



DEALER PROFILE

What does the typical successful North American tire dealer look like? How is his/her business structured? Where are they seeing successes, and where are the failures?

Welcome to TIRE REVIEW'S 2007 Tire Dealer Profile Study – the industry's most extensive, most coveted research effort. To compile this year's report, TIRE REVIEW surveyed hundreds of independent tire dealers throughout North America, businesspeople who took time out of their busy schedules to answer these important questions.

Those surveyed dealers served as a unified voice, helping us and our readers better understand the size and scope of today's successful independent tire dealer.

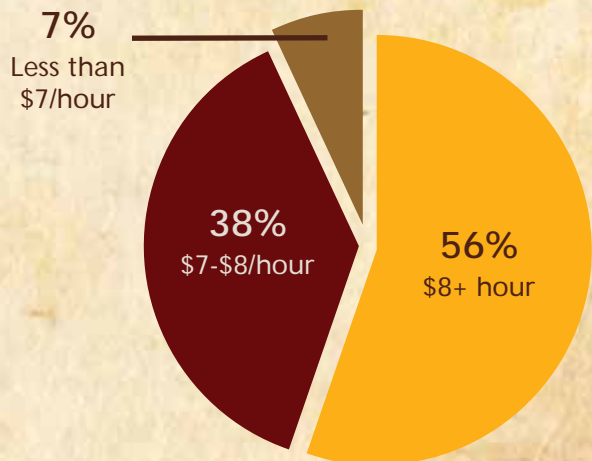
These dealers offered valuable insights into the industry's most pressing questions. They answered fundamental questions, such as: "How is a successful tire dealership structured?" "Where do they buy their tires?" "When do they sell

the most tires?" "What are the average selling prices of consumer and commercial tires?"

They also offered inside information that's not available anywhere else: How much profit do they earn on those tires? Who do dealers consider their toughest competition? Where are their pain points? Seasonally, what are their best months for tire and service sales? How much do they pay their employees?

Presented here are a few of the key questions asked in this year's study. For complete study results, contact Bob Roberts, Babcox Research, at 330-670-1234, ext. 252, or by e-mail at broberts@babcox.com.

What Dealers Pay New Hires (Without Experience)



What Concerns Dealers Most

most important 0 | 1 | 2 | 3 | least important



Sizing Up the Average Dealer

- 86% Are family owned
- 70% Attended or graduated college
- 51% Are sole owners
- 56.2% Are members of affinity/marketing groups
- 78% Get management information from tire trade magazines
- 42.4% Posted location sales of \$1 million or more

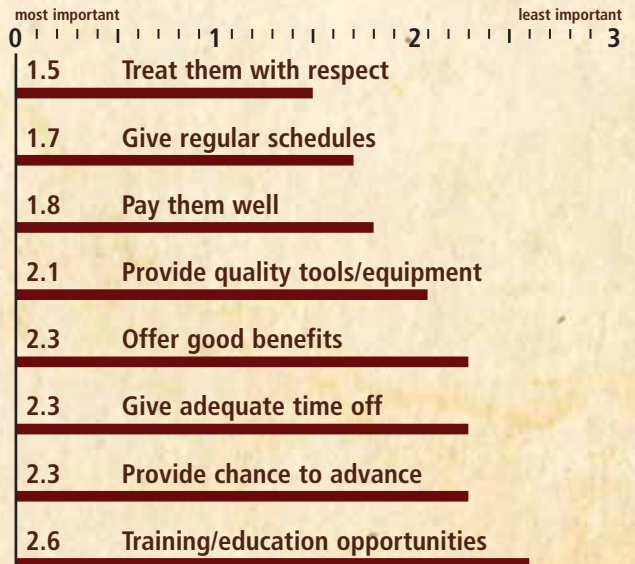


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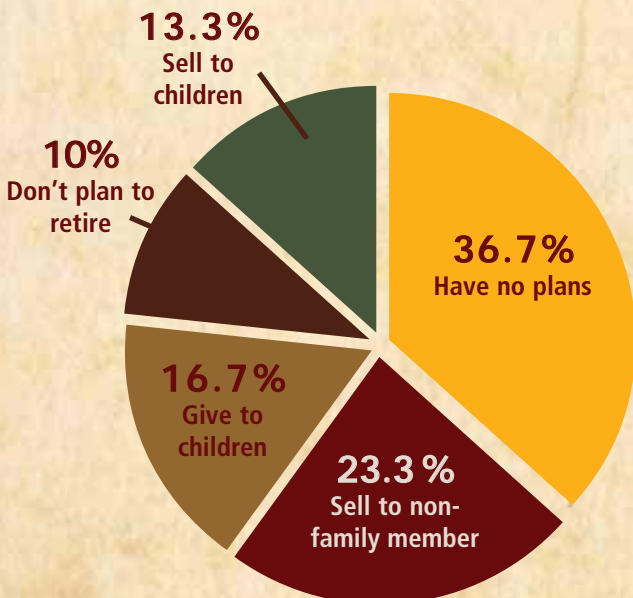
Sizing Up the Average Dealer

- 80%** Concerned about finding employees
- 74%** Sell used tires
- 54%** Sell custom wheels
- 5.2%** Service bays
- 8.4%** Full-time employees
- 73.4%** Are connected to the Internet
- 47.9%** Have a Web site
- 45%** Average consumer tires sold per day
- 40%** Sell Chinese brand passenger and LT/SUV tires

Employee Retention: What Dealers Think Works



What Dealers Will Do With Their Business at Retirement



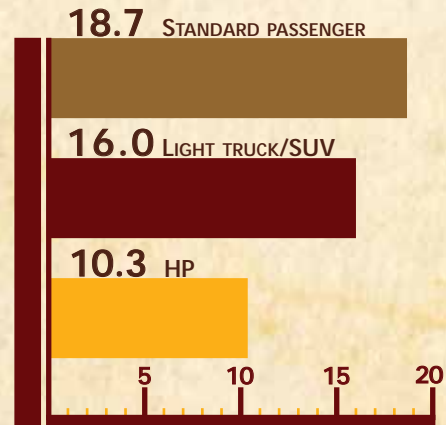
Sizing Up the Average Dealer

- 70%** Had employee turnover rate of 10% or less
- 11.7%** Offer nitrogen inflation
- 37%** Provide 401(k) plans to employees
- 22.9%** Have had TIA TPMS training in the past year
- 11.5%** Have taken TIA's passenger tire service training
- 39%** Sell Chinese brand medium truck tires



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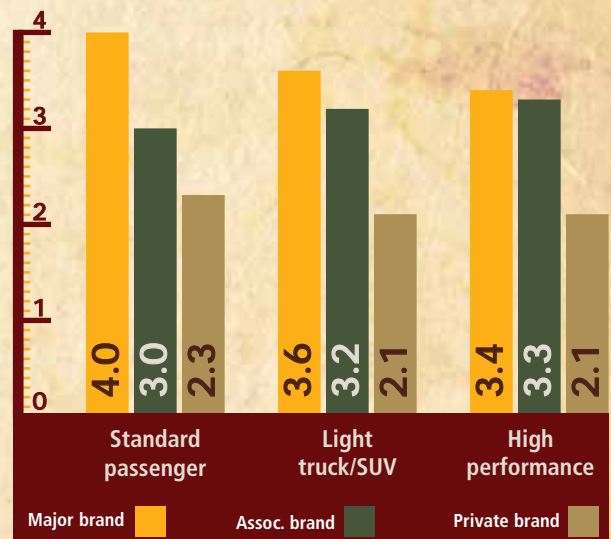
What Retail Dealers Sell Each Day (Average Tires Sold Per Day)



Why Retail Dealers Carry Certain Consumer Tire Brands



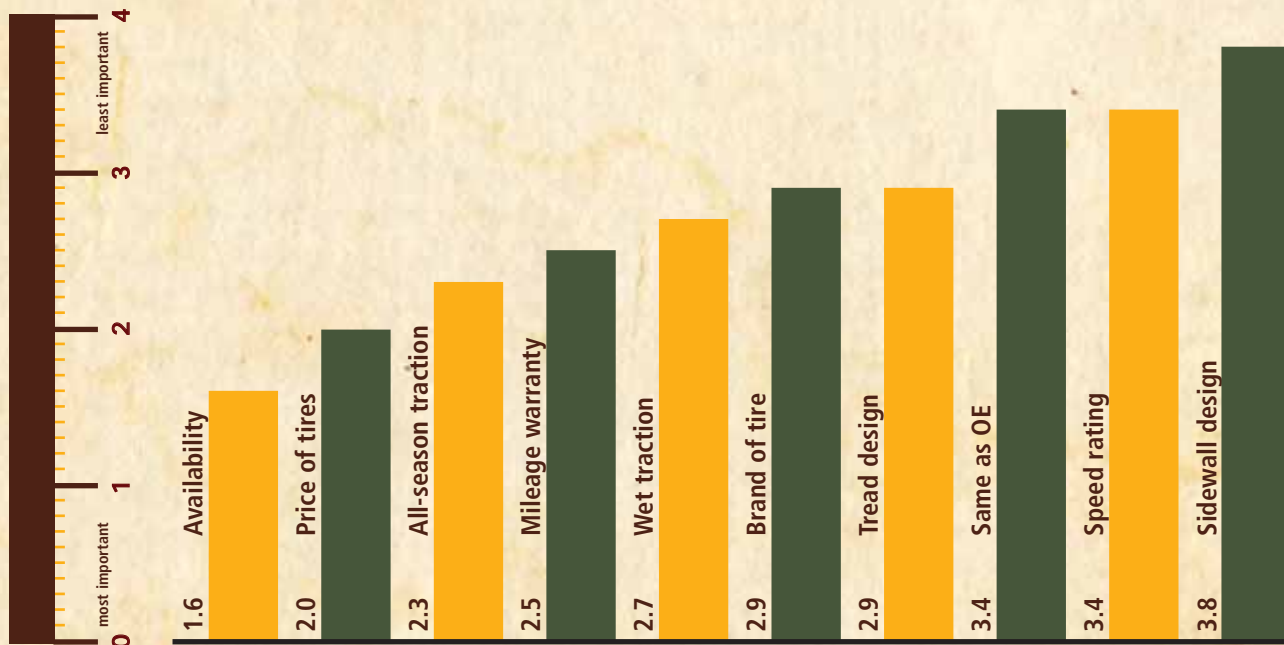
Number of Brands Retail Dealers Carry





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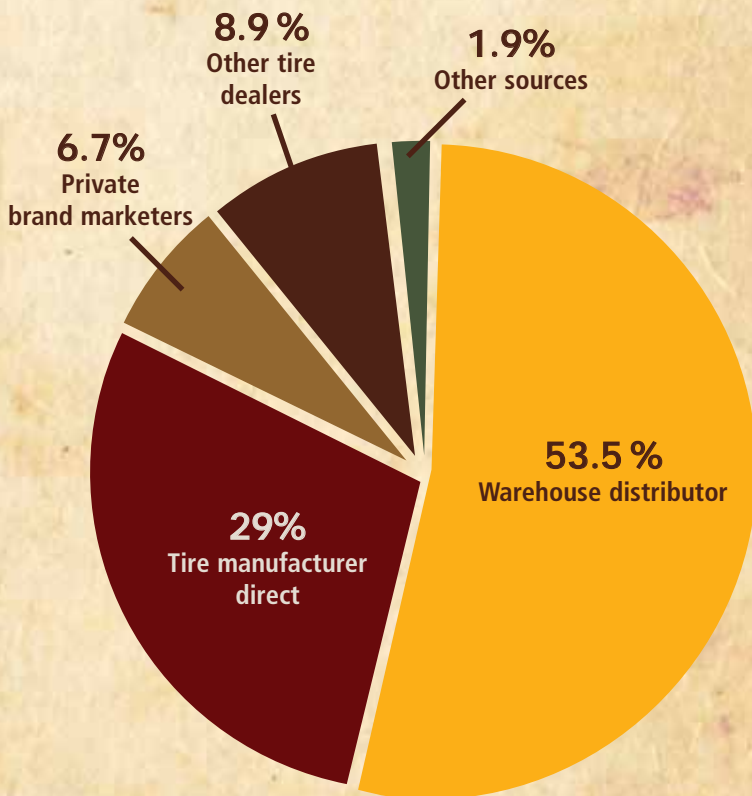
What Dealers Think is Important to Retail Tire Buyers



Why Customers Buy Particular HP Tires



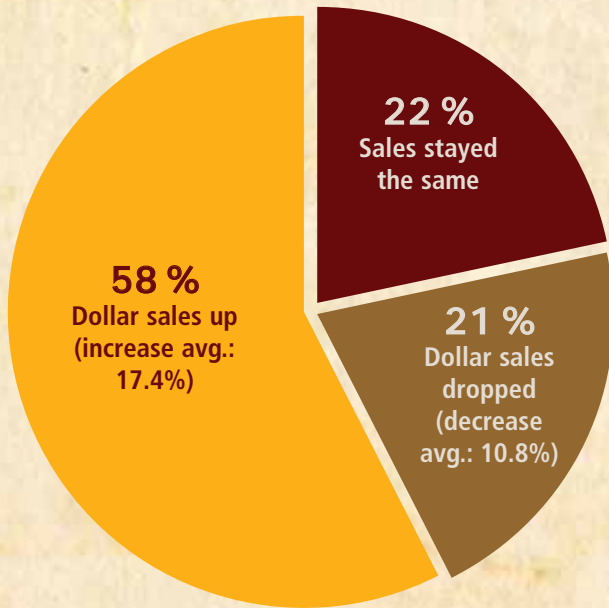
Where Dealers Get Consumer Tires



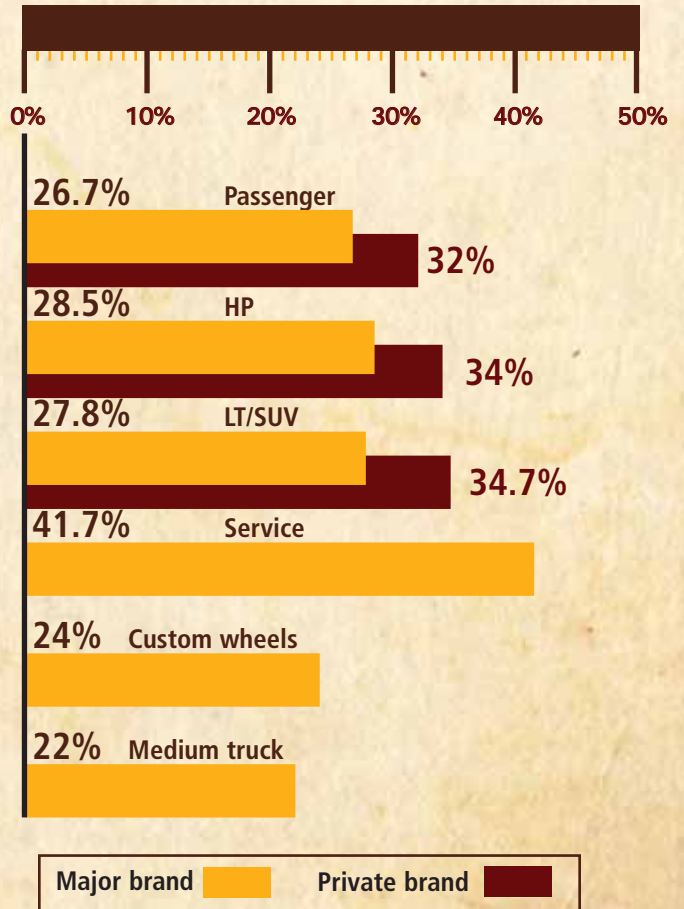


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Dealer Sales Volume: Consumer Tires (2006 Sales vs. 2005)



Average Gross Profits: 2006 Sales



Who Dealer Sees as Most Difficult Competition





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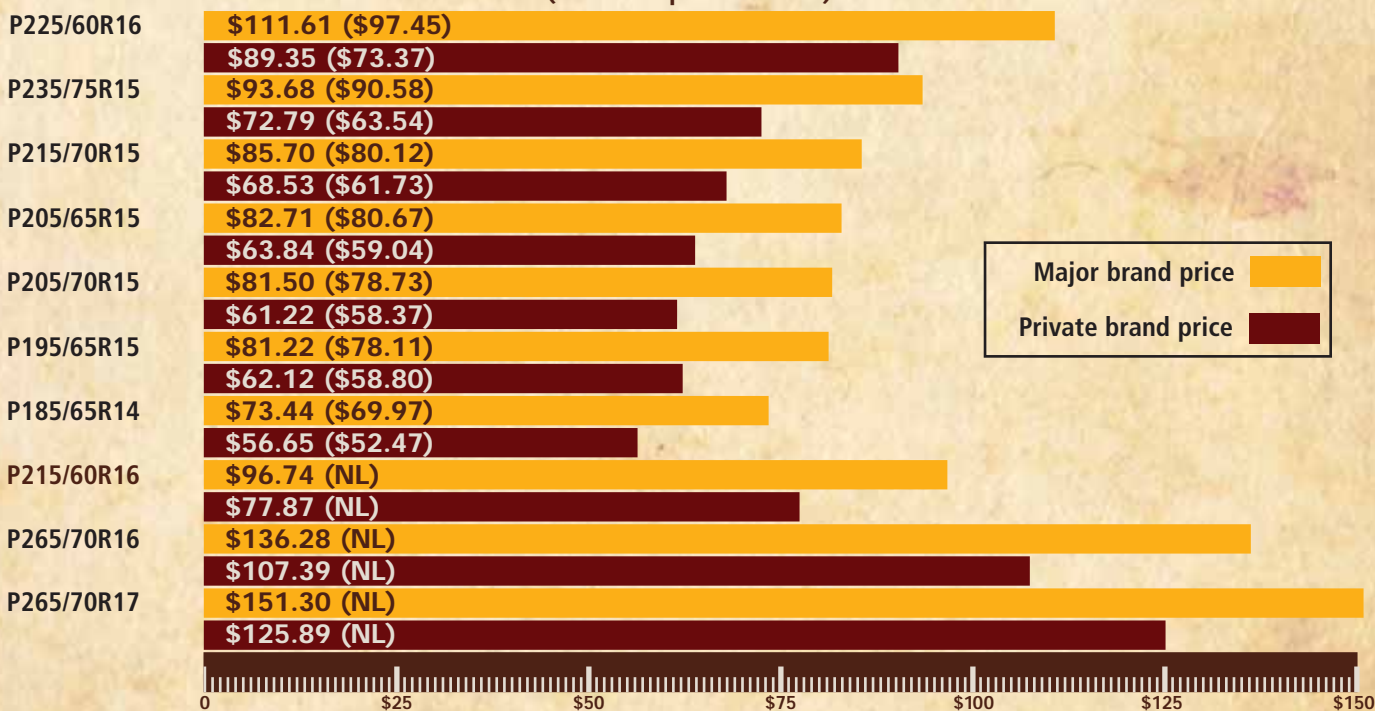
How Dealers Advertise

(Methods Used)

[More than 100% due to multiple responses]

67%	Yellow pages	27%	Web site
49%	Newspaper ads	16%	Local network T.V.
42%	Radio ads	16%	Other promotions
31%	Community service	13%	Field sales force
29%	Direct mail	11%	Cable T.V.
29%	Reminder cards	2%	Telemarketing

Average Retail Price: Replacement Passenger Tires (Most Popular Sizes)

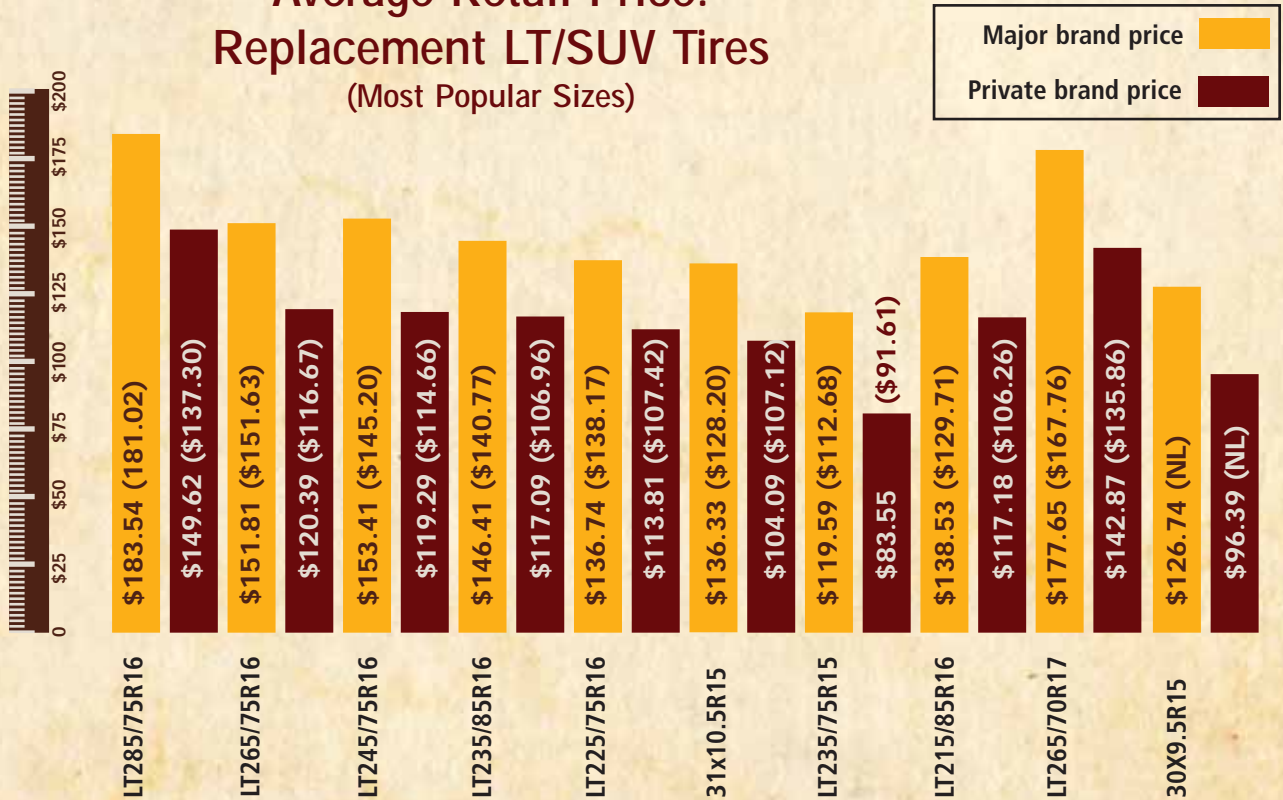


Figures in parenthesis are results from 2006 Tire Dealer Profile study. NL indicates that prices for that size were not tracked last year.

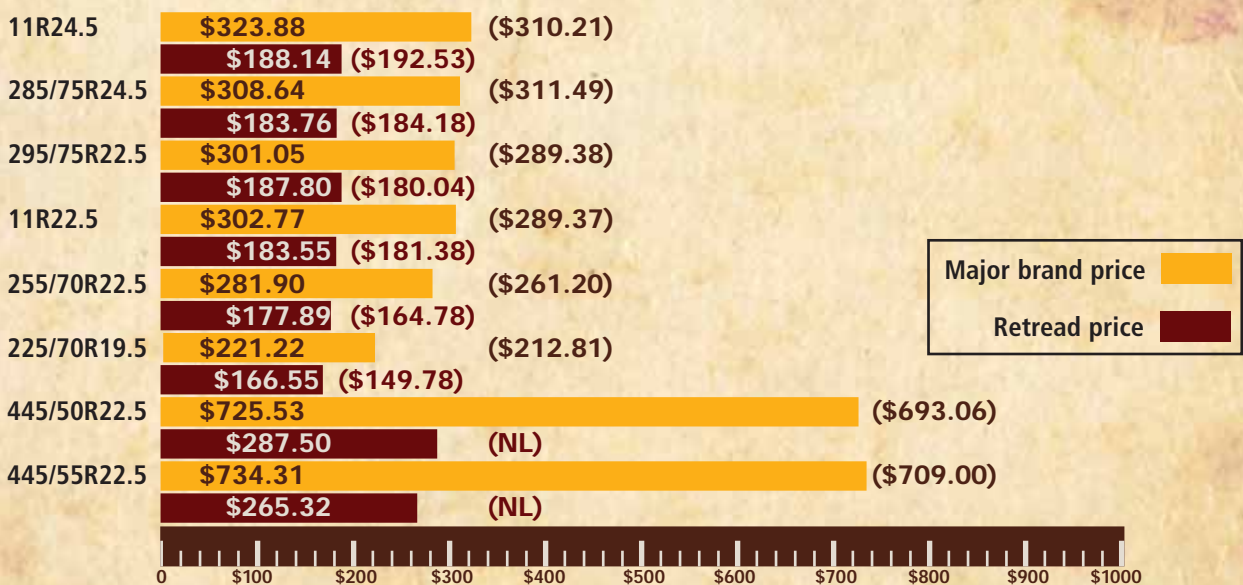


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Average Retail Price: Replacement LT/SUV Tires (Most Popular Sizes)



Average Selling Price: Replacement Medium Truck Tires (Most Popular Sizes)

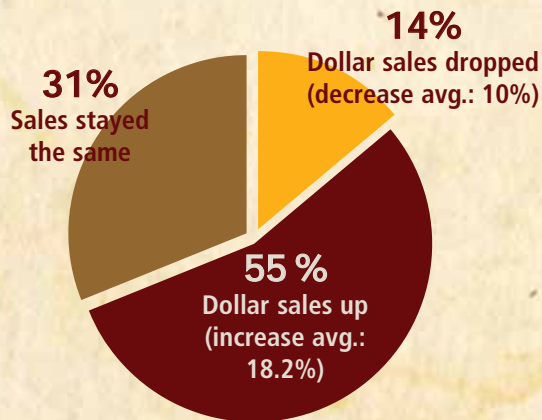


Figures in parenthesis are results from 2006 Tire Dealer Profile study. NL indicates that prices for that size were not tracked last year. Some figures based on TR estimates.



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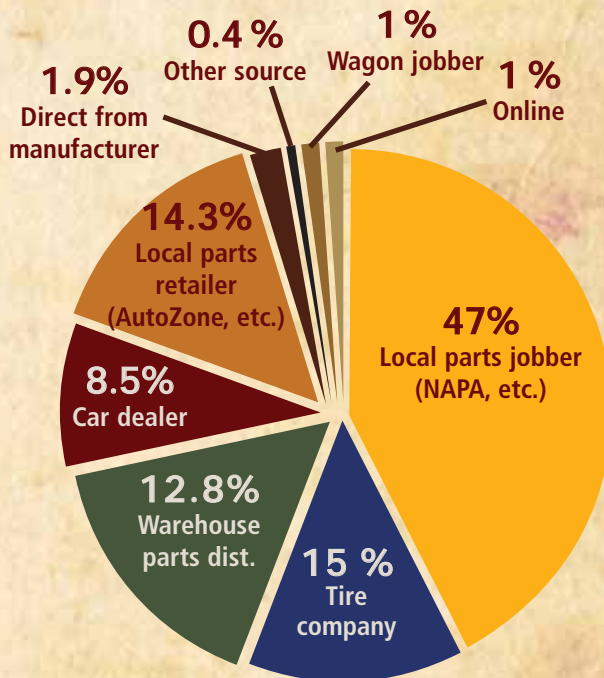
Dealer Sales Volume: Commercial Tires (2006 Sales vs. 2005)



What's Most Important to Truck Fleets (Desired Attributes)



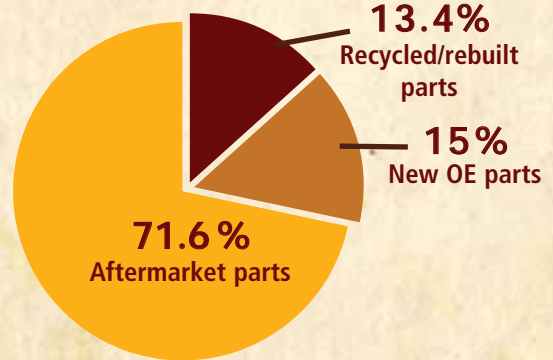
Where Dealers Get Service Parts



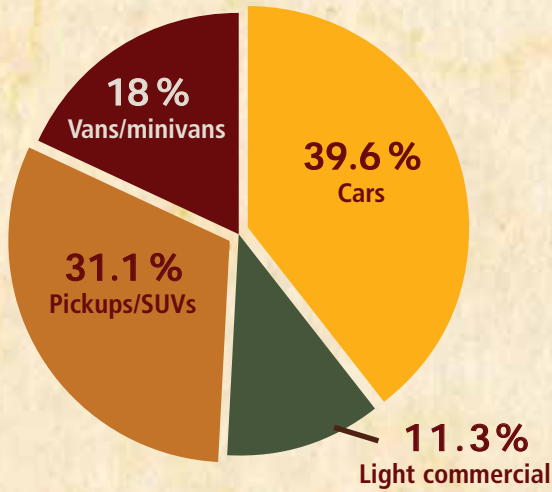


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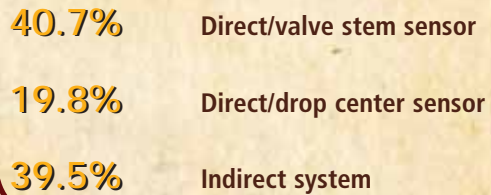
Of Service Parts Bought...



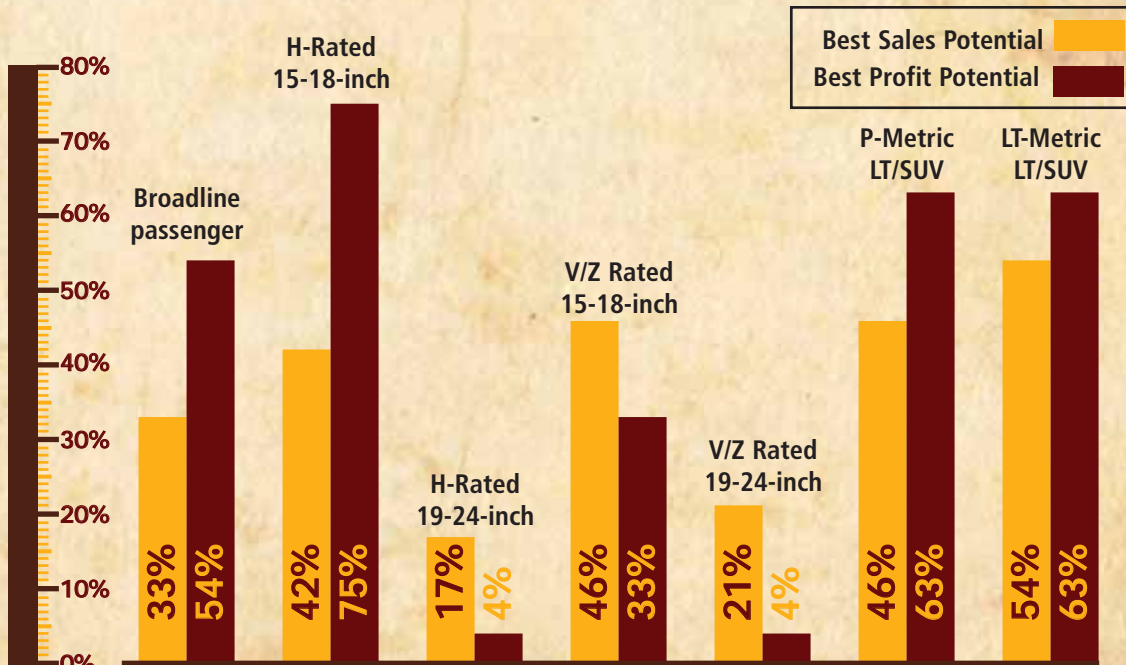
Vehicles Being Repaired



Types of TPMS Encountered (of all TPMS-equipped tires serviced)



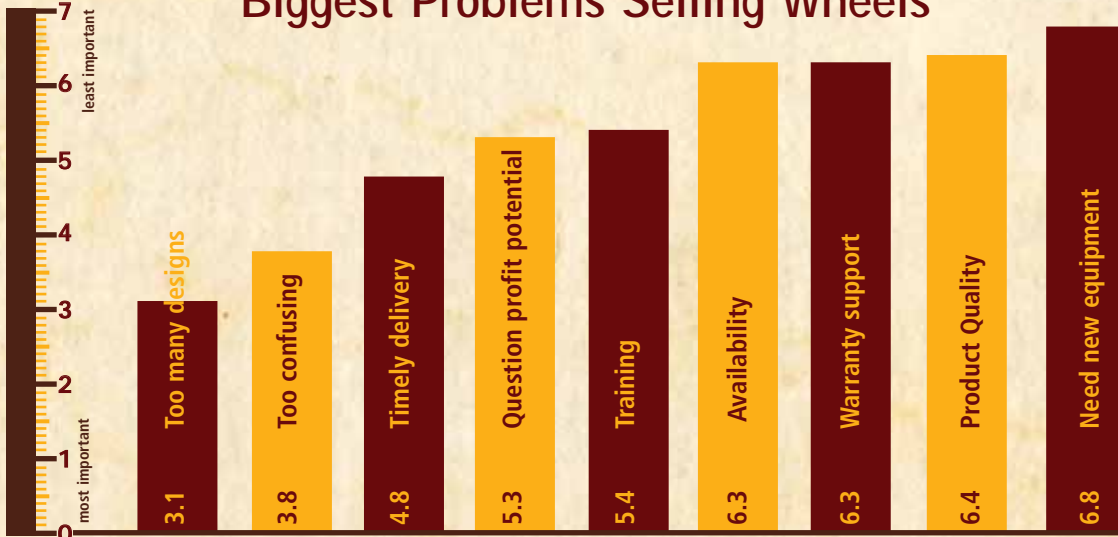
What Future Holds in Consumer Tire Sales





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Biggest Problems Selling Wheels



Are You Suffering The Shortage Of OTR Tire Supplies?

Contact American Tire Corporation now because:

It's 100% U.S.A. corporation
 Its brands are 100% U.S.A. intellectual property
 It's the 3rd manufacturer producing 63" OTR tires
 It's the 6th manufacturer producing full range of 57" tires for USA users
 It provides different tire solutions for different users and using conditions
 It's the most stable supplier for all OTR sizes with prompt deliveries throughout USA
 It's the best OTR tire supplier providing warranty & lifetime liability insurance worldwide
 It produces giant OTR tires by utilizing the newly developed equipments and technologies

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