

Consumer Tires

Each year, the *Passenger Tire Brand Study*, conducted by Marketplace Insights, provides a look into how dealers feel about the brands of consumer tires they stock based on 9 different criteria (such as brand profitability, fill rate, consumer awareness, etc.). In this section, we provide data for five categories, with the other five categories to appear on tirereview.com.

For our 2019 research, Marketplace Insights, on behalf of

TIRE REVIEW, collected and analyzed dealer responses from more than 350 completed telephone surveys of retail 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](#)

Line Coverage	
Continental	9.0
Mastercraft	9.0
Michelin	9.0
Bridgestone	8.9
Cooper	8.9
Dunlop	8.8
Firestone	8.8
Goodyear	8.8
Hankook	8.8
Kelly	8.8
Pirelli	8.8
Yokohama	8.8
Kumho	8.6
Toyo	8.6
BFGoodrich	8.4
Falken	8.3
Hercules	8.3
Sumitomo	8.2
Nexen	8.1
General	8.0
Uniroyal	7.8

Quality	
Continental	9.4
Bridgestone	9.3
Toyo	9.2
Michelin	9.2
Mastercraft	8.9
Yokohama	8.9
Firestone	8.8
Kumho	8.8
BFGoodrich	8.7
Dunlop	8.7
Hankook	8.7
Cooper	8.6
Pirelli	8.5
Goodyear	8.4
Hercules	8.4
Falken	8.3
Kelly	8.3
Sumitomo	8.1
Nexen	8.0
General	8.0
Uniroyal	7.9

Fill Rate	
Bridgestone	9.5
Mastercraft	9.4
Nexen	9.4
Continental	9.3
Goodyear	9.3
Hercules	9.1
Sumitomo	9.1
Falken	9.0
Kumho	9.0
Toyo	9.0
Yokohama	9.0
Cooper	8.9
Dunlop	8.9
Firestone	8.9
Hankook	8.8
Michelin	8.8
Pirelli	8.8
Kelly	8.7
BFGoodrich	8.6
General	8.4
Uniroyal	8.3

Profitability	
Hercules	8.9
Yokohama	8.4
Kumho	8.3
Cooper	8.2
Sumitomo	8.1
Firestone	7.9
Toyo	7.9
BFGoodrich	7.8
Hankook	7.8
Mastercraft	7.8
Dunlop	7.7
Bridgestone	7.6
Falken	7.6
Kelly	7.5
Continental	7.4
Goodyear	7.4
Nexen	7.4
Uniroyal	7.4
General	7.2
Pirelli	7.2
Michelin	7.1

Consumer Awareness	
Goodyear	9.5
Michelin	9.2
Bridgestone	9.0
Firestone	9.0
BFGoodrich	8.7
Continental	8.6
Kelly	8.3
Yokohama	8.3
Cooper	8.2
Pirelli	8.2
Kumho	8.1
Dunlop	8.0
Mastercraft	8.0
Toyo	8.0
Hankook	7.8
Uniroyal	7.5
General	7.0
Nexen	6.5
Sumitomo	6.2
Falken	5.9
Hercules	5.6

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 *Consumer/Passenger Tire Brand Study* with additional categories and comparisons to 2018 data, log onto tirereview.com and search Tire Brand Study.