

VISION

Together, around the world. One company... one team... one goal:
Creating superior value, for our customers, employees, partners and shareholders



ENGAGED PEOPLE - RELENTLESS IMPROVEMENT - EXCELLENCE IN ALL WE DO

HELP EACH OTHER SUCCEED

- Be people focused and build strong relationships
- Lead with humility
- Act for the collective benefit of Cooper
- Challenge and empower each other
- Openly recognize each others contributions
- Help each other learn and develop

DO THE RIGHT THING

- Provide high quality products
- Promote and practice safe behavior
- Use Cooper money and resources wisely
- Earn respect and trust each other
- Respect the culture and customs of all nations
- Act with integrity
- Be a good community citizen
- Seek diversity of thoughts, experience and ideas

BE RESULTS FOCUSED

- Generate aggressive plans based on facts
- Relentlessly implement our plans
- Align our people, customers, strategy and processes
- Be personally accountable and meet our commitments
- Be tenacious problem solvers
- Eliminate waste at every opportunity

HAVE ENGAGED COMMUNICATION

- Be open, candid, and communicate for understanding
- Share timely information up, down, and across Cooper
- Seek feedback and encourage constructive debate
- Listen to understand as a part of clear, effective two-way communication
- Pursue and share knowledge freely

BE AGILE

- Focus on our external and internal environment
- Implement the right change at the right time
- Take smart risks
- Never stop learning
- Be creative and innovative
- Don't ever give up

PROVIDE WORLD CLASS CUSTOMER SERVICE

- Deliver exceptional value through great products and service
- Commit to our customer's success
- Pursue mutually beneficial decisions
- Build and enhance strong relationships
- Honor our commitments
- Be the best tire company to do business with