

YOUR COOPER NEWS

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COOPERTIRES

Cooper Tire Happy Soccer Class was held at the Dong Jia Du No.2 Primary School, Shanghai, China, right. Below, Alex Koi and soccer commentator Huang Jianxiang enjoyed talking about the fun of soccer with children from the migrant school.

Cooper, Sports Anchor Launch 'Happy Soccer Class'

In this World Cup soccer year, Cooper Asia is teaming with renowned sports anchor and soccer commentator Huang Jianxiang to launch the Cooper Tire "Happy Soccer Class" in Shanghai.



The first class took place at the Shanghai Dongjiadu No.2 Primary School, where Cooper and the sports celebrity issued a "Happy Soccer Declaration." At the same time, they announced that Cooper's Going Places with Cooper team will carry the "Happy Soccer" concept to more children in poverty-stricken areas.

The "Happy Soccer" program teaches children a love for the sport and a respect for its rules and traditions, instilling a sense of pride and self-control in underprivileged children.

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Testimonial



Cooper-sponsored bull rider Wiley Petersen rode the bull RFD-TV for 90 points to win last weekend's Professional Bull Riders Built Ford Tough Series Tampa Invitational.

Cooper-Sponsored Bull Rider Wins Tampa Invitational

Perennial top 10 finisher Wiley Petersen out-rode the competition last weekend to win the Professional Bull Riders Built Ford Tough Series Tampa Invitational in Tampa, Fla.

The Cooper-sponsored rider currently ranks seventh in world standings. In 10

years on the PBR circuit, the 30-year-old Fort Hall, Idaho, native has finished seasons in third, fourth and 10th place in world standings.

Is this early win, in the sixth event of the season, a forecast of his best series ever? Wiley hesitated to look that far ahead.

"I'm a big believer in consistency," said Wiley, who has a reputation for self-effacing humility and integrity. "You just kind of keep doing what you're doing -- and it helps to draw the right bulls. It's a lot of factors coming into play, when it comes to winning, riding bulls. I just try to focus on one bull at a time, and the ride I'm doing. Not worry about whether I'm going to get bucked off, but keep my head in the moment."

Until last Sunday, Wiley hadn't won a Built Ford Tough Series event since early last year in St. Louis, despite qualifying for five of six short rounds this year, and another nine last season.

Wiley was one of two riders to go three-for-three at the Tampa Invitational. He took the lead with three riders to go when he covered the bull RFD-TV for 90 points. It was his third attempt on the bull after bucking off twice before.

When he's not riding bulls, Wiley rides on Cooper Discoverer H/T Plus tires mounted on his 2008 Ford Expedition. Wiley had nothing but positive things to say about both his tires and the people who make them. "They're awesome tires," Wiley said. "We wouldn't be able to make it to the bull riding if we didn't have good tires."

"I just want to thank the people of Cooper Tire for making such quality tires. Cooper is definitely a great company to be part of."

On the Move

Terry Weeden to department manager in Tupelo. Previously he was an interim department manager.





Far left, Findlay plant Controller Paul Harry nominated lead accountant Chris Crim Findlay for helping out with the Findlay plant physical inventory. Technical Manager J. Scott Cole in Texarkana, at right in the photo, near left, nominated Jimmy Templeton for pitching in during a crunch time that coincided with Christmas.

Top January PEAKS Awarded to Crim, Templeton

Lead accountant Chris Crim in Findlay and senior engineering technician Jimmy Templeton in Texarkana won the two top awards for January in the monthly Cooper PEAKS on-the-spot recognition program. Both received 111,000 points deposited into their PEAKS account, which works like a frequent-flier program.

Findlay plant Controller Paul Harry nominated Chris Crim for cancelling his family vacation to help out with the Findlay plant physical inventory.

Paul said, "Chris worked in the plant as senior cost accountant from September 2005 until January 2009, so he was the logical choice to cover my duties during the Findlay plant year-end physical inventory when my mother passed away Dec. 22. Due to the Christmas holiday and family schedule, the funeral could not be arranged until Dec. 30, the date of our physical inventory audit with Ernst & Young. Chris had already known my mother was near the end, and had volunteered to cancel his family vacation in Michigan the week after Christmas to lead the plant physical inventory audit and review. During the time I've worked with Chris, I can say he is always willing to go above and beyond normal job duties when co-workers need help or an important project needs to be completed. This was a perfect example of Chris' dedication to making Cooper Tire a great company, with compassionate employees."

Technical Manager J. Scott Cole in Texarkana nominated Jimmy Templeton for unselfishly pitching in during a crunch time that coincided with Christmas.

"We had a restriction right before Christmas shutdown in 2009," Scott recalled. "The engineer for the tire had just retired, and three other engineers and I were going back home for Christmas. We were in a bind and needed the suspect tires tested to try and bracket the issue. Test results were due Dec. 23. The test results Dec. 23 required us to run additional testing and the heat was on to get these done by the end of the year. This required us to start the next round of testing on Christmas Eve, Dec. 24, perform air pressure checks and test tire checks at the end of phase 1 on Christmas Day and perform the final test inspection and report out on Dec. 26. Jimmy volunteered for the task at hand. He did not ask about what we were doing with his vacation time, did not complain and called me daily with updates.

"This is just one example of what Jimmy does on a daily basis," Scott said. "He takes his job to the next level and does what it takes to get the job done. We all know what it is like around the holidays with family and other obligations. Plus, Jimmy is the music director at his church and I am sure he had more than just family matters to attend to over that three-day period. Jimmy is an outstanding employee/father/person, and I appreciate his extra effort."