



CASE STUDY Industry: Tires



“The Demountable System gives us the flexibility to deliver into NYC. It also helps us reduce the number of trucks in our fleet.”

Chad Price
Manager of Fleet Operations



COOPERTIRES®

The Cooper name has a proud and storied heritage that goes back more than 100 years to 1914, when brothers-in-law John F. Schaefer and Claude E. Hart purchased M and M Manufacturing Company in Akron, producing tire patches, tire cement and tire repair kits.

The Demountable Swap Body System allows Cooper Tire to exceed their customers' expectations for tire distribution.

According to Chad Price, Manager of Fleet Operations, using the Swap Body System has delivered these critical advantages:

- 1. Reduce Fleet Expense: Having an extra box to load into keeps the power units moving, reducing the number of trucks required to make deliveries.**
- 2. Increased Profits: Eliminating overtime and 2nd shift loading along with more productive trucks and drivers increases profits to the bottom line.**
- 3. Early Departure: Preloaded bodies give us the ability to get in and out of major metro areas in a timely fashion.**

In a competitive industry, Cooper Tire & Rubber is using the Swap-Body System to differentiate itself and gain the advantage of best-in-class delivery service.