

TIRE BRAND STUDY 2014

It's amazing what a year away will do! After taking 2013 off, the TIRE REVIEW Tire Brand Study is back and it seems the extra time allowed the market to settle into a familiar frame.

You'll notice that we're presenting the results for both this year and 2012 so that you can get a better sense of trends that may have arisen as we came off of the Great Recession. In particular, this 21st Tire Brand Study shows that by and large tire companies appear to be better at meeting dealer expectations, and that those brands with more customer-friendly pricing are receiving more favorable grades.

On the Consumer Tire side, dealers continue to value product quality, a favorable adjustment policy, strong brand awareness, high fill rates and the ability to make a decent profit.

In addition to viewing what dealers said about specific brand criteria, we're also for the first time showing the top consumer tire brands for each of five geographic regions in the U.S.

On the truck tire side, Product Quality and Retreadability top the list, and if you set tire Fuel Efficiency to the side, only 0.8 grade points separate the most important attribute – Product Quality – from the least – a tie between the benefit of Technical Support and Brand Profitability. Surprisingly, given all of the emphasis placed on the attribute by tiremakers, dealers graded Fuel Efficiency at the bottom.

TIRE REVIEW's Tire Brand Study measures dealer opinions and perceptions about the brands they regularly offer. Dealers could not comment on brands they did not carry, and consumers and end-users were not polled. No tires were physically tested.

TIRE REVIEW collected and analyzed dealer responses from some 2,200 completed telephone surveys of retail and commercial tire dealers, and measures were taken to assure a fair sampling of dealers geographically and to limit the impact of large regional or national dealerships.

Dealers rated each brand of tires they carried on a 1 to 10 scale – 10 being highest – on a series of criteria. An aggregate overall score for each brand was calculated, averaging the results from each category.

Published here are results for consumer brands that a minimum of 40 tire dealers stated they regularly sell, and truck tire brands that at least 20 commercial tire dealers said they regularly offer.

Complete Brand Study results are available by contacting Bob Roberts, research manager, at 330-670-1234 ext. 252, or by emailing broberts@babcox.com.

Which Consumer Tire Brand Was Best Overall?

	2012	2014
MICHELIN	8.2	8.5
BRIDGESTONE	7.7	8.4
FIRESTONE	7.6	8.3
TOYO	7.8	8.2
BFGOODRICH	7.9	8.1
GOODYEAR	7.8	8.1
YOKOHAMA	7.6	8.1
CONTINENTAL	7.3	8.0
COOPER	7.9	8.0
HANKOOK	7.4	8.0
MASTERCRAFT	7.3	7.9
DUNLOP	7.7	7.8
HERCULES	7.4	7.7
KELLY	7.7	7.7
GENERAL	7.1	7.6
SUMITOMO	6.9	7.6
KUMHO	7.2	7.5
UNIROYAL	7.5	7.5
PIRELLI	7.2	7.4
NEXEN	7.1	7.2
FALKEN	7.0	7.1
CATEGORY AVERAGE	7.5	7.8

Adjustment Policy How Helpful Is It?

	2012	2014
HERCULES	8.5	8.6
DUNLOP	7.9	8.3
MASTERCRAFT	7.8	8.3
TOYO	7.9	8.3
KELLY	8.2	8.1
KUMHO	7.4	8.1
CONTINENTAL	7.4	8.1
FIRESTONE	7.4	8.1
YOKOHAMA	7.9	8.1
BFGOODRICH	8.1	8.0
HANKOOK	7.8	8.0
MICHELIN	7.6	8.0
BRIDGESTONE	7.7	7.9
COOPER	8.2	7.9
GOODYEAR	7.6	7.9
NEXEN	7.7	7.8
SUMITOMO	7.4	7.8
UNIROYAL	8.0	7.8
FALKEN	7.1	7.7
GENERAL	7.2	7.6
PIRELLI	7.4	7.3
CATEGORY AVERAGE	7.7	8.0

CONSUMER TIRES

Advanced Technology

Are They Innovative?

	2012	2014
MICHELIN	9.1	9.1
BRIDGESTONE	8.4	8.8
TOYO	8.3	8.8
FIRESTONE	8.1	8.4
GOODYEAR	8.1	8.4
HANKOOK	7.7	8.3
CONTINENTAL	7.7	8.2
YOKOHAMA	7.8	8.2
COOPER	8.3	8.1
PIRELLI	7.5	8.1
BFGOODRICH	8.3	8.0
MASTERCRAFT	7.5	8.0
DUNLOP	8.0	7.9
UNIROYAL	7.5	7.9
GENERAL	7.3	7.8
HERCULES	7.3	7.7
KUMHO	7.4	7.7
SUMITOMO	7.4	7.7
KELLY	7.7	7.5
NEXEN	7.4	7.4
FALKEN	7.1	7.0
CATEGORY AVERAGE	8.2	8.0

Brand Profitability

Can We Make Money?

	2012	2014
MASTERCRAFT	7.8	8.3
SUMITOMO	7.5	8.0
KUMHO	7.1	8.0
TOYO	8.1	8.0
YOKOHAMA	7.4	7.9
COOPER	7.8	7.8
FIRESTONE	7.2	7.8
HERCULES	7.5	7.8
NEXEN	7.9	7.8
GENERAL	7.3	7.7
CONTINENTAL	7.3	7.6
KELLY	8.0	7.6
HANKOOK	7.6	7.4
PIRELLI	7.3	7.4
UNIROYAL	7.5	7.4
BRIDGESTONE	7.0	7.3
DUNLOP	7.3	7.3
FALKEN	7.6	7.3
GOODYEAR	6.8	7.3
BFGOODRICH	7.0	6.9
MICHELIN	6.4	6.7
CATEGORY AVERAGE	7.4	7.6

Consumer Awareness

How Well Known Are They?

	2012	2014
MICHELIN	9.3	9.6
GOODYEAR	9.1	9.2
BFGOODRICH	8.5	9.0
FIRESTONE	8.3	9.0
BRIDGESTONE	8.4	8.8
CONTINENTAL	6.9	8.2
COOPER	7.9	8.2
YOKOHAMA	7.1	8.0
UNIROYAL	7.5	7.8
HANKOOK	6.7	7.7
PIRELLI	7.0	7.7
TOYO	7.3	7.5
DUNLOP	7.4	7.4
KELLY	7.0	7.3
MASTERCRAFT	5.9	7.1
GENERAL	6.8	7.0
SUMITOMO	5.1	6.8
KUMHO	6.2	6.3
FALKEN	6.1	6.2
HERCULES	6.1	6.0
NEXEN	5.6	5.8
CATEGORY AVERAGE	7.2	7.6

Fill Rate

Do I Get My Full Order?

	2012	2014
HERCULES	8.1	8.8
MASTERCRAFT	7.9	8.8
YOKOHAMA	8.1	8.8
MICHELIN	8.0	8.6
FIRESTONE	7.2	8.5
SUMITOMO	7.6	8.5
TOYO	7.6	8.5
BRIDGESTONE	7.0	8.4
CONTINENTAL	7.8	8.4
HANKOOK	7.9	8.4
KELLY	8.1	8.4
BFGOODRICH	8.0	8.3
COOPER	8.0	8.3
DUNLOP	8.3	8.2
GOODYEAR	7.8	8.2
KUMHO	8.3	8.2
NEXEN	7.7	8.2
GENERAL	7.8	8.1
FALKEN	7.9	7.8
UNIROYAL	7.9	7.8
PIRELLI	7.8	7.5
CATEGORY AVERAGE	7.8	8.3

CONSUMER TIRES

Fuel Efficiency

Are Their Tires Fuel Sippers?

	2012	2014
MICHELIN	7.9	8.5
BRIDGESTONE	7.0	8.0
GOODYEAR	7.2	7.5
TOYO	7.1	7.5
BFGOODRICH	6.7	7.3
CONTINENTAL	6.6	7.3
FIRESTONE	6.4	7.3
YOKOHAMA	6.9	7.3
DUNLOP	6.5	7.2
UNIROYAL	6.5	7.1
HANKOOK	6.4	7.0
KELLY	7.0	7.0
KUMHO	6.3	7.0
GENERAL	6.5	6.9
COOPER	6.7	6.7
HERCULES	6.3	6.7
SUMITOMO	6.1	6.7
PIRELLI	6.4	6.6
MASTERCRAFT	6.4	6.4
NEXEN	6.1	6.4
FALKEN	6.0	6.0
CATEGORY AVERAGE	6.6	7.1

Line Coverage

Do They Make It?

	2012	2014
BRIDGESTONE	8.2	8.8
GOODYEAR	8.5	8.7
FIRESTONE	8.0	8.7
MICHELIN	8.5	8.7
HANKOOK	7.8	8.6
CONTINENTAL	7.8	8.5
COOPER	8.2	8.5
TOYO	8.3	8.5
YOKOHAMA	8.2	8.4
BFGOODRICH	8.3	8.3
HERCULES	7.6	8.3
MASTERCRAFT	7.8	8.3
KELLY	8.0	8.2
DUNLOP	8.2	8.1
NEXEN	7.7	8.0
FALKEN	7.6	7.9
KUMHO	8.1	7.9
PIRELLI	7.9	7.9
SUMITOMO	7.5	7.9
GENERAL	7.4	7.8
UNIROYAL	7.6	7.6
CATEGORY AVERAGE	8.0	8.3

Merchandising Support

Do They Support Their Brand?

	2012	2014
MICHELIN	7.9	8.2
BRIDGESTONE	7.6	8.1
BFGOODRICH	7.9	8.0
MASTERCRAFT	6.9	7.8
COOPER	7.5	7.7
FIRESTONE	7.0	7.5
GOODYEAR	7.2	7.5
HANKOOK	6.2	7.5
TOYO	6.9	7.5
DUNLOP	7.4	7.4
YOKOHAMA	7.1	7.4
CONTINENTAL	6.5	7.3
GENERAL	6.1	7.2
KELLY	7.4	7.0
SUMITOMO	5.5	7.0
HERCULES	6.6	6.7
KUMHO	5.7	6.5
PIRELLI	5.6	6.4
UNIROYAL	7.0	6.0
FALKEN	5.9	5.9
NEXEN	5.9	5.5
CATEGORY AVERAGE	6.8	7.1

Product Quality

How Good Is It?

	2012	2014
MICHELIN	9.4	9.6
TOYO	8.7	9.3
BRIDGESTONE	8.5	9.2
FIRESTONE	8.2	9.0
BFGOODRICH	8.6	8.9
HANKOOK	8.2	8.9
CONTINENTAL	8.0	8.7
COOPER	8.5	8.7
DUNLOP	8.2	8.7
YOKOHAMA	8.3	8.7
GOODYEAR	8.0	8.6
HERCULES	8.1	8.5
KELLY	7.9	8.5
MASTERCRAFT	8.0	8.5
SUMITOMO	8.1	8.4
UNIROYAL	8.1	8.4
GENERAL	7.8	8.3
KUMHO	8.0	8.2
NEXEN	7.9	8.1
PIRELLI	8.0	7.9
FALKEN	7.5	7.8
CATEGORY AVERAGE	8.2	8.6

CONSUMER TIRES

Top Consumer Tire Brands By Region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST
GOODYEAR	8.1	8.0	8.2	8.3	8.2
MICHELIN	8.7	8.4	8.6	8.7	8.3
COOPER	7.9	7.9	8.2	8.1	8.1
FIRESTONE	8.2	7.9	8.6	8.5	8.2
BRIDGESTONE	8.8	7.8	8.7	8.7	7.9
BFGOODRICH	8.2	8.1	8.3	7.8	7.9

MEDIUM TRUCK TIRES – ALL BRANDS

Which Truck Tire Brand Was Best Overall

	2012	2014
BRIDGESTONE	8.1	8.7
MICHELIN	8.4	8.5
CONTINENTAL	8.0	8.4
FIRESTONE	7.9	8.4
HANKOOK	7.8	8.3
COOPER/ROADMASTER	7.6	8.2
YOKOHAMA	8.0	8.2
BFGOODRICH	7.8	8.1
GENERAL	7.5	8.1
GOODYEAR	8.1	8.1
TOYO	8.1	8.1
DOUBLE COIN	7.4	7.9
DUNLOP	7.8	7.9
KUMHO	7.4	7.8
SUMITOMO	7.4	7.6
HERCULES	6.9	7.5
CATEGORY AVERAGE	7.8	8.1

Brand Profitability
Can We Make Money?

	2012	2014
FIRESTONE	7.3	8.6
DOUBLE COIN	6.7	8.4
YOKOHAMA	7.0	8.3
BRIDGESTONE	6.8	8.1
COOPER/ROADMASTER	7.7	8.1
KUMHO	7.0	8.1
HERCULES	6.6	8.0
TOYO	7.1	8.0
HANKOOK	7.4	8.0
BFGOODRICH	7.1	7.9
GENERAL	7.2	7.9
MICHELIN	6.8	7.9
SUMITOMO	6.8	7.8
CONTINENTAL	7.6	7.5
GOODYEAR	6.7	7.3
DUNLOP	6.6	6.8
CATEGORY AVERAGE	7.0	7.9

MEDIUM TRUCK TIRES – ALL BRANDS

Adjustment Policy

How Helpful Is It?

	2012	2014
BRIDGESTONE	8.3	8.8
COOPER/ROADMASTER	8.0	8.6
FIRESTONE	8.2	8.6
HERCULES	7.2	8.5
CONTINENTAL	8.1	8.4
GENERAL	8.5	8.4
TOYO	7.8	8.4
KUMHO	7.9	8.3
YOKOHAMA	8.8	8.3
DOUBLE COIN	7.9	7.9
DUNLOP	7.9	7.9
SUMITOMO	7.5	7.9
BFGOODRICH	8.1	7.8
HANKOOK	7.8	7.8
MICHELIN	8.5	7.7
GOODYEAR	7.8	7.5
CATEGORY AVERAGE	8.0	8.2

Advanced Technology

Are They Innovative?

	2012	2014
BRIDGESTONE	8.2	8.8
MICHELIN	9.1	8.8
CONTINENTAL	8.0	8.4
GOODYEAR	8.2	8.4
HANKOOK	8.1	8.4
COOPER/ROADMASTER	7.6	8.3
FIRESTONE	7.9	8.3
GENERAL	7.3	8.1
DUNLOP	7.8	8.0
YOKOHAMA	8.4	8.0
KUMHO	7.6	7.9
BFGOODRICH	7.5	7.8
TOYO	8.5	7.8
HERCULES	6.8	7.6
SUMITOMO	7.4	7.6
DOUBLE COIN	7.6	7.5
CATEGORY AVERAGE	7.9	8.1

Application Coverage

Do They Make It?

	2012	2014
BRIDGESTONE	8.8	8.6
MICHELIN	9.3	8.6
CONTINENTAL	8.5	8.5
COOPER/ROADMASTER	8.0	8.3
SUMITOMO	7.6	8.3
YOKOHAMA	8.6	8.3
HANKOOK	8.6	8.2
TOYO	8.8	8.2
DUNLOP	8.0	8.1
FIRESTONE	8.5	8.1
GOODYEAR	9.1	8.0
BFGOODRICH	8.3	7.9
GENERAL	7.8	7.9
DOUBLE COIN	8.3	7.8
KUMHO	7.5	7.5
HERCULES	6.7	7.1
CATEGORY AVERAGE	8.3	8.1

Fill Rate

Do I Get My Full Order?

	2012	2014
COOPER/ROADMASTER	7.6	8.7
HERCULES	7.8	8.7
CONTINENTAL	7.8	8.5
TOYO	7.8	8.5
BRIDGESTONE	7.7	8.4
HANKOOK	7.1	8.4
DOUBLE COIN	7.1	8.3
FIRESTONE	7.7	8.3
KUMHO	7.3	8.3
BFGOODRICH	8.3	8.2
GENERAL	6.9	8.2
YOKOHAMA	7.4	8.1
GOODYEAR	7.9	7.9
MICHELIN	8.0	7.9
SUMITOMO	7.7	7.8
DUNLOP	7.7	7.5
CATEGORY AVERAGE	7.6	8.2

MEDIUM TRUCK TIRES – ALL BRANDS

Fuel Efficiency

Can Fleets Save Money?

	2012	2014
MICHELIN	8.0	8.6
CONTINENTAL	7.5	7.9
GOODYEAR	7.9	7.9
BRIDGESTONE	7.5	7.8
BFGOODRICH	7.3	7.7
DUNLOP	7.7	7.7
HANKOOK	6.9	7.7
FIRESTONE	7.2	7.6
YOKOHAMA	7.3	7.5
DOUBLE COIN	6.2	7.4
GENERAL	6.6	7.1
KUMHO	6.4	7.1
COOPER/ROADMASTER	7.0	6.8
TOYO	7.2	6.6
HERCULES	5.9	6.5
SUMITOMO	6.2	6.2
CATEGORY AVERAGE	7.1	7.4

Product Quality

How Good Is It?

	2012	2014
BRIDGESTONE	8.9	9.3
MICHELIN	9.3	9.2
COOPER/ROADMASTER	7.7	9.1
CONTINENTAL	8.5	9.0
FIRESTONE	8.7	8.8
GOODYEAR	8.6	8.8
HANKOOK	8.6	8.8
TOYO	8.7	8.8
BFGOODRICH	8.3	8.6
DUNLOP	8.0	8.6
GENERAL	8.2	8.6
YOKOHAMA	8.4	8.6
KUMHO	8.1	8.4
DOUBLE COIN	8.0	8.3
HERCULES	7.7	8.2
SUMITOMO	7.9	8.2
CATEGORY AVERAGE	8.4	8.7

Retreadability

Can Lifecycle be Extended?

	2012	2014
BRIDGESTONE	8.4	9.2
MICHELIN	8.5	9.2
BFGOODRICH	8.2	8.9
DUNLOP	8.6	8.9
GENERAL	7.9	8.8
FIRESTONE	8.0	8.7
HANKOOK	8.4	8.7
CONTINENTAL	8.4	8.6
DOUBLE COIN	7.7	8.4
YOKOHAMA	8.6	8.4
GOODYEAR	8.4	8.3
SUMITOMO	7.8	8.3
TOYO	8.7	8.3
COOPER/ROADMASTER	7.2	8.1
HERCULES	6.7	7.8
KUMHO	7.3	7.8
CATEGORY AVERAGE	8.1	8.5

Technical Support

Do They Help Customer?

	2012	2014
BRIDGESTONE	8.0	9.1
FIRESTONE	7.9	9.0
BFGOODRICH	7.3	8.6
MICHELIN	8.0	8.6
CONTINENTAL	7.9	8.5
GOODYEAR	8.3	8.4
HANKOOK	7.5	8.4
COOPER/ROADMASTER	7.7	8.2
YOKOHAMA	7.9	8.1
TOYO	7.9	7.8
GENERAL	7.3	7.6
DUNLOP	7.6	7.4
DOUBLE COIN	6.7	7.3
SUMITOMO	7.8	6.9
KUMHO	7.8	6.8
HERCULES	6.7	5.5
CATEGORY AVERAGE	7.6	7.9