

TIRES Study

The TIRE REVIEW TIRES Study – now in its third year – was developed to deliver deeper, more meaningful data to help our understanding of how tires get sold in real terms.

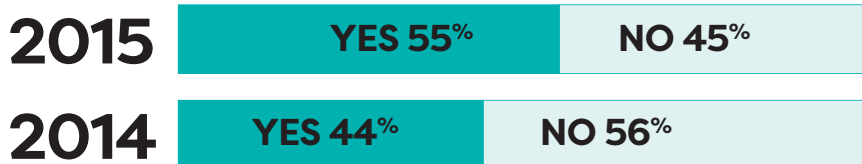
The TIRES Study captures live transactional data from retail and commercial tire dealers, including the top selling brands in each category as well as average over-the-counter prices on everything from standard passenger radials all the way to agricultural tires.

Because of differences in tire size considered, price and gross margin data for UHP and LT tires reflect only 2015 results.

We want to know what you think, so drop us an email at jsmith@babcox.com. TR

P-METRIC BROADLINE TIRES (S & T RATED)

% Selling Used Broadline Tires



Best Selling Brands

(% of dealers who carry brand)

Cooper	35.0%
Firestone	31.0%
Goodyear	28.0%
Michelin	27.0%
Bridgestone	18.0%
Uniroyal	16.0%
Mastercraft	14.0%
BFGoodrich	11.0%
Toyo	11.0%
Continental	10.0%
Hankook	10.0%

Average For Size: 215/60R16

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$118.20	\$26.19	\$131.00	\$31.60
Associate	\$95.60	\$26.20	\$106.70	\$28.80
Private	\$84.40	\$22.50	\$90.90	\$26.40

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	3.4/4.0	265.3/458	503.8/497
Associate	2.6/2.7	134.4/192	216.2/332
Private	2.8/1.7	137.3/188	210.0/344

HP TIRES (H & V RATED)

Best Selling Brands

(% of dealers who carry brand)

Goodyear	33.0%
Michelin	29.0%
Cooper	23.0%
Bridgestone	18.0%
BFGoodrich	16.0%
Firestone	16.0%
Yokohama	15.0%
Hankook	14.0%
Dunlop	11.0%
Continental	10.0%
Toyo	10.0%

% Selling Used HP Tires

2015

YES 38%

NO 62%

2014

YES 29%

NO 71%

Average For Size: 215/55R17

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$143.60	\$32.60	\$148.95	\$38.76
Associate	\$120.40	\$28.20	\$119.08	\$29.64
Private	\$105.50	\$29.60	\$105.80	\$29.95

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	4.1/3.5	95.2/186	91.7/245
Associate	3.9/2.3	81.8/210	78.5/195
Private	3.8/1.5	83/204	69.7/170

UHP TIRES (W, Y & V RATED)

Best Selling Brands

(% of dealers who carry brand)

Michelin	37.0%
BFGoodrich	21.0%
Goodyear	21.0%
Continental	16.0%
Pirelli	16.0%
Cooper	9.0%
Firestone	9.0%
Bridgestone	7.0%
Hankook	7.0%
Mastercraft	7.0%
Toyo	7.0%

% Selling Used UHP Tires

2015

YES 17%

NO 83%

2014

YES 22%

NO 78%

Average For Size: 235/45R17

	2015 Selling Price	2015 Gross Margin
Major	\$163.30	\$41.40
Associate	\$131.30	\$38.60
Private	\$104.60	\$36.20

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	3.0/3.5	52.1/103	77.3/81
Associate	2.1/1.6	43.3/36	19/66
Private	1.8/0.7	33.0/56	4.3/22

WINTER TIRES

Best Selling Brands

(% of dealers who carry brand)

Bridgestone	31.0%
Cooper	28.0%
Firestone	28.0%
Goodyear	19.0%
Mastercraft	19.0%
Michelin	16.0%
Hankook	10.0%
Dunlop	7.0%
Hercules	5.0%
BFGoodrich	3.0%
Nokian	3.0%

% Selling Used Winter Tires

2015 YES 25% NO 75%

2014 YES 17% NO 83%

Average For Size: 225/60R16

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$129.50	\$27.10	\$129.50	\$27.82
Associate	\$116.30	\$29.20	\$121.00	\$21.67
Private	\$108.90	\$30.60	\$103.20	\$30.00

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	2.6/2.5	105.3/187	180.1/197
Associate	1.4/0.7	65.8/93	116.2/158
Private	1.0/0.5	59/152	76.3/158

LIGHT TRUCK TIRES

Best Selling Brands

(% of dealers who carry brand)

Cooper	43.0%
Firestone	41.0%
Goodyear	25.0%
Mastercraft	24.0%
Michelin	23.0%
BFGoodrich	19.0%
Bridgestone	17.0%
Hankook	10.0%
General	8.0%
Uniroyal	8.0%

% Selling Used LT Tires

2015 YES 52% NO 48%

2014 YES 32% NO 68%

Average For Size: LT265/70R17

	2015 Selling Price	2015 Gross Margin
Major	\$187.70	\$33.29
Associate	\$159.70	\$34.162
Private	\$149.40	\$32.48

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	3.4/3.8	115.8/176	407.8/181
Associate	2.7/2.6	69.5/113	348.4/130
Private	2.2/1.6	61.2/104	421.5/119

MEDIUM TRUCK TIRES

% Selling Used Medium Truck Tires

2015

YES 46%

NO 54%

2014

YES 39%

NO 61%

Best Selling Brands

(% of dealers who carry brand)

Goodyear	31.0%
Bridgestone	28.2%
Michelin	24.0%
Other	20.0%
Firestone	17.0%
Roadmaster	17.0%
Hankook	13.0%
Yokohama	12.0%
Kelly	11.0%
Dunlop	10.0%
Dynatrak	10.0%
Samson	9.0%

Average For Size: 11R22.5

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$432.56	\$54.57	\$448.10	\$54.20
Associate	\$328.41	\$54.62	\$363.70	\$54.70
Private	\$312.71	\$63.33	\$327.10	\$56.70

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	3.5/3.1	200.4/230	155/372
Associate	3.1/1.6	118.4/144	90/193
Private	2.4/0.9	74.4/79	50/180

RETREAD MEDIUM TRUCK TIRES

Best Selling Brands

(% of dealers who carry brand)

Goodyear	38.0%
Bandag	24.0%
Michelin	18.0%
Firestone	12.0%
Bridgestone	10.0%
Continental	10.0%
Oliver	6.0%

Average For Size: 11R22.5

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
All	\$253.26	\$45.82	\$249.70	\$40.50

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	2.3/1.8	125.4/299	116.9/252

AG TIRES

Best Selling Brands

(% of dealers who carry brand)

Firestone	53.0%
BKT	46.0%
Goodyear	22.0%
Titan	19.0%
Samson	14.0%
Michelin	14.0%
Alliance	11.0%
Carlisle	11.0%

% Selling Used Ag Tires

2015 YES 34% NO 66%

2014 YES 30% NO 70%

Average For Size: 480/80R42 R-1

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$1,436.00	\$237.65	\$1,425.30	\$243.60
Associate	\$1,163.00	\$220.56	\$1,214.10	\$257.30
Private	\$1,130.00	\$150.00	\$1,028.00	\$205.60

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	2.3/2.0	32/32.6	45.6/58
Associate	1.9/1.2	24.9/37.4	33.6/29
Private	1.7/1.6	18.2/35.6	26.1/50

TRAILER TIRES

Best Selling Brands

(% of dealers who carry brand)

Carlisle	45.0%
Goodyear	32.0%
Towmax	11.0%
Towmaster	6.0%
Hercules	5.0%
Power King	5.0%
Trailer King	5.0%
Maxxis	3.0%
STC	3.0%

% Selling Used Trailer Tires

2015 YES 24% NO 76%

2014 YES 22% NO 78%

Average For Size: ST225/75R15D

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$110.50	\$30.86	\$114.60	\$31.60
Associate	\$102.13	\$29.18	\$97.00	\$25.90
Private	\$92.35	\$28.47	\$93.70	\$26.10

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	3.3/1.3	21.2/36	79.8/62
Associate	2.4/0.8	40.9/27	50.6/62
Private	2.0/0.6	40.0/28	60.9/39

SUPER WIDE TRUCK TIRES (NEW & RETREAD)

Average For Size: 445/55R22.5

	2015/2014 Selling Price	2015/2014 Gross Margin
New Major	\$838.00/\$984.00	\$65.07/\$112.40
Retread	\$431.56/\$390.00	\$59.38/\$70.30

Best Selling New Tire Brands

(% of dealers who carry brand)

Michelin	60.0%
Bridgestone	48.0%
Goodyear	40.0%
Continental	20.0%
Yokohama	18.0%
Hankook	10.0%
Firestone	8.0%
Double Coin	7.0%

Best Selling Retread Brands

(% of dealers who carry brand)

Bandag	58.0%
Michelin	30.0%
Goodyear	24.0%
Oliver	21.0%
Bridgestone	15.0%
Continental	6.0%

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
New	2.9/2.8	18/37	16.5/23
Retread	1.3/1.3	15.1/18	8.2/9

INDUSTRIAL TIRES

Best Selling Brands

(% of dealers who carry brand)

Carlisle	27.0%
Solideal	19.0%
Titan	16.0%
Samson	14.0%
Goodyear	11.0%
BKT	5.0%
Bridgestone	5.0%
Deestone	5.0%
Galaxy	5.0%
Kenda	5.0%
Westlake	5.0%

% Selling Used Industrial Tires

2015 YES 34% NO 66%

2014 YES 35% NO 65%

Average For Size: 20.5R25

	2015 Selling Price	2015 Gross Margin	2014 Selling Price	2014 Gross Margin
Major	\$1,332.00	\$257.78	\$1,786.80	\$242.90
Associate	\$1,208.00	\$230.85	\$1,310.70	\$248.30
Private	\$1,009.00	\$212.62	\$1,299.50	\$200.00

Comparing 2015/2014

	2015/2014 Brands Stocked	2015/2014 Avg. Units Sold Monthly	2015/2014 Average Inventory
Major	2.6/2.0	30.8/83	39/38
Associate	1.4/0.6	30.4/22	36.8/22
Private	2.8/0.2	26.5/47	22/12