



Press Release

J.D. Power and Associates Reports: Owners of Domestic and European Vehicles Are Significantly More Satisfied with Tires than Are Owners of Asian Vehicles

Michelin Ranks Highest in Original Equipment Tire Customer Satisfaction across All Four Segments

WESTLAKE VILLAGE, Calif.: 11 April 2011 — Tire satisfaction among owners of domestic and European vehicles has increased during the past three years, while tire satisfaction among owners of Asian vehicles has remained largely unchanged, according to the J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM released today.

The study finds that satisfaction with tires among owners of domestic vehicles has increased to 682 on a 1,000-point scale, up from 659 in 2009. Similarly, tire satisfaction among owners of European vehicles has increased to 698 in 2011 from 689 in 2009. Satisfaction with tires among owners of Asian vehicles, however, has remained flat—declining just one point between 2011 and 2009. Tire satisfaction among owners of Asian nameplate vehicles is well below average in all segments except for the luxury segment.

Overall Tire Satisfaction by Vehicle Origin

(on a 1,000-point scale)

	2011	2010	2009
Domestic	682	680	659
European	698	683	689
Asian	637	638	638

“Tires are fairly unique among automotive components, in that the brand name of the supplier is more closely associated with the component than the vehicle nameplate,” said Casey Mier, research manager in the automotive practice at J.D. Power and Associates. “However, automotive manufacturers clearly have the final say in the specification and type of tires that go on their vehicles. Therefore, it is particularly important for automakers and tire manufacturers to develop close relationships to ensure the satisfaction of the end-consumer.”

Tire owner satisfaction within each of the four segments ([luxury](#), [passenger car](#), [performance sport](#) and [truck/utility](#)) is measured by examining four factors: tire wearability; tire appearance; tire traction/handling; and tire ride. Rankings are based on owner experiences with their tires after two years on the road.

Michelin ranks highest in [tire owner satisfaction](#) in all four segments. In the luxury, passenger car and truck/utility segments, Michelin performs particularly well in tire wearability. In the performance sport segment, Michelin performs well in tire ride.

The study also finds the following:

- Owner-reported problems with tires has decreased to 84 problems per 100 vehicles (PP100), compared with 88 PP100 in 2010.

- Nearly one-third of owners who indicate they have not experienced any problems with their tires say they will recommend their tire brand, while only 21 percent of owners who experience just one problem say the same.
- Nearly one-half (49%) of highly satisfied tire owners (satisfaction scores of 800 or higher) say they “definitely will” recommend their tire brand to family and friends. In comparison, more than one-fourth (29%) of customers with a satisfaction score below 500 say they “definitely will not” recommend their tire brand.

The 2011 U.S. Original Equipment Tire Customer Satisfaction Study is based on responses from more than 26,000 new-vehicle owners who purchased a 2009 or 2010 model-year vehicle. The study was fielded between October and December 2010.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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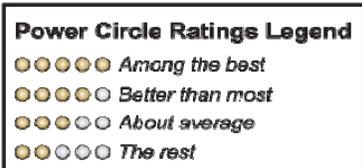
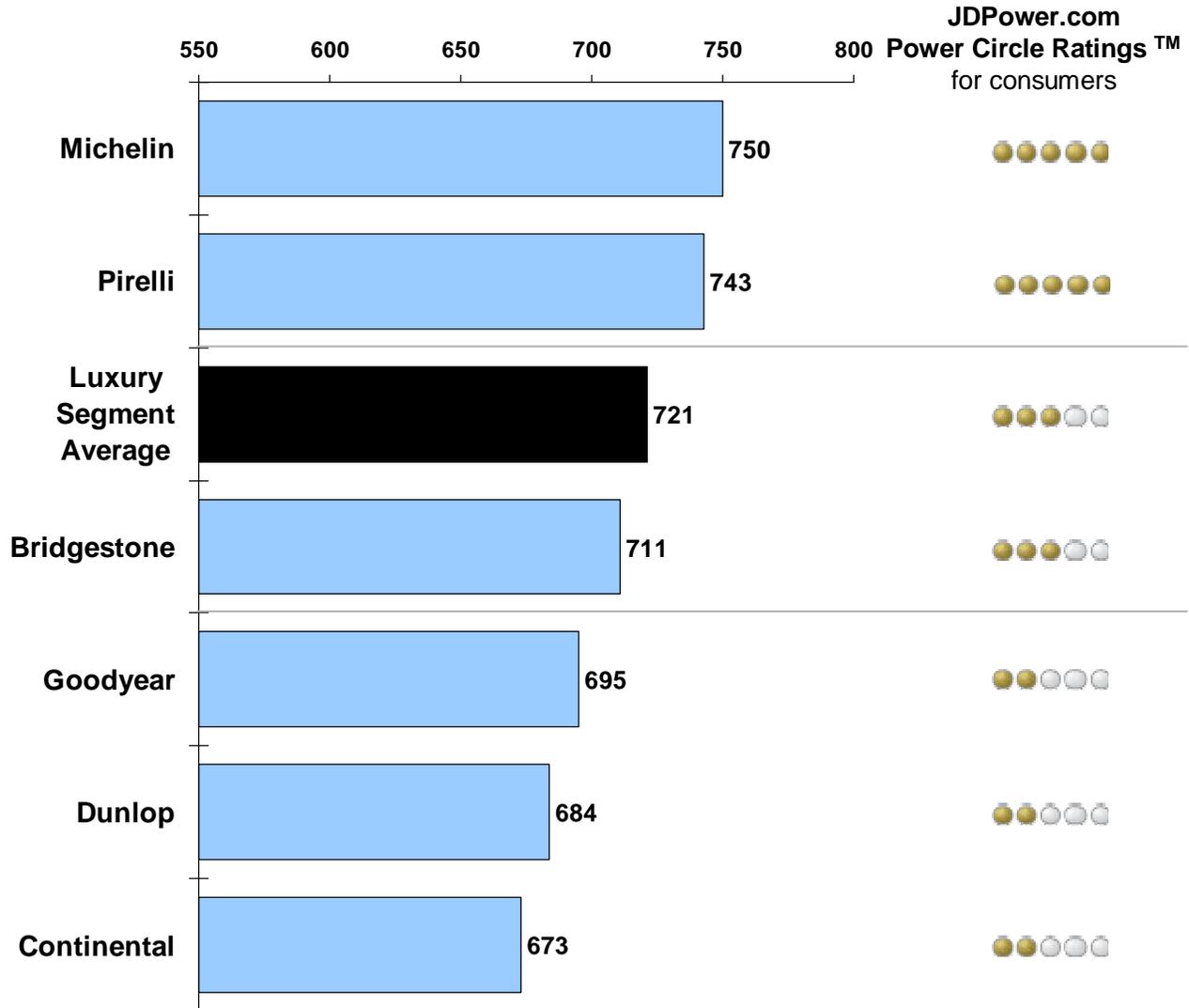
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NOTE: Four charts follow.

J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

Customer Satisfaction Index Ranking *Luxury Segment*

(Based on a 1,000-point scale)



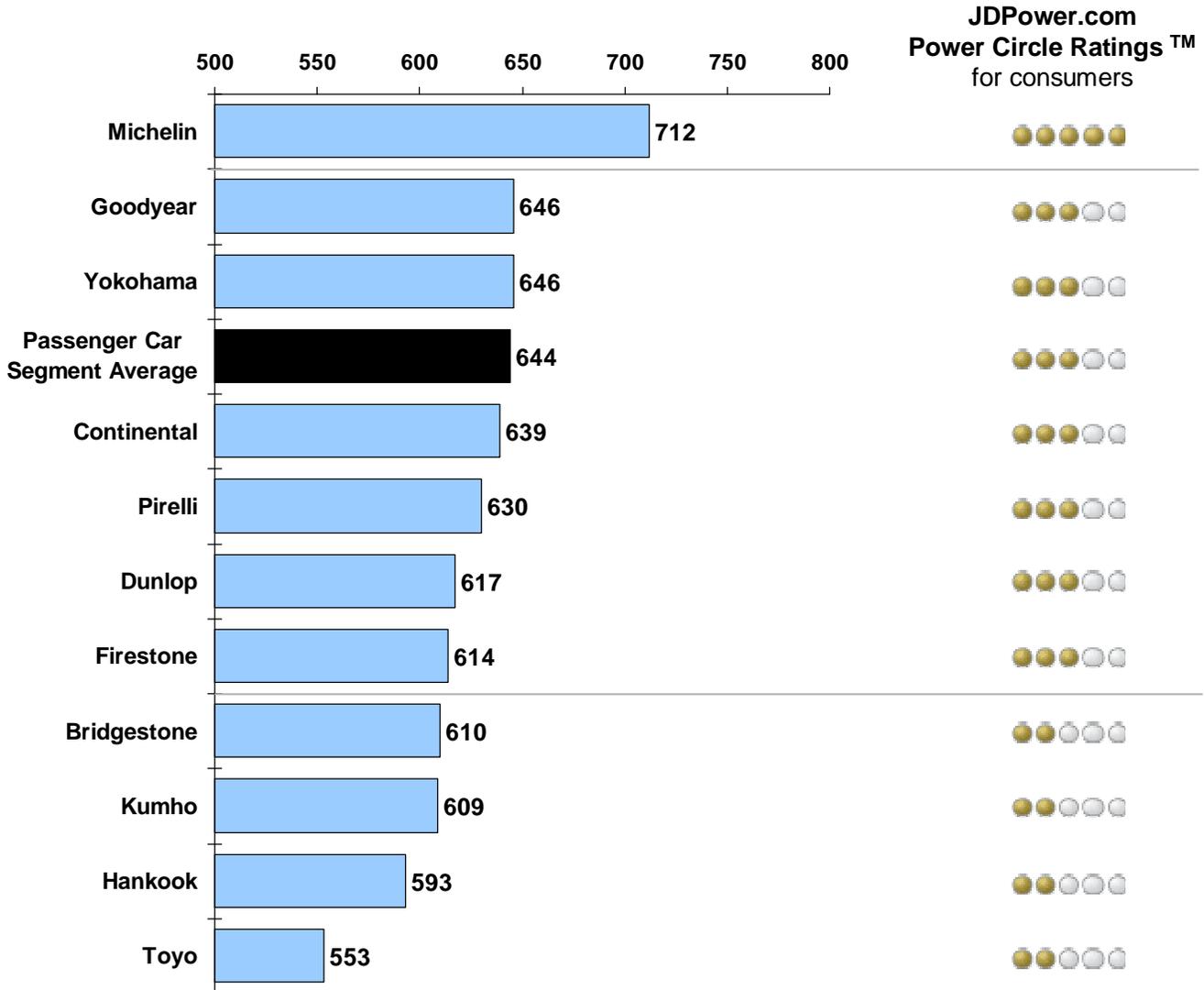
Source: J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

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Customer Satisfaction Index Ranking *Passenger Car Segment*

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

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Customer Satisfaction Index Ranking Performance Sport Segment

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

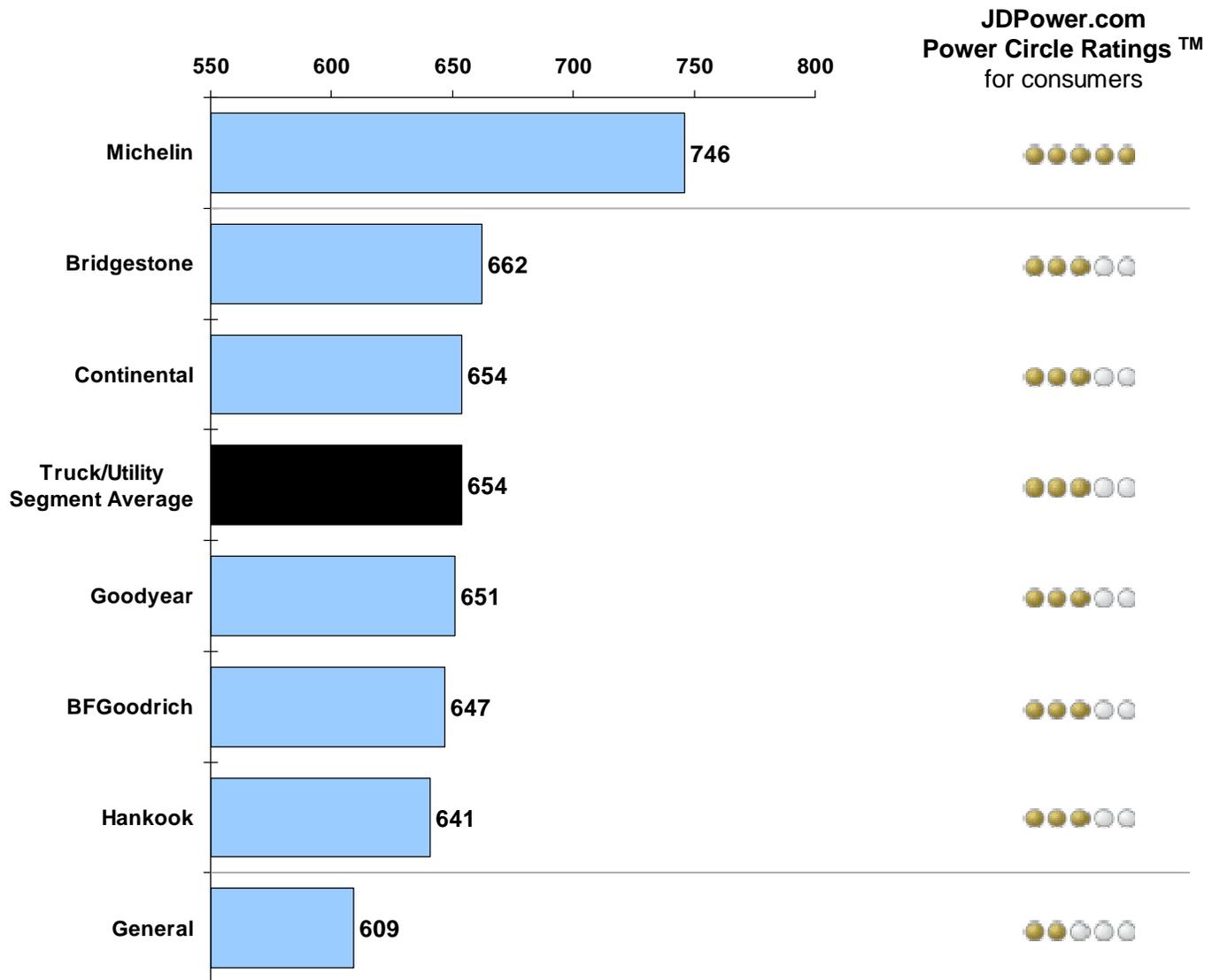
Source: J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

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J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

Customer Satisfaction Index Ranking *Truck/Utility Segment*

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2011 U.S. Original Equipment Tire Customer Satisfaction StudySM

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