

CONSUMER PROFILE



Drivers. Customers. Consumers. Patrons. Guests. Whatever you call them, they're the ones you count on to make your cash register sing.

But do you really know about them and how they approach the entire tire and vehicle service business? What they like about your shop or your competition? What about the brands you carry? What pushes their purchase decision? How loyal are they to you – or the tire brands you represent?

Thanks to the work of Marketplace Insights, we take you inside the mind of real-world tire and service buyers. Marketplace Insights conducts national and local customer attitude studies for numerous tire dealers and tire companies.

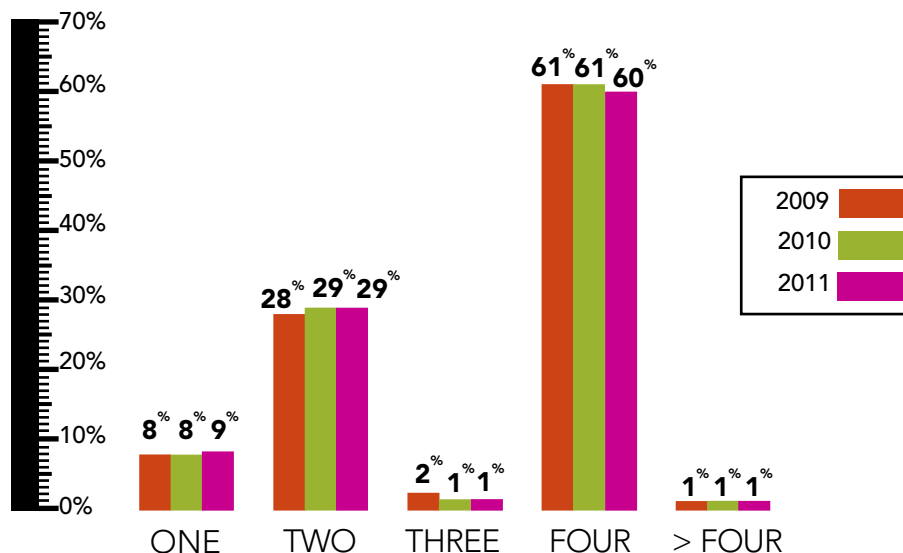
For the national study this Consumer Profile was

drawn from, Marketplace Insights conducted 13,000 online interviews with recent tire and service buyers in 26 metro markets across the U.S. Those 26 markets represent an estimated 55% of the total retail replacement consumer tire demand in the U.S.

This report came from January-February 2012 interviews with recent tire and service buyers, with the results distilled into detailed national and metro market reports measuring buyer actions, thought processes and loyalty.

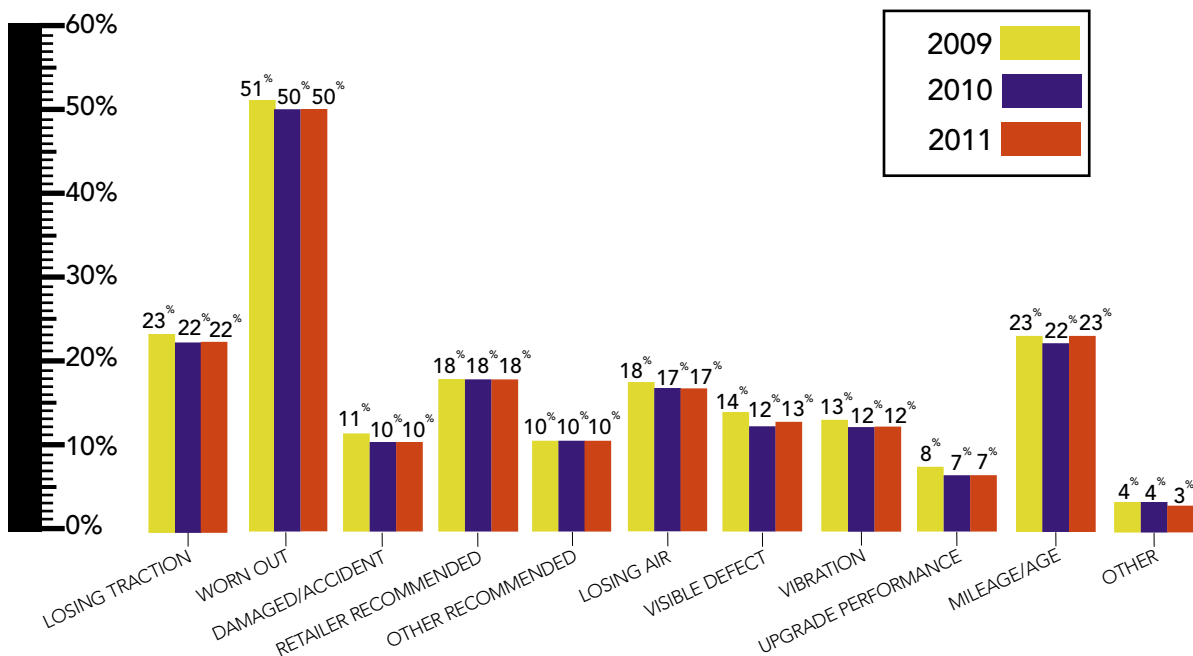
For more information about this study or Marketplace Insights' other research offerings, contact John Montgomery at john@mpinsights.com or at 920-487-8020.

NUMBER OF TIRES PURCHASED

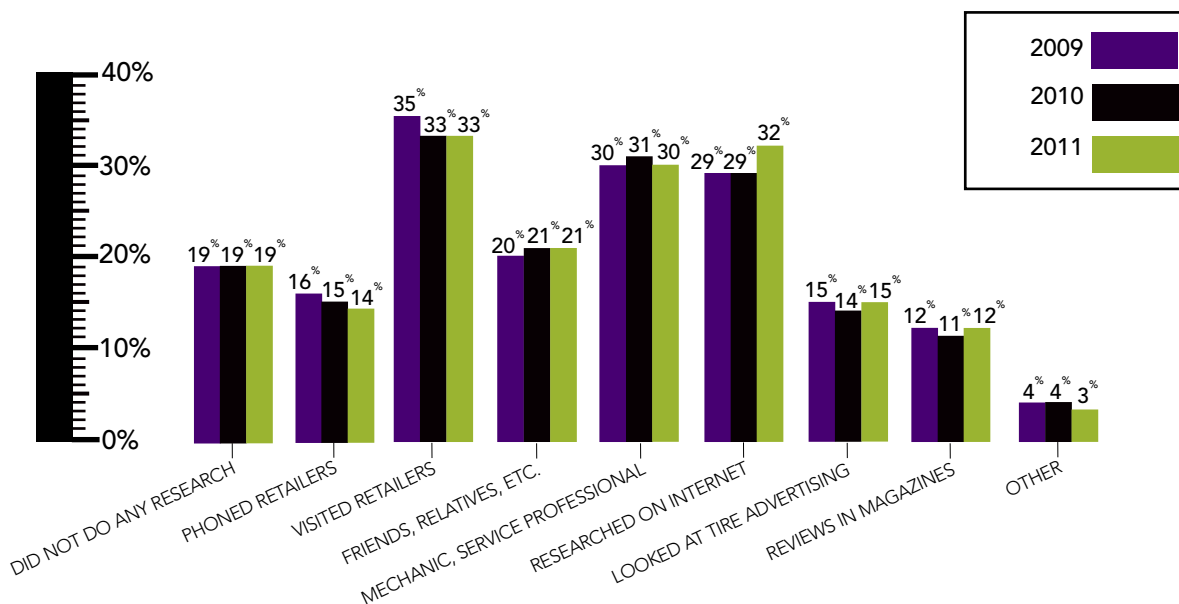


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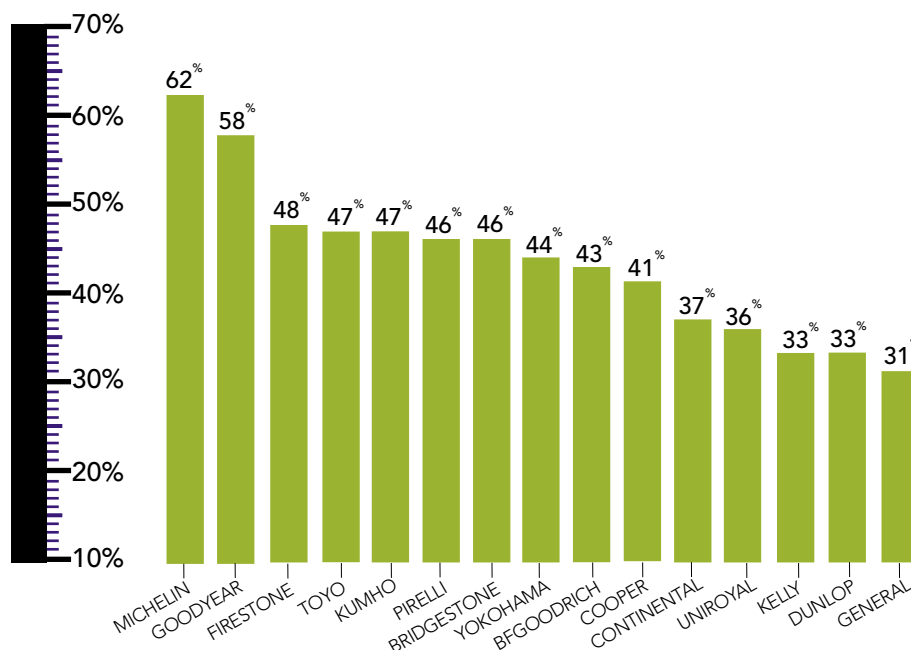
REASON BEHIND CONSUMER TIRE PURCHASE



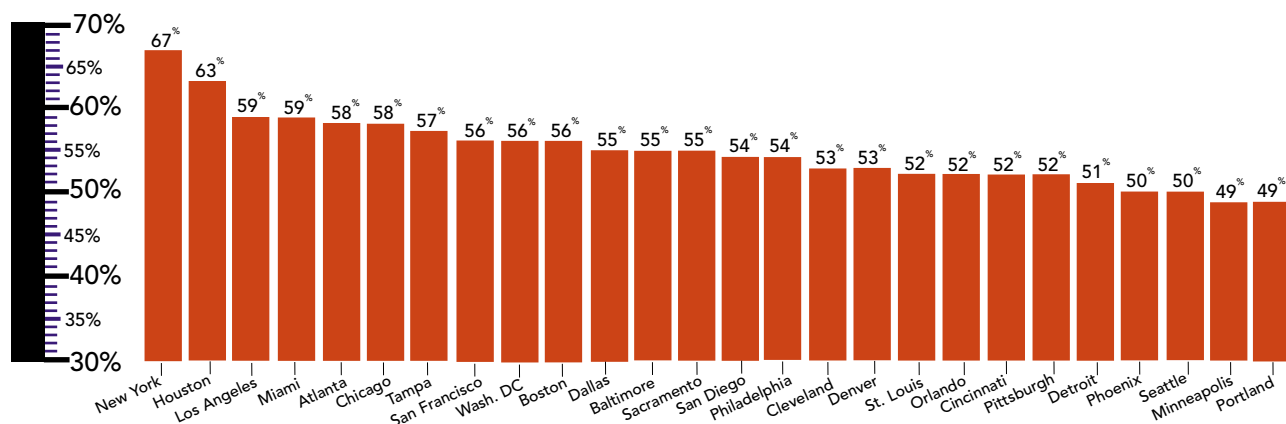
HOW CONSUMERS RESEARCHED TIRE BUYS



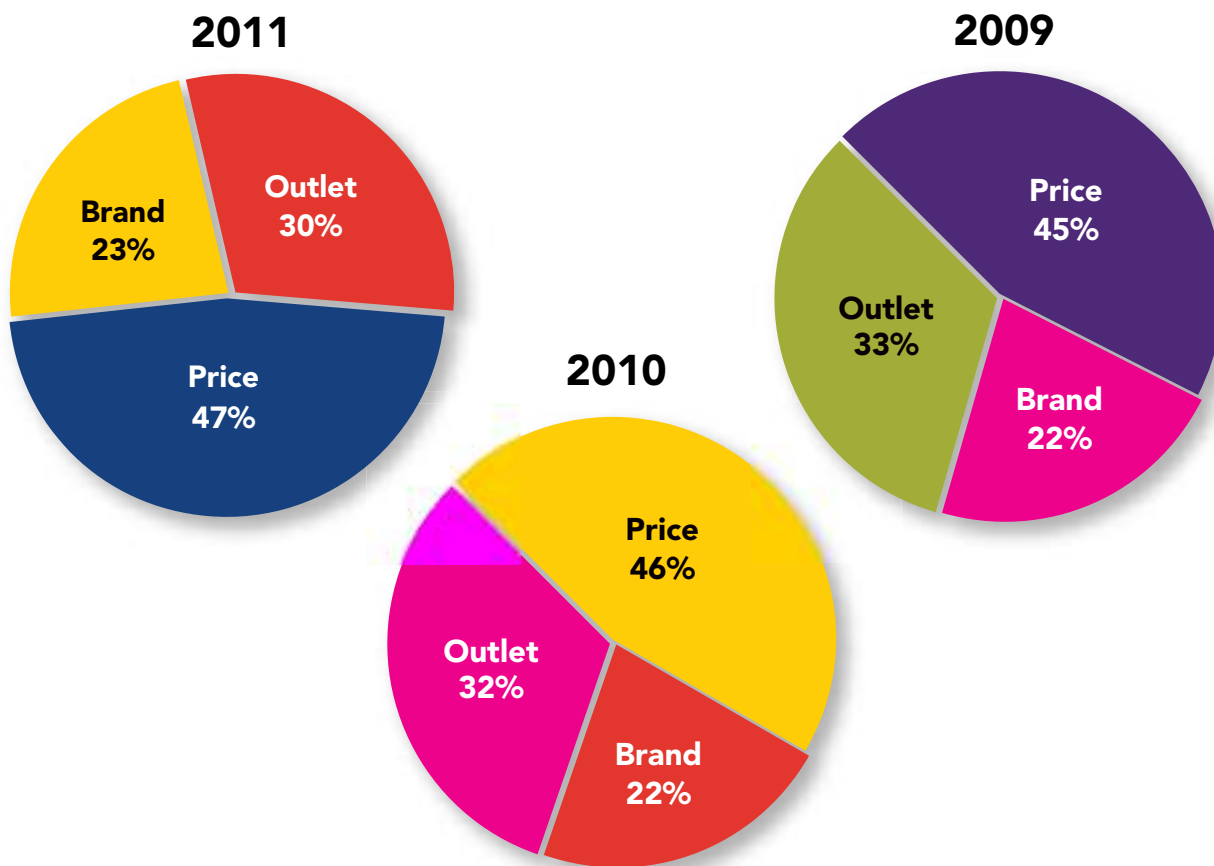
WHAT BRANDS ARE POPULAR WITH BUYERS



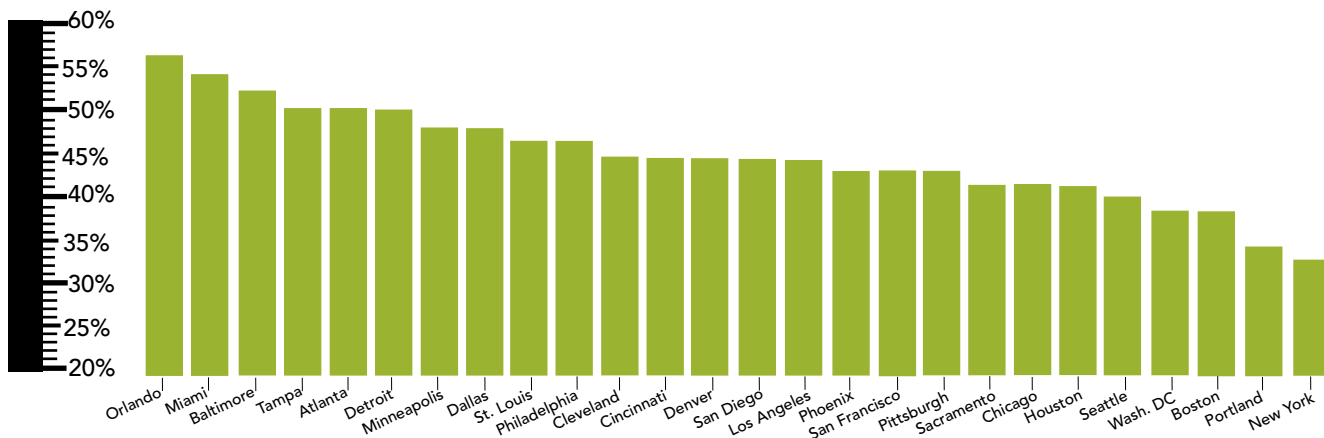
WHAT % OF BUYERS WANT A SPECIFIC BRAND



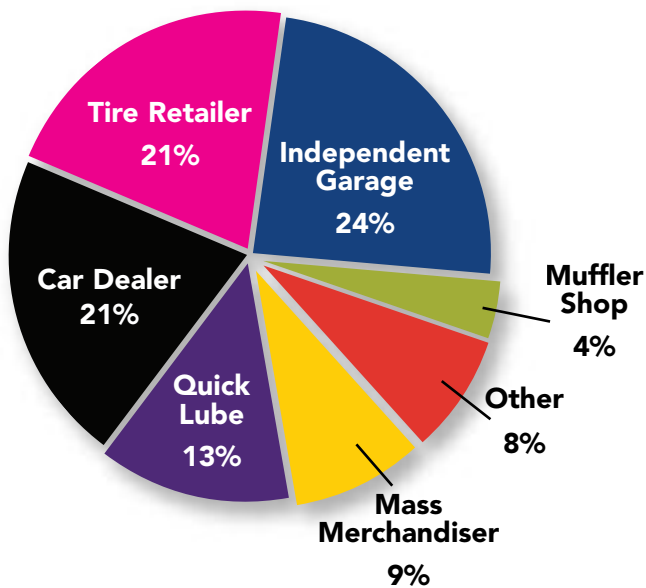
WHAT FACTOR DRIVES FINAL PURCHASE DECISION



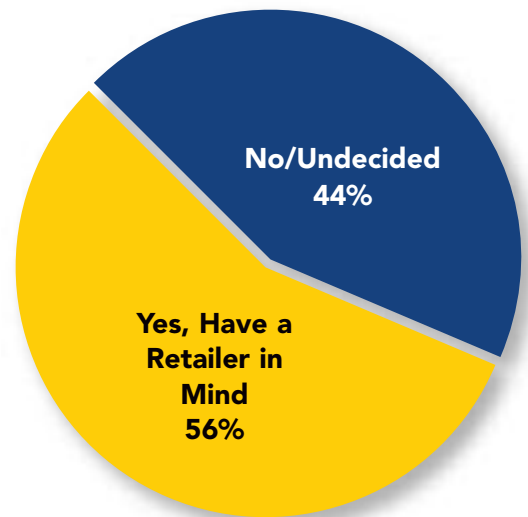
% OF CONSUMERS CLAIMING TO BE 'PRICE SENSITIVE'



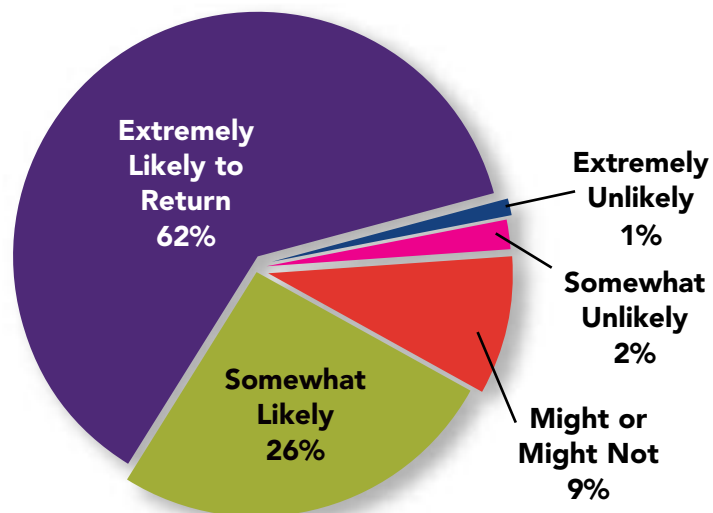
WHERE DO CONSUMERS GO FOR AUTO SERVICE?



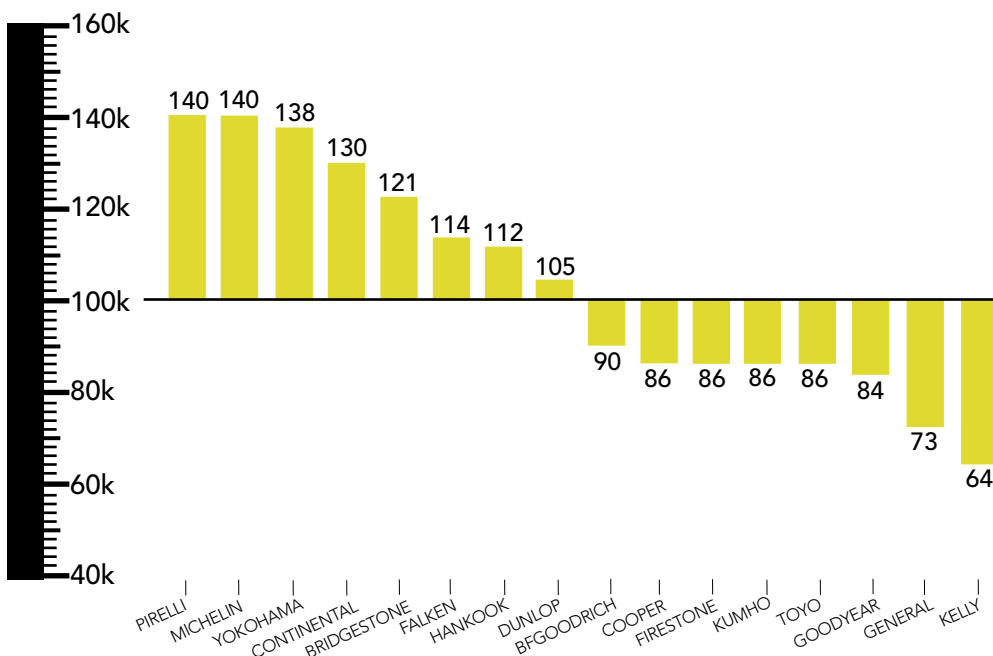
DO TIRE BUYERS KNOW WHERE THEY ARE GOING TO BUY?



HOW LIKELY ARE THEY TO BE A RETURN SERVICE CUSTOMER?



BRAND PREFERENCE BY HOUSEHOLD INCOME



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