

*Michelin Most Satisfying Tire Brand in
AutoPacific's Replacement Tire Buyer Dynamics and Satisfaction Study*

TUSTIN, Calif. (November 1, 2011) – Tires are one of the most important purchases a person makes when keeping their car or light truck in safe operating condition during its lifetime. Knowing which tire brands provide the most satisfying tire is critical when deciding which replacement tires to purchase. In its *Replacement Tire Buyer Dynamics and Satisfaction Study*, AutoPacific surveyed over 15,000 vehicle owners who bought replacement tires over the past twelve months. Twenty-eight replacement tire brands were surveyed. The study was used to determine what is important when choosing a replacement tire and which tire brands provide the most satisfying experience in seven basic categories of tires.

Each tire buyer rated the importance of, and their satisfaction with, fourteen different tire characteristics including: safety, durability, price, wet traction, handling, mileage warranty, brand reputation, ride comfort, dry traction, fuel efficiency, tire noise and appearance, snow traction and off-road capability. Using these data, AutoPacific calculated the overall winner and the top rated brand in each category.

The top satisfying tire brand overall is Michelin, followed by Pirelli.

Replacement tire category winners are:

Ultra-High Performance Tires	Yokohama
Performance Tires	Pirelli
Touring Tires	Hankook
Passenger Car Tires	Michelin
Light Truck/SUV Highway Tires	Michelin
Light Truck/SUV All Terrain Tires	Michelin
Snow/Winter Tires	Firestone

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 and its state-of-the-art automotive research facility 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/>

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