



Consumer Tire Awareness

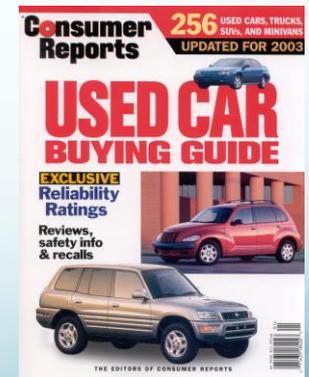
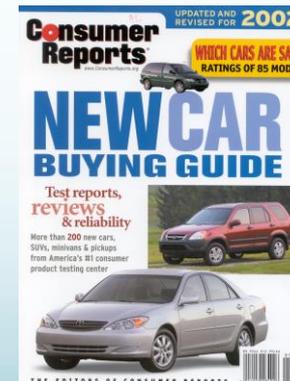
Consumer Reports



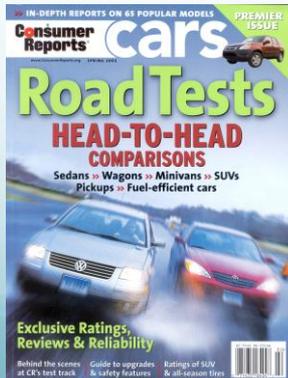
Consumer Reports Outlets

Consumer Reports Magazine: 4 million subscribers.

Consumer Reports Online: Over 3 million subscribers



Special Publications



Tires

- Product Testing (Summer, all season, all terrain, and winter tires)



All-season & winter tires

- Car Tires
- Ultra High Performance Tires
- Truck Tires



WATER RIDE To test wet handling of ultra-high-performance tires, we drenched our new 2.5-acre dynamics area, then had drivers run quickly through a coned course.



SUV and pickup tires

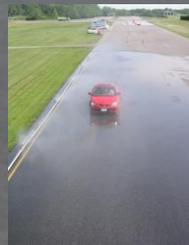
- Maintenance recommendations and tire buying tips.
- Internal research to understand consumer buying habits and interests.

Comparative performance ratings in key tire segments.

Overall Score is a weighted average of more than a dozen tests.



Dry braking



Wet braking



Hydroplaning



Dry handling



Wet handling



Rolling resistance



Snow traction



Tread wear



Dry Cornering



Wet Cornering



Ride and noise



Ice braking

Guide to buying tires

- Consult our ratings:
 - Look for tires that score well in safety related categories of braking, handling, and hydroplaning resistance.
 - Then consider performance features important to you such as tread life, winter grip, comfort, etc.
 - Use rolling resistance as a tie-breaker.

Consumer attitudes in buying tires

Observations

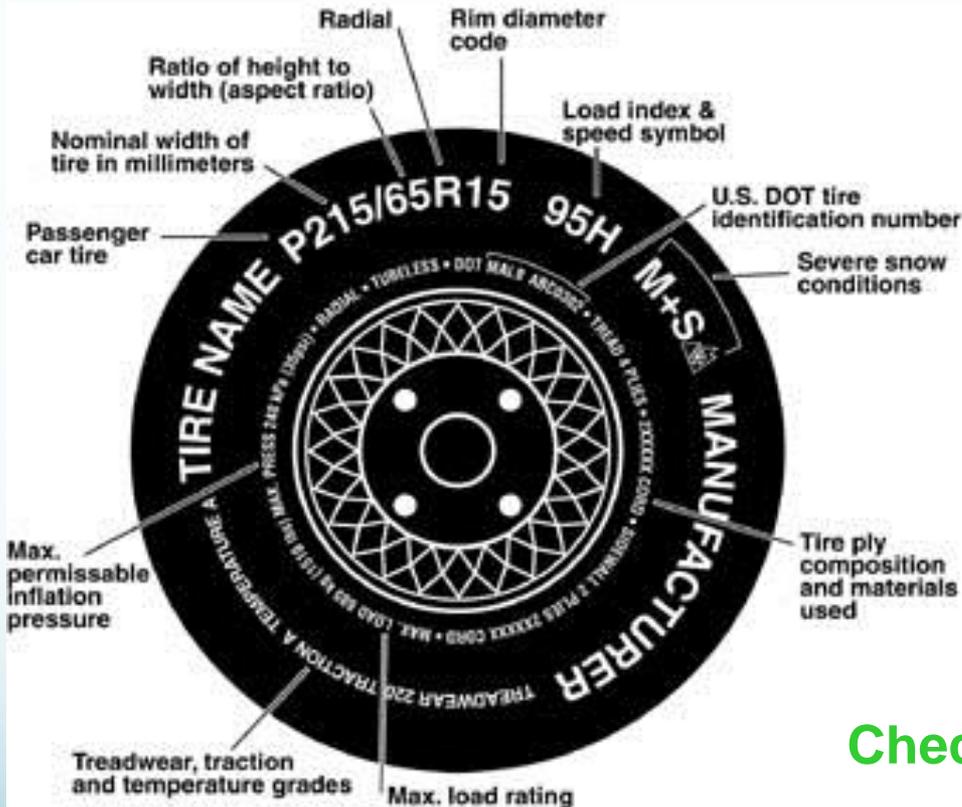
- Tires are all alike.
- Tires are a commodity—you get what you pay for?
- Readers tend to be divided: Some subscribers are data-driven. Others just want a general recommendation.
- Tires enjoy high readership scores on ConsumerReports.org--Few channels in the marketplace for obtaining tire information.

Consumer education recommendations

- Tire appearance tells you what's going on.



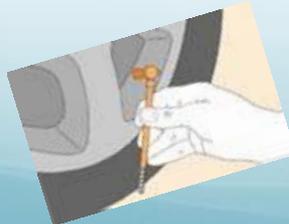
Tire maintenance



Check pressure monthly

Check tread wear

Visually scan tire for cracking, cuts, abnormal bulges



Tire Blogs – Advice / Tips

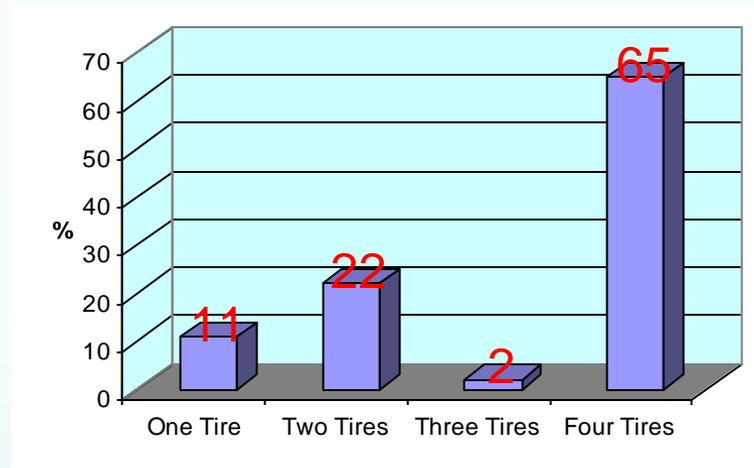
Consumer information requests

- Disappearing spare tire on new cars.
- Tire sealant kits vs. run flat tires.
- Tire Age: Buying fresh tires / Service limits for removing tires.
- Replacing two or four tires.
- Don't buy used tires.
- Preparing for a new season...

Telephone Survey

- Conducted by an independent telephone survey company
 - Random sampling to achieve nationally representative probability.
- Over 2000 calls in September and October 2010.
- 878 interviews with adults 18+ who own at least one vehicle and recently purchased tires. A mix of 53 /47% men / woman.

How many tires did you purchase for replacement on a vehicle?

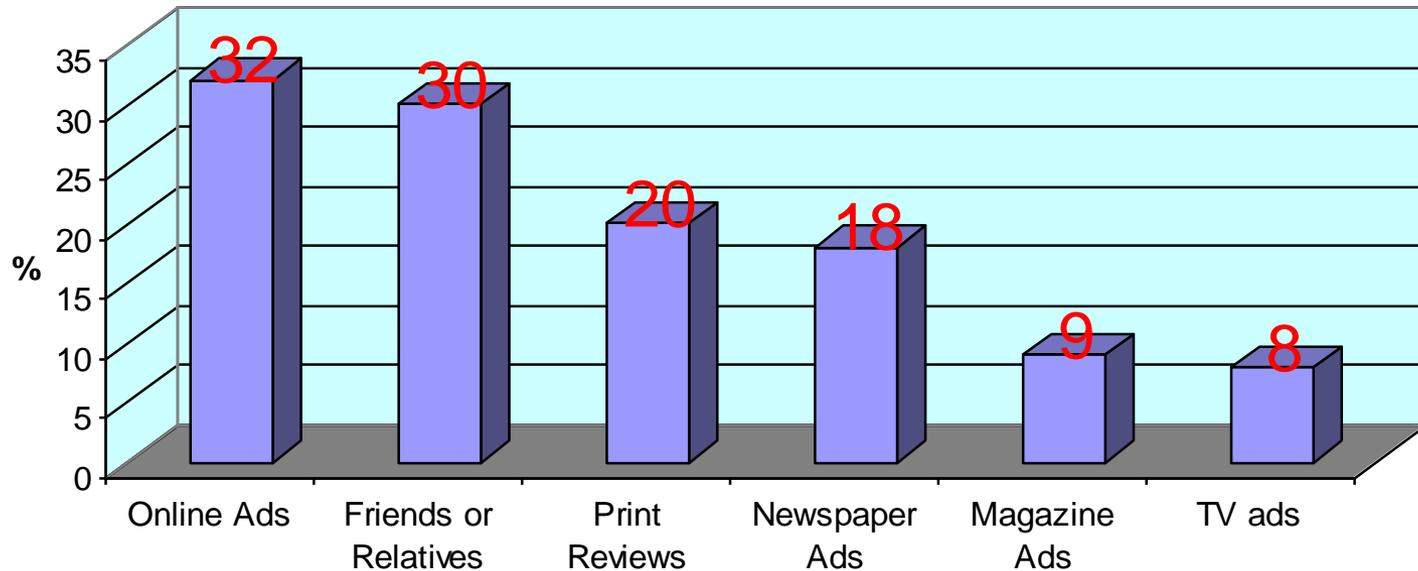


CR recommends a vehicle be equipped with four like tires, but 56% of the purchasers who did not replace all four tires drove on a mixed set (different model tires on the vehicle).

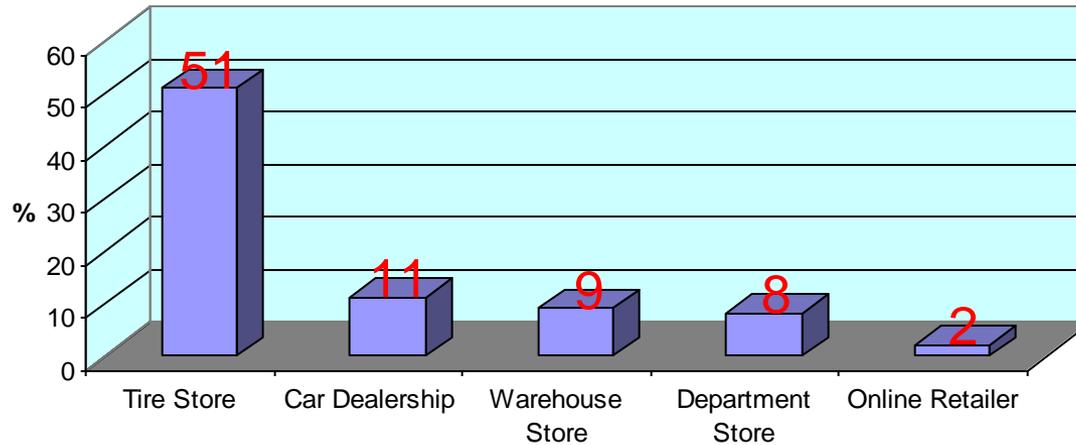
Research Sources

- The most popular sources of information on tires were mechanics (46%) and the Internet (44%).
- Women (58%) relied on their mechanic for tire information. Men preferred the Internet (34%) and newspaper (18%) ads.

Other sources cited by all respondents.



Retail Outlet



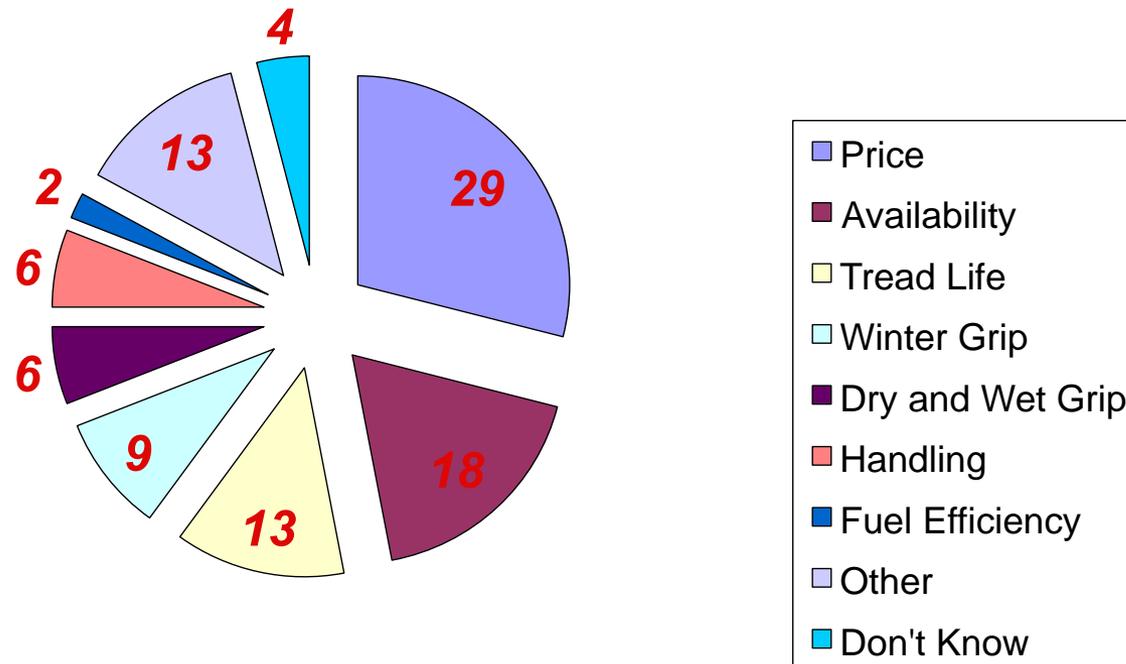
A majority of men preferred shopping at a tire store. More women than men preferred shopping at a car dealership.

Tire Purchased

- One third of shoppers (32%) purchased the same model tire as the existing model.
- Consumers who did no research were more inclined to seek the same model.
- Younger buyers (< 35 years old) are more likely to switch tire models.

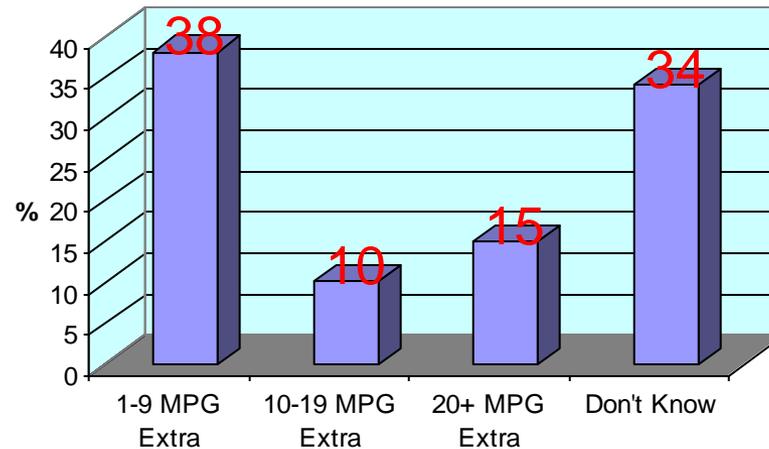
Tire Purchased

Reason for purchasing a different tire model



Percentages cited by respondents

Fuel efficiency savings expected by purchasing low rolling resistance tires.



Median expectation was about 8 mpg. Women and young buyers expected the most fuel savings.

Thank you

- Our tire advice:
- Buy the tire based on performance that suits your needs.
- Employ proper tire maintenance practices to get the best performance and value.