

# Introducing TIRES STUDY

**T**he Sourcebook has always been an evolutionary process. As new information or opportunities to improve present themselves, we do our best to bring you the freshest, most compelling and actionable data possible.

This year we launched a new research endeavor – the TIRE REVIEW TIRES Study.

The goal with this new tool is to extend what we learn in our annual Dealer Profile – some of which is presented in this issue's Market Profile section.

The TIRES Study captures live transactional data from retail and commercial tire dealers, including the top selling brands in each category, as well as average over-the-counter prices for everything

from standard passenger radials all the way to agricultural tires.

We are looking to further expand this effort in the near future, and capture data from other tire segments and dealer sales activities.

For now, tell us what you think by dropping us an email at [ismith@babcox.com](mailto:ismith@babcox.com).

## P-Metric Broadline Tires (S & T Rated)

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>6.0</b>	<b>436</b>	<b>529</b>
Associate	<b>2.7</b>	<b>333</b>	<b>410</b>
Private	<b>1.9</b>	<b>217</b>	<b>329</b>

### AVERAGE FOR SIZE: 225/60R16

	SELLING PRICE	GROSS MARGIN
Major	<b>\$121.70</b>	<b>\$28.40</b>
Associate	<b>\$98.30</b>	<b>\$27.80</b>
Private	<b>\$88.20</b>	<b>\$26.20</b>



### SELLING USED BROADLINE TIRES

**55%** YES

**45%** NO



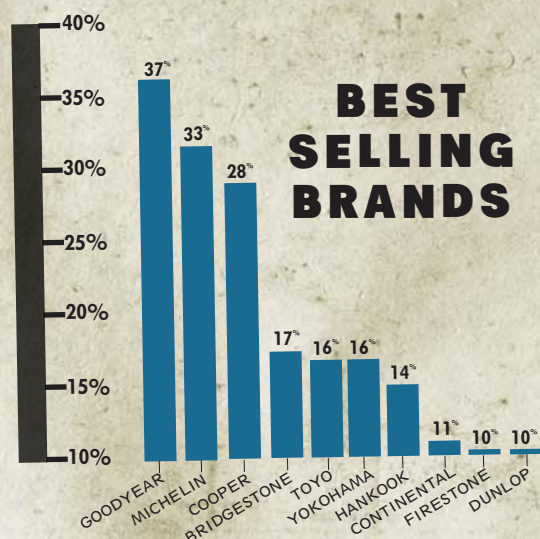
	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>2.2</b>	<b>72</b>	<b>85</b>
Associate	<b>1.3</b>	<b>66</b>	<b>70</b>
Private	<b>0.9</b>	<b>45</b>	<b>57</b>

## HP Tires

(H&V Rated)

AVERAGE FOR SIZE: 215/55R17

	SELLING PRICE	GROSS MARGIN
Major	<b>\$153.98</b>	<b>\$34.47</b>
Associate	<b>\$127.24</b>	<b>\$31.69</b>
Private	<b>\$110.49</b>	<b>\$30.70</b>



### SELLING USED HP TIRES

**32%** YES

**68%** NO

## UHP Tires

(W,Y & Z Rated)

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>4.3</b>	<b>83</b>	<b>53</b>
Associate	<b>2.2</b>	<b>51</b>	<b>42</b>
Private	<b>1.4</b>	<b>61</b>	<b>35</b>

AVERAGE FOR SIZE: 225/50R17

	SELLING PRICE	GROSS MARGIN
Major	<b>\$186.80</b>	<b>\$42.00</b>
Associate	<b>\$157.60</b>	<b>\$37.30</b>
Private	<b>\$132.90</b>	<b>\$35.80</b>



### SELLING USED UHP TIRES

**20%** YES

**80%** NO

# Introducing TIRES STUDY

## Winter Tires

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>1.8</b>	<b>47</b>	<b>49</b>
Associate	<b>1.3</b>	<b>36</b>	<b>77</b>
Private	<b>1.0</b>	<b>22</b>	<b>71</b>



AVERAGE FOR SIZE: 225/60R16

	SELLING PRICE	GROSS MARGIN
Major	<b>\$138.69</b>	<b>\$31.47</b>
Associate	<b>\$119.83</b>	<b>\$29.23</b>
Private	<b>\$108.93</b>	<b>\$27.00</b>

**SELLING USED WINTER TIRES**

**10% YES**

**90% NO**

## Light Truck Tires

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>3.8</b>	<b>124</b>	<b>135</b>
Associate	<b>2.5</b>	<b>156</b>	<b>103</b>
Private	<b>1.7</b>	<b>82</b>	<b>97</b>



AVERAGE FOR SIZE: LT245/75R16

	SELLING PRICE	GROSS MARGIN
Major	<b>\$185.00</b>	<b>\$36.10</b>
Associate	<b>\$157.10</b>	<b>\$34.10</b>
Private	<b>\$144.00</b>	<b>\$34.60</b>

**SELLING USED LT TIRES**

**52% YES**

**48% NO**



# Medium Truck Tires

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>4.0</b>	<b>310</b>	<b>573</b>
Associate	<b>2.6</b>	<b>125</b>	<b>229</b>
Private	<b>2.1</b>	<b>52</b>	<b>122</b>

AVERAGE FOR SIZE: 11R22.5

	SELLING PRICE	GROSS MARGIN
Major	<b>\$479.05</b>	<b>\$50.07</b>
Associate	<b>\$392.69</b>	<b>\$55.27</b>
Private	<b>\$353.43</b>	<b>\$59.96</b>



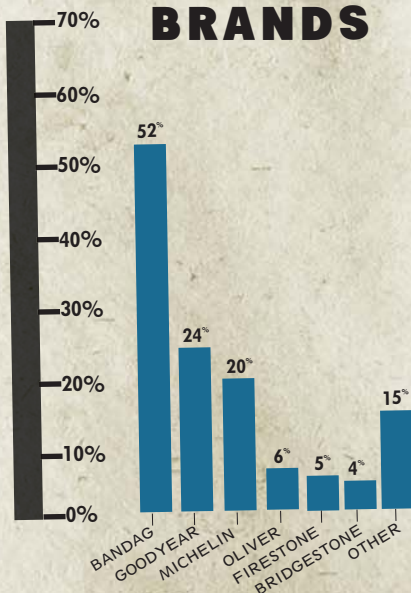
**SELLING USED MTR TIRES**

**65%** YES

**35%** NO

# Retread Medium Truck Tires

**BEST SELLING BRANDS**



	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	<b>1.2</b>	<b>206</b>	<b>185</b>
Associate	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Private	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

AVERAGE FOR SIZE: 11R22.5

	SELLING PRICE	GROSS MARGIN
Major	<b>\$251.80</b>	<b>\$61.30</b>
Associate	<b>N/A</b>	<b>N/A</b>
Private	<b>N/A</b>	<b>N/A</b>

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## Agricultural Tires

AVERAGE FOR SIZE: 480/80R42

	SELLING PRICE	GROSS MARGIN
Major	\$2,057.20	\$326.00
Associate	\$1,525.00	\$226.70
Private	\$1,731.00	\$150.00



### SELLING USED AG TIRES

34% YES

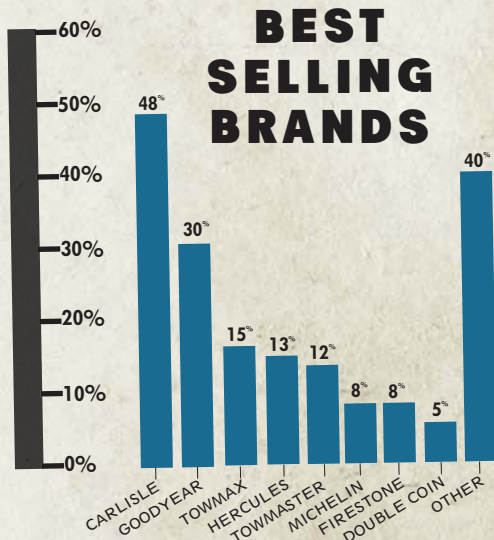
66% NO

	Brands Stocked	Avg. Units Sold/Month	Average Inventory
Major	1.9	54	205
Associate	1.2	22	12
Private	1.0	5	15

## Trailer Tires

AVERAGE FOR SIZE: ST225/75R15

	SELLING PRICE	GROSS MARGIN
Major	\$121.10	\$33.04
Associate	\$108.71	\$32.14
Private	\$118.59	\$29.56



### SELLING USED TRAILER TIRES

25% YES

75% NO