



## Press Release

### **J.D. Power Asia Pacific Reports: The Proportion of Vehicle Owners in Japan Who Rely on the Internet When Selecting Replacement Tires Has Increased Considerably**

#### Bridgestone, Michelin and Yokohama Each Rank Highest in Customer Satisfaction In Their Respective Segments

**TOKYO: 18 January 2012** — Replacement tire shopping behavior among vehicle owners in Japan is undergoing considerable change, particularly due to steadily increasing usage of the Internet during the shopping process, according to the J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup> released today.

The study, now in its third year, measures [customer satisfaction with replacement tires](#) (excluding winter tires) in four segments: mini-car/compact car, passenger car, mini van, and SUV. Overall customer satisfaction with replacement tires is based on four factors: appearance, durability/reliability, handling/traction, and ride/quietness.

The study finds that the percentage of owners who rely on the Internet when selecting tires has increased by 10 percentage points during the past three years to an average of 38 percent in 2011. During the same period, the percentage of owners who rely on salesperson recommendations has decreased by 11 percentage points to 39 percent.

Owners most often rely on official websites of tire brands. On average, customers visit 3.5 tire brand websites. In addition, the study finds that the average amount spent for tires by owners who visit tire brand websites during the shopping process is 15 percent higher than the industry average.

Introduction of the Japan Automobile Tyre Manufacturers Association (JATMA) tire grading and labeling system for tire rolling resistance and wet grip performance in 2010 has contributed to wider availability of tire information for consumers.

“Vehicle owners are actively seeking information online regarding tire performance and to compare products before visiting tire shops,” said Tetsushi Furuya, project manager at J.D. Power Asia Pacific, Tokyo. “This suggests that owners are increasingly forming judgments about which tires to purchase before even setting foot in a shop or speaking to a salesperson.”

According to Furuya, since owners who actively seek information on the Internet prior to visiting a tire shop are also more likely to select higher-performance tires that cost more, it is important for tire manufacturers to use various media that are suited to consumer needs when providing product information.

Yokohama ranks highest in customer satisfaction with replacement tires in the mini-car/compact car segment, Michelin ranks highest in the passenger car segment, and Bridgestone ranks highest in the mini van segment. Michelin receives an award in the passenger car segment for a third consecutive year.

The study finds that providing high levels of satisfaction has a strong positive effect on customer loyalty. While 19 percent of highly satisfied passenger car owners (scores averaging 710 or higher on a 1,000-point

scale) indicate that they “definitely would” repurchase the same brand for their next set of replacement tires, only 4 percent of less-satisfied owners say the same.

“To capture and retain customers in light of evolving shopping and purchase behaviors, it will become increasingly necessary for tire manufacturers to perform all three of the following key activities: reconsider from the owner’s perspective every point of contact that occurs before, during, and after shop visits; appropriately combine various media to communicate messages; and create products that meet owner needs.”

The 2011 Japan Replacement Tire Customer Satisfaction Index Study is based on responses from 6,835 vehicle owners within the first four to 15 months of ownership, who purchased their replacement tires between June 2010 and May 2011. The study was fielded in September 2011.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@jdpower.co.jp)

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing 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](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

#### **About The McGraw-Hill Companies**

McGraw-Hill announced on September 12, 2011, its intention to separate into two public companies: McGraw-Hill Financial, a leading provider of content and analytics to global financial markets, and McGraw-Hill Education, a leading education company focused on digital learning and education services worldwide. McGraw-Hill Financial's leading brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Indices, Platts energy information services and J.D. Power and Associates. With sales of \$6.2 billion in 2010, the Corporation has approximately 21,000 employees across more than 280 offices in 40 countries. Additional information is available at <http://www.mcgraw-hill.com/>.

#### **Media Relations Contacts:**

Shizue Hidaka; J.D. Power Asia Pacific; Toranomom 45 MT Bldg. 8F; 5-1-5 Toranomom; Minato-ku, Tokyo; Japan 105-0001; Phone +81-3-4550-8090; [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@jdpower.co.jp)

John Tews; Director, Media Relations; J.D. Power and Associates; 5435 Corporate Drive, Suite 300; Troy, MI, 48098 USA; 001 248-312-4119; [john.tews@jdpa.com](mailto:john.tews@jdpa.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com](http://www.jdpower.com)

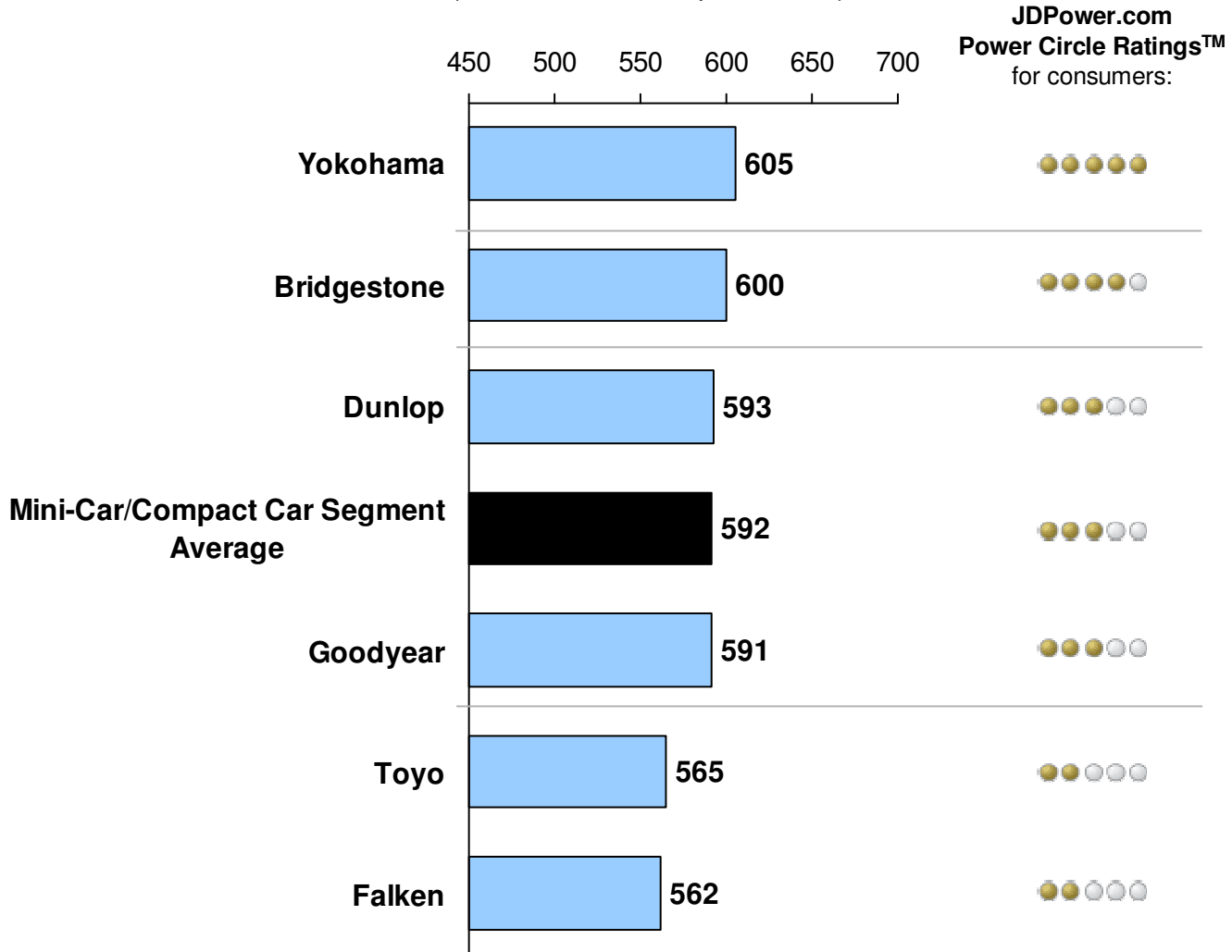
# # #

(Page 2 of 2)

NOTE: Three charts follow.

# J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Mini-Car/Compact Car Segment (Based on a 1,000-point scale)



NOTE: Included in the study, but not ranked due to small sample size are: Autobacs, Michelin and Pirelli.

Source: J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

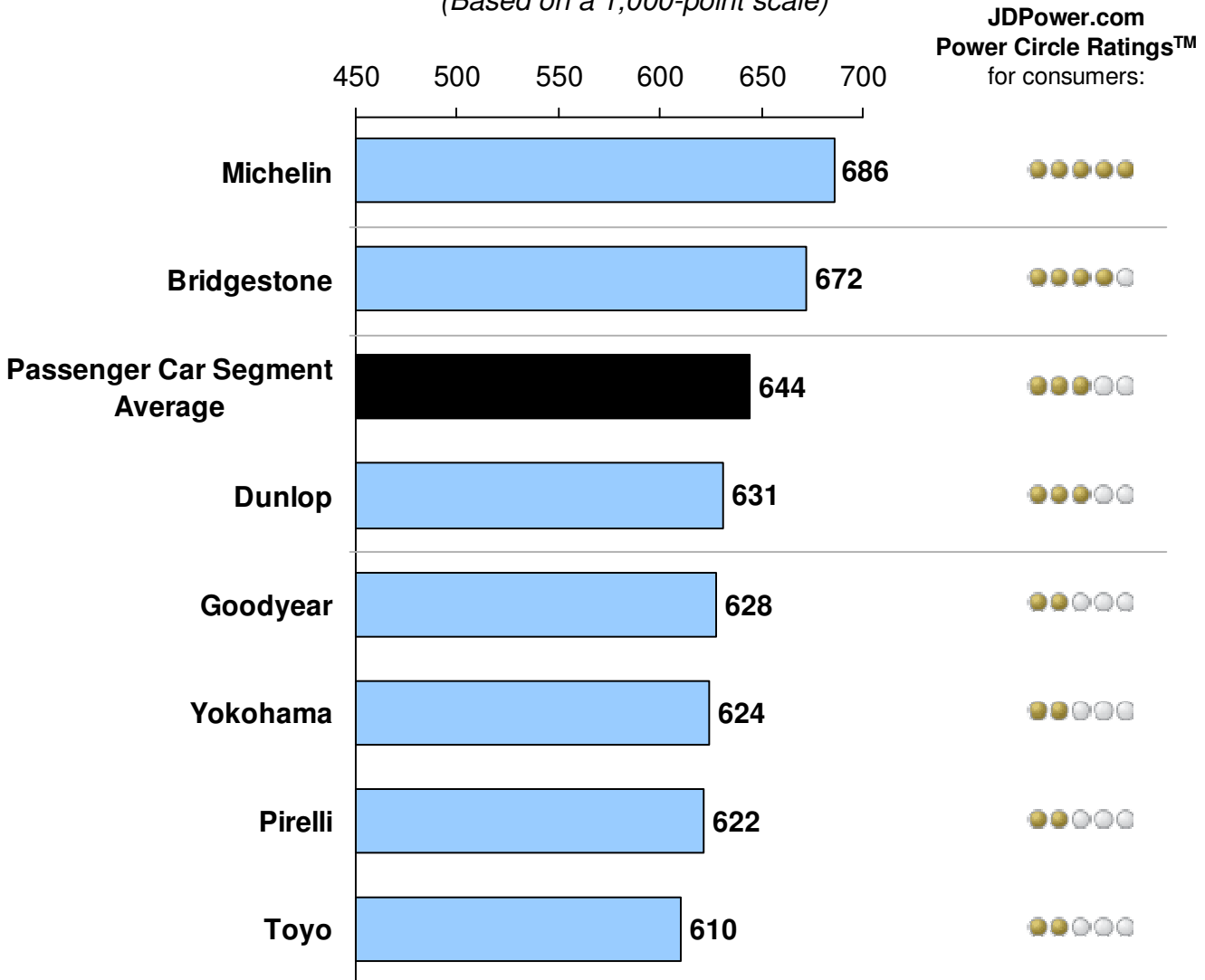
### Power Circle Ratings Legend

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

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific survey results without the express prior written consent of J.D. Power Asia Pacific.

# J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Passenger Car Segment (Based on a 1,000-point scale)



NOTE: Included in the study, but not ranked due to small sample size are: Falken and Nankang.

Source: J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

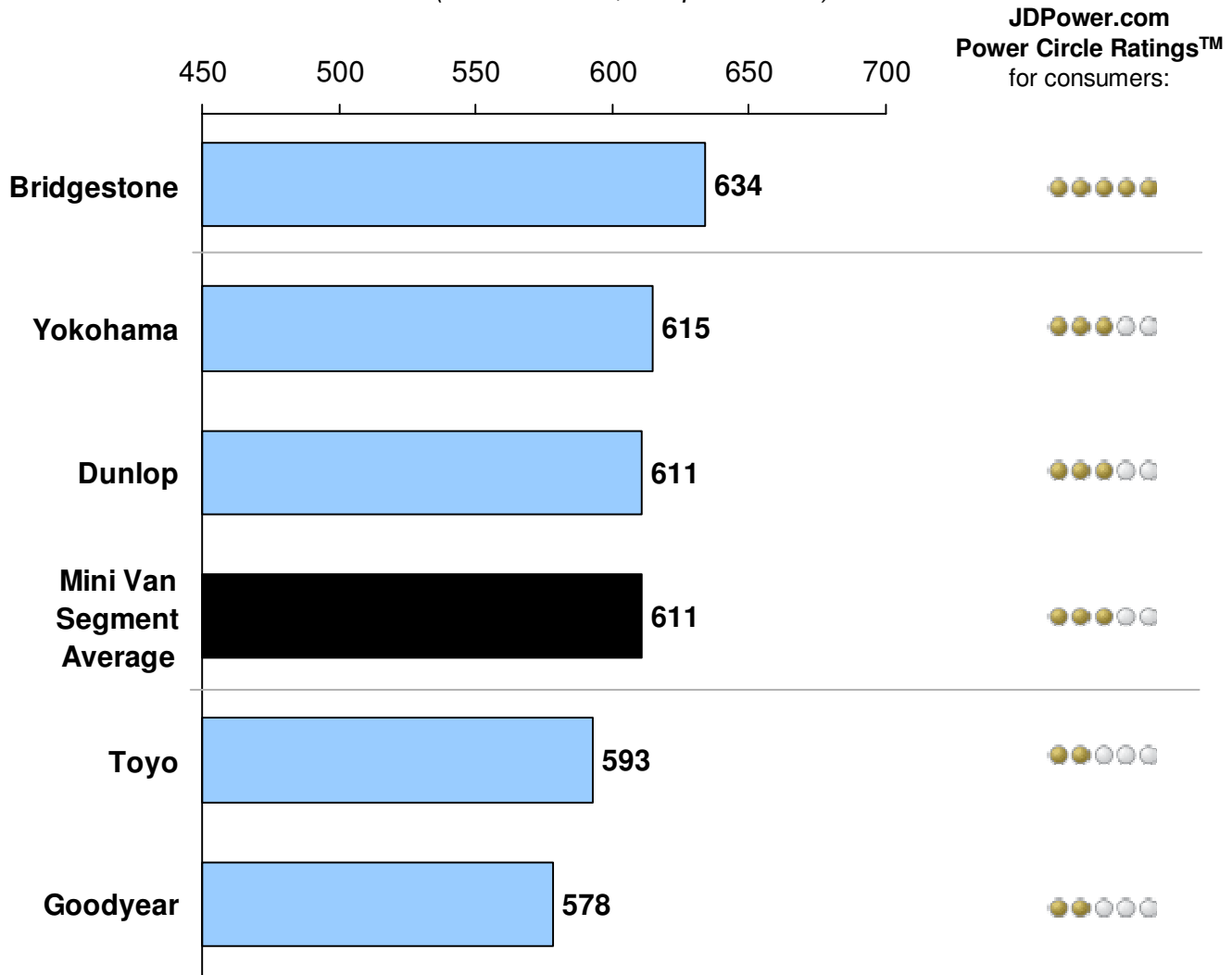
### Power Circle Ratings Legend

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

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific survey results without the express prior written consent of J.D. Power Asia Pacific.

# J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Mini Van Segment (Based on a 1,000-point scale)



NOTE: Included in the study, but not ranked due to small sample size are: Falken, Michelin, Nankang and Pirelli.

Source: J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup>

### Power Circle Ratings Legend

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

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2011 Japan Replacement Tire Customer Satisfaction Index Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific survey results without the express prior written consent of J.D. Power Asia Pacific.