

## Sales Report

In this section of the **Tire Review Sourcebook**, we take a look at shop sales volume, tire dealers' top sources for tires, number of brands carried by tire segment, what tire dealers include in a standard tire sale and who are their most challenging competitors. Compare this data to your own to see how your shop fits into the overall tire dealer landscape. [TR](#)

### 2018 Total Sales Volume

|                                  |     |
|----------------------------------|-----|
| Less than \$1 million            | 37% |
| \$1.01 million to \$1.99 million | 28% |
| \$2 million or more              | 35% |

### Dollar Sales Volume Retail tire sales for 2018 vs. 2017

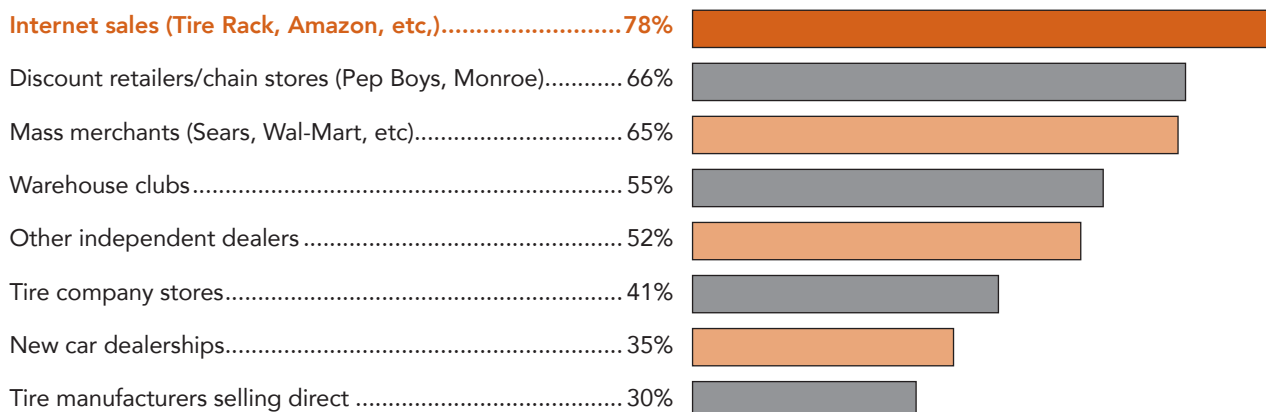
|                        |     |
|------------------------|-----|
| Unchanged or down 1-5% | 21% |
| Up 1-10%               | 44% |
| Up 11% or more         | 35% |

### Unit Sales Volume Retail tire sales for 2018 vs. 2017

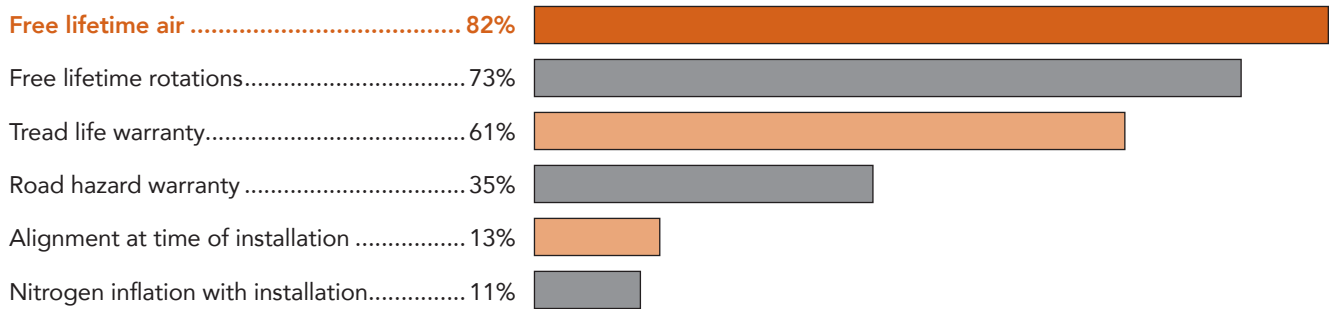
|                        |     |
|------------------------|-----|
| Unchanged or down 1-5% | 26% |
| Up 1-10%               | 44% |
| Up 11% or more         | 30% |

Ten years ago, dealers rated new-car dealerships as their toughest competition, followed by internet sales and tire company-owned stores.

### Most challenging competitors



## Included in Standard Tire Sale



# 50/50%

## Tire Sales vs. Service Work

| Number of Brands Carried by Type                             |   |
|--|---|
| Standard passenger tires - major brands                      | 4 |
| Standard passenger tires - house/associate                   | 1 |
| Standard passenger tires - private brands                    | 1 |
| High-performance tires (H-rated and above) - major brands    | 3 |
| High-performance tires (H-rated and above) - house/associate | 1 |
| High-performance tires (H-rated and above) - private brands  | 1 |
| Light truck/SUV tires - major brands                         | 4 |
| Light truck/SUV tires - house/associate                      | 1 |
| Light truck/SUV tires - private brands                       | 1 |
| All-Terrain and/or Mud-Terrain tires - major brands          | 3 |
| All-Terrain and/or Mud-Terrain tires - house/associate       | 1 |
| All-Terrain and/or Mud-Terrain tires - private brands        | 1 |
| Winter tires - major brands                                  | 1 |

