We support our employees by promoting their health, well-being and safety, and by providing them opportunities to learn and achieve. We are also deeply committed to being a good corporate citizen in our communities. Cooper employees make a difference every day—at work and in the surrounding communities where we operate.

Valuing people and the community means:

- Being a fair employer that cares about employees
- Following the laws and respecting the cultural norms of the communities where we operate
- Giving back by giving volunteer time and funds to non-profit organizations
- Protecting the environment

COOPER EMPLOYS 8,881 WORLDWIDE

NORTH AMERICA 6,399 EMPLOYEES

CHINA 1,083 EMPLOYEES

EUROPE 1,387 EMPLOYEES
HEALTHY AND SAFE EMPLOYEES

Healthy Employees and Safe Workplace

A workplace where employees carry out their responsibilities without injury while producing quality products and providing outstanding service is vital to Cooper’s long-term success. That is why our company has long made workplace safety a top priority.

Cooper’s safety program includes:
- Safety management systems
- Global risk assessments and hazard control procedures
- Use of technology to reduce or eliminate hazards
- Sharing of best practices for hazard elimination
- Enforcement of safety absolutes

The Total Case Incident Rate (TCIR) is one measure of safety performance. The TCIR is determined by multiplying the number of incidents by 200,000 and dividing by the total number of hours worked. The TCIR is shown for all Cooper tire manufacturing plants in the chart below.

Except for a slight increase in 2012, we have witnessed a favorable downward trend. Yet, our work is by no means complete. Cooper will continue to raise our level of awareness and commitment to injury prevention as a top priority by building a zero-injury culture at every level of the business and across the total enterprise.

Safety Excellence System

To encourage development of a zero-injury culture, we introduced the Cooper Safety Excellence System (SES) as the centerpiece of a “Drive to Zero” campaign. Drive to Zero demonstrates our commitment to continuous improvement and becoming an injury-free workplace. The SES is an enterprise-wide, comprehensive, measurable and goal-oriented system that engages employees to eliminate hazards and avoid safety risks. The following eight elements of SES guide how safety is managed throughout Cooper:

1. Management commitment and leadership
2. Roles, responsibilities and accountability
3. Employee participation
4. Communication
5. Hazard recognition and control
6. Training and education
7. Accident investigation and analysis
8. Performance evaluation and measurement

SES Implementation Schedule Update


Support facilities such as distribution centers and service centers, as well as offices and our Mickey Thompson subsidiary, concluded an SES gap assessment in 2014. Tall Timbers Mold Operations has completed the implementation, and the distribution centers in the U.S. are 70 percent complete.

Formal audits to review SES implementation and compliance with corporate requirements are being conducted at plant locations and will be expanded to include the support facilities based on their risk rating. Audits of all U.S. tire and technical facilities were conducted in 2014. International sites are being audited in 2015.

Clarksdale Facility Earns RMA Safety and Health “Improvement” Award

Cooper’s manufacturing support facility in Clarksdale, Mississippi, was among 20 facilities recognized for improvements in worker health and safety by the RMA’s Safety and Health Improvement Program (SHIP). Forty-two plants from seven RMA member companies supplied data for the annual survey to determine the extent of workplace safety improvements.

“Excellence” and “Improvement” awards are presented to companies that demonstrate workplace safety improvements, measured by the incidence rate for lost workday cases. The Clarksdale plant received the “Improvement” award, which is for plants that achieve a Days Away Restricted Transfer Rate that is both 10 percent better than its rate in the previous year and the same or better than the RMA average incidence rate.
Career Development and Recognition

Cooper provides employees a variety of opportunities to learn and grow through our in-house learning center, outside education and training opportunities, on-the-job training, and job rotation. Our talent management programs ensure that Cooper has a steady stream of leaders to drive us confidently into the future.

Our performance management program is designed to ensure Cooper people focus on areas directly aligned with the company’s strategic initiatives and to enable them to develop necessary skills and expertise to advance into leadership positions if desired.

To ensure leadership excellence, talent summits are held to help identify current and future leaders, key positions, and potential successors to those positions. Our leaders and future leaders are provided appropriate development opportunities for increasingly demanding leadership roles, and their progress is actively supported and monitored.

COMMITMENT TO COMMUNITY

In most communities where Cooper operates, we are among the top employers in the number of jobs we provide. At the same time as we offer jobs and bring revenues to the community, we are committed to being a good corporate citizen.

Cooper and its employees donate countless hours and hundreds of thousands of dollars in donations to nonprofit organizations in the regions where we are located.

OUR 100TH YEAR OF COMMUNITY INVOLVEMENT

In 2014, Cooper’s 100th year in the tire industry, the company significantly enhanced its community giving and employee activation programs in recognition of this important milestone. Our corporate giving included financial contributions, in-kind products and services, and employee volunteerism across a wide range of not-for-profit organizations and causes. In all, 80 different charitable organizations received assistance from Cooper during 2014. These organizations ranged from The American Cancer Society, American Heart Association and American Red Cross to Habitat for Humanity, the Agency on Aging, Hospice, the Historical Museum, Ronald McDonald House, the City Mission and the Alzheimer’s Association, among many others.
Supporting United Way

Perhaps no cause was more supported in 2014 by the company and its employees than United Way, which contributes to the education, health and well-being of individuals throughout our communities and helps children, families and seniors to live healthier, stronger and more independent lives. In all, Cooper raised or facilitated the donation of more than $670,000 to United Way in communities where we live and work.

In addition to the financial support, many Cooper employees volunteer within United Way supported charities. In 2014, Cooper employees participated in their 21st annual Days of Caring event, engaging employees and their family members to participate in a day of service in their communities. Employees at Cooper’s corporate office and Findlay plant fanned out across the area to work at 14 project sites building playgrounds, cleaning, painting, and clearing and landscaping parks. In addition, in recognition of its 100th anniversary, Cooper donated a vehicle to the United Way, allowing the organization to sell raffle tickets all year to win the vehicle, raising significant incremental dollars for the cause.

Allying for Flood Prevention

Cooper is also an active participant and funder for the Alliance of Findlay/Hancock County in our headquarters community. The Alliance was formed in the aftermath of serious flooding that has been a chronic problem for the Findlay area. In the aftermath of a particularly devastating flood in 2007 that resulted in damages to the community exceeding $50 million, Cooper joined with other area companies to create the Northwest Ohio Flood Mitigation Partnership. The Partnership works to expedite the design and development of long-range flood mitigation plans.

The companies contributed significant funding to the effort. Early on, the group engaged the Army Corps of Engineers to build strong relationships and address the problem in the most expeditious and effective way. Several steps were taken to develop a sustainable funding model to support the study, as well as development and implementation of a permanent flood mitigation solution. The Army Corps of Engineers is developing a final plan, and Cooper remains a part of the initiative to resolve this issue, which threatens business, the environment and the quality of life in our headquarters community.

Promoting Careers in Manufacturing

As an enduring legacy of its corporate anniversary, Cooper instituted a new scholarship program: the Cooper Tire & Rubber Company Centennial Scholarship. The goal of the program, which makes awards annually, is to help the children of Cooper employees continue their post-secondary education with an emphasis on those who intend to pursue careers related to manufacturing. The scholarship is administered by an independent philanthropic agency that manages more than 350 funds, including over 100 scholarships. The first-ever winners of this annual scholarship received their awards in 2015.
Hiring U.S. Veterans

Cooper is committed to recruiting, hiring and supporting U.S. military veterans. In fact, we employ more than 600 veterans. Cooper recently joined the U.S. Army Partnership for Youth Success (PaYS) Program, which is a national initiative that provides America’s youth with the opportunity to serve their country while they prepare for their future following military service.

Under the program, Cooper has committed to providing job interviews and potential employment to soldiers who select Cooper during the enlistment process from more than 500 organizations participating in the PaYS program. Following completion of their military service, Cooper commits to interviewing the soldiers for jobs with the company. In addition, Cooper has the option of working with the Army to see that soldiers who select Cooper at enlistment receive specific training during their service that is relevant to future employment at Cooper.

Supporting Communities Internationally

Cooper is the official off-road tire of the 2015 Taklimakan Rally currently held in northwest China. The event spans 12 days and covers nearly 2,000 miles of off-road terrain. Leading up to the rally, Cooper’s Shanghai office and the Asia Technical Center staff donated books and gifts for the children at the Primary School located in Heshuo County, in a remote area of Xinjiang Province.

Also in China, Cooper’s Kunshan plant employees donated used computers to students at the XiaoQiao Primary School in LuJia Town, Kunshan City. The donated computers no longer met the high-speed processing needs of the plant, so rather than recycling the computers, the team partnered with the school. Cooper IT engineers reconfigured the computers to ensure they would be in good working order for the students.

Ken Leary
Project Manager/Energy Management
Texarkana, Arkansas, Tire Manufacturing Plant

You might say Ken Leary is an energy reduction disciple. At the Cooper Texarkana tire production plant where he has served as Project Manager with a focus on Energy Management for the past four years, Ken is committed to spreading the word about energy savings and increasing production efficiency. It’s something he wants each and every one of the plant’s employees to know about so they can get involved directly and also share ideas and insights across the facility to contribute to continued energy savings.

Ken joined Cooper in 2008 at the company’s tire production facility in Melksham, England, where he served as Energy and Project Manager and where he completed the training that led to certification as a Cooper Tire Lean Six Sigma Black Belt. In 2011, he left England to join the team at Cooper’s plant in Texarkana, quite a culture shift, but one that did not slow Ken down.

In fact, he helped lead the Cooper Texarkana plant to be the first tire company in the United States to receive ISO 50001 certification in October 2012, and certification as a Superior Energy Performance® (SEP™) facility at the Gold level by the U.S. Department of Energy, improving energy performance by more than 10 percent over three years.

Ken, a Chartered Engineer and Certified Energy Manager, came to Cooper with solid experience gained as a Program Manager at Ford Motor Company and has applied his skills and education as he works to ensure that energy efficiency is robustly embedded in all activities and in future expansion plans. Ken and the team in Texarkana continue to maintain and improve Cooper’s business performance by ensuring all avenues of efficiency are fully leveraged, including driving down energy costs through implementation of new technology, sound manufacturing processes and employee communications.