

San Francisco, CA Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$39.99	\$34.95	\$39.95	\$45.00	\$39.88	\$39.95
Replace All: 215/60R16	\$400.00*	\$472.00*	\$528.00*	\$578.60*	\$836.00*	\$562.80
<b>Vehicle 2</b>						
4 Wheel Alignment	\$89.00	\$99.00	\$87.99	\$50.00	\$129.95	\$91.19
Replace All: 225/60R16	\$364.00*	\$592.00*	\$471.96*	\$354.72**	\$480.00*	\$452.54
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$325.00	\$225.00	\$230.00	\$377.00	\$340.00	\$299.40
Replace All: 265/70R17	\$632.00*	\$856.00*	\$771.96*	\$652.80**	\$779.80*	\$738.51

Tampa, FL Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$29.99	\$34.99	\$29.95	\$29.95	\$34.26	\$31.83
Replace All: 215/60R16	\$307.99**	\$549.81**	\$583.49*	\$504.63**	\$591.96*	\$507.58
<b>Vehicle 2</b>						
4 Wheel Alignment	\$69.99	\$79.99	\$89.95	\$89.95	\$89.95	\$83.97
Replace All: 225/60R16	\$439.96**	\$387.96**	\$424.32*	\$359.80**	\$417.60*	\$405.93
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$176.74	\$200.00	\$149.95	\$239.00	\$160.00	\$185.14
Replace All: 265/70R17	\$527.96**	\$649.60*	\$838.44*	\$600.00**	\$611.80**	\$645.56

Denver, CO Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$32.00	\$30.00	\$31.25	\$37.92	\$34.95	\$33.22
Replace All: 215/60R16	\$331.69***	\$431.96*	\$640.00*	\$547.64*	\$760.08*	\$542.27
<b>Vehicle 2</b>						
4 Wheel Alignment	\$69.99	\$74.99	\$79.95	\$79.95	\$89.95	\$78.97
Replace All: 225/60R16	\$351.00*	\$471.96*	\$560.00**	\$570.16*	\$595.20*	\$509.66
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$194.25	\$140.00	\$150.00	\$283.00	\$189.95	\$191.44
Replace All: 265/70R17	\$603.96**	\$687.96*	\$920.00*	\$829.46*	\$522.08**	\$712.70

Grand Rapids, MI Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$30.20	\$33.91	\$28.00	\$28.04	\$10.00	\$26.03
Replace All: 215/60R16	\$488.00*	\$324.00**	\$360.00*	\$540.00*	\$704.00**	\$483.20
<b>Vehicle 2</b>						
4 Wheel Alignment	\$74.99	\$64.90	\$70.00	\$89.95	\$99.95	\$79.96
Replace All: 225/60R16	\$491.96**	\$392.00*	\$416.00*	\$500.00**	\$400.00*	\$439.93
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$160.00	\$176.59	\$160.52	\$160.00	\$199.95	\$171.41
Replace All: 265/70R17	\$671.96*	\$608.00*	\$580.00*	\$610.00**	\$605.00*	\$614.99

Cedar Rapids, IA Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$29.99	\$32.00	\$29.95	\$27.01	\$25.60	\$28.91
Replace All: 215/60R16	\$459.96*	\$604.16*	\$407.64***	\$481.28**	\$604.00*	\$511.41
<b>Vehicle 2</b>						
4 Wheel Alignment	\$74.99	\$74.99	\$80.00	\$69.99	\$100.00	\$79.99
Replace All: 225/60R16	\$472.00*	\$347.92**	\$450.68*	\$497.44**	\$480.00*	\$449.61
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$145.00	\$170.00	\$280.00	\$230.00	\$180.00	\$201.00
Replace All: 265/70R17	\$852.00*	\$636.00**	\$781.44*	\$611.48**	\$644.00*	\$704.98

Newark, NJ Market Period 5/23-26						
	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
<b>Vehicle 1</b>						
Oil Change/Filter	\$40.00	\$19.99	\$25.95	\$29.95	\$25.95	\$28.37
Replace All: 215/60R16	\$375.96**	\$687.96*	\$414.00*	\$492.00*	\$780.00*	\$549.98
<b>Vehicle 2</b>						
4 Wheel Alignment	\$74.99	\$71.99	\$79.95	\$89.95	\$89.95	\$81.37
Replace All: 225/60R16	\$483.96**	\$500.00*	\$330.00*	\$480.00*	\$420.00*	\$442.79
<b>Vehicle 3</b>						
Front Brakes, Turn Rotors	\$199.75	\$237.18	\$212.00	\$217.00	\$230.00	\$219.19
Replace All: 265/70R17	\$619.96**	\$516.00*	\$600.00*	\$768.00*	\$644.00**	\$629.59

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