

Tire Fitments & Brand Preferences

This section provides the top five tire fitments in the passenger car and light truck segments within the five regions of the United States. It also includes a breakdown of dealer perceptions and ratings of passenger car tire brands within the same five regions, in the Tire Brand Study conducted by Marketplace Insights, where dealers rated each brand on several attributes to arrive at a composite, average score. This data can be used by dealers as a guide to regional tire preferences to help them fine-tune their inventory to best meet their customers' needs. See the full passenger tire and commercial Tire Brand Study sections beginning on pages 44 and 58, respectively. [TR](#)

205/55R16

The No.1 replacement passenger tire shipment size in the U.S. in 2018. For light truck tires, the most popular size was LT265/70R17.

Source: U.S. Tire Manufacturers Association

Tire Brand Study: Northeast			
2019 Overall Average Score		2018 Overall Average Score	
Firestone	8.7	Goodyear	8.9
Goodyear	8.4	BFGoodrich	8.7
BFGoodrich	8.3	Cooper	8.7
Bridgestone	8.2	Michelin	8.6
Michelin	8.1	Firestone	8.1
Cooper	7.9	Bridgestone	8.0

Source: Marketplace Insights

Top 5 Fitments: Northeast

Passenger Car Sizes

1. 225/65R17
2. 205/55R16
3. 215/60R16
4. 215/55R17
5. 195/65R15

Light Truck Sizes

1. LT 245/75R16
2. LT 265/70R17
3. LT 225/75R16
4. LT 245/70R17
5. LT 245/75R17

Source: Fitment Group

Tire Brand Study: Southeast

2019 Overall Average Score		2018 Overall Average Score	
Bridgestone	8.9	Michelin	8.7
Firestone	8.8	Bridgestone	8.6
Michelin	8.8	Goodyear	8.6
Goodyear	8.5	BFGoodrich	8.4
Cooper	8.1	Cooper	8.2
BFGoodrich	8.0	Firestone	8.2

Source: Marketplace Insights

Top 5 Fitments: Southeast

Passenger Car Sizes

1. 215/60R16
2. 225/65R17
3. 265/70R17
4. 215/55R17
5. 205/55R16

Light Truck Sizes

1. LT 245/75R16
2. LT 265/70R17
3. LT 245/70R17
4. LT 225/75R16
5. LT 275/65R18

Source: Fitment Group

Top 5 Fitments: Midwest

Passenger Car Sizes

1. 225/65R17
2. 225/60R16
3. 215/60R16
4. 265/70R17
5. 205/55R16

Light Truck Sizes

1. LT 245/75R16
2. LT 265/70R17
3. LT 245/70R17
4. LT 225/75R16
5. LT 275/65R18

Source: Fitment Group

Tire Brand Study: Midwest

2019 Overall Average Score		2018 Overall Average Score	
Michelin	9.0	Michelin	9.0
Bridgestone	8.7	Bridgestone	8.5
Cooper	8.5	Cooper	8.5
Goodyear	8.5	BFGoodrich	8.4
Firestone	8.3	Goodyear	8.4
BFGoodrich	8.0	Firestone	7.8

Source: Marketplace Insights

Tire Brand Study: West			
2019 Overall Average Score		2018 Overall Average Score	
Goodyear	8.6	BFGoodrich	8.7
Bridgestone	8.4	Goodyear	8.7
BFGoodrich	8.3	Firestone	8.6
Cooper	8.2	Bridgestone	8.5
Firestone	8.0	Michelin	8.4
Michelin	8.0	Cooper	8.2

Source: Marketplace Insights

Top 5 Fitments: West

Passenger Car Sizes

1. 195/65R15
2. 205/55R16
3. 225/65R17
4. 215/60R16
5. 265/70R17

Light Truck Sizes

1. LT 245/75R16
2. LT 265/70R17
3. LT 235/85R16
4. LT 225/75R16
5. LT 245/70R17

Source: Fitment Group

Top 5 Fitments: Southwest	
Passenger Car Sizes	
1. 265/70R17	
2. 275/55R20	
3. 225/65R17	
4. 215/60R16	
5. 215/55R17	
Light Truck Sizes	
1. LT 245/75R16	
2. LT 265/70R17	
3. LT 245/70R17	
4. LT 245/75R17	
5. LT 275/65R18	

Source: Fitment Group

Tire Brand Study: Southwest			
2019 Overall Average Score		2018 Overall Average Score	
Bridgestone	9.1	Bridgestone	9.4
Firestone	8.8	Michelin	9.1
Michelin	8.8	Firestone	9.0
Goodyear	8.4	Goodyear	8.4
Cooper	8.1	BFGoodrich	8.3
BFGoodrich	8.0	Cooper	8.1

Source: Marketplace Insights