

MANAGEMENT SALES INTELLIGENCE

TIRE REVIEW and IntelliChek present up-to-date tire and service price information from U.S. metropolitan areas.

For this monthly feature, IntelliChek directly contacts a selection of independent tire dealers, mass merchants and car dealers to obtain current pricing on replacement tires and vehicle services.

IntelliChek requests and verifies retail prices via phone calls, using specific

vehicles, tire sizes and vehicle services. In that way, direct and useful comparisons can be made by readers.

The tire prices shown in this report are for tires only, and do not include mounting/balancing or any add-on warranties or other services or fees. To allow for a more accurate comparison, the level of tire brand – Tier 1, Tier 2 and Private Brand/Other – recommended by

the retailer is now noted. (See legend below charts.)

The services chosen for these surveys include a standard oil change (oil plus filter), a standard four-wheel alignment and front brake work (replace front pads and turn both rotors).

For more information on IntelliChek, visit www.intellichek.com. **TR**

Oklahoma City, OK Market Period 2/23 to 2/25						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$24.95	\$37.40	\$35.00	\$40.95	\$29.95	\$33.65
Replace All: 215/60R16	\$352.00*	\$319.96***	\$455.76*	\$459.80*	\$664.00*	\$450.30
Vehicle 2						
4 Wheel Alignment	N/A	\$69.99	N/A	\$64.95	99.95	\$78.30
Replace All: 245/65R17	\$560.00*	\$575.96**	\$639.16*	\$579.80**	\$796.80*	\$630.34
Vehicle 3						
Front Brakes, Turn Rotors	\$199.95	\$157.36	\$275.00	\$140.00	\$220.00	\$182.46
Replace All: 235/70R16	\$580.00**	\$443.96***	\$494.08*	\$559.80*	\$643.80*	\$544.33

Hartford, CT Market Period 2/23 to 2/25						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$24.99	\$32.99	\$29.95	\$39.95	\$29.95	\$31.57
Replace All: 215/60R16	\$459.96*	\$327.60***	\$396.00**	\$416.00*	\$482.80*	\$416.47
Vehicle 2						
4 Wheel Alignment	\$89.99	\$69.99	\$49.95	\$110.00	\$89.95	\$81.98
Replace All: 245/65R17	\$660.00*	\$583.96**	\$660.00**	\$600.00**	\$590.00*	\$618.79
Vehicle 3						
Front Brakes, Turn Rotors	\$163.00	\$188.83	\$250.00	\$250.00	\$281.00	\$226.57
Replace All: 235/70R16	\$627.96*	\$451.96***	\$556.00**	\$516.00*	\$495.80*	\$529.54

Honolulu, HI Market Period 2/24 to 2/26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$41.74	\$37.68	\$39.95	\$41.07	\$55.00	\$43.09
Replace All: 215/60R16	\$486.04***	\$535.96*	\$689.20**	\$581.16*	\$516.00*	\$561.67
Vehicle 2						
4 Wheel Alignment	\$79.99	\$78.51	\$79.00	\$85.00	\$109.00	\$86.30
Replace All: 245/65R17	\$922.04*	\$799.96*	\$660.00*	\$759.96*	\$564.00*	\$741.19
Vehicle 3						
Front Brakes, Turn Rotors	\$450.00	\$160.00	\$200.00	\$279.00	\$265.00	\$270.80
Replace All: 235/70R16	\$750.04*	\$619.96*	\$596.00*	\$694.76*	\$604.00*	\$652.95

Chicago, IL Market Period 2/23 to 2/24						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$29.99	\$32.99	\$29.99	\$25.50	\$29.94	\$29.68
Replace All: 215/60R16	\$467.96*	\$279.96***	\$376.00*	\$272.00**	\$604.00*	\$399.98
Vehicle 2						
4 Wheel Alignment	\$69.99	\$69.99	\$69.99	\$65.00	\$89.95	\$72.98
Replace All: 245/65R17	\$595.96*	\$579.96**	\$472.00***	\$604.00*	\$588.00*	\$567.98
Vehicle 3						
Front Brakes, Turn Rotors	\$146.00	\$190.57	\$180.00	\$260.00	\$189.95	\$193.30
Replace All: 235/70R16	\$543.96*	\$447.96***	\$476.00*	\$404.00**	\$480.00*	\$470.38

Helena, MT Market Period 2/23 to 2/24						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$34.95	\$30.00	\$36.95	\$35.95	\$36.90	\$34.95
Replace All: 215/60R16	\$631.80**	\$320.00*	\$352.00*	\$432.00*	\$466.36*	\$440.43
Vehicle 2						
4 Wheel Alignment	\$69.95	N/A	\$64.95	\$69.00	\$64.95	\$67.21
Replace All: 245/65R17	\$691.80**	\$520.00*	\$620.00*	\$624.00**	\$504.00***	\$591.96
Vehicle 3						
Front Brakes, Turn Rotors	\$225.00	N/A	\$175.00	\$189.95	\$220.00	\$202.49
Replace All: 235/70R16	\$535.80**	\$360.00*	\$488.00**	\$500.00**	\$493.68*	\$475.50

Charlotte, NC Market Period 2/23 to 2/24						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$29.99	\$32.99	\$37.06	\$31.95	\$27.95	\$31.99
Replace All: 215/60R16	\$452.00*	\$279.96***	\$392.00*	\$460.00*	\$580.00*	\$432.79
Vehicle 2						
4 Wheel Alignment	\$79.00	\$69.99	\$79.95	\$79.00	\$79.99	\$77.59
Replace All: 245/65R17	\$588.00*	\$580.00**	\$640.00*	\$516.00*	\$576.00*	\$580.00
Vehicle 3						
Front Brakes, Turn Rotors	\$129.00	\$164.00	\$190.00	\$180.00	\$225.00	\$177.60
Replace All: 235/70R16	\$516.00*	\$447.96***	\$512.00*	\$488.00*	\$394.00*	\$471.59

Legend * = Tier 1 Brand ** = Tier 2 Brand *** = Private Brand/Other