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Cosmo Tires Expands Passenger, CUV/SUV Lineup with the Launch of Nova Tour, Rapido, and Charge — Adding 104 New Sizes to Its Growing Portfolio

[MIAMI, FL] *— Cosmo Tires is stepping on the gas in 2026 with the introduction of three all-new tire models — Nova Tour, Rapido, and Charge — Bringing an impressive 117 new SKUs (44 new sizes) to the Cosmo Tires lineup and reinforcing the brand's commitment to delivering premium features, standout styling, long mileage, and exceptional value to today's drivers. Cosmo Tires now offers over 400 SKU's, with more product launches scheduled for the 3rd and 4th quarters of this year.*

Designed for modern sedans, CUVs/ SUVs, and everyday commuters who want more than just "another tire," the new lineup blends comfort, performance, technology, and the unmistakable Cosmo Tires attitude that has made the brand one of the fastest-growing names in the industry.

"Today's drivers expect more from a tire brand," said Mark Lindsey, CSO of Tire Group International. "They want performance, they want reliability, they want style — and they want a brand they actually connect with, and the Nova Tour, Rapido, and Charge are engineered for the real world but designed with the Kool Kat mindset. Cosmo continues to deliver more than just excellent tires; we deliver a true lifestyle product."

NOVA TOUR — The Smooth Kat

Built for drivers who value a quiet, refined ride without sacrificing confidence and durability, the ***Nova Tour*** *was engineered to deliver smooth all-season touring performance with premium comfort characteristics. Featuring advanced groove technology for enhanced wet traction, improved stability, and reduced road noise, Nova Tour is designed for today's daily drivers and long-haul commuters alike.*

Highlights include:

- *Quiet Kat Technology™ featuring Geometric Isolation™ for reduced road noise*
- *Enhanced wet traction and hydroplaning resistance*
- *Closed shoulder design for improved tread stability*
- *Long-lasting tread compound engineered for durability*
- *Backed by a* ***50,000-mile limited treadwear warranty***
- *Includes road hazard protection*

RAPIDO — The Fast Kat

The all-new ***Rapido*** *was developed for drivers looking for sporty styling, responsive handling, and dependable all-season confidence — all wrapped into an affordable ultra-value package. Designed with aggressive aesthetics and tuned for everyday drivability, Rapido brings Cosmo attitude to the passenger segment with a youthful, energetic personality.*

Highlights include:

- *Quiet Kat Technology™ featuring Geometric Isolation™ for reduced road noise*
- *Responsive steering and enhanced road feel*
- *Optimized tread pattern for balanced wet and dry traction*
- *Smooth highway ride with reduced irregular wear*
- *Sport-inspired design language with everyday comfort*
- *Backed by a* ***40,000-mile limited treadwear warranty***
- *Includes road hazard protection*

CHARGE — The Dependable Kat

Engineered for today's evolving vehicle platforms, including modern sedans, crossovers, and sport utility vehicle applications, the ***Charge*** *delivers stability, efficiency, ride comfort, and confident all-season handling. With a focus on mileage and dependable daily performance, Charge is built for drivers who rack up miles but still want a tire with personality.*

Highlights include:

- *Quiet Kat Technology™ featuring Geometric Isolation™ for reduced road noise*
- *Advanced all-season tread compound*
- *Enhanced ride stability and comfort*
- *Improved wet grip and dependable handling*
- *Long-wearing tread design for extended mileage*
- *Backed by a **50,000-mile limited treadwear warranty***
- *Includes road hazard protection*

The launch of these three new models further expands Cosmo Tires' rapidly growing PCR, CUV and SUV lineup and continues the company's mission of combining innovation, performance, and lifestyle branding into one unmistakably Kool package.

From the streets to the showroom floor, Cosmo Tires continues to prove that value doesn't have to be boring.

The new Nova Tour, Rapido, and Charge lines are now available through authorized Cosmo Tires distributors and retailers nationwide.

About Cosmo Tires:

Founded in 1995, Cosmo Tires is a premier lifestyle brand offering a comprehensive range of high-quality tires, including performance, passenger, off-road, light truck, van, trailer, and truck tires. Renowned for its superior quality and exceptional value, Cosmo Tires is dedicated to innovation, continually advancing tire design using premium materials and cutting-edge construction techniques. Our commitment extends beyond performance; all products are manufactured in eco-friendly facilities, reflecting our dedication to sustainability and environmental stewardship.

For more information, visit CosmoTires.com

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CHARGE®

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COSMO
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