (0800 383 695) for assistance to find an authorised tyre dealer near you.

Making a Claim

How long does it take to get a decision about a mileage warranty claim? A decision about your mileage warranty can be made as soon as an authorised Cooper dealer has measured your tread depths, checked if your services have been properly maintained by checking your warranty card and then working out the pro-rata discount on your next set of Cooper tyres. Any Authorised Cooper Tires Dealer that is uncertain of your claim can fax this information on to our service centre for an immediate decision.

How do I get a warranty claim if I am away from home? Go to your nearest Authorised Cooper Tires Dealer for assistance. If you have moved or are travelling, go to www.coopertires.co.nz or phone 0800 ETD NZL (0800 383 695) and we will direct you to the nearest authorised tyre dealer.

Does the warranty cover other defects? All Cooper tyres are covered against manufacturing faults for 72 months from date of purchase, or until the tread wears down to 1.6mm, in which case the tyre is worn out and the warranty ends.

Does the warranty cover punctures and tyre damage? We do not cover tyre punctures and damage, as they are seen as general road hazards. If you get a puncture or some kind of damage from a hazard, that is not a fault with the tyre, simply an unfortunate risk of driving.

Who is not eligible for the Warranty?

- » Taxi or Hire vehicles.
- » A participating dealer has the right to refuse or vary the warranty period based on their discretion, or because of the particular use of the vehicle.
- » Tyres that exhibit extreme or abnormal use may have their adjustment altered rather than declined.
- » The mileage warranty is only applicable to Provincial City purchases. When used in the same conditions, Cooper Tires will usually outlast most competitor's brands. However, some areas in New Zealand will cause rapid wear beyond normal use with any brand. That is why the mileage warranty is restricted to Cooper tyres purchased and normally used in Provincial Cities.

Cooper's Manufacturer's Warranty

What is covered and for how long?

Cooper warrants to the original purchaser that if a Cooper tyre becomes unserviceable in private vehicle use as a result of a defect in workmanship or materials during the tread life (see definition), it will be replaced as defined below.

Tread Life

When the tread becomes worn down to 1.6mm (shown by tread wear indicators moulded into the tread grooves) the tyre is worn out and this warranty ends.

Replacement Charge

The replacement charge will be determined by multiplying the consumer's original purchase price by the percentage of original tread depth worn from the tyre. The consumer must pay for mounting, balancing and any other additional charges, or the acceptance by the consumer of a higher priced replacement tyre.

What is not covered?

This warranty does not cover tyres that become unserviceable due to:

1. Conditions resulting from road hazards, such as cuts, snags, impact damage or punctures.
2. Conditions resulting from improper installation, wheel misalignment, or tyre/wheel assembly imbalance.
3. Conditions resulting from consumer damage, such as improper tyre and vehicle maintenance, misuse, abuse, accident.
4. Passenger car tyres used in any commercial application.
5. Ride complaints after the first 1mm tread wear.
6. Ozone or weather cracking on tyres over four (4) years from date of purchase.
7. Tyres that are worn to 1.6mm tread depth or more than 72 months old (based on date of purchase) whichever comes first.