



For the 19th consecutive year, TIRE REVIEW asked North American tire dealers to rate the performance of the tire brands – consumer and commercial (medium truck) – they carry and sell.

Certainly tire dealers and tire brands go hand-in-hand. Dealers depend on the "value" of the brands they sell, and the tire companies depend on dealers to carry their brand, marketing and technology messages to the consuming public. Those brands have to deliver the quality, innovation, fill rate, marketability, profitability and now fuel efficiency that tire dealers need to be successful, reach customers, build a reputation and grow a business.

Tire Review's annual Tire Brand Study is not a scientific research project; it only measures dealers' opinions and perceptions about the brands they offer. This study examines both major (including associate) and private brands separately so that each group can 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

Babcox Research analyzed dealer responses from some 1,750 completed telephone surveys. Every effort was made to obtain a fair sampling of responses and ensure 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 1,298 specific brand mentions were collected for the Consumer Tire segment of the study, and another 451 specific mentions were obtained for the Commercial Tire segment.

## CONSUMER TIRES - MAJOR BRANDS

(Do They M	······
BFGoodrich	8.4
Goodyear	8.4
Michelin*	8.4
Uniroyal	8.4
Dunlop	8.3
Bridgestone <b>Example</b>	8.2
Falken <b>Ear</b>	8.2
Firestone	8.2
Toyo 📉	8.2
Kumho	8.1
Mastercraft	8.1
Cooper	8.0
Hankook 📉	8.0
General	7.9
Yokohama	7.9
Continental	7.8
Kelly	7.8
Pirelli	7.8
Category Avg.	8.1

Adjustment Policy (How Helpful Is It?)		
Dunlop	8.7	
Uniroyal <b>Example</b>	8.7	
Goodyear <b>E</b>	8.5	
BFGoodrich	8.3	
Bridgestone <b>Example</b>	8.3	
Kelly	8.3	
Toyo	8.2	
Firestone	8.1	
Mastercraft*	8.1	
Michelin	8.1	
Hankook	8.0	
Cooper	7.9	
Falken 🚾	7.9	
Yokohama 📉	7.8	
General	7.7	
Kumho	7.7	
Continental	7.4	
Pirelli	6.9	
Category Average	8.0	

# SOURCEBOOK



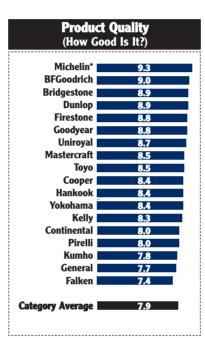
The results published here do not include all brands mentioned. To be presented in the final results shown here, a consumer tire brand had to have at least 40 mentions and a commercial brand needed at least 15 mentions. A number of other brands – those not listed here – were mentioned by dealers, but received an insufficient number of mentions.

Dealers were asked to rate each brand of tires they carry

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. Last year's category winners are indicated with an asterisk.

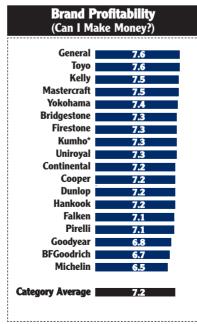
TIRE REVIEW'S Brand Study results are available by contacting Bob Roberts, research manager, at 330-670-1234 ext. 252 or broberts@babcox.com.

#### **Merchandising Support** (Do They Support Their Brand?) BFGoodrich Michelin I 8.5 Bridgestone\* 8.4 Dunlop 8.4 Goodyear 8.3 Firestone **Uniroyal** 7.8 Mastercraft | 7.6 Cooper Kelly 7.4 General Yokohama Toyo Kumho Hankook Falken Continental Pirelli Category Average



Advanced Technology (Are They Innovative?)		
Michelin*	9.2	
Goodyear	9.0	
BFGoodrich	8.9	
Bridgestone	8.9	
Dunlop	8.8	
Uniroyal <b>Example</b>	8.7	
Firestone	8.6	
Toyo	8.5	
Pirelli Pirelli	8.4	
Yokohama 📉	8.4	
Hankook	8.3	
Cooper	8.2	
Continental	8.0	
Kelly	8.0	
Mastercraft	7.9	
Kumho	7.7	
Falken <b>Ear</b>	7.6	
General	7.6	
Category Average	8.4	

<b>Fill Rate</b> (Do I Get My Full Order?)		
Falken <b>•</b>	8.2	
Dunlop		
Mastercraft		
Cooper		
Goodyear		
Pirelli*		
Kelly <b>E</b>		
Michelin		
Uniroyal <b>I</b>		
Yokohama 🛮	7.4	
BFGoodrich	7.3	
Firestone	7.1	
General	7.1	
Kumho	7.1	
Hankook	7.0	
Bridgestone	6.9	
Continental	6.9	
Toyo	6.4	
Category Average	7.4	



Consumer Awareness (Do Customers Know Them?)		
Michelin*	9.3	
Goodyear	9.2	
BFGoodrich	8.8	
Bridgestone	8.7	
Firestone	8.7	
Uniroyal	8.4	
Dunlop	8.3	
Cooper	7.6	
Kelly	7.6	
Pirelli	7.5	
Yokohama	7.2	
General	7.0	
Toyo	7.0	
Mastercraft	6.9	
Continental	6.5	
Hankook	6.5	
Kumho	6.5	
Falken	6.2	
Category Average	7.7	





## CONSUMER TIRES — MAJOR BRANDS

#### **Fuel Efficiency** (Is It a Saleable Attribute?) Michelin\* Goodyear BFGoodrich Bridgestone Uniroyal Cooper Hankook Firestone Kelly Toyo Continental Dunlop Yokohama General Kumho Mastercraft Pirelli **Category Average** ■

#### **Overall Brand Average** (Which Was the Best Overall?) Michelin\* Goodyear **BFGoodrich** Bridgestone Dunlop Uniroyal Firestone Cooper Kelly Mastercraft Toyo Yokohama General Hankook Kumho Pirelli Continental Falken **Category Average I**

### MEDIUM TRUCK TIRES - ALL BRANDS

<b>Applicatio</b> r (Do They
Michelin* BFGoodrich Bridgestone Sumitomo Dunlop Goodyear Kumho Firestone Continental* ooper/Roadmaster Double Coin Hercules Hankook Toyo Yokohama General

BFGoodrich	8.8
Michelin	8.6
Bridgestone	8.4
Firestone	8.3
Goodyear*	8.3
Toyo	8.1
Continental	8.0
Dunlop	7.9
Double Coin	7.8
General	7.8
Yokohama <b>Tana</b>	7.8
Cooper/Roadmaster	7.7
Hankook	7.6
Hercules	7.6
Sumitomo	7.6
Kumho	7.2
Category Average	8.0

Michelin*	9.1
BFGoodrich	8.8
Bridgestone <b>Example</b>	8.7
Dunlop	8.6
Toyo	8.6
Firestone	8.4
Goodyear	8.4
Hankook	8.3
Yokohama 📉	8.2
Continental	8.0
Cooper/Roadmaster	8.0
General <b>E</b>	7.9
Hercules	7.9
Sumitomo	7.9
Kumho	7.7
Double Coin	7.3
Category Average	8.2





## MEDIUM TRUCK TIRES — ALL BRANDS

Advanced Technology (Are They Innovative?)		
Michelin*	9.1	
BFGoodrich	9.0	
Bridgestone <b>E</b>	8.8	
Dunlop	8.6	
Firestone	8.5	
Goodyear <b></b>	8.5	
Yokohama 🔳	8.3	
Continental <b>•</b>	8.1	
Cooper/Roadmaster	8.1	
Hankook <b>E</b>	8.1	
Kumho	8.1	
Sumitomo	7.9	
General <b></b>	7.8	
Toyo 🔳	7.8	
Hercules <b></b>	7.7	
Double Coin	7.6	
Category Average	8.3	

Retreadability		
(Can Lifecyc	e be Extended?)	
Dunlop	8.4	
Bridgestone	8.3	
Hankook	8.3	
Yokohama	8.3	
Goodyear	8.2	
Continental	8.1	
Toyo	8.1	
Firestone	8.0	
BFGoodrich	7.9	
General	7.9	
Michelin*	7.9	
Sumitomo	7.8	
Double Coin	7.3	
Kumho	7.3	
Cooper/Roadmaster	7.1	
Hercules	7.1	
Category Average	7.9	

Double Coin	7.4
Dunlop*	7.3
Hercules	7.3
Kumho	7.0
Sumitomo	6.9
ooper/Roadmaster	6.6
Goodyear	6.6
Michelin*	6.6
BFGoodrich	6.4
Bridgestone	6.1
Firestone	6.1
Hankook	6.1
Toyo 📉	5.8
General	5.6
Yokohama 📉	4.8
Continental	4.6
<u> </u>	
Category Average 🔣	6.3

Profitability of Brand (Can I Make Money?)		
General <b>E</b>	7.4	
Sumitomo	7.4	
Hercules 📉	7.3	
Cooper/Roadmaster	7.2	
Dunlop	7.2	
Hankook 📉	7.0	
Kumho 📉	6.9	
Toyo 📉	6.9	
Double Coin*	6.8	
Bridgestone	6.6	
Continental	6.6	
Firestone	6.5	
Yokohama	6.4	
BFGoodrich	6.3	
Goodyear	6.3	
Michelin 🔣	6.1	
Category Average	6.8	

<b>Fuel Efficiency</b> (Is It a Saleable Attribute?)	
BFGoodrich	7.4
Goodyear	
Dunlop	
Michelin*	
Toyo	
Bridgestone	
Continental	6.8
Yokohama	6.8
Cooper/Roadmaster	6.7
Firestone	6.7
Hercules	6.6
Double Coin	
Hankook	
Kumho	9.7
General	6.2
Sumitomo	6.0
Category Average	6.8

	Best Overall?)
BFGoodrich	7.9
Dunlop	7.9
Michelin*	7.9
Bridgestone <b>Example</b>	7.8
Goodyear <b>Each</b>	7.8
Firestone	7.7
Toyo	7.6
Cooper/Roadmaster	7.5
Hankook	7.5
Hercules	7.5
Double Coin	7.4
Sumitomo	7.4
Yokohama 📉	7.4
Continental	7.3
General <b>E</b>	7.3
Kumho	7.3
Category Average	7.6