



# Brand Study

Tire brands and tire dealers go hand-in-hand. Dealers depend on the brands they sell, and the tire companies depend on dealers to reach the consuming public. In order for that relationship to thrive, tire brands must deliver the product quality, technical innovation, fill rate, marketability and profitability tire dealers need to be successful, reach customers, build a reputation and grow a business.

So, just how do tire brands perform in the real world?

For the 17th consecutive year, TIRE REVIEW asked North American tire dealers to rate the performance of the tire brands – consumer (passenger, performance and light truck/SUV) and commercial (medium truck) – they carry and sell.

TIRE REVIEW's annual Tire Brand Study is not a scientific research project; it only measures dealer opinions and perceptions about the brands they offer. This Study examines both major (including associate) and private brands separately so that each group could be fairly and directly compared with each other.

Dealers were not permitted to comment on brands they did not carry, and consumers and end-users were not polled. No tires were physically tested. The results only reflect the expressed opinions and perceptions of independent tire dealers.

Babco Research conducted this study for TIRE REVIEW, analyzing tire dealer responses from some 750 completed telephone

surveys. Every effort was made to obtain a fair sampling of responses and assure the number of responses gathered was consistent with accepted industry brand marketshare figures. Limits were placed on the number of dealers interviewed per geographic region, thereby restricting the impact of certain brands with strong distribution in one region or another.

A total of 1,777 specific brand mentions were collected for the Consumer Tire segment of the Study, and another 448 specific brand mentions were obtained for the Commercial Tire segment.

The results published here do not include all brands mentioned. To be presented in the final results shown here, a consumer tire brand had to have at least 30 mentions – up from 20 mentions last year – and a commercial brand needed at least 15 mentions, up from 12 in 2008.

Dealers were asked to rate each brand of tires they carried on a 1 to 10 scale – 10 being highest – on a series of categories.

An aggregate overall score for each brand was calculated, averaging the results from each category. The top brands, plus ties, are shown in bold, and last year's category winners are indicated with an asterisk.

TIRE REVIEW's Brand Study results are available by contacting Bob Roberts, research manager, at 330-670-1234 ext. 252, or by e-mailing Bob at broberts@babco.com.

## Consumer Tires – Major Brands

### Line Coverage

(Do They Make It?)

<b>Toyo</b>	<b>8.8</b>
Bridgestone	8.6
Goodyear	8.6
Cooper*	8.5
Michelin	8.5
Firestone	8.2
Hankook	8.2
Yokohama	8.2
BFGoodrich	8.1
Dunlop	8.0
Mastercraft	8.0
Falken	7.9
General	7.9
Uniroyal	7.9
Kumho	7.8
Continental	7.5
Pirelli	7.4
Kelly-Springfield	7.3
Nexen	7.1
Dayton	6.5
<b>Category Avg</b>	<b>8.0</b>

### Adjustment Policy

(How Helpful Is It?)

<b>Toyo</b>	<b>8.9</b>
Cooper	8.6
Kelly-Springfield*	8.5
Dayton	8.3
Mastercraft	8.3
Bridgestone	8.2
Dunlop	8.2
Hankook	8.2
Kumho	8.2
Yokohama	8.2
Firestone	8.0
Uniroyal	8.0
BFGoodrich	7.8
Goodyear	7.8
Falken	7.5
Michelin	7.5
Nexen	7.5
Continental	7.4
General	7.4
Pirelli	6.9
<b>Category Avg</b>	<b>8.0</b>

### Merchandising Support

(Do They Support Their Brand?)

<b>Yokohama</b>	<b>8.0</b>
Bridgestone*	7.9
Cooper	7.7
Dunlop	7.7
Michelin	7.7
Firestone	7.5
General	7.5
BFGoodrich	7.5
Toyo	7.5
Goodyear	7.4
Uniroyal	7.4
Continental	7.3
Mastercraft	7.1
Kelly-Springfield	6.8
Pirelli	6.8
Falken	6.7
Kumho	5.8
Hankook	5.6
Dayton	5.5
Nexen	5.0
<b>Category Avg</b>	<b>7.0</b>

# Brand Study

## Product Quality

(How Good Is It?)

Michelin *	9.3
Toyo	9.3
Bridgestone	9.0
Cooper	8.7
Yokohama	8.7
Firestone	8.6
BFGoodrich	8.5
Dunlop	8.4
Mastercraft	8.4
Continental	8.3
Goodyear	8.3
Kumho	8.3
Uniroyal	8.3
Dayton	8.2
General	8.2
Hankook	8.2
Pirelli	8.2
Falken	8.1
Kelly-Springfield	7.8
Nexen	7.5
<b>Category Avg</b>	<b>8.4</b>

## Advanced Technology

(Are They Innovative?)

Michelin	8.9
Toyo	8.8
Bridgestone *	8.5
Goodyear	8.4
Dunlop	8.3
BFGoodrich	8.3
Yokohama	8.2
Cooper	8.1
Falken	8.1
Firestone	8.1
Kumho	8.0
Uniroyal	8.0
Continental	7.8
Hankook	7.7
Mastercraft	7.7
General	7.6
Pirelli	7.6
Dayton	7.5
Kelly-Springfield	7.5
Nexen	7.5
<b>Category Avg</b>	<b>8.0</b>

## Fill Rate

(Do I Get My Full Order?)

Cooper *	8.8
Mastercraft	8.8
Toyo	8.8
Bridgestone	8.7
Firestone	8.6
Yokohama	8.6
Falken	8.4
Goodyear	8.4
Michelin	8.4
Dayton	8.3
BFGoodrich	8.3
Pirelli	8.3
Dunlop	8.2
Uniroyal	8.1
Kelly-Springfield	8.0
Hankook	7.9
Kumho	7.9
General	7.8
Continental	7.7
Nexen	7.6
<b>Category Avg</b>	<b>8.3</b>

## Brand Profitability

(Can I Make Money?)

Toyo	8.4
Falken	8.2
Hankook *	8.2
Mastercraft	8.2
Cooper	8.1
Kumho	8.1
General	8.0
Kelly-Springfield	8.0
Nexen *	8.0
Yokohama	8.0
Dunlop	7.8
Dayton	7.7
Pirelli	7.6
Uniroyal	7.6
Continental	7.5
Firestone	7.4
Bridgestone	7.3
BFGoodrich	7.1
Goodyear	7.1
Michelin	6.0
<b>Category Avg</b>	<b>7.7</b>

## Consumer Awareness

(Do Customers Know Them?)

Michelin *	9.3
Goodyear	9.0
Bridgestone	8.5
Firestone	8.3
BFGoodrich	8.3
Uniroyal	7.9
Cooper	7.8
Toyo	7.7
Yokohama	7.4
Dunlop	7.3
Pirelli	7.2
Kelly-Springfield	6.9
Continental	6.6
General	6.6
Kumho	6.5
Mastercraft	6.4
Falken	6.3
Hankook	5.9
Dayton	5.1
Nexen	5.0
<b>Category Avg</b>	<b>7.2</b>

## Overall Brand Average

(Which Was The Best Overall?)

Toyo	8.5
Bridgestone *	8.3
Cooper	8.3
Michelin	8.2
Yokohama	8.2
Firestone	8.1
Goodyear	8.1
BFGoodrich	8.0
Dunlop	8.0
Mastercraft	7.9
Uniroyal	7.9
Falken	7.7
General	7.6
Kelly-Springfield	7.6
Kumho	7.6
Continental	7.5
Hankook	7.5
Pirelli	7.5
Dayton	7.1
Nexen	6.9
<b>Category Avg</b>	<b>7.8</b>



# Brand Study

## Consumer Tires – Private Brands

### Hercules

**Line Coverage**  
(Do They Make It?)

**8.0** (category average 8.0)

**Adjustment Policy**  
(How Helpful Is It?)

**8.2** (category average 8.2)

**Merchandising Support**  
(Do They Support Their Brand?)

**7.0** (category average 7.0)

**Product Quality**  
(How Good Is It?)

**8.1** (category average 8.1)

**Advanced Technology**  
(Are They Innovative?)

**7.7** (category average 7.7)

**Fill Rate**  
(Do I Get My Full Order?)

**8.5** (category average 8.5)

**Brand Profitability**  
(Can I Make Money?)

**8.0** (category average 8.0)

**Consumer Awareness**  
(Do Customers Know Them?)

**5.5** (category average 5.5)

**Overall Brand Average**  
(Which Was The Best Overall?)

**7.6** (category average 7.6)

#### Other Brands Mentioned

To be listed in the charts for this annual Brand Study, consumer tire brands must receive at least 30 mentions and medium truck tire brands must receive at least 15 mentions from independent tire dealers. Those brands named by tire dealers but receiving an insufficient number of mentions include: Advantis, Advanturo, Aeolis, American, Aurora, Blue Streak, Chow Yang, Cordovan, Delta, Dick Cepek, Doral, Eldorado, Falcon, Federal, Freestar, Fuzion, Geostar, Gillette, Gladiator, Goodride, GT, Jetzon, Kenda, Laramie, Lexington, Ling Long, Long March, Matador, Maxxis, Mickey Thompson, Miller, Nankang, National, Nitto, Nokian, Ohtsu, Power King, Primewell, Primex, Remington, Republic, Road Luck, Roadmaster, Road Pro, Runway, Sailun, Spectra, Steelmark, Summit, Sunny, Trailblazer, Trailmark, Triangle, Turnpike, Vogue, Vredestein, Wanli and Westlake.



# Brand Study

## Medium Truck Tires – All Brands

### Application Coverage

(Do They Make It?)

<b>Michelin</b>	<b>9.2</b>
Toyo*	9.0
Goodyear	8.9
Dunlop	8.6
Firestone	8.6
Bridgestone	8.5
Cooper	8.5
Continental	8.4
Double Coin	8.4
Kumho	8.4
Sumitomo	8.2
Kelly-Springfield	8.1
General	7.8
Hankook	7.8
Yokohama	7.8
BFGoodrich	7.5
Hercules	7.4
<b>Category Avg</b>	<b>8.3</b>

### Adjustment Policy

(How Helpful Is It?)

<b>Toyo*</b>	<b>9.2</b>
Dunlop	9.0
Double Coin	8.8
Kelly-Springfield	8.6
Firestone	8.3
BFGoodrich	8.2
Goodyear	8.2
Sumitomo	8.2
Kumho	8.0
Bridgestone	7.8
Michelin	7.8
Cooper	7.7
General	7.7
Hankook	7.5
Continental	7.4
Hercules	7.2
Yokohama	7.1
<b>Category Avg</b>	<b>8.0</b>

### Benefit Of Technical Support

(Do They Help Customers?)

<b>BFGoodrich</b>	<b>8.9</b>
Dunlop	8.8
Toyo	8.7
Goodyear	8.5
Kelly-Springfield	8.4
Michelin	8.3
Cooper*	8.2
Firestone	8.2
Bridgestone	7.9
Double Coin	7.9
Kumho	7.6
Sumitomo	7.5
Yokohama	7.4
General	6.9
Continental	6.8
Hercules	6.8
Hankook	5.5
<b>Category Avg</b>	<b>7.8</b>

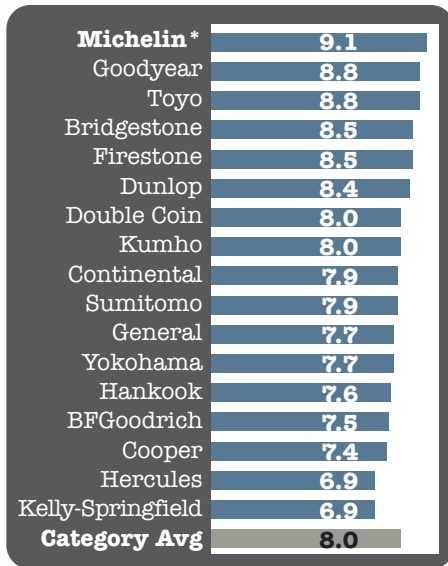
### Product Quality

(How Good Is It?)

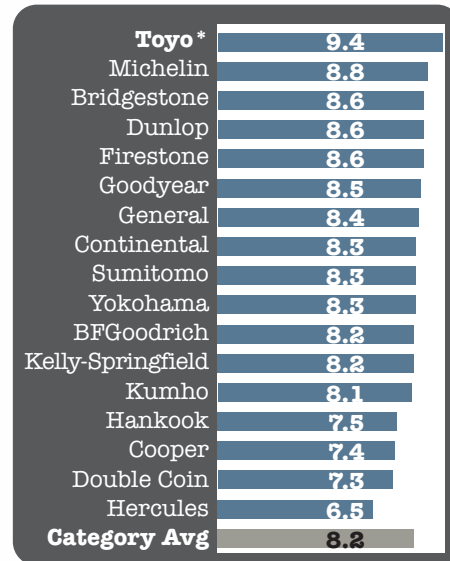
<b>Michelin*</b>	<b>9.3</b>
Dunlop	8.9
Bridgestone	8.8
Continental	8.8
Firestone	8.8
Toyo	8.7
Kumho	8.6
Cooper	8.5
General	8.5
Goodyear	8.5
Sumitomo	8.5
BFGoodrich	8.4
Double Coin	8.3
Kelly-Springfield	8.3
Yokohama	8.3
Hercules	8.1
Hankook	8.0
<b>Category Avg</b>	<b>8.5</b>

# Brand Study

## Advanced Technology (Are They Innovative?)

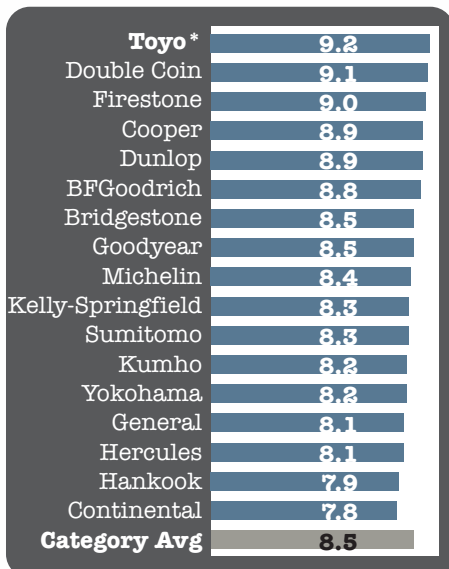


## Retreadability (Can Lifecycle Be Extended?)



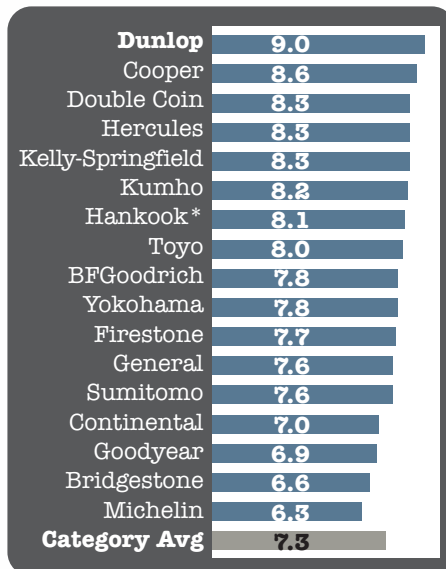
## Fill Rate

(Do I Get My Full Order?)



## Profitability of Brand

(Can I Make Money?)



## Overall Brand Average

(Which Was The Best Overall?)

