Advanced Product Technology – Are They Innovative?

Brand	2018	2017	2016
Michelin	9.3	9.5	9.4
Bridgestone	8.8	8.9	9.2
Toyo	8.7	8.9	9.0
Pirelli	8.7	8.8	9.0
Goodyear	8.6	9.6	9.1
Continental	8.6	9.2	9.3
General	8.6	8.8	8.8
Dunlop	8.5	7.9	8.0
Yokohama	8.4	8.4	8.7
BFGoodrich	8.4	8.7	8.9
Hankook	8.3	8.4	8.3
Kumho	8.3	8.4	9.3
Nexen	8.2	8.3	8.3
Cooper	8.2	9.0	8.8
Firestone	8.2	9.1	8.9
Sumitomo	8.1	7.9	8.4
Falken	8.0	7.5	7.7
Hercules	8.0	8.1	7.8
Mastercraft	7.9	8.2	8.5
Uniroyal	7.7	8.2	8.0
Kelly	7.4	8.3	8.1
Category Average	8.3	8.6	8.6

Consumer Awareness – How Well Known Are They?

Brand	2018	2017	2016
Michelin	9.5	9.8	9.6
Goodyear	9.5	9.6	9.5
BFGoodrich	9.2	9.0	9.3
Firestone	8.9	9.1	9.1
Bridgestone	8.8	9.1	9.1
Toyo	8.4	8.4	8.9
Continental	8.3	9.1	9.3
Pirelli	8.2	7.7	7.5
Cooper	8.1	9.2	8.9
Dunlop	8.1	8.0	8.0
Yokohama	8.0	8.0	8.1
Uniroyal	8.0	8.3	8.2
General	7.8	8.6	8.8
Hankook	7.5	7.8	7.8
Kelly	7.4	7.5	7.8
Kumho	7.1	6.7	7.4
Mastercraft	7.1	7.5	8.2
Falken	7.0	7.1	6.8
Sumitomo	6.5	6.5	7.1
Nexen	6.3	6.3	6.3
Hercules	6.3	6.5	6.6
Category Average	7.9	8.1	8.2

Brand Profitability – Can We Make a Profit?

Brand	2018	2017	2016
Hercules	8.6	8.5	8.5
Sumitomo	8.6	8.9	9.2
Yokohama	8.4	8.1	8.3
Hankook	8.3	8.0	8.5
Kumho	8.3	8.3	9.2
Mastercraft	8.3	8.4	8.7
Cooper	8.3	8.8	8.6
Nexen	8.3	8.2	8.5
BFGoodrich	8.2	8.2	8.5
Falken	8.2	8.3	8.9
Uniroyal	8.1	8.0	8.1
General	8.0	8.7	8.8
Toyo	8.0	8.4	8.6
Continental	8.0	8.4	8.5
Kelly	8.0	8.1	8.2
Pirelli	7.9	8.1	8.0
Bridgestone	7.8	7.8	7.9
Dunlop	7.8	7.8	8.0
Michelin	7.4	8.5	8.2
Firestone	7.4	8.3	8.2
Goodyear	7.3	8.5	8.3
Category Average	8.0	8.3	8.5

Fill Rate – Do I Get My Full Order?

Brand	2018	2017	2016
Goodyear	9.4	9	9.1
Yokohama	9.4	8.6	8.8
Cooper	9.3	9.2	9.1
General	9.3	9.4	9.5
Mastercraft	9.2	8.7	8.9
Continental	9.0	9.2	9.5
Michelin	9.0	9.4	9.1
Dunlop	8.9	8.5	8.8
Kumho	8.9	8.7	9.3
Firestone	8.9	9	8.9
Kelly	8.8	8.4	8.6
BFGoodrich	8.8	9.1	9.3
Pirelli	8.8	8.4	8.5
Nexen	8.7	8.9	8.7
Toyo	8.7	8.3	8.4
Falken	8.7	8.8	8.5
Bridgestone	8.7	8.5	8.6
Hercules	8.6	9	9.1
Hankook	8.5	8.9	9
Sumitomo	8.3	8.7	8.5
Uniroyal	8.3	8.5	8.8
Category Average	8.9	8.8	8.9

Fuel Efficiency – Are Their Tires Gas Guzzlers or Fuel Sippers?

Brand	2018	2017	2016
Michelin	8.8	9.0	8.7
Goodyear	8.7	8.8	8.5
Bridgestone	8.4	9.0	8.7
Yokohama	8.1	8.2	8.6
Kumho	8.0	7.4	7.6
Cooper	8.0	8.3	8.0
Dunlop	7.9	7.6	7.3
Firestone	7.9	8.5	8.2
Continental	7.9	8.7	8.8
Sumitomo	7.8	7.7	8.0
Nexen	7.7	7.2	7.3
Hankook	7.7	7.3	7.4
Toyo	7.7	7.7	7.6
Hercules	7.7	7.2	7.3
Pirelli	7.7	7.6	7.8
Uniroyal	7.7	7.6	7.6
BFGoodrich	7.6	7.5	8.7
Falken	7.5	7.0	6.6
General	7.5	8.3	8.2
Kelly	7.2	7.3	7.4
Mastercraft	7.1	7.4	7.3
Category Average	7.9	7.9	7.8

Merchandising Support – Do They Support Their Brand?

Brand	2018	2017	2016
Dunlop	8.6	8.4	8.6
Michelin	8.4	9.3	8.8
BFGoodrich	8.2	8.5	8.7
Toyo	8.2	7.6	7.6
Pirelli	8.2	7.9	8.1
Goodyear	8.2	9.4	8.6
Bridgestone	8.1	8.8	8.7
Firestone	8.0	8.3	8.4
General	7.9	8.4	8.6
Continental	7.9	8.9	8.9
Hankook	7.9	7.9	7.9
Nexen	7.8	7.1	6.7
Hercules	7.8	7.7	7.7
Cooper	7.8	9.0	8.6
Kumho	7.8	7.1	8.2
Falken	7.7	7.4	7.3
Yokohama	7.6	8.2	8.6
Kelly	7.4	8.1	8.2
Mastercraft	7.4	7.6	8.0
Sumitomo	7.1	7.1	7.1
Uniroyal	7.1	7.7	7.7
Category Average	7.9	8.1	8.1

Line Coverage – Do They Have the Sizes?

Brand	2018	2017	2016
Goodyear	8.8	9.2	9.1
BFGoodrich	8.8	8.8	9.0
Michelin	8.8	9.3	9.1
Toyo	8.7	8.4	8.9
Bridgestone	8.7	8.8	9.0
Dunlop	8.6	8.2	8.0
Firestone	8.6	8.8	8.9
General	8.6	8.8	9.2
Yokohama	8.6	8.4	8.7
Nexen	8.6	7.9	8.2
Cooper	8.6	9.0	9.0
Hankook	8.6	8.2	8.7
Continental	8.6	9.0	9.0
Falken	8.5	8.0	9.1
Kumho	8.5	8.0	9.1
Hercules	8.5	8.0	8.1
Mastercraft	8.4	8.2	8.8
Pirelli	8.3	8.2	8.3
Sumitomo	8.2	8.0	8.6
Uniroyal	8.2	8.2	8.6
Kelly	7.8	8.1	8.1
Category Average	8.5	8.5	8.7

Product Quality – How Good Is It?

Brand	2018	2017	2016
Bridgestone	9.2	9.4	9.3
Michelin	9.2	9.8	9.6
Yokohama	9.1	9.3	9.4
Toyo	9.0	9.3	9.3
Hankook	8.9	9.1	9.2
BFGoodrich	8.9	9.2	9.3
Continental	8.9	9.3	9.4
Cooper	8.8	9.4	9.2
Firestone	8.8	9.3	9.2
General	8.8	9.2	9.3
Uniroyal	8.8	8.8	8.9
Dunlop	8.8	8.8	8.8
Kumho	8.7	8.8	9.2
Pirelli	8.7	8.8	8.8
Falken	8.7	8.5	8.4
Nexen	8.6	8.5	8.5
Mastercraft	8.4	8.6	8.8
Hercules	8.4	8.5	8.5
Goodyear	8.4	9.6	9.2
Sumitomo	8.4	8.6	8.9
Kelly	8.1	8.6	8.5
Category Average	8.7	9.0	9.0