Roy Armes
Chairman, CEO and President

Brad Hughes
Senior VP, Chief Operating Officer

Ginger Jones
VP, Chief Financial Officer

Jerry Bialek
Director of Strategic Planning and Investor Relations
This presentation contains what the Company believes are forward-looking statements related to future financial results and business operations for Cooper Tire & Rubber Company. Actual results may differ materially from current management forecasts and projections as a result of factors over which the Company may have limited or no control. Information on certain of these risk factors and additional information on forward-looking statements are included in the Company’s reports on file with the Securities and Exchange Commission and set forth at the end of this presentation.
Leading Global Tire Company

- 100+ year history
- 5th largest tire manufacturer in the U.S. and 12th largest worldwide
- Over 8,000 employees across four continents
- Focus on Replacement Passenger Car Radial (PCR), Light Truck (LT), SUV and Truck & Bus Radial (TBR) Tires
- Increasing focus on Original Equipment Manufacturers (OEM) programs in fast-growing Chinese market
Recently announced JV agreement will add capacity near Qingdao, China, initially focused on TBR production.
Global tire market growing at ~4% CAGR
Majority of growth coming from Emerging Markets, led by China

Global tire demand\textsuperscript{1} expected to grow at 4.1%, faster than 2010-2015 period

Global tire demand volume (M)

<table>
<thead>
<tr>
<th>Year</th>
<th>OE</th>
<th>Replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1,515</td>
<td>1,115</td>
</tr>
<tr>
<td>2015E</td>
<td>1,729</td>
<td>1,276</td>
</tr>
<tr>
<td>2020E</td>
<td>2,109</td>
<td>1,550</td>
</tr>
</tbody>
</table>

CAGR '15-'20

- OE: 4.3%
- Replacement: 4.0%
- Global: 4.1%

China alone accounts for 43% of volume growth

Share of '15-'20 total volume growth (%)

- China: 380
- Other markets: 27
- ASEAN\textsuperscript{2}: 6
- Middle East: 7
- Russia: 5
- Brazil: 3
- India: 9
- Other: 43

\textsuperscript{1} Includes PCR, LCV, and HCV. Motorcycles and other categories not included
\textsuperscript{2} Includes Indonesia, Malaysia, Philippines, Thailand, other ASEAN

Source: LMC Data (Nov, 2015), RMA (Dec, 2015), TRAC (Dec, 2015)
China growing much faster than U.S., Canada and Western Europe, OE makes up 40% of demand

**China**

- Robust overall market growth
- OE makes up 40% of total demand
- Replacement growing faster

**U.S. & Canada**

- Conservative market growth estimate
- Replacement makes up 80% of volume
- OE is growing faster due to increasing new vehicle sales and capacity

**Western Europe**

- Moderate overall market growth
- Replacement makes up 78% of volume

Source: LMC Data (Nov, 2015), RMA (Dec, 2015), TRAC (Dec, 2015)
Raw material tailwind and pricing discipline in the US contributing to strong operating profits in Americas segment

*Q4 2015 is an estimate
Successfully Shifting Our Mix Toward Premium Segments in US markets

Several Drivers of Premium Mix Shift

- Increasing pace of branded new product development with focus on premium segments
- Accelerating capacity conversion to support premium unit growth
- Growing our branded PCR and SUV share in underpenetrated channels
- Continuing Mickey Thompson growth in the specialty segment
- Raising brand awareness through targeted advertising spend

Operating profits for “premium segments” 5 to 15 times higher than T & below rated tires

1. Winter, UHP, V-rated, H-rated and SUV
Source: Cooper internal data
Winning Formula for Operational Excellence

**Vision**

Globally competitive cost structure on every tire we produce

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**Strategic Focus Areas**

**Cost Effectiveness**
- Reduce total production cost per tire
  - Material
  - Conversion
  - Scrap
  - Distribution

**Automation**
- Invest in U.S. plant automation
  - Reduce labor cost
  - Decrease variation and scrap
  - Improve quality

**Product Portfolio Management**
- Reduce manufacturing complexity
- Improve cost competitiveness
- Product family consolidation

**Global Sourcing**
- Optimize production across global footprint
- Near-sourcing strategy

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All cost initiatives pursued while maintaining and elevating quality, safety and sustainability

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(A logo/brand mark is present at the bottom right corner of the page.)
We Have Set Bold Aspirations for the Future

2014

$3.4B net sales
8.8% operating margin

8-10% operating margin on a consistent basis

Long-term

$5-6B net sales
10+% operating margin
Long-term Growth Opportunity in Latin America

Agreement:
• Signed a letter of intent (LOI) in November, 2015 to work with Fate, a highly respected and quality-focused tire company with extensive reach in Argentina and throughout South America
• Fate produces passenger, light truck, and SUV tires as well as truck and bus radial (TBR) tires at its facility in San Fernando, Argentina

Strategic Rationale:
• Fate will become a distributor of Cooper branded passenger, light truck and sport utility vehicle (SUV) radial tires in Argentina
• Complements and expands Cooper’s growing Latin America presence
• Over time, the two companies may also work together on a variety of potential cooperative ventures including tire production, offtake arrangements, and possible cooperation on research and development activities
Agreement to Acquire Majority Interest in China JV Announced January 6, 2016

Agreement:

• Cooper to acquire 65 percent of Qingdao Ge Rui Da Rubber
  – 600 million RMB (approximately $93 million) consideration including acquisition costs and initial investments in operation
  – To be renamed Cooper Qingdao Tire Company (CQT)
• Transaction expected to close within the first half of 2016 pending certain permits and approvals by the Chinese government

Strategic Rationale:

• CQT is expected to serve as a global source of Truck and Bus Radial (TBR) tires, including the Roadmaster brand for North America
• TBR tires for Asia and other markets
• Passenger tires may also be manufactured in the future
• Meets Cooper’s goal of finding a new source of high quality, cost-competitive TBR tires for North America and Asia
• Supports Cooper’s strategic growth plans
• Good strategic fit within existing manufacturing network; further optimizes Cooper’s global footprint
Fast Facts: Cooper Qingdao Tire Company (CQT)

- Established in 2014 after Qingdao Yiyuan Investment purchased the assets of the then idle facility
- Employs approximately 600 workers
- Existing 1 million-square-foot manufacturing facility
- Estimated full production capacity of facility:
  - 2.5 to 3 million TBR tires annually
  - Nearly same number of passenger car tires
- Land at the site for further expansion, if needed

GRT is located in north Qingdao, which is in northeast China
Financial Update
Q3 YTD 2015 Results*

*Excludes CCT which was divested in November 2014.
### Financial Performance
Nine Months Ended September 30, 2015

*(millions USD, except EPS)*

<table>
<thead>
<tr>
<th></th>
<th>9 Months Ended September 30, 2015</th>
<th>9 Months Ended September 30, 2014</th>
<th>Change from Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales by Segment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Americas Tire</td>
<td>$1,974</td>
<td>$1,897</td>
<td>4.1%</td>
</tr>
<tr>
<td>International Tire</td>
<td>351</td>
<td>950</td>
<td>-63.1%</td>
</tr>
<tr>
<td>Eliminations</td>
<td>(127)</td>
<td>(242)</td>
<td>-47.2%</td>
</tr>
<tr>
<td>Total Company</td>
<td>$2,197</td>
<td>$2,605</td>
<td>-15.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Operating Profit by Segment</strong></th>
<th>OP %</th>
<th>9 Months Ended September 30, 2015</th>
<th>9 Months Ended September 30, 2014</th>
<th>Change from Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas Tire</td>
<td>15.3</td>
<td>$301</td>
<td>$209</td>
<td>11.0 $ 92</td>
</tr>
<tr>
<td>International Tire</td>
<td>(3.4)</td>
<td>(12)</td>
<td>72</td>
<td>7.6 (84)</td>
</tr>
<tr>
<td>Eliminations</td>
<td>(2)</td>
<td>3</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Corporate</td>
<td>(8)</td>
<td>(40)</td>
<td>(32)</td>
<td>(8)</td>
</tr>
<tr>
<td>Total Company</td>
<td>11.5</td>
<td>$252</td>
<td>$247</td>
<td>9.5 $ 5</td>
</tr>
</tbody>
</table>

**Earnings Per Share (diluted) from continuing operations attributable to common stockholders**

<table>
<thead>
<tr>
<th></th>
<th>9 Months Ended September 30, 2015</th>
<th>9 Months Ended September 30, 2014</th>
<th>Change from Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings Per Share</td>
<td>$2.65</td>
<td>$2.07</td>
<td>$0.58</td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$424</td>
<td>$336</td>
<td>$88</td>
</tr>
</tbody>
</table>

*Amounts are unaudited and may not add due to rounding.*
# U.S. Shipment Comparison

## Percentage Change in United States Shipments

<table>
<thead>
<tr>
<th></th>
<th>Q3 2015 vs. Q3 2014</th>
<th>Q3 YTD 2015 vs. Q3 YTD 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Industry</td>
<td>RMA Members</td>
</tr>
<tr>
<td>Passenger</td>
<td>0.8%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Light Truck</td>
<td>9.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Total Light Vehicle</td>
<td>1.7%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Medium Truck</td>
<td>1.4%</td>
<td>-3.3%</td>
</tr>
</tbody>
</table>

* U.S. experienced medium truck tire supply issues in Q1 2014 and resumed normal shipments of the product in Q2 2014.

Data source: The Rubber Manufacturers Association and Cooper Tire.
## Tariffs on Chinese PCR Tires Imported to U.S. Finalized August 2015

<table>
<thead>
<tr>
<th></th>
<th>CVD</th>
<th>AD</th>
<th>Offsets</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooper Tire</td>
<td>20.73%</td>
<td>25.84%</td>
<td>(14.72%)</td>
<td>31.85%</td>
</tr>
<tr>
<td>GITI</td>
<td>36.79%</td>
<td>30.74%</td>
<td>(15.43%)</td>
<td>52.10%</td>
</tr>
<tr>
<td>Sailun</td>
<td>30.61%</td>
<td>14.35%</td>
<td>(14.35%)</td>
<td>30.61%</td>
</tr>
<tr>
<td>Other – separate rate</td>
<td>30.61%</td>
<td>25.84%</td>
<td>(17.12%)</td>
<td>39.33%</td>
</tr>
<tr>
<td>Other – PRC-wide rate</td>
<td>30.61%</td>
<td>87.99%</td>
<td>(11.53%)</td>
<td>107.07%</td>
</tr>
</tbody>
</table>
A Strong Balance Sheet Gives us Financial Flexibility

Healthy Balance Sheet...

Cash and cash equivalents ($M)

- Q4 ‘07: 346
- Q4 ‘14: 552

60% increase from Q4 ‘07 to Q4 ‘14

Debt/Enterprise value1

- 2008: 38
- 2014: 18

...With Ample Financing Flexibility

Former

- $200M
  Asset backed revolving credit facility

- $175M
  Accounts receivable securitization program

New

- $400M
  Cash flow facility

- $150M
  Accounts receivable securitization program

1. Debt is short-term debt, current portion of long-term debt and long-term debt
We Have Efficiently Deployed Capital and Created Shareholder Value

ROIC weighted average in last six years = 16%
## Capital Allocation Priorities: Balanced Approach

### Invest for Growth

- Capital to support organic growth and margin improvement – plant automation, mix shift to higher value tires, capacity expansion
- Strengthen the balance sheet
- Target accretive acquisitions to drive portfolio expansion globally

### Dividend

- Announced 175th consecutive dividend payment October 29

### Share Repurchases

- Completed $285 million in share repurchase through 9-30-15 and have $115 authorized through 12-31-16
We Have Set Bold Aspirations for the Future

2014

- $3.4B net sales
- 8.8% operating margin

8-10% operating margin on a consistent basis

Long-term

- $5-6B net sales
- 10+% operating margin

COOPERTIRES™
It is possible that actual results may differ materially from projections or expectations due to a variety of factors, including but not limited to:

- volatility in raw material and energy prices, including those of rubber, steel, petroleum based products and natural gas or the unavailability of such raw materials or energy sources;
- the failure of the Company’s suppliers to timely deliver products in accordance with contract specifications;
- changes in economic and business conditions in the world;
- failure to implement information technologies or related systems, including failure by the Company to successfully implement an ERP system;
- increased competitive activity including actions by larger competitors or lower-cost producers;
- the failure to achieve expected sales levels;
- changes in the Company’s customer relationships, including loss of particular business for competitive or other reasons;
- the ultimate outcome of litigation brought against the Company, including stockholders lawsuits relating to the terminated Apollo merger as well as product liability claims, in each case which could result in commitment of significant resources and time to defend and possible material damages against the Company or other unfavorable outcomes;
- changes to tariffs or the imposition of new tariffs or trade restrictions, including changes related to the pending anti-dumping and countervailing duties for passenger car and light truck tires imported into the United States from China;
- changes in pension expense and/or funding resulting from investment performance of the Company’s pension plan assets and changes in discount rate, salary increase rate, and expected return on plan assets assumptions, or changes to related accounting regulations;
- government regulatory and legislative initiatives including environmental and healthcare matters;
- volatility in the capital and financial markets or changes to the credit markets and/or access to those markets;
- changes in interest or foreign exchange rates;
- an adverse change in the Company’s credit ratings, which could increase borrowing costs and/or hamper access to the credit markets;
- the risks associated with doing business outside of the United States;
- the failure to develop technologies, processes or products needed to support consumer demand;
- technology advancements;
- the inability to recover the costs to develop and test new products or processes;
- a disruption in, or failure of, the Company’s information technology systems, including those related to cyber security, could adversely affect the Company’s business operations and financial performance;
- the impact of labor problems, including labor disruptions at the Company, its joint venture, or at one or more of its large customers or suppliers;
- failure to attract or retain key personnel;
- consolidation among the Company’s competitors or customers;
- inaccurate assumptions used in developing the Company’s strategic plan or operating plans or the inability or failure to successfully implement such plans;
- risks relating to acquisitions, including the failure to successfully complete acquisitions or integrate them into operations or their related financings may impact liquidity and capital resources;
- changes in the Company’s relationship with its joint-venture partner or suppliers, including any changes with respect to CCT’s production of Cooper-branded products;
- the ability to find alternative sources for products supplied by CCT;
- the inability to obtain and maintain price increases to offset higher production or material costs;
- inability to adequately protect the Company’s intellectual property rights; and
- inability to use deferred tax assets.
Available Information

You can find Cooper Tire on the web at coopertire.com. Our company webcasts earnings calls and presentations from certain events that we participate in or host on the investor relations portion of our website (http://coopertire.com/investors.aspx). In addition, we also make available a variety of other information for investors on the site. Our goal is to maintain the investor relations portion of the website as a portal through which investors can easily find or navigate to pertinent information about Cooper Tire, including:

- Our annual report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, and any amendments to those reports, as soon as reasonably practicable after we electronically file that material or furnish it to the Securities and Exchange Commission (“SEC”);
- Information on our business strategies, financial results and selected key performance indicators;
- Announcements of our participation at investor conferences and other events;
- Press releases on quarterly earnings, product and service announcements and legal developments;
- Corporate governance information; and,
- Other news and announcements that we may post from time to time that investors may find relevant.

The content of our website is not intended to be incorporated by reference into this presentation or in any report or document we file with or furnish to the SEC, and any references to our website are intended to be inactive textual references only.