

Anchorage, AK Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$47.99	\$30.00	\$56.95	\$59.95	\$53.90	\$49.76
Replace All: 215/60R16	\$483.92*	\$343.92***	\$432.00*	\$420.00*	\$568.00*	\$449.57
Vehicle 2						
4 Wheel Alignment	\$129.99	\$180.00	\$99.00	\$150.00	\$129.95	\$137.79
Replace All: 225/60R16	\$524.00*	\$536.00*	\$480.00*	\$400.00*	\$449.94*	\$477.99
Vehicle 3						
Front Brakes, Turn Rotors	\$265.00	\$130.00	\$250.00	\$350.00	\$250.00	\$249.00
Replace All: 265/70R17	\$816.00*	\$688.00**	\$772.00**	\$600.00*	\$680.00*	\$651.20

Cincinnati, OH Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$29.99	\$29.99	\$26.95	\$22.95	\$37.95	\$29.57
Replace All: 215/60R16	\$447.96*	\$347.96**	\$382.00**	\$428.00*	\$757.00*	\$472.58
Vehicle 2						
4 Wheel Alignment	\$74.99	\$69.99	\$89.00	\$69.95	\$89.95	\$78.78
Replace All: 225/60R16	\$463.96*	\$432.00**	\$516.00*	\$400.00**	\$439.52*	\$450.30
Vehicle 3						
Front Brakes, Turn Rotors	\$250.16	\$159.99	N/A	\$149.00	\$275.50	\$208.66
Replace All: 265/70R17	\$827.96*	\$768.00**	\$697.16**	\$612.00**	\$592.00**	\$699.42

New York, NY Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$37.22	\$30.00	\$30.00	\$28.00	\$40.00	\$33.04
Replace All: 215/60R16	\$315.96***	\$420.00**	\$320.00***	\$356.00***	\$448.00***	\$371.99
Vehicle 2						
4 Wheel Alignment	\$74.69	\$70.00	\$80.00	\$60.00	\$104.00	\$77.74
Replace All: 225/60R16	\$480.00**	\$496.00**	\$500.00*	\$420.00*	\$439.52*	\$467.10
Vehicle 3						
Front Brakes, Turn Rotors	\$212.96	\$189.00	\$145.00	N/A	\$250.00	\$199.24
Replace All: 265/70R17	\$640.00**	\$748.00**	\$680.00*	\$756.00*	\$808.00*	\$726.40

Casper, WY Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$31.49	\$49.99	\$34.95	\$39.99	\$39.95	\$39.27
Replace All: 215/60R16	\$323.92**	\$488.00**	\$385.04***	\$428.00***	\$621.68*	\$449.33
Vehicle 2						
4 Wheel Alignment	\$79.99	\$79.99	\$69.95	\$79.99	\$129.00	\$87.78
Replace All: 225/60R16	\$359.92**	\$575.96**	\$520.00**	\$456.00*	\$456.96*	\$473.77
Vehicle 3						
Front Brakes, Turn Rotors	\$175.00	N/A	\$205.00	\$230.00	\$189.95	\$199.99
Replace All: 265/70R17	\$704.00*	\$771.96**	\$760.00**	\$796.00*	\$716.12*	\$749.62

Kansas City, MO Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$30.99	\$29.99	\$24.95	\$34.57	\$35.95	\$31.29
Replace All: 215/60R16	\$339.96***	\$339.96***	\$340.00**	\$436.56***	\$652.00*	\$421.708
Vehicle 2						
4 Wheel Alignment	\$79.99	\$74.99	\$79.95	\$116.00	\$89.99	\$88.18
Replace All: 225/60R16	\$436.00*	\$504.00*	\$488.24*	\$435.96*	\$380.00*	\$448.84
Vehicle 3						
Front Brakes, Turn Rotors	\$209.99	\$155.00	\$189.95	\$160.00	\$230.00	\$188.99
Replace All: 265/70R17	\$680.00**	\$611.96**	\$613.08*	\$664.72*	\$668.00*	\$647.55

Sacramento, CA Market

Period 7/25 to 7/29

	Mass Merch. A	Mass Merch. B	Tire Dealer A	Tire Dealer B	Car Dealer	Avg. All
Vehicle 1						
Oil Change/Filter	\$29.99	\$21.99	\$29.95	\$43.00	\$29.95	\$30.98
Replace All: 215/60R16	\$451.96***	\$327.92**	\$439.36**	\$431.80*	\$623.32**	\$454.87
Vehicle 2						
4 Wheel Alignment	\$74.99	\$79.99	\$79.99	\$84.95	\$89.95	\$81.97
Replace All: 225/60R16	\$431.96**	\$467.96**	\$495.72**	\$467.80*	\$544.00*	\$481.49
Vehicle 3						
Front Brakes, Turn Rotors	\$157.00	\$186.95	\$189.00	\$250.00	\$250.00	\$169.24
Replace All: 265/70R17	\$587.96**	\$630.76**	\$845.12*	\$715.80*	\$724.00*	\$700.73

Legend

* = Tier 1 Brand

** = Tier 2 Brand

*** = Private Brand/Other