



# RESPONSIBILITY THE COOPER WAY

CORPORATE SOCIAL RESPONSIBILITY  
AND SUSTAINABILITY REPORT

Published August 2019

# 2018



# THE POWER OF AND

## OUR CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY MISSION

The people of Cooper Tire & Rubber Company believe in the power of “**AND**.” We are committed to delivering shareholder value **AND** operating our company in a way that reduces our impact on the environment. We believe in innovation, leveraging it to be successful in the marketplace **AND** to help us be responsible about the life cycle impacts of our products. We are relentless about improving the efficiency of our operations, **AND** we care deeply about our people, especially when it comes to their health and safety. We strive to continually improve our economic performance, **AND** we connect with our communities through philanthropy **AND** employee activation. Our future is one where Cooper continues to do the right thing **AND** succeeds because of it.

### OUR SUSTAINABILITY STRATEGY

Three pillars help us continue to focus on sustainability and advance our program. Through these pillars we focus on being:



#### CARING AND CONNECTED

We will provide for the health and safety of employees and contractors, provide good working conditions and engage with employees through communication. We will be good community citizens wherever we operate, contribute to our communities and others through philanthropy, preserve human rights and operate ethically.

#### EFFICIENT



We will focus on using natural resources wisely in our operations by optimizing energy and water usage, and waste generation, reducing greenhouse gas emissions and otherwise preserving the natural environment at our operating locations.

#### INNOVATIVE



We will have excellence in all we do with a primary focus on sustainable products. This includes products that are safe, optimizing water usage and considering the use of more sustainable materials, promoting vehicle fuel efficiency, minimizing life cycle impacts and providing good consumer value.



COOPERTIRES

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# 2018

## A LETTER FROM OUR PRESIDENT & CHIEF EXECUTIVE OFFICER

August 2019

Stakeholders,

I am pleased to share with you Cooper Tire & Rubber Company's 2018 Corporate Social Responsibility (CSR) and Sustainability Report. This report serves as an overview of our activities related to the environment, product stewardship and innovation, employee health and safety, energy optimization and giving back to our communities.

CSR has played an important role in our company's history. For more than 105 years, Cooper has remained committed to doing the right thing – for our planet, people and products. As a demonstration of our commitment to social and environmental responsibility, in 2018 Cooper signed on as a founding member of the new Global Platform for Sustainable Natural Rubber (GPSNR). The GPSNR is a coordinated, universal and standard industry approach to driving toward solutions in establishing and promoting sustainable rubber practices, and Cooper is proud to be among the leaders in the industry who established this important work initiated by the World Business Council for Sustainable Development (WBCSD) Tire Industry Project (TIP). I look forward this coming November to joining other CEOs from leading global tire companies at TIP's biennial CEO meeting to discuss this and other key initiatives being addressed by member companies.

In addition to our efforts related to the GPSNR, other highlights of Cooper's corporate social responsibility and sustainability efforts include:

- Safety is Cooper's number one priority. We have implemented observation-based safety programs across our global operations and continue to utilize leading key performance indicators (KPIs) to measure performance and drive improvement. In 2018, we continued to reduce the company's total recordable incident rate (TRIR), achieving our lowest rate to date since tracking this metric. Cooper remains committed to our Drive to Zero campaign that promotes a zero injury culture.
- Cooper facilities across the globe are making strides in energy optimization and greenhouse gas reduction efforts. Through upgrades to energy efficient LED lighting, utilizing new energy sources and infrastructure improvements, Cooper is using energy in a continually more efficient manner. At our Findlay plant, Cooper has commissioned a combined heat and power (CHP) system that is providing onsite generation of approximately 50 percent of the plant's electrical power needs, generating the steam required for plant processes and reducing greenhouse gas emissions.
- We also continue to reduce the amount of waste sent to landfills from our manufacturing plants, while increasing the amount of waste that is recycled and reused by other sources. Cooper is recycling approximately 78 percent of our waste annually.
- Cooper is investing in product optimization to improve fuel efficiency and utilize fewer raw materials. By optimizing product weight, construction and materials to maximize performance, Cooper is improving rolling resistance which lowers vehicle fuel consumption and improves efficiency. Cooper is also producing 10 SmartWay®-verified commercial truck tires that meet the U.S. Environmental Protection Agency's criteria for reducing fuel consumption.
- Community safety, education and development, including tire safety education for young drivers through our Tread Wisely™ program, took Cooper people into the communities where they live and work. Since its inception in 2016, the Tread Wisely program has reached hundreds of thousands of teens across the globe. Cooper also continues to support manufacturing career education by participating for several years now in the National Association of Manufacturers' Dream It. Do It. program and holding "Manufacturing Day" events in our plant communities in the U.S. that reach more than 10,000 students each year.

Our journey is continuous and we recognize there is still much to do, but we are committed to social and environmental responsibility. We consider CSR and sustainability to be an important part of doing business, and we are pleased to provide you with this yearly update on our commitment to these practices.



A handwritten signature in dark ink, appearing to read "Bradley E. Hughes".

**Bradley E. Hughes**  
President & Chief Executive Officer

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# GLOBAL MANUFACTURING RESULTS

## Non-Hazardous Waste Summary (in thousands of tonne)

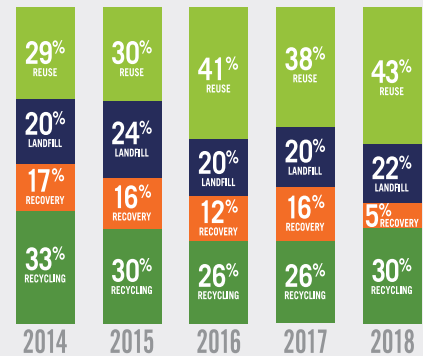
	2014	2015	2016	2017	2018
Reuse	14	17	28	24	25
Recycling	16	17	18	16	17
Recovery	8	9	9	10	3
Landfill	10	13	14	13	13

## Hazardous Waste Summary

Reuse	0	0	0	0	0
Recycling	.256	.240	.348	.428	.418
Recovery	.164	.214	.283	.331	.345
Incineration	0	0	.176	.159	.235

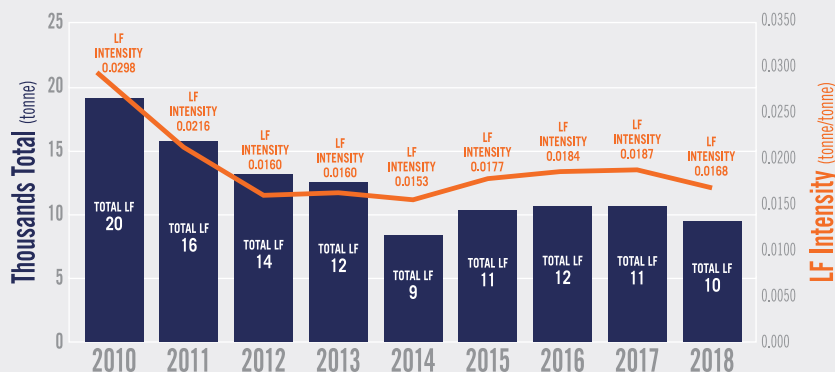
Non-Hazardous Waste: Composting, Incineration, Deep Well Injection, On-site Storage, or Other were not utilized by Cooper over this time period. Hazardous Waste: Reuse, Composting, Deep Well Injection, Landfill, On-site Storage, or Other were not utilized by Cooper over this time period.

## Method of Disposal for Non-Hazardous Waste



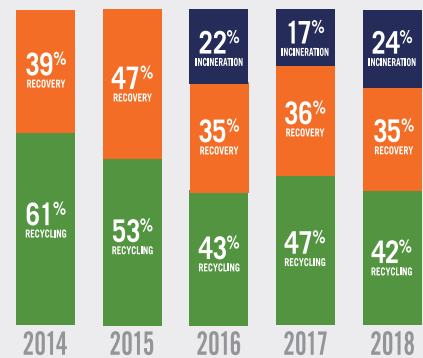
The disposal methods of Composting, Incineration, Deep Well Injection, or On-site Storage were not utilized by Cooper over this time period.

## Landfill Rates



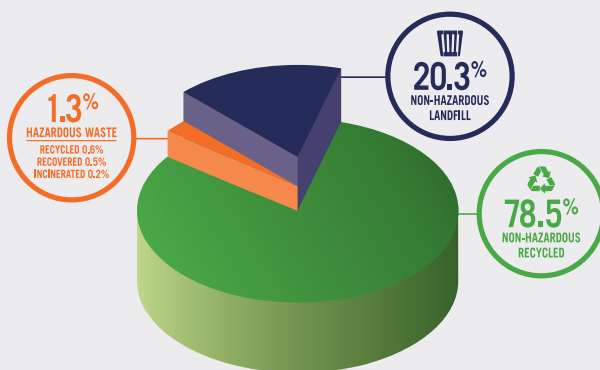
Landfill intensity is identified tonnes of waste landfilled vs. tonnes of tires produced.

## Method of Disposal for Hazardous Waste



The disposal methods of Reuse, Composting, Incineration, Deep Well Injection, or On-site Storage were not utilized by Cooper over this time period.

## 2017-2018 Hazardous Waste vs Non-Hazardous



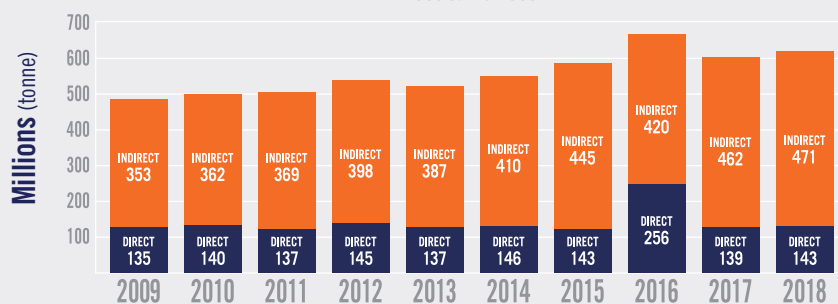
In addition to the significant reduction in the amount of waste landfilled by our manufacturing plants over the years, Cooper has made significant efforts to ensure its plants dispose of material in the most beneficial method available. As these graphs demonstrate, a significant portion of the waste material produced is targeted to reuse operations, recycled into other products, or sent off-site for recovery. These efforts have resulted in 78.5 percent of our waste being recycled annually. Cooper has achieved a significant decrease in our landfill volume and intensity rates since 2010.

# GLOBAL MANUFACTURING RESULTS

(CONTINUED)

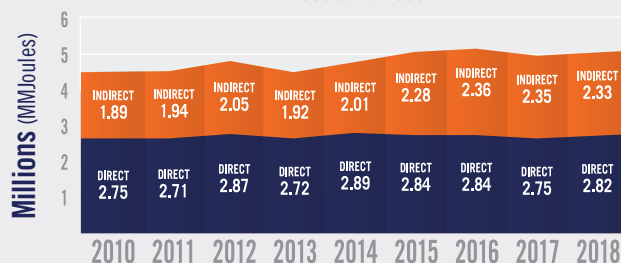
## CO2e Emissions

Direct & Indirect

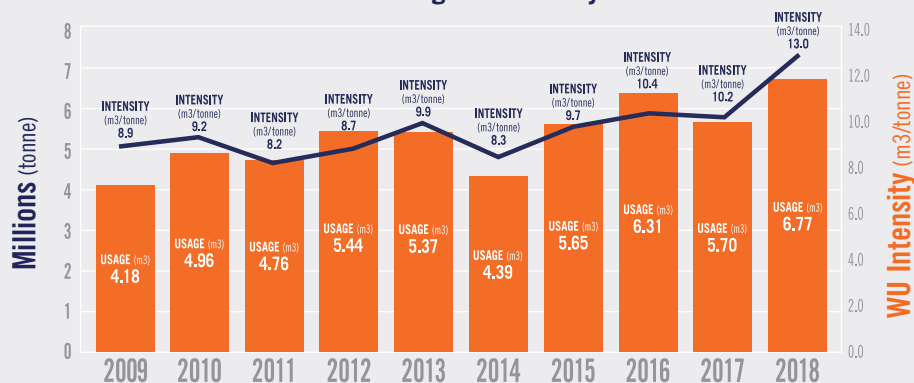


## Energy Usage

Direct & Indirect



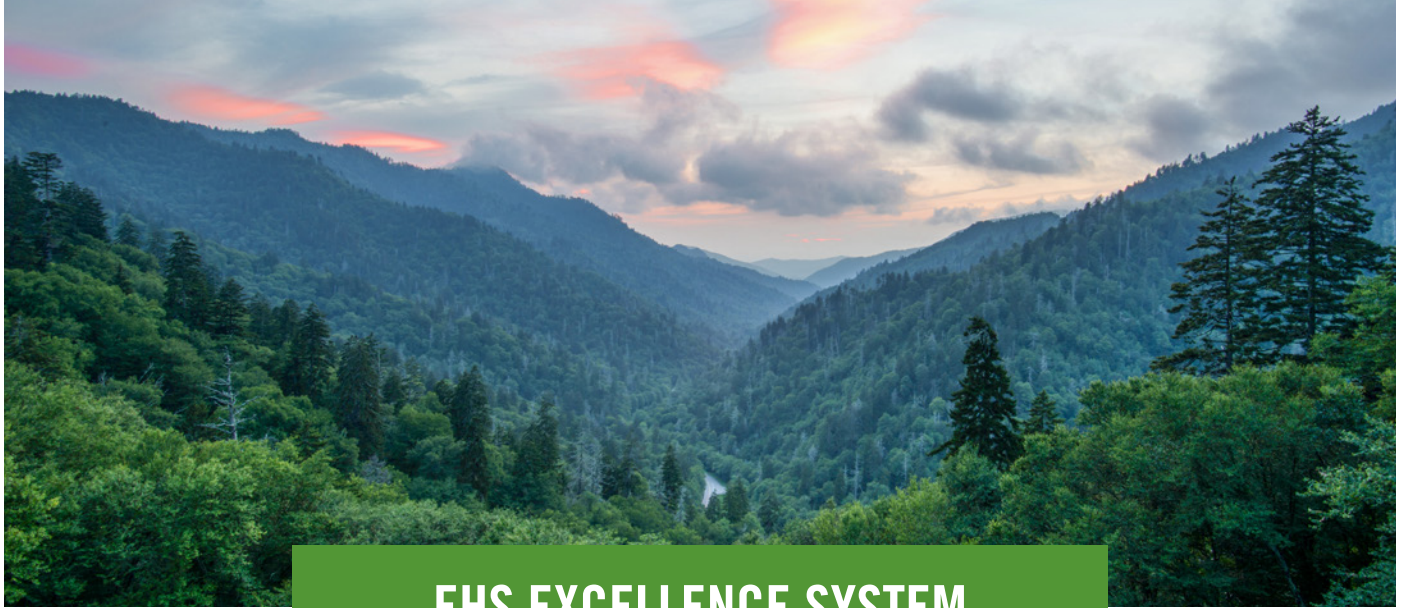
## Water Usage vs Intensity



Water intensity is identified cubic meters of water used vs. tonnes of tires produced.

These energy charts represent the energy usage and emissions that have resulted from the direct and indirect usage of energy from Cooper's manufacturing plants. The direct energy usage identified is a result of energy that Cooper is directly producing from an energy source. This is represented primarily by the use of natural gas in the production of steam in the manufacturing process. The indirect energy usage identified is the use of energy that other entities have converted into a useful form of energy. This includes electricity produced from utility companies or steam produced by third parties and utilized by Cooper. Cooper has developed a global energy program that has consistently completed projects and activities that have significantly offset energy use. These improvements have allowed Cooper to increase the amount of tires it has produced compared to 2010 while only increasing its total energy consumption by 11 percent.





## EHS EXCELLENCE SYSTEM

**Cooper utilizes a global Environment, Health and Safety Excellence System (EHS Excellence System) similar to ISO 14001 and ISO 18001.**

The EHS Excellence System is a Plan-Do-Check-Act continuous improvement model to predictably and sustainably manage EHS. This management system holds leadership accountable for EHS through goal setting, defining roles and responsibilities, and developing proactive performance measures, as well as holding individuals accountable for their responsibilities within the EHS management system. Cooper's EHS management system provides the structure, strategy and expectations to continually improve EHS performance and specifically addresses the following hazard categories: machine, physical, chemical, biological, energy, ergonomic, and environmental.

The EHS management system is organized into 10 elements that define the planning, implementation, assessment and measurement of the management system. A key element of the EHS management system is hazard recognition, evaluation and control, which establishes and documents a process to continuously identify and assess hazards and associated risks (including compliance with existing and emerging regulatory requirements). It also establishes methods to eliminate or reduce the risk to an acceptable level.

**ISO 14001:** A number of our Cooper operations have certified to ISO (International Organization for Standardization) 14001, the environmental management system international standard. This standard provides a structured approach to managing a company's environmental performance through policy, planning, monitoring and measuring, checking, correcting, and reviewing. Operations certified include:

TUPELO, MISS. MANUFACTURING PLANT								SINCE 2008
TEXARKANA, ARK. MANUFACTURING PLANT								SINCE 2009
FINDLAY, OHIO MANUFACTURING PLANT								SINCE 2010
KUNSHAN, CHINA MANUFACTURING PLANT								SINCE 2012
FINDLAY, OHIO TALL TIMBERS MOLD OPERATIONS								SINCE 2006
	2006	2007	2008	2009	2010	2011	2012	..... 2019

Cooper's Texarkana manufacturing plant has also been certified to **ISO 50001**, a standard for managing and improving energy performance. The Texarkana plant received this certification in Oct. 2012.

Additionally, Cooper conducts an annual EHS management system maturity assessment of continuous improvement at each of its operations. Cooper's Internal Audit organization has assessed the company's global EHS programs using a Capability Maturity Model framework that features 11 foundational elements of an effective compliance program. From this, an outline was created of key safety-related action items within each element of the Maturity Model.



## INDEPENDENTLY RECOGNIZED

- ➔ **Cooper is one of only two tire companies that qualifies as an Energy Star Partner** under the standards of the U.S. Department of Energy and the Environmental Protection Agency.
- ➔ **In early 2019, Cooper's Tupelo plant was honored with the Best Industrial/Manufacturing Energy Efficiency Project award** by the Mississippi Energy Coordinators Association (MECA). The plant achieved this award for demonstrating performance, leadership and innovation in energy efficiency projects.
- ➔ **Cooper's Tupelo, Miss. and Clarksdale, Miss. plants are members of the state's enHance program**, a voluntary stewardship program that recognizes committed environmental leaders. Program members must demonstrate a record of, and make a commitment to, achieving environmental improvements. The program is designed to encourage the reduction of waste and conservation of resources, resulting in long-term economic benefit and continuous environmental enhancement.
- ➔ **Cooper's Tupelo plant earned an Improvement Award in the 2019 Sustainability Awards** for Safety and Health from the US Tire Manufacturers Association (USTMA). This is the sixth time since 2011 the plant has achieved this recognition for improving workplace health and safety.
- ➔ **Cooper Tire Asia's Kunshan (CKT) plant has achieved the Governmental Energy Efficiency Star certification and the Cleaner Products certification.** The plant also has been accredited as a Blue Enterprise in the Corporate Environmental Credit Evaluation.



Dallas Baker (left), MECA Board of Directors, congratulate Albert McShan, Tupelo plant Energy Coordinator, for receiving the Best Industrial/Manufacturing Energy Efficiency Project award from the Mississippi Energy Coordinators Association.



Cooper Tire's Senior Vice President, General Counsel & Secretary Steve Zamansky (left) accepts a 2019 Sustainability Award for Safety and Health from USTMA President and CEO Anne Forristall Luke.





## OUR COMMITMENT

**Cooper is committed to the health, safety and security of its employees, contractors and the community, and the protection of the environment in the communities where we operate.**

We believe that work-related illnesses, injuries, security and environmental incidents are preventable. It is our vision to have all employees and contractors working safely and in an environmentally responsible manner 100 percent of the time.

**Through management leadership and employee engagement, Cooper will:**

- ✓ **Conduct business in a manner that ensures compliance** with applicable environment, health, safety and security (EHS&S) regulations, customer expectations and Cooper's EHS&S requirements;
- ✓ **Create a Drive-to-Zero culture** that strives to prevent work-related injuries, illnesses and safety and environmental incidents;
- ✓ **Implement and validate our health, safety, security and environmental management system** into business planning, decision making, and daily activities to ensure alignment with global standards and continually improve EHS&S performance;
- ✓ **Provide the training and resources necessary to work safely** and in an environmentally sound manner, and hold employees and contractors accountable;
- ✓ **Effectively communicate with our employees and other stakeholders** regarding EHS&S commitments, expectations and performance;
- ✓ **Optimize energy to reduce impacts** to the environment, minimize greenhouse gas emissions, reduce climate impact and give preference to alternative energy sources when feasible;
- ✓ **Design products to reduce consumption of natural resources** and energy requirements, to reduce waste and emissions, and include end-of-life management to maximize overall product functionality;
- ✓ **Promote environmental awareness and engagement** among employees and support public policies that lead to sustainable development;
- ✓ **Collaborate with our suppliers** to reduce risk and improve EHS&S programs and performance, and
- ✓ **Audit our EHS&S systems and performance** to align with our EHS&S policy.



## FIRST EHS&S GLOBAL SUMMIT HELD

**Cooper's worldwide EHS&S team held its first global summit in September 2018.** Representatives from all Cooper Tire plants met in Findlay, Ohio to identify 2019 priorities and align processes into one integrated, global program, as well as to participate in a number of learning and development opportunities.



# INDUSTRY EFFORTS

## U.S. TIRE MANUFACTURERS ASSOCIATION

Cooper is an active member of the U.S. Tire Manufacturers Association (USTMA), the national trade association for tire manufacturers that produce tires in the U.S. The USTMA seeks to strengthen the reputation and competitiveness of the U.S. tire manufacturing industry and is focused on safety, sustainability, innovation and the economy.

### Sustainability Report

In January 2019, the USTMA released its first U.S. industry sustainability report presenting members' collective progress and shared vision for a sustainable U.S. tire manufacturing industry. The report highlights industry accomplishments, including:



**81%** of scrap tires went to beneficial end uses in 2017



**50%** reduction in injury and illness rates at member facilities since 2005



Member facilities have made an almost **10%** reduction in CO<sub>2</sub> emissions since 2010



**100%** of USTMA member companies support philanthropic activities

→ To view the report, visit [ustires.org](http://ustires.org).

## TIRE INDUSTRY PROJECT

Cooper is one of 11 global tire companies working together through the Tire Industry Project (TIP) to identify and address potential health and environmental impacts that may result from materials associated with tire making and use.



Operating under the World Business Council for Sustainable Development, TIP is focused on a number of industry challenges and developing potential solutions. These include understanding the impact of tires on the environment, supporting sustainable natural rubber practices, promoting effective end-of-life tire management around the world, and developing new guidelines for the management of EH&S issues throughout the life cycle of the tire.

### Global Platform for Sustainable Natural Rubber

In 2018, Cooper signed on as a founding member of a new independent Global Platform for Sustainable Natural Rubber (GPSNR). Initiated by the World Business Council for Sustainable Development Tire Industry Project, the GPSNR will lead improvements in the socio-economic and environmental performance of the natural rubber value chain. GPSNR membership is open to all tire manufacturers, other rubber users, suppliers and processors, vehicle makers and non-governmental organizations (NGOs) that demonstrate commitment and/or action to sustainable natural rubber production and supply.

Through this platform, members will work together to harmonize standards to improve respect for human rights, prevent land-grabbing, protect biodiversity and water resources, improve yields, and increase supply chain transparency and traceability for this material. In joining the platform, members also commit to demonstrating the integration of principles for sustainable natural rubber into their purchasing and/or operational activities.

→ A video highlighting the development of the platform is available on YouTube at <https://youtu.be/irfFycqh1yk>.

# SUSTAINABLE PRODUCT INNOVATION

## ALTERNATIVE MATERIALS

### TKS Russian Dandelion

Cooper is playing a key role in the Program of Excellence in Natural Rubber Alternatives (PENRA), a consortium dedicated to the development of Taraxacum kok-saghyz (TKS), a type of Russian dandelion, as a domestic natural rubber source. This consortium, led by The Ohio State University, is making progress in germplasm improvement, agronomics and cropping systems, rubber and inulin extraction process, and tire compound evaluations using this material.

### 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, such as starches, lignin and others, 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 10 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.

## IMPROVING FUEL EFFICIENCY AND USING FEWER RAW MATERIALS

Cooper is continually optimizing product weight, construction and materials to maximize performance and cost. For example, since launching our Cooper Discoverer CS5™ tire in 2015, we have increased performance, while reducing cost and weight. In this tire, we have improved rolling resistance by 16 percent while reducing product cost and weight by 10 percent. At the same time, mileage performance has been increased 19 percent, allowing Cooper to increase our mileage warranty on this product. Beyond the Discoverer CS5, Cooper continues to deploy this approach for product optimization to additional tire lines.

# SCRAP TIRE REUSE AND RECYCLING

**Cooper is actively involved in the U.S. Tire Manufacturers Association's efforts to improve scrap tire reuse and recycling. Representatives from Cooper attended the USTMA's eighth annual scrap tire conference in 2018, which was focused on the latest trends and innovations in the use of end of life tires.**

## RECYCLING

Recycling has many benefits for Cooper and the communities where we do business – it helps the company reduce landfill costs, conserves natural resources, saves energy and helps reduce pollution. All Cooper facilities globally have programs in place to reuse or recycle as much material as possible while sending as little as possible to landfills. Cooper recycles virtually all of the waste plastic, cardboard, metals, oil and lubricants we generate in our plants. We also recycle or reuse the majority of the scrap tires and other waste rubber materials produced during the manufacturing process. In total, we recycle approximately 78 percent of our waste annually.

## TIRE AMNESTY

Cooper collects tires for recycling in the U.S. communities where it has major manufacturing facilities – Findlay, Ohio, Texarkana, Ark., and Tupelo, Miss. More than 5,000 tires were collected for recycling at these events held in 2018. At these tire amnesty day events, residents are encouraged to bring scrap tires to designated locations where Cooper volunteers accept and load them into trailers for transport to recycling facilities. Collecting the tires ensures they are processed in an environmentally responsible manner and eliminates a pest habitat.



# PLANTS PURSUE SUSTAINABILITY INITIATIVES

## EL SALTO, MEXICO



Cooper's Corporation de Occidente SA de CV (COOCSA) manufacturing plant has established and deployed a committee to propose and implement energy savings projects, with the goal of reducing electricity usage throughout the plant. In 2018, the COOCSA team participated in a reforestation campaign, planting 300 trees on plant grounds. All water used at this plant related to tire production is released to facility green areas and subsoil.

## FINDLAY, OHIO



Cooper's Findlay plant commissioned a combined heat and power (CHP) system in 2018 which provides onsite generation of approximately 50 percent of the annual plant electrical power needs while also generating the entire steam load required for plant processes. The CHP system reduces the greenhouse gas emissions from purchased energy by 25 percent at the plant. Since the CHP implementation, the system has consistently generated 60 percent of the electrical load the plant requires for tire manufacturing. In addition, the Findlay plant reconfigured its compressed air system in 2018, which reduced usage of compressed air in the plant.

## MELKSHAM, ENGLAND



Cooper Tire Europe's Melksham plant continued to participate in a research collaboration with Spirax Sarco and Brunel University London to develop a device to capture low temperature waste heat from production processes and convert it to electricity. In 2018, the prototype device was further improved to maximize energy recovery.

## KRUSEVAC, SERBIA



Cooper's Krusevac plant installed insulation on curing press steam piping to reduce natural gas usage. Lighting has also been updated in several areas of the plant to LED fixtures to save electricity and improve the quality of lighting within the facility.

## TEXARKANA, ARKANSAS



Cooper's Texarkana plant completed its update of production area lighting to energy-efficient LED technology in 2018. The plant also installed curing press piping insulation on its curing presses, and installed a new process water chiller which reduced the electricity consumption of the process water system.

## TUPELO, MISSISSIPPI



Cooper's Tupelo plant has upgraded its lighting to LED fixtures both inside and outside of the plant and has curbed the use of

natural gas through the insulation of several press lines with a new product that significantly reduces heat loss. The plant has also reduced compressed air energy use through the installation of new drying technology for its compressed air system as well as the establishment of a compressed air leak identification and repair program.

## KUNSHAN, CHINA



The Cooper Kunshan Tire (CKT) plant has established a Corporate Social Responsibility committee and held an educational activity in 2018 attended by more than 200 employees and community members designed to increase awareness of the importance of protecting the environment. Cooper also recently completed installation of air pollution controls on existing mixing, extrusion, and curing lines at the plant. These have been engineered to reduce greater than 90 percent of all volatile emissions from Cooper's rubber processing operations.

## ENERGY OPTIMIZATION GLOBAL PERFORMANCE

From  
2015  
to  
2018

Cooper completed  
major energy reduction  
initiatives that saved



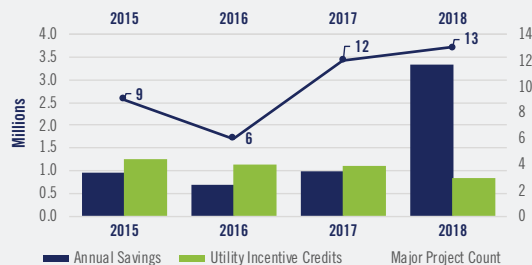
a total of

302  
MILLION  
KILOWATT  
HOURS

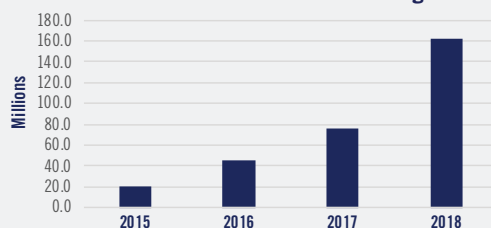
electricity

Equivalent greenhouse gas emissions  
to produce 3.16 million tires

### Annual Energy Optimization Savings



### Annual Cumulative KWH Savings



# EHS&S REGULATORY COMPLIANCE

**Cooper has programs in place globally to comply with local, state, federal and foreign environmental, health and safety requirements and regulations.**

As part of our EHS Excellence System, the company's global EHS leadership team is responsible for auditing their respective businesses to ensure compliance with local, state, federal and EHS requirements and company standards. Cooper validates EHS compliance using a third party EHS consultant.

Additionally, Cooper's EHS&S leadership conducts regular assessments of each operation's continuous improvement progress and utilizes third party experts to conduct country-specific compliance assessments.

## EMPLOYEE HEALTH & SAFETY

**At Cooper, we believe that world class competitiveness is dependent upon having healthy employees and safe facilities.**

It is our vision to have all employees and contractors working in a safe manner 100 percent of the time. For over 10 years, Cooper has utilized a global Environment, Health and Safety management system as our overall fundamental EHS program. The system is a Plan-Do-Check-Act continuous improvement model that allows us to predictably and sustainably manage EHS through risk reduction activities. Since 2007, we have reduced our OSHA total recordable incidents by approximately 75 percent globally.\*

In 2018 we implemented or continued a number of enhancements to our overall EHS programs to continue to focus on risk reduction in our operations, including:

- ✓ **Aligned EHS&S with our Global Manufacturing organization,** with the Director of EHS&S now reporting to the Senior Vice President — Global Operations & Procurement.
- ✓ **Aligned our historically independent environmental program with health and safety program** into a global Environment, Health, Safety and Security organization.
- ✓ **Developed and introduced Leading Key Performance Indicators (KPIs) that are used to measure performance and drive improvement.** These actions and activities are directly controllable by our operations, and when applied with rigor, yield improved operational performance and a reduction in injuries and incidents. Performance against these KPIs is a metric for which our operational leaders are accountable.

\* Cooper reports health and safety incidents globally per country regulations. We collect data utilizing OSHA recordable rate to offer comparable data across the company.

- ✓ **Implemented observation based safety (OBS) programs at all operations globally** — OBS programs are an integral part of behavior-based safety programs that focus on reducing incidents by recognizing safe behaviors through management and employee direct interactions.
- ✓ **Conducted third party EHS compliance assessments.**
- ✓ **Implemented a global ergonomic assessment and risk reduction program.**
- ✓ **Conducted machine guarding assessments and targeted machine risk reduction activities.**
- ✓ **Partnered with vendor to develop and implement a global EHS&S data management system for the organization.** The system will modernize our injury tracking, investigation and analysis as well as house our global EHS metrics, streamlining data collection and transparency reporting.

**In addition, globally we continue to monitor lagging indicators and have realized performance improvement in our injury rate reductions.**



**TRIR (Total Recordable Incident Rate)** = the number of incidents requiring medical treatment per 100 employees per year.



# COMMUNITY, SAFETY, EDUCATION & DEVELOPMENT

## TIRE SAFETY

**Cooper supports its global, signature philanthropic cause of tire and vehicle safety for teens and young adults through its Tread Wisely™ program.** Tread Wisely, which was launched in 2016, has reached hundreds of thousands of young people across the globe with three key tire safety messages focused on understanding the importance of checking tire pressure, tread depth and overall tire condition.

Hundreds of Cooper employees in the U.S., Europe, Asia and Latin America have volunteered to share the Tread Wisely message by taking part in events and speaking directly with young drivers. In the U.S., teens and young adults can also learn tire safety tips from Tread Wisely through a first-of-its kind mobile app, which is free and available for download from the App Store or Google Play Store.

In 2018, Cooper collaborated with DoSomething.org, the largest not-for-profit organization exclusively for young people and social change, to initiate a campaign for young people to support tire safety and share this information with their family and friends. Called Pump It Up, the campaign encouraged young drivers to print and place eye-catching tire safety flyers under their friends' windshield wipers. Those who received the flyers could then text a keyword for fun and informative messages about how to check their tire pressure, tread depth and overall tire condition. More than 30,000 DoSomething members signed up to participate in the campaign.

Since its inception, the Tread Wisely program has earned more than 205 million impressions.

→ Learn more: <https://www.youtube.com/watch?v=7TnMikdRs4w>.

## COOPER'S TREAD WISELY ACTIVITIES ACROSS THE GLOBE



In 2018, Cooper held its inaugural Tread Wisely event in Mexico at Universidad del Valle de Mexico, one of the most recognized universities in the country.



Cooper Tire Serbia employees shared tire safety with a local technical school.



Cooper employees in Ohio, Arkansas and Mississippi completed free tire safety checks on the vehicles of their co-workers in celebration of National Tire Safety Week, May 21-28, 2018.



Cooper Tire Asia has launched a robust social media campaign using eye catching graphics and comics to share tire safety with young drivers.

→ Learn more about the Tread Wisely program by visiting [TreadWisely.org](http://TreadWisely.org) or following [@TreadWisely1](https://www.facebook.com/TreadWisely1) on Facebook, Instagram or Twitter.

## MANUFACTURING EDUCATION



Tupelo Dream Team

Cooper participates in Dream It. Do It., a national (U.S.) program designed to encourage youth to consider careers in manufacturing and address the widening gap in the nation's workforce pipeline. Cooper celebrates National Manufacturing Day/Month in October in our headquarters and plant communities of Findlay, Ohio, Texarkana, Arkansas, and Tupelo, Mississippi. To activate this program at a grassroots level, Cooper established a "Dream Team," a group of early-career employees from our major facilities who are active in this program and others designed to raise awareness of the many positives associated with careers in manufacturing. More than 10,000 students were reached by Cooper's Manufacturing Day initiatives in 2018.

# COMMUNITY, SAFETY, EDUCATION & DEVELOPMENT

(CONTINUED)

## GIVING

**COOPER HAS LONG BEEN A SUPPORTER OF CAUSES IN THE COMMUNITIES WHERE WE LIVE AND WORK.**

## UNITED WAY

In the United States, Cooper supports the United Way which provides assistance to many individual non-profit groups doing important work. Cooper people, partners and the company raised more than \$710,000 for the United Way in 2018.

## LOCALIZED GIVING

### North America

**Cooper supports highly localized giving in our plant communities.** In 2018, Cooper gave or facilitated the giving of nearly \$1 million to support charitable organizations. Donations supported community needs including the arts, disease prevention, crime prevention and safety, disaster relief, housing, youth development and much more. Cooper people are active in events and the giving of their time through participation in charitable runs and walks, disaster recovery, community beautification, clothing drives, and more.

### Latin America

**Cooper Mexico and the COOCSA plant held a charity event in 2018 raising nearly \$20,000 for La Casa del Padre Pio AC, a local orphanage for abandoned or abused children through a fundraiser which featured a wrestling match with Lucha Libre pro wrestlers.** In addition, employees and workers collected plastic for recycling, donating the proceeds to an organization supporting those with childhood cancer.

### Asia

**In China, Cooper helps to fund Project HOPE, part of the China Youth Development Foundation.** Our donations benefit students and teachers in underprivileged areas by funding supplies, facility improvements, teaching tools and the construction of playgrounds at primary schools. There are currently five schools that have been assisted by Cooper's donations, with three more to be added in 2019. As a result, these have been named "Cooper Hope" primary schools. In addition, CKT plant employees conduct community outreach efforts including visiting retirement homes and organizing community events.

### Europe

**Cooper Tire Europe plants in Melksham, England and Krusevac, Serbia support local communities through donations and active participation in local events.** In Melksham, Cooper supplies tires to a number of necessary local emergency teams including local rapid response vehicles and an organization dedicated to search and rescue in difficult to navigate terrain. In Krusevac, employees have organized charitable collections including school supplies, clothes and shoes, and provided tire donations to the local hospital and the Red Cross. Cooper's Serbia plant also organizes a yearly half marathon, from which entry fees are donated to local charities.



# COMMUNITY, SAFETY, EDUCATION & DEVELOPMENT

(CONTINUED)

## SCHOLARSHIPS

Cooper has two funds – the **Centennial Scholarship** and the **Roy V. Armes Scholarship** – dedicated to providing financial assistance to the children of Cooper employees in the United States moving from high school to colleges, universities and technical schools.



## MATCHING GIFTS

Cooper matches employee donations worldwide to charitable organizations dollar-for-dollar up to a maximum of \$5,000 per employee per year. In 2018, donations were matched to 177 charities.



## DIVERSITY AND INCLUSION

**At Cooper, we strive to attract, engage and retain the most talented and high-performing employees.** We provide an environment where the most outstanding people in the world feel welcomed, respected and valued for who they are and for their contributions. We are passionate about helping to raise the level of respect and inclusion in our communities. We are an equal employment opportunity employer. We embrace our employees' differences in age, sex, color, disability, ethnicity, family or marital status, gender identity or expression, sexual orientation, socio-economic status, veteran status and other characteristics that make each of them unique.

### Recognized for Boardroom Diversity

**Cooper has been honored by the Women's Forum of New York and 2020 Women on Boards for raising the bar for gender-diverse boards.** Cooper's board of directors includes 30 percent female representation, exceeding the national average.

### Employee Resource Groups

**Cooper believes in the power of bringing people together.** Initiated in 2018, Cooper offers employee resource groups that provide employees in the U.S. with the opportunity to advance knowledge and gain new skills. Our employee resource groups include:

- ➔ **Cooper Women's Network** – The Cooper Women's Network (CWN) provides an opportunity for employees to participate in peer networking and development opportunities. Lunch and learns, special events and community service opportunities are available to CWN members.



- ➔ **FUEL Cooper** – A resource group for early career employees, FUEL Cooper – which stands for Focus, Unite, Engage, Lead – seeks to engage its members in both the company and the community. FUEL Cooper offers community service and career development opportunities as well as networking.



In addition, Cooper is in the process of forming a resource group for LGBTQ+ employees and allies and a multicultural employee resource group. These groups are an important part of Cooper's goal to attract, develop and motivate talented employees so they may reach their highest potential.

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**At Cooper, sustainability is part of The Cooper Way which embodies our core values:**

Help Each Other Succeed, Have Engaged Communication, Be Agile, Provide World-Class Customer Service, Be Results Focused, and Do The Right Thing.

To ask questions about or comment on the 2018 Corporate Social Responsibility and Sustainability Report, contact:

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