

CONSUMER  
PROFILE

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WHAT TIRE BRANDS  
CONSUMERS WANT

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HOW CONSUMERS  
SELECT TIRES

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TOP PURCHASING  
FACTORS

4

WHERE CONSUMERS  
SHOP FOR TIRES

These are the people who make your cash register sing. Tire buyers, consumers, customers – whatever you call them, they are the ones you count on each and every day.

But do you really know how they think? What they like about your shop? About the brands you carry? How they approach the tire and service buying experience? What pushes their purchase decision? Or even how loyal they are to your shop and the tire brands you represent?

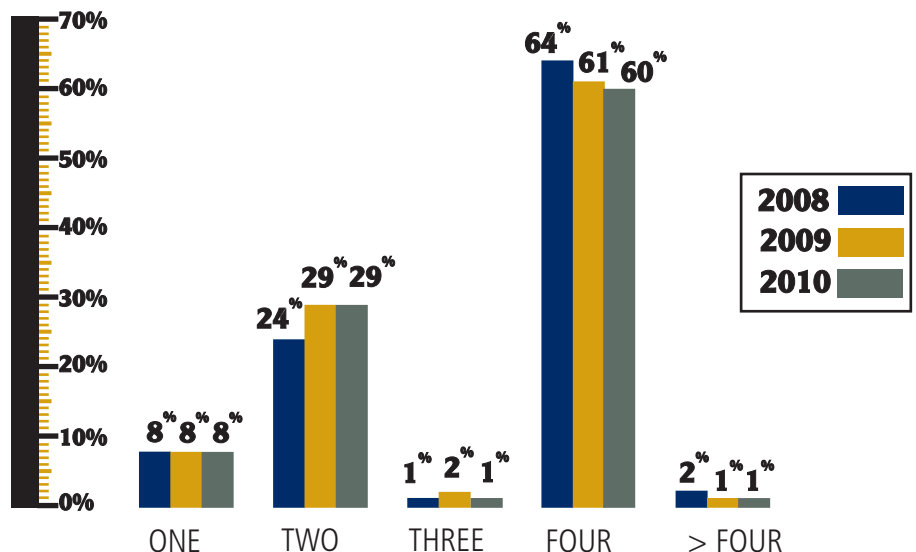
Thanks to the work of Marketplace Insights, we take you inside the minds of recent tire and service buyers. Marketplace Insights, which produces national and local customer studies for numerous tire dealers and tire companies, also conducts the Business Barometer feature that runs in each issue of TIRE REVIEW.

For this national study, Marketplace Insights conducted 13,500 online interviews with recent tire and service buyers in 27 metro markets across the U.S. Those 27 markets represent an estimated 55% of the total retail replacement consumer tire demand in the U.S.

This report came from January-February 2011 interviews with recent tire and service customers, with the results distilled into detailed national and metro market reports measuring buyer actions, thought processes and loyalty.

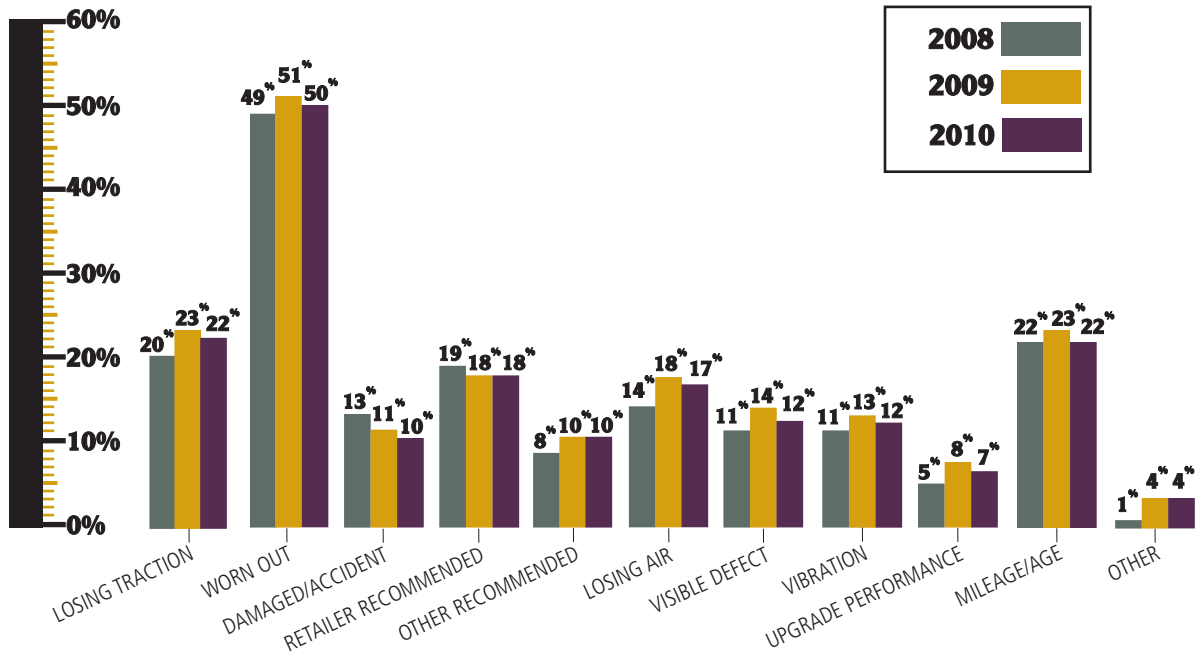
For more information about this study or Marketplace Insights' other research offerings, contact John Montgomery at [john@mpinsights.com](mailto:john@mpinsights.com) or 920-487-8020.

NUMBER OF TIRES PURCHASED

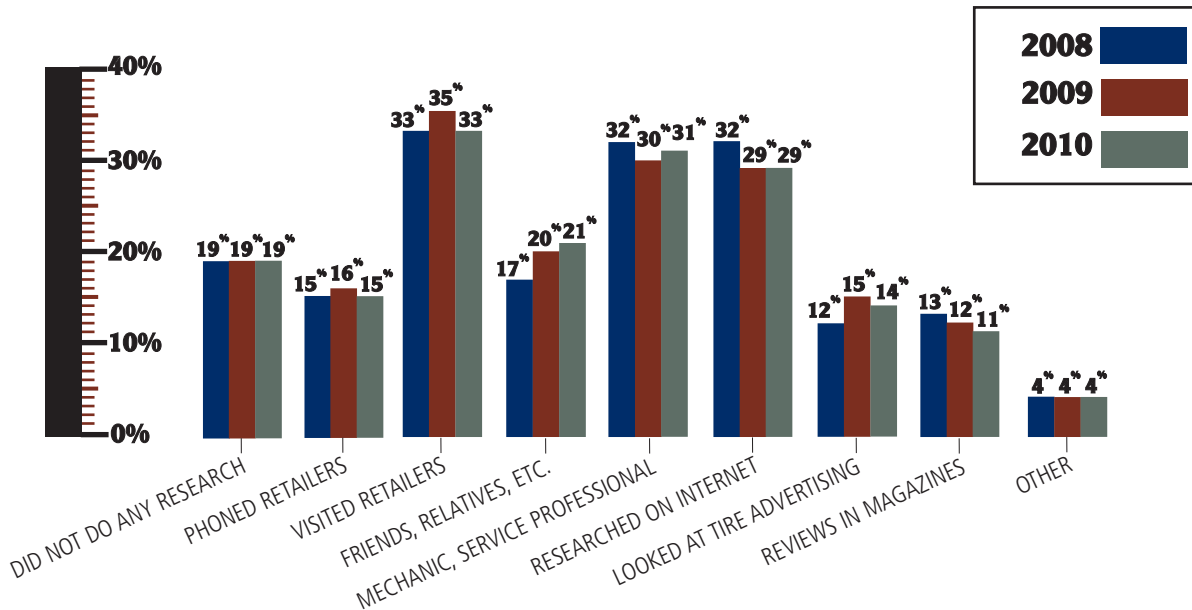




## REASON BEHIND CONSUMER TIRE PURCHASE



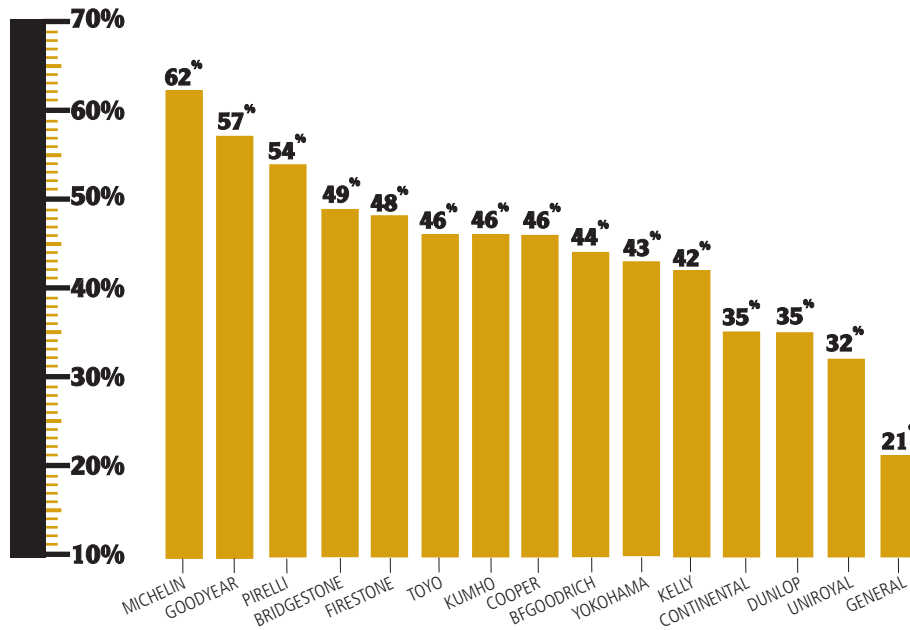
## HOW CONSUMERS RESEARCHED TIRE BUYS



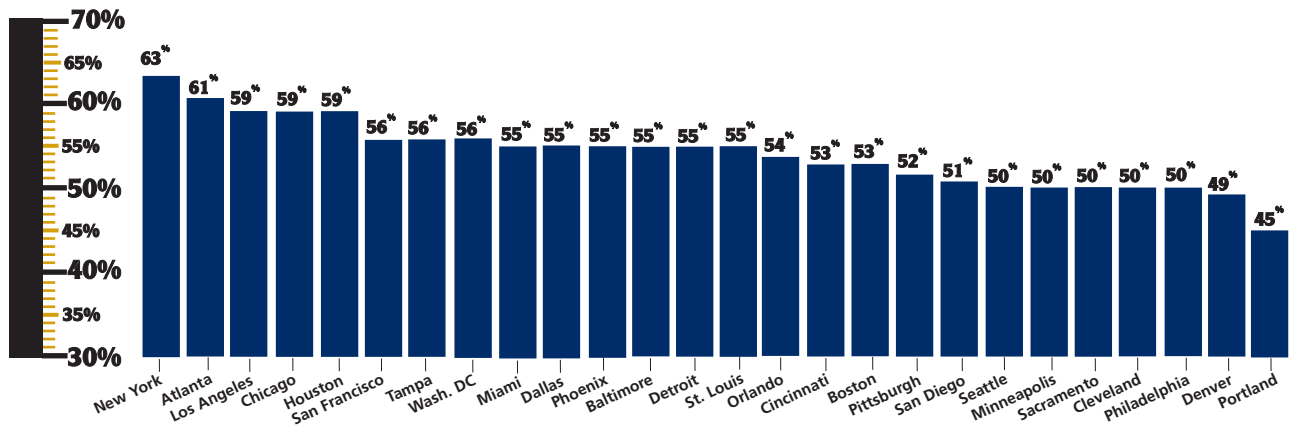


# 2011 SOURCEBOOK

## WHAT BRANDS ARE POPULAR WITH BUYERS



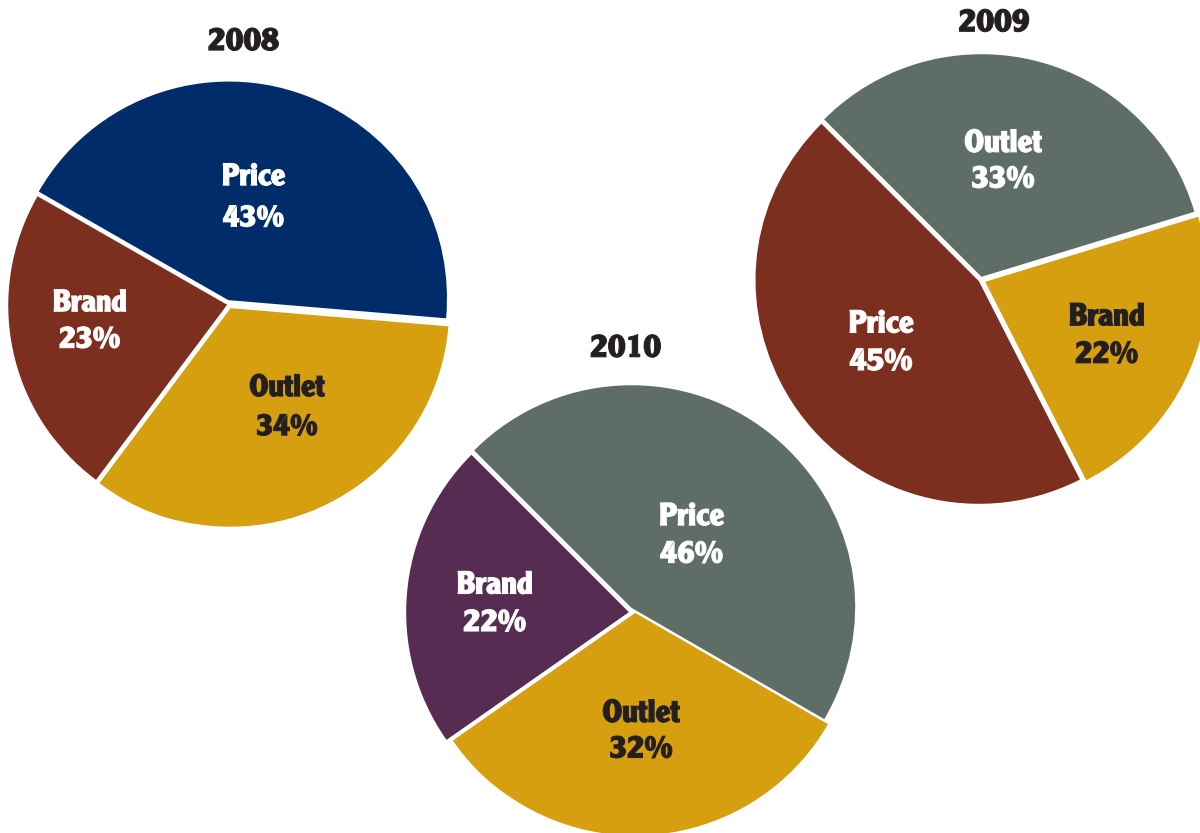
## WHAT % OF BUYERS WANT A SPECIFIC BRAND



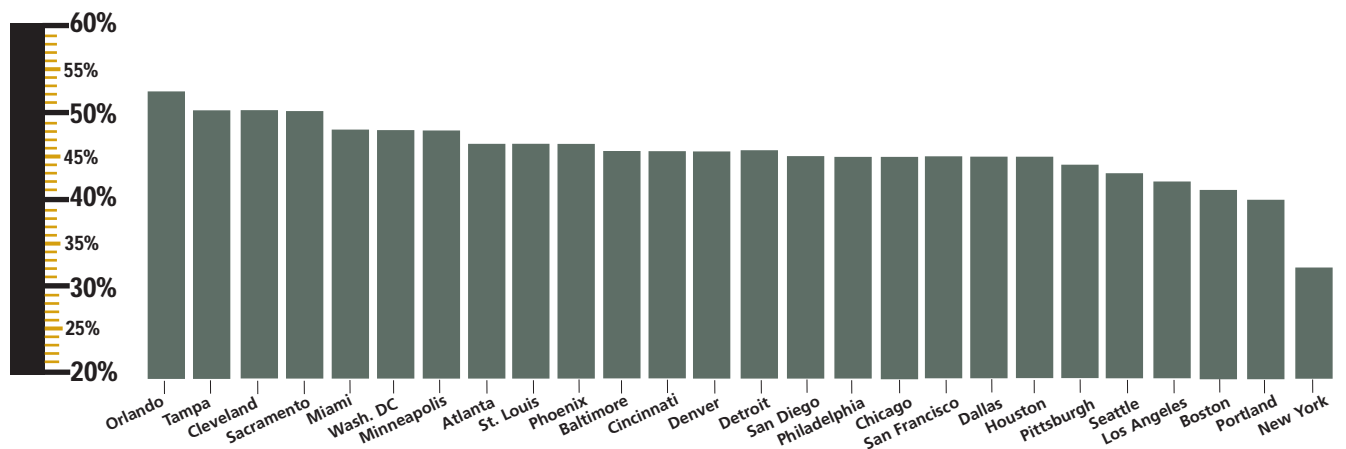


# 2011 SOURCEBOOK

## WHAT FACTOR DRIVES FINAL PURCHASE DECISION



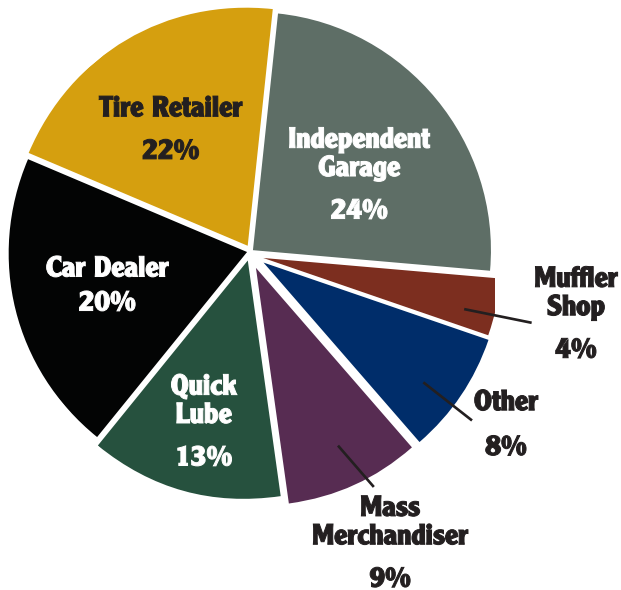
## % OF CONSUMERS CLAIMING TO BE 'PRICE SENSITIVE'



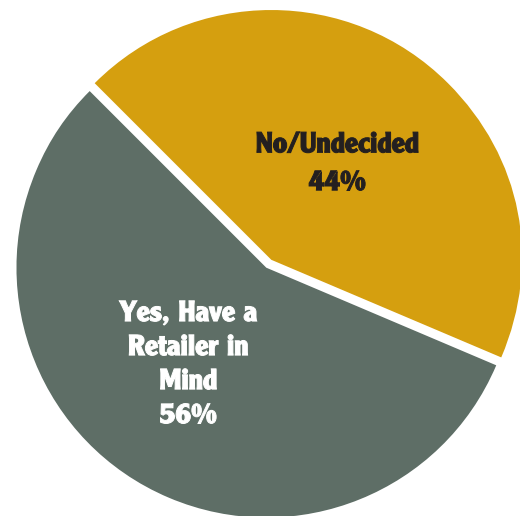


# 2011 SOURCEBOOK

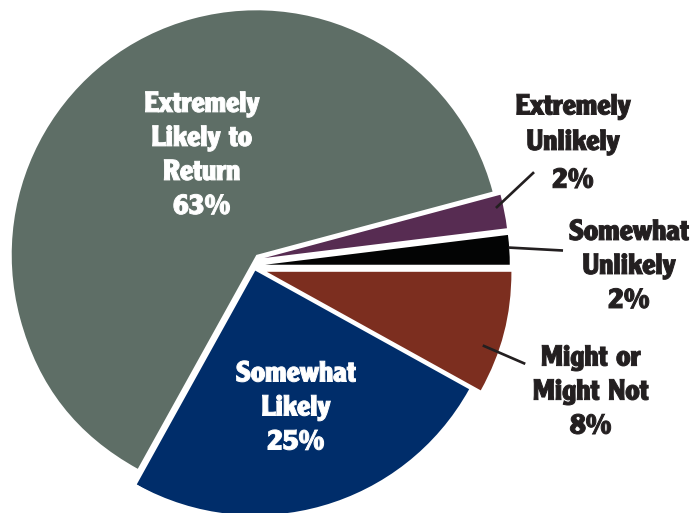
## WHERE DO CONSUMERS GO FOR AUTO SERVICE?



## DO TIRE BUYERS KNOW WHERE THEY ARE GOING TO BUY?

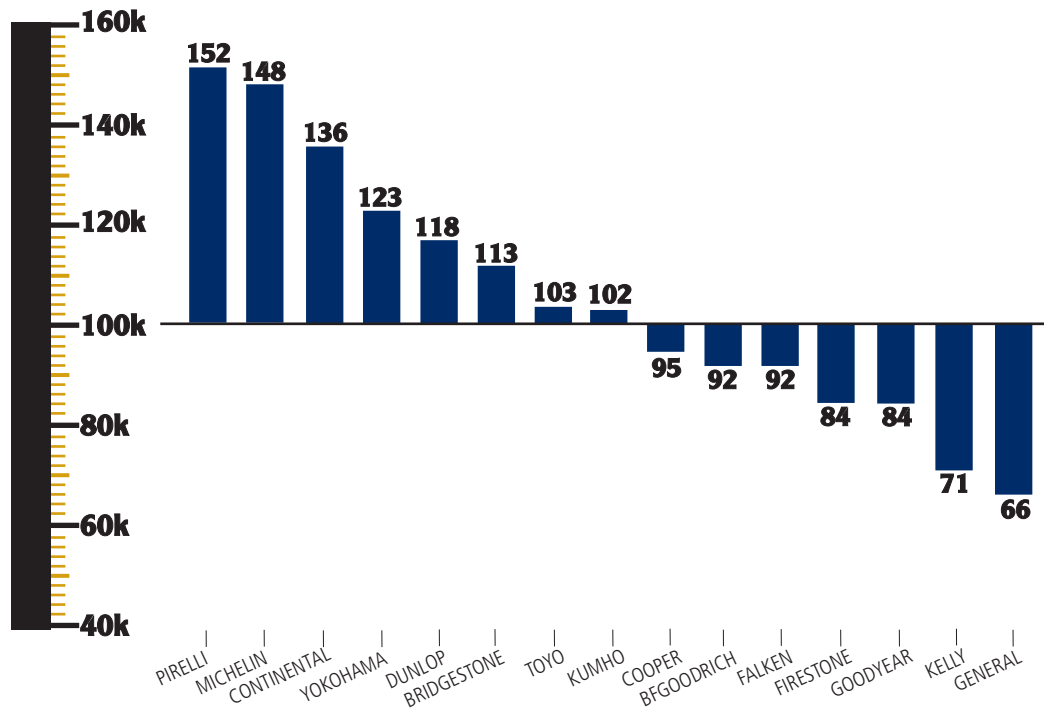


## HOW LIKELY ARE THEY TO BE A RETURN SERVICE CUSTOMER?





## BRAND PREFERENCE BY HOUSEHOLD INCOME



### OUR MONEY'S ON DOUBLE COIN

Ross Kogel and Ross Kogel, Jr. have operated the family-run tire wholesalers, Inc. for more than 30 years. They know that to be successful they have to provide customers with any product they need - at a competitive price. That's why they carry Double Coin tires.

"Double Coin doesn't just offer the popular sizes. They offer every size across the board. As a result, we don't miss any sales," says Ross Jr. "They're definitely a step above other tires in their class."

See more smart money stories at [www.doublecoin-us.com](http://www.doublecoin-us.com)

Come see us at SEMA Booth # 43089

THE SMART MONEY IS ON **DOUBLE COIN**

Rapid Response: 800-928-1184 ext. 30055