

Introducing the all-new

# RM832 EM

premium steer with decoupling groove



Engineered for long even tread wear 18/32nds deep



Smartway VERIFIED for fuel savings



Tier 1 width, over one inch wider than previous RM180



Low cost per mile



Tier 1 mileage, test show 140,000 mile range

## Cooper's new Roadmaster RM832

After three years of development, Cooper is debuting their new over-the-road premium steering tire on October 1st. K&W Tire's Jeff Short sat down with Coopers National Truck Tire Sales Manager Bill Hoban to get the inside track.

**JS:** Finally, a new premium steer. We've been waiting for this. What took so long?

**BH:** First off, premium steer is a really big deal. You can build a brand based around a top-notch premium steer tire. Having a great steer tire is what put Bridgestone on the map many years ago. We already make excellent drive and trailer tires. That only gets you so far. People want to know how your steer does. It's the hardest thing to get just right.

**JS:** Apparently it takes three years to get it "just right?"

**BH:** Yes, that's the amount of time we invested. We started out by benchmarking what we and a lot of people consider to be the best. The Michelin X Line Energy Z. We built a series of prototypes and tested them on fleets all across the country. As an example, we employed one specific fleet in Florida that uses team drivers that can run 200,000 mile a year. They give you excellent feedback and in a hurry. So we'd supply them with test tires and monitor them for mileage, smooth ride, and abnormal wear. As issues came up, we'd make manufacturing adjustments to correct them. We went six months with a particular design and at the end of the evaluation period we just weren't satisfied, so we made the decision to scrap it and start over. A lot of blood, sweat, and tears went into this.

**JS:** How many miles do you feel these new tires will deliver?

**BH:** We're consistently seeing 140,000 miles and at our price point that is a really strong value. There's another big point to understand. Fleet owners want the tires to still look good when it's time to pull them off. They are happy when tires are worn evenly. They don't want to see any irregular wear. So this became one of our missions, making them look good for the life of the tires and we succeeded.

**JS:** You targeted Tier 1 on performance. What about price, and cost per mile?

**BH:** The Michelins that we tested delivered around 175,000 miles. We're coming in at 140,000 but we anticipate being nearly half the price. Our cost per mile is going to be very low in comparison. And don't forget these tires are going to look the part with very even tread wear. There are many fleets that want to buy Tier 1, but when they have the choice of extremely expensive tires or making payroll, or paying for a major repair, it's our chance to provide the strongest value. Another part of that value is fuel savings. The 832 is Smartway Verified of course.

**JS:** Thanks Bill. We're looking forward to seeing how they do.

