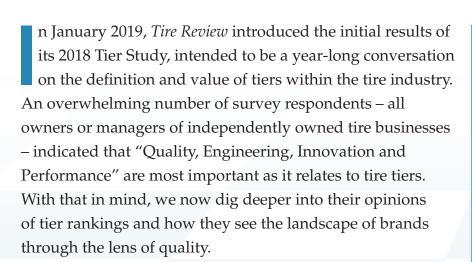
TIRE REVIEW'S

TIER STUDY

Exploring the Criteria of Quality, Engineering and Performance



For those that view "Quality, Engineering/Innovation and Performance" as most important when it comes to tier rankings, what follows is how they would rank brands based on product quality, engineering, innovation and performance versus other factors considered.



Editor's Note: All Tier Study outcomes are based on the opinions of 241 tiredealer respondents surveyed in Q3 2018. No effort was made to sort the respondents into groups of business specialization or expertise. If the person had no opinion or awareness of the brand or category being considered, they had the option to respond N/A and those N/A responses did not factor into the tier scoring. Scores for this view have been rounded with a small curve applied. (For instance, if a brand that received a 2.59 score, that brand would be grouped into Tier 2 instead of being rounded into Tier 3.) Tier grouping are listed in alphabetical order. BFGoodrich and CEAT were not included in the original survey instrument and have been added based on editorial opinion of placement. Some companies were removed due to a lack of U.S. coverage.

We welcome your comments and questions. You're invited to email Tire Review Editor Patti Hoying at phoying@babcox.com. For more indutry news and trends, visit www.tirereview.com.

TIER STUDY RESULTS: QUALITY

Overall Tier Rankings

Tier One: Bridgestone, Continental, Firestone, General, Goodyear, Hankook, Michelin, Pirelli, Toyo, Yokohama

Tier Two: BFGoodrich, BKT, Carlisle, CEAT, Cooper, Dunlop, Falken, Hercules, Hoosier, Kelly, Kumho, Nexen, Nitto, Nokian, Sumitomo/TBC, Uniroyal, Vogue

Tier Three: Armstrong, Camso, Galaxy/ ATG, GT / Giti, Harvest King/TPC, Kenda, Laufenn, Milestar, Power King/TBC, Sailun/TBC, Trailer King/ TBC, Trelleborg, Triangle, Vredestein

UHP and HP Tires

Tier One: Bridgestone, Continental, Firestone, Goodyear, Michelin, Pirelli, Toyo, Yokohama

Tier Two: BFGoodrich, Cooper, Dunlop, Falken, General, Hankook, Hoosier, Kelly, Kumho, Nexen, Nitto, Nokian, Sumitomo/ TBC, Uniroyal, Voque, Vredestein

Tier Three: Armstrong, GT / Giti, Hercules, Kenda, Laufenn, Milestar, Sailun/TBC

M/T and A/T Tires

Tier One: BFGoodrich, Bridgestone, Continental, Cooper, Firestone, General, Goodyear, Michelin, Nitto, Toyo, Yokohama

Tier Two: BKT, Dunlop, Falken, Hankook, Hercules, Hoosier, Kelly, Kumho, Nexen, Pirelli, Sumitomo/TBC, Uniroyal

Tier Three: Armstrong, Carlisle, GT / Giti, Kenda, Laufenn, Milestar, Sailun/TBC

All-Season Tires

Tier One: Bridgestone, Continental, Cooper, Firestone, General, Goodyear, Michelin, Pirelli, Toyo, Yokohama

Tier Two: BFGoodrich, Dunlop, Falken, Hankook, Hercules, Kelly, Kumho, Nexen, Nitto, Nokian, Sumitomo/TBC, Uniroyal, Voque

Tier Three: Armstrong, GT / Giti, Kenda, Laufenn, Milestar, Sailun/TBC, Triangle, Vredestein

Winter Tires*

Tier One: Bridgestone, Continental, Cooper, Firestone, General, Goodyear, Michelin, Nokian, Pirelli, Toyo, Yokohama

Tier Two: Dunlop, Falken, Hankook, Hercules, Kelly, Kumho, Nexen, Nitto, Sumitomo/TBC, Uniroyal, Vredestein

Tier Three: GT / Giti, Kenda, Laufenn, Voque

(*Data taken from those states with meaningful snowfall accumulation)

Summer Tires

Tier One: Bridgestone, Continental, Cooper, Firestone, General, Goodyear, Hankook, Michelin, Pirelli, Toyo, Yokohama

Tier Two: BFGoodrich, Dunlop, Falken, Hoosier, Kumho, Laufenn, Nexen, Nitto, Nokian, Sumitomo/TBC, Vredestein

Tier Three: N/A

Specialty Trailer Tires

Tier One: Bridgestone, Carlisle, Firestone, Goodyear

Tier Two: Hercules, Kenda, Power King/TBC, Trailer King/TBC

Tier Three: Armstrong, Milestar, Triangle

OTR – Industrial Applications

Tier One: BKT, Bridgestone, Continental, Firestone, Goodyear, Michelin

Tier Two: Camso, Carlisle, Galaxy/ATG, Hercules, Nokian, Pirelli, Trelleborg

Tier Three: Triangle, Vredestein

Ag Tires

Tier One: BKT, Bridgestone, Continental, Firestone, Goodyear/Titan, Michelin

Tier Two: Camso, Carlisle, CEAT, Galaxy/ ATG, Harvest King/TPC, Mitas, Nokian, Trelleborg, Vredestein

Tier Three: Triangle

Materials Handling Tires

Tier One: Bridgestone, Continental, Firestone, Goodyear, Michelin

Tier Two: Camso, Carlisle, Galaxy/ATG, Hercules, Trelleborg

Tier Three: Kenda, Triangle

Commercial Tires

Tier One: Bridgestone, Continental, Firestone, Goodyear, Michelin, Toyo, Yokohama

Tier Two: Armstrong, BFGoodrich, Cooper, Dunlop, Falken, General, Hankook, Hercules, Kelly, Kumho, Nokian, Pirelli, Sumitomo/TBC, Uniroyal

Tier Three: Milestar, Sailun/TBC, Trelleborg, Triangle

(Source: Babcox Research)