

Commercial Tires

Each year, the *Commercial Tire Brand Study*, conducted by Marketplace Insights, provides a look into tire dealer operations regarding how dealers feel about the brands of commercial tires they stock, based on nine different criteria (such as brand profitability, fill rate, retreadability, etc.). In this section, we provide data for four sections, with the other five sections to appear on tirereview.com.

For our 2019 research, Marketplace Insights, on behalf of

TIRE REVIEW, collected and analyzed dealer responses from more than 250 completed telephone surveys of commercial tire dealers.

Dealers rated brands on a scale of 1-10, with 10 being the highest. All dealers' ratings were then averaged, and 40 ratings per brand were necessary for a brand to be included in the study. [TR](#)

Application Coverage	
Goodyear	9.2
Kumho	9.2
Bridgestone	9.1
Firestone	9.0
Michelin	8.9
Continental	8.8
General	8.7
Toyo	8.7
Yokohama	8.7
BFGoodrich	8.6
Sumitomo	8.6
Dunlop	8.5
Hankook	8.5
Cooper	8.3
Hercules	8.2
Double Coin	7.5

Retreadability	
Michelin	8.9
BFGoodrich	8.8
Continental	8.8
Goodyear	8.8
General	8.4
Toyo	8.3
Yokohama	8.2
Bridgestone	8.0
Kumho	8.0
Cooper	7.9
Dunlop	7.8
Sumitomo	7.8
Firestone	7.6
Hankook	7.6
Hercules	6.9
Double Coin	6.8

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Fill Rate	
Kumho	9.1
Cooper	9.0
Goodyear	9.0
Bridgestone	8.9
Hankook	8.9
Sumitomo	8.9
Hercules	8.8
Firestone	8.7
General	8.7
Double Coin	8.6
Dunlop	8.6
BFGoodrich	8.5
Continental	8.5
Yokohama	8.4
Michelin	8.3
Toyo	8.0

Profitability	
Goodyear	8.9
Sumitomo	8.8
Cooper	8.6
Hercules	8.6
BFGoodrich	8.3
Continental	8.2
Hankook	8.1
Yokohama	8.1
Dunlop	8.0
Bridgestone	7.9
Firestone	7.9
Toyo	7.9
Double Coin	7.7
General	7.5
Kumho	7.3
Michelin	7.3

Note: The Tire Brand Study is not a scientific research project but measures dealer opinions, and perceptions about the brands they regularly offer. During the survey, dealers were not permitted to evaluate the brands they did not carry, and consumers and end-users were not polled. No tires were physically tested. The company took certain measures to assure a fair sampling of dealers geographically and to limit the impact of large regional or national dealerships. We also made sure that each brand had the same number of responses to ensure the consistency of results.

Note: For the complete *Commercial Tire Brand Study* with additional categories and comparisons to 2018 data, log onto tirereview.com and search Tire Brand Study.