

# COOPER LAUNCHES TWO NEW TYRES

## Cooper Zeon LTZ and Cooper Zeon XST-A

Cooper's new Zeon LTZ tyre is an 18" and above low-profile all-terrain tyre and the Zeon XST-A is a premium asymmetrical performance tyre for high-end 4WD vehicles.

**Road test:** Both the Cooper Zeon LTZ and XST-A feature wonderfully on the road and there are examples to prove so. Matt Jones recently fitted the Zeon XST-A asymmetrical tyres to his 4WD and instantly felt a difference. "I've noticed improved steering response when cornering, smoother ride over different surfaces plus a decrease in road noise", says Matt.

"Compared to my previous set of Directional Tyres, the difference on road is noticeable, making a long drive enjoyable".

Off Roving is an organisation in

which Land Rover owners get the opportunity to partake in off the beaten track experiences over long distances in very rugged terrain. Recently a group travelled close to 50,000 kilometres in a round trip on-road in stock Land Rovers fitted with Cooper Zeon LTZ tyres. The drivers set out to reach the 4X4 trails in Colorado for a five day trip along the Continental Divide. Once they reached the destination they were faced with another 900 kilometres of technically challenging trails and stiff encounters.

It was in these demanding conditions the Zeon LTZ tyres made driving an easy and enjoyable experience. A participant in the journey, Matt Watters, said the team experienced the worst terrain they've ever seen. "During a week on the trails we tackled mud, water,



rock, gardens, pavement, sand and shale - everything the Rocky Mountains had to offer. Cooper never let us down. We could go confidently and focus on the obstacles ahead knowing we were prepared", says Matt.

Matt said the aggressive tread helped shed water and cross through mud with ease. "The way the tyres just grabbed on to the loose rocks was just unbelievable. When you're doing 20-30 degree off camber trails to 3500 metres, you need a grippy tyre to stick and these did just that. These tyres were soft and push the whole trip. The comfort on the motorway was also amazing".

The Cooper Zeon LTZ tackled everything in its sights in a mammoth week-long expedition and at the end of it all made the journey one to remember.

**Cooper Zeon XST-A:** The Zeon XST-A is primarily pitched as a high-end, premium tyre for SUV/4WD vehicles such as BMW, Porsche, Audi and Mercedes-Benz. Its asymmetrical tread design means that wet or dry conditions are not compromised and the driver can rely on great handling on the road regardless of the weather condition all year round. It's designed specifically for European SUV/4WD vehicles that populate New Zealand roads every year. The handy size range covers both OE sizes for sport trucks, SUVs and cross-over vehicles. Next time you're in the market for new tyres ask for Cooper Zeon XST-A's, you won't be disappointed.

**Cooper Zeon LTZ:** The Cooper Zeon LTZ tyre is a multi-purpose all-

terrain tyre and was developed as a hybrid between a SUV tyre and all-terrain tyre. Its differentiating factor is the fact it's available as a low profile tyre from 18" and above. Currently in NZ it's very hard to find any all-terrain 20" low-profile tyres for SUVs or 4WDs. It's also made with rigid tie bars for improved steering and traction as well as a scalloped shoulder design for easier movement on sand and mud. It's a great performing top-end tyre with minimum noise characteristics.

**Fitting:** The Zeon LTZ is specifically aimed at the 18" and above low-profile all-terrain tyre market. Currently in New Zealand there are few, if any, low profile 20" all-terrain tyres in the market. The LTZ fills this void by offering a complete all-terrain tyre, in a range of bigger sizes. The Zeon XST-A's wide range of sizes from 16" to 24" provide lots of coverage and are applicable to Original Equipment (OE) European sizes.

**About Cooper:** Cooper Tyres are one of the most respected tyre manufacturers in the world. Based in the United States, Cooper Tyres specialise in the design, marketing and sales of tyres. With 59 different worldwide facilities, Cooper can work specifically to different country's road specifications. In New Zealand 4WD vehicles are popular and Cooper has five different patterns per size, where most manufacturers have two different patterns. Cooper is starting to establish themselves as the best tyre choice for SUV/4WD vehicles in New Zealand.



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