



Tire Brand Study

The TIRE REVIEW Tire Brand Study is a compendium of how tire dealers feel the brands they regularly stock and sell perform in the market.

Once again this year, tire producers and marketers are improving products and services and are better meeting dealer expectations. As a result there is an increase in overall scores across most categories.

TIRE REVIEW's Tire Brand Study is not a scientific research project; it measures dealer opinions and perceptions about the brands they regularly offer. In gathering data, dealers could not comment on brands they did not carry, and consumers and end-users were not polled. No tires were physically tested.

Marketplace Insights, on behalf of TIRE REVIEW, collected and analyzed dealer responses from more than 1,400 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.

To be listed in these published results, a consumer tire brand had to receive at least 40 specific mentions and truck tire brands required at least 20 specific mentions. Dealers were asked to rate 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.

TIRE REVIEW's Brand Study results are available by contacting **Tire Review at 330-670-1234**. TR

Consumer Tires

Which Consumer Tire Brand Was Best Overall?

Brand	2014	2015	2016
Continental.....	8.0	8.4	9.1
Michelin.....	8.5	8.5	9.0
Goodyear	8.1	8.2	8.9
General.....	7.6	7.9	8.9
BFGoodrich.....	8.1	8.1	8.8
Bridgestone	8.4	8.2	8.8
Cooper	8.0	8.4	8.7
Firestone.....	8.3	8.2	8.7
Kumho	7.5	7.3	8.7
Yokohama	8.1	8.2	8.6
Toyo	8.2	8.3	8.5
Uniroyal	7.5	8.0	8.2
Mastercraft.....	7.9	7.9	8.4
Dunlop	7.8	7.9	8.3
Hankook	8.0	8.1	8.3
Sumitomo	7.6	7.5	8.3
Pirelli	7.4	7.8	8.2
Kelly	7.7	6.9	8.2
Hercules.....	7.7	7.4	8.1
Nexen.....	7.2	7.4	7.9
Falken.....	7.1	7.3	7.9
Category Average...	7.8	7.9	8.5

Adjustment Policy – How Helpful Is It?

Brand	2014	2015	2016
Continental.....	8.1	8.2	9.1
Dunlop	8.3	8.6	9.1
General.....	7.6	8.0	9.1
Falken.....	7.7	7.9	9.0
Kumho	8.1	7.4	9.0
Hercules.....	8.6	8.3	8.8
Sumitomo	7.8	7.9	8.8
BFGoodrich.....	8.0	8.1	8.7
Kelly	8.1	8.5	8.7
Yokohama	8.1	7.9	8.7
Goodyear	7.9	8.1	8.6
Mastercraft.....	8.3	8.2	8.6
Nexen.....	7.8	8.2	8.6
Bridgestone	7.9	7.8	8.5
Cooper	7.9	8.2	8.5
Hankook	8.0	7.7	8.3
Pirelli	7.3	8.1	8.2
Toyo	8.3	8.4	8.2
Uniroyal	7.8	8.3	8.2
Category Average...	8.0	8.1	8.7

Advanced Technology – Are They Innovative?

Brand	2014	2015	2016
Michelin.....	9.1	9.1	9.4
Continental.....	8.2	8.6	9.3
Kumho.....	7.7	7.6	9.3
Bridgestone.....	8.8	8.5	9.2
Goodyear.....	8.4	8.3	9.1
Pirelli.....	8.1	8.1	9.0
Toyo.....	8.8	8.6	9.0
BFGoodrich.....	8.0	8.4	8.9
Firestone.....	8.4	8.4	8.9
Cooper.....	8.1	8.4	8.8
General.....	7.8	8.2	8.8
Yokohama.....	8.2	8.2	8.7
Mastercraft.....	8.0	7.9	8.5
Sumitomo.....	7.7	7.6	8.4
Hankook.....	8.3	8.4	8.3
Nexen.....	7.4	7.8	8.3
Kelly.....	7.5	8.0	8.1
Uniroyal.....	7.9	8.0	8.0
Dunlop.....	7.9	7.9	8.0
Hercules.....	7.7	7.6	7.8
Falken.....	7.0	7.3	7.7

Category Average...8.0.....8.1.....8.6

Brand Profitability – Can We Make a Profit?

Brand	2014	2015	2016
Kumho.....	8.0	7.6	9.2
Sumitomo.....	8.0	7.9	9.2
Falken.....	7.3	7.7	8.9
General.....	7.7	7.8	8.8
Mastercraft.....	8.3	8.3	8.7
Toyo.....	8.0	8.2	8.6
Cooper.....	7.8	8.1	8.6
BFGoodrich.....	6.9	7.2	8.5
Continental.....	7.6	8.0	8.5
Hercules.....	7.8	7.8	8.5
Nexen.....	7.8	7.7	8.5
Hankook.....	7.4	7.6	8.5
Goodyear.....	7.3	7.1	8.3
Yokohama.....	7.9	8.0	8.3
Firestone.....	7.8	7.8	8.2
Kelly.....	7.6	7.7	8.2
Michelin.....	6.7	6.7	8.2
Uniroyal.....	7.4	7.8	8.1
Dunlop.....	7.3	7.3	8.0
Pirelli.....	7.4	7.8	8.0
Bridgestone.....	7.3	7.2	7.9

Category Average...7.6.....7.7.....8.5

Consumer Awareness – How Well Known Are They?

Brand	2014	2015	2016
Michelin.....	9.6	9.3	9.6
Goodyear.....	9.2	8.9	9.5
BFGoodrich.....	9.0	8.5	9.3
Continental.....	8.2	8.2	9.3
Bridgestone.....	8.8	8.6	9.1
Firestone.....	9.0	8.6	9.1
Cooper.....	8.2	8.4	8.9
Toyo.....	7.5	7.9	8.9
General.....	7.0	7.7	8.8
Mastercraft.....	7.1	7.1	8.2
Uniroyal.....	7.8	8.2	8.2
Yokohama.....	8.0	7.7	8.1
Dunlop.....	7.4	8.0	8.0
Hankook.....	7.7	7.7	7.8
Kelly.....	7.3	7.4	7.8
Pirelli.....	7.7	7.8	7.5
Kumho.....	6.3	6.3	7.4
Sumitomo.....	6.8	6.3	7.1
Falken.....	6.2	6.2	6.8
Hercules.....	6.0	6.2	6.6
Nexen.....	5.8	5.5	6.3

Category Average...7.6.....7.6.....8.2

Fill Rate – Do I Get My Full Order?

Brand	2014	2015	2016
Continental.....	8.4	8.6	9.5
General.....	8.1	8.6	9.5
BFGoodrich.....	8.3	8.2	9.3
Kumho.....	8.2	8.4	9.3
Cooper.....	8.3	9.0	9.1
Goodyear.....	8.2	8.6	9.1
Hercules.....	8.8	8.7	9.1
Michelin.....	8.6	8.2	9.1
Hankook.....	8.4	8.7	9.0
Firestone.....	8.5	8.3	8.9
Mastercraft.....	8.8	8.6	8.9
Dunlop.....	8.2	8.3	8.8
Uniroyal.....	7.8	8.0	8.8
Yokohama.....	8.8	8.5	8.8
Nexen.....	8.2	8.7	8.7
Kelly.....	8.4	8.3	8.6
Bridgestone.....	8.4	7.8	8.6
Falken.....	7.8	8.6	8.5
Pirelli.....	7.5	8.6	8.5
Sumitomo.....	8.5	8.8	8.5
Toyo.....	8.5	8.1	8.4

Category Average...8.3.....8.5.....8.9

Fuel Efficiency – Are Their Tires Fuel Guzzlers or Sippers?

Brand	2014	2015	2016
Continental.....	7.3	7.9	8.8
BFGoodrich.....	7.3	8.0	8.7
Bridgestone.....	8.0	8.1	8.7
Michelin.....	8.5	8.6	8.7
Yokohama.....	7.3	7.8	8.6
Goodyear.....	7.5	8.1	8.5
Firestone.....	7.3	7.7	8.2
General.....	6.9	6.3	8.2
Cooper.....	6.7	7.5	8.0
Sumitomo.....	6.7	6.8	8.0
Pirelli.....	6.6	6.5	7.8
Kumho.....	7.0	6.3	7.6
Toyo.....	7.5	7.7	7.6
Uniroyal.....	7.1	7.7	7.6
Hankook.....	7.0	7.2	7.4
Kelly.....	7.0	6.4	7.4
Dunlop.....	7.2	6.7	7.3
Mastercraft.....	6.4	7.4	7.3
Nexen.....	6.4	6.4	7.3
Hercules.....	6.7	5.7	7.3
Falken.....	6.0	6.4	6.6

Category Average... 7.1 7.2 7.8

Line Coverage – Do They Have the Sizes?

Brand	2014	2015	2016
General.....	7.8	8.4	9.2
Falken.....	7.9	7.6	9.1
Goodyear.....	8.7	8.7	9.1
Kumho.....	7.9	7.9	9.1
Michelin.....	8.7	8.7	9.1
BFGoodrich.....	8.3	8.5	9.0
Bridgestone.....	8.8	8.8	9.0
Continental.....	8.5	8.8	9.0
Cooper.....	8.5	8.8	9.0
Firestone.....	8.7	8.7	8.9
Toyo.....	8.5	8.7	8.9
Mastercraft.....	8.3	8.4	8.8
Hankook.....	8.6	8.7	8.7
Yokohama.....	8.4	8.3	8.7
Sumitomo.....	7.9	7.5	8.6
Uniroyal.....	7.6	8.3	8.6
Pirelli.....	7.9	8.2	8.3
Nexen.....	8.0	8.1	8.2
Hercules.....	8.3	7.6	8.1
Kelly.....	8.2	7.6	8.1
Dunlop.....	8.1	7.9	8.0

Category Average... 8.3 8.1 8.7

Merchandising Support – Do They Support Their Brand?

Brand	2014	2015	2016
Continental.....	7.3	8.2	8.9
Michelin.....	8.2	8.2	8.8
BFGoodrich.....	8.0	7.7	8.7
Bridgestone.....	8.1	7.9	8.7
Cooper.....	7.7	7.8	8.6
Dunlop.....	7.4	7.6	8.6
General.....	7.2	8.0	8.6
Goodyear.....	7.5	7.8	8.6
Yokohama.....	7.4	7.8	8.6
Firestone.....	7.5	7.8	8.4
Kelly.....	7.0	7.4	8.2
Kumho.....	6.5	6.3	8.2
Pirelli.....	6.4	7.1	8.1
Mastercraft.....	7.8	7.1	8.0
Hankook.....	7.5	7.8	7.9
Hercules.....	6.7	7.1	7.7
Uniroyal.....	6.0	7.4	7.7
Toyo.....	7.5	7.6	7.6
Falken.....	5.9	6.5	7.3
Sumitomo.....	7.0	6.6	7.1
Nexen.....	5.5	6.7	6.7

Category Average... 7.1 7.4 8.1

Product Quality – How Good Is It?

Brand	2014	2015	2016
Michelin.....	9.6	9.4	9.6
Yokohama.....	8.7	9.2	9.4
Continental.....	8.7	9.0	9.4
Bridgestone.....	9.2	8.9	9.3
General.....	8.3	8.2	9.3
Toyo.....	9.3	9.3	9.3
Cooper.....	8.7	9.0	9.2
Firestone.....	9.0	8.9	9.2
Goodyear.....	8.6	8.6	9.2
Hankook.....	8.9	9.0	9.2
Kumho.....	8.2	7.9	9.2
BFGoodrich.....	8.9	8.7	9.3
Uniroyal.....	8.4	8.6	8.9
Sumitomo.....	8.4	8.2	8.9
Dunlop.....	8.7	8.5	8.8
Mastercraft.....	8.5	8.5	8.8
Pirelli.....	7.9	8.4	8.8
Hercules.....	8.5	7.8	8.5
Kelly.....	8.5	8.2	8.5
Nexen.....	8.1	7.9	8.5
Falken.....	7.8	7.8	8.4

Category Average... 8.6 8.6 9.0

Medium Truck Tires

Which Truck Tire Brand Was Best Overall?

Brand	2014	2015	2016
Continental.....	8.4	8.2	9.0
General.....	8.1	7.4	8.8
Dunlop.....	7.9	8.3	8.7
Goodyear.....	8.1	8.4	8.5
Toyo.....	8.1	8.4	8.5
Sumitomo.....	7.6	8.0	8.5
Bridgestone.....	8.7	8.1	8.4
Cooper/Roadmaster.....	8.2	8.4	8.3
Michelin.....	8.5	8.1	8.3
Hankook.....	8.3	8.2	8.2
Yokohama.....	8.2	7.7	8.2
Firestone.....	8.4	7.9	8.1
BFGoodrich.....	8.1	8.0	8.0
Double Coin.....	7.9	7.2	7.9
Hercules.....	7.5	7.8	7.9
Kumho.....	7.8	7.7	7.5
Category Average...	8.1	8.0	8.3

Brand Profitability – Can We Make Money?

Brand	2014	2015	2016
General.....	7.9	7.4	8.8
Cooper/Roadmaster.....	8.1	8.7	8.5
Double Coin.....	8.4	7.9	8.5
Hankook.....	8.0	8.3	8.4
Dunlop.....	6.8	7.7	8.3
Continental.....	7.5	7.5	8.2
Hercules.....	8.0	7.7	8.1
Toyo.....	8.0	8.2	8.1
Bridgestone.....	8.1	7.6	7.9
Firestone.....	8.6	7.9	7.9
Goodyear.....	7.3	7.6	7.9
Kumho.....	8.1	8.0	7.7
Michelin.....	7.9	7.5	7.6
Yokohama.....	8.3	7.2	7.6
BFGoodrich.....	7.9	7.9	7.5
Sumitomo.....	7.8	7.9	7.3
Category Average...	7.9	7.8	8.0

Adjustment Policy – How Helpful Is It?

Brand	2014	2015	2016
Continental.....	8.4	8.0	9.0
Dunlop.....	7.9	8.4	9.0
General.....	8.4	7.1	8.6
Yokohama.....	8.3	8.0	8.6
Toyo.....	8.4	8.8	8.5
Cooper/Roadmaster.....	8.6	8.9	8.4
Goodyear.....	7.5	8.6	8.3
Hankook.....	7.8	8.3	8.3
Sumitomo.....	7.9	8.0	8.2
Hercules.....	8.5	7.9	8.2
Bridgestone.....	8.8	7.6	8.0
Double Coin.....	7.9	6.7	8.0
Michelin.....	7.7	7.8	7.9
Firestone.....	8.6	8.0	7.8
BFGoodrich.....	7.8	7.6	7.6
Kumho.....	8.3	7.7	7.2
Category Average...	8.2	8.0	8.2

Advanced Technology – Are They Innovative?

Brand	2014	2015	2016
Continental.....	8.4	8.6	9.1
Michelin.....	8.8	8.8	9.0
Toyo.....	7.8	8.5	8.9
Bridgestone.....	8.8	8.2	8.8
General.....	8.1	7.4	8.8
Goodyear.....	8.4	8.9	8.8
Dunlop.....	8.0	8.0	8.6
Cooper/Roadmaster.....	8.3	8.6	8.4
Sumitomo.....	7.6	8.0	8.3
Hercules.....	7.6	8.1	8.2
Yokohama.....	8.0	7.4	8.2
Firestone.....	8.3	7.9	8.1
BFGoodrich.....	7.8	8.5	7.9
Hankook.....	8.4	8.3	7.8
Double Coin.....	7.5	6.7	7.5
Kumho.....	7.9	7.5	7.3
Category Average...	8.1	8.1	8.4

Brand Study

Application Coverage – Do They Make It?

Brand	2014	2015	2016
Continental.....	8.5	8.2	9.3
General.....	7.9	7.8	9.0
Sumitomo.....	8.3	7.6	9.0
Goodyear.....	8.0	8.7	8.9
Dunlop.....	8.1	8.8	8.8
Bridgestone.....	8.6	8.3	8.6
Toyo.....	8.2	8.7	8.6
Firestone.....	8.1	7.9	8.5
Yokohama.....	8.3	8.2	8.5
BFGoodrich.....	7.9	8.2	8.3
Michelin.....	8.6	8.2	8.3
Double Coin.....	7.8	7.6	8.2
Hankook.....	8.2	7.8	8.1
Kumho.....	7.5	8.7	8.1
Cooper/Roadmaster.....	8.3	8.3	8.0
Hercules.....	7.1	7.5	8.0
Category Average...	8.1	7.7	8.5

Fill Rate – Do I Get My Full Order?

Brand	2014	2015	2016
Double Coin.....	8.3	8.4	9.0
Sumitomo.....	7.8	8.1	8.9
Cooper/Roadmaster.....	8.7	8.9	8.8
General.....	8.2	7.8	8.8
Goodyear.....	7.9	8.6	8.7
Hankook.....	8.4	8.5	8.7
Continental.....	8.5	8.1	8.7
Toyo.....	8.5	8.4	8.6
Dunlop.....	7.5	8.3	8.6
Firestone.....	8.3	8.2	8.6
Bridgestone.....	8.4	8.0	8.5
Yokohama.....	8.1	8.4	8.4
Kumho.....	8.3	7.9	8.0
Michelin.....	7.9	7.7	8.0
Hercules.....	8.7	8.5	7.9
BFGoodrich.....	8.2	7.2	7.7
Category Average...	8.2	8.2	8.5

Fuel Efficiency – Can Fleets Save Money?

Brand	2014	2015	2016
Continental.....	7.9	7.7	9.3
Sumitomo.....	6.2	8.1	8.6
Dunlop.....	7.7	7.8	8.4
Toyo.....	6.6	8.1	8.4
General.....	7.1	7.3	8.2
Michelin.....	8.6	7.8	8.0
Goodyear.....	7.9	8.0	7.9
Bridgestone.....	7.8	7.3	7.8
Cooper/Roadmaster.....	6.8	7.6	7.7
Hankook.....	7.7	7.3	7.7
Yokohama.....	7.5	7.0	7.7
BFGoodrich.....	7.7	7.0	7.5
Firestone.....	7.6	7.3	7.1
Double Coin.....	7.4	6.6	7.0
Hercules.....	6.5	7.4	6.9
Kumho.....	7.1	6.7	6.7
Category Average...	7.4	7.4	7.8

Product Quality – How Good Is It?

Brand	2014	2015	2016
Bridgestone.....	9.3	9.1	9.3
Continental.....	9.0	9.1	9.3
Sumitomo.....	8.2	8.3	9.3
Dunlop.....	8.6	8.5	9.1
General.....	8.6	7.7	9.1
Hankook.....	8.8	9.0	9.1
Goodyear.....	8.8	8.8	9.0
Michelin.....	9.2	9.0	9.0
Firestone.....	8.8	8.5	8.8
Cooper/Roadmaster.....	9.1	8.9	8.7
Yokohama.....	8.6	8.3	8.6
BFGoodrich.....	8.6	8.6	8.5
Toyo.....	8.8	8.5	8.5
Hercules.....	8.2	8.2	8.2
Double Coin.....	8.3	7.6	8.1
Kumho.....	8.4	7.9	7.9
Category Average...	8.7	8.5	8.8

Retreadability – Can Tire Lifecycle be Extended?

Brand	2014	2015	2016
Continental.....	8.6	8.7	9.5
General.....	8.8	7.3	9.3
Sumitomo.....	8.3	8.6	9.2
Dunlop.....	8.9	8.8	9.0
BFGoodrich.....	8.9	8.6	8.8
Bridgestone.....	9.2	8.8	8.7
Michelin.....	9.2	8.2	8.7
Yokohama.....	8.4	8.7	8.7
Goodyear.....	8.3	7.9	8.5
Toyo.....	8.3	8.3	8.5
Firestone.....	8.7	8.1	8.4
Cooper/Roadmaster	8.1	7.9	8.3
Hankook.....	8.7	8.3	7.7
Hercules.....	7.8	7.2	7.4
Kumho.....	7.8	7.6	7.1
Double Coin.....	8.4	7.3	7.1
Category Average...	8.5	8.1	8.4

Technical Support – Do They Help Customer?

Brand	2014	2015	2016
General.....	7.6	6.9	8.8
Continental.....	8.5	7.8	8.7
Bridgestone.....	9.1	8.2	8.5
Dunlop.....	7.4	8.4	8.5
Goodyear.....	8.4	8.5	8.4
BFGoodrich.....	8.6	8.2	8.4
Michelin.....	8.6	8.1	8.4
Toyo.....	7.8	8.2	8.3
Cooper/Roadmaster	8.2	8.0	8.1
Firestone.....	9.0	7.7	8.1
Hercules.....	5.5	7.5	8.0
Double Coin.....	7.3	5.8	7.7
Hankook.....	8.4	7.8	7.7
Sumitomo.....	6.9	7.4	7.7
Yokohama.....	8.1	6.5	7.4
Kumho.....	6.8	7.4	7.1
Category Average...	7.9	7.7	8.1

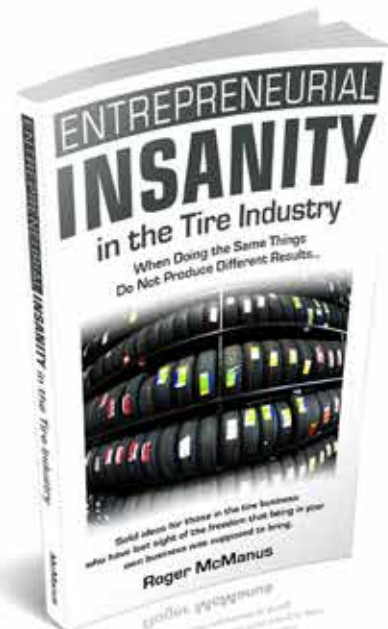
Has running your **tire business** turned into a bumpy ride?



When your employees rely on you and your customers want to talk to "the boss", you may not have an asset, but a job from which you can't take a vacation.

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