

# AutoPacific®

## *Michelin Top Brand, Uniroyal, Yokohama and Nitto Surge Upward in AutoPacific's 2017 Replacement Tire Owner Satisfaction Awards*

**TUSTIN, Calif. (January 16, 2018)** – Tire brands Michelin and Pirelli return to the top two spots in AutoPacific's 2017 Replacement Tire Owner Satisfaction Awards after being edged out by Goodyear and Bridgestone last year. The study, now in its 7<sup>th</sup> year, identifies the most satisfying replacement tire brands using owner ratings for 17 different tire attributes. Released last month, the results place Michelin 1<sup>st</sup>, followed by Pirelli. Bridgestone and Goodyear drop to 3<sup>rd</sup> and 4<sup>th</sup> rank, respectively.

Uniroyal (+8), Yokohama (+8) and Nitto (+5) had the biggest improvement in rankings compared to 2016, while GT Radial (-6), Nexen (-6) and Continental (-6) shared the biggest drop.

AutoPacific's Replacement Tire Owner Satisfaction Awards measure how satisfied owners are with attributes ranging from performance and traction to fuel efficiency and price. The satisfaction scores, which are weighted by the importance rating for each attribute, communicate how well each tire brand performs to the needs and expectations of their owners. "Most consumers place high importance on safety, durability/reliability and performance, which means it's essential that tire manufacturers receive high satisfaction scores in these areas to have a chance at a top spot," explains George Peterson, president of AutoPacific. Other attributes of high importance found to strongly affect scores are wet and dry traction and warranty. "Satisfaction scores begin to fluctuate more between brands for traction and warranty attributes, widening the gap between top and bottom performers," continues Peterson.

Study data also identified several tire attributes, including sporty image, maintenance-free, and good cornering, have increased in importance over the past 3 years. "It's important that tire manufacturers are aware of what their customers are looking for when they shop for replacement tires. Demands and expectations can change over time. Increases in importance can be detrimental to a brand if they are not addressing it in their design and production strategy," says Peterson.

**2017 Overall Winner:** Michelin

**2017 Top Car Replacement Tire Brand:** Michelin

**2015 Top Truck Replacement Tire Brand:** Pirelli

### **Vehicle Segment Winners**

Luxury Car:	Continental
Large Car:	Michelin
Mid-Size Car:	Michelin
Compact Car:	Pirelli
Sport/Sporty Car:	Michelin
Compact/Mid-Size SUV:	BFGoodrich
Compact/Mid-Size XSUV:	Pirelli
Large/Luxury SUV:	BFGoodrich
Large/Luxury XSUV:	Pirelli
Full-Size Pickup:	BFGoodrich

	2016	2017
Michelin	3	1
Pirelli	4	2
Bridgestone	2	3
Goodyear	1	4
BFGoodrich	6	5
Nitto	11	6
Firestone	5	7
Uniroyal	16	8
Yokohama	17	9
Cooper	10	10
Dunlop	9	11
Kelly	7	12
Falken	12	13
Continental	7	14
Toyo	13	15
Maxxis	20	16
Hankook	19	17
Kumho	21	18
Nexen	13	19
General	18	20
GTRadial	15	21
Sumitomo	23	22
Fuzion	22	23

AutoPacific's 2017 Replacement Tire Brand Dynamics and Satisfaction Study contains responses from 7,047 recent replacement tire buyers about their satisfaction with their new tires, as well as many other topics including purchase process, brand image, retailer selection and satisfaction, and media consumption. Brand awareness is captured from 49,157 respondents.

**About AutoPacific**

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com/>

**Contact:**

George Peterson, AutoPacific, (714) 838-4234, [george.peterson@autopacific.com](mailto:george.peterson@autopacific.com)