

CS5 Touring™ Radio Script :60 (:50/:10)

(Suggestion: Classic Rock Guitar Riff-Driven Music)

MALE V/O: Your ability to navigate through life's twists and turns helps define you.

Work. School. Weekend excursions. You depend on your vehicle for every day journeys. So why expect anything less from your tires?

Introducing the new Cooper CS5 Touring tire. Cooper's CS5 exceeds expectations because it's the only touring tire with breakthrough technologies designed for you... not just your vehicle.

Innovations that provide superior performance – not just for the way you drive, but for the way you live. Like our revolutionary CS5 Wear Square Visual Indicator, which lets you know when it's time to replace your tires. That's real-life performance.

It's the incredible new CS5 Touring from Cooper Tires with leading edge advancements to improve your every day road trips... with proven road performance, every day.

Cooper Tires. Life's a road trip. Come on, let's go.

(:10 Dealer Tag)