

## ***Recently Released AutoPacific Survey Polls 25,000 Tire Buyers for Most Satisfying Tire Brand***

TUSTIN, Calif. (September 18, 2012) – Michelin is the most satisfying tire brand for second year in a row, according to AutoPacific’s Replacement Tire Buyer Dynamics and Satisfaction Study, followed by Pirelli, Goodyear, Nitto and BF Goodrich.

“Michelin has an image among replacement tire buyers of being trusted, safe and high quality. It’s no surprise that the brand’s Tire Satisfaction Score confirms that the experience of owning Michelin tires is on par with consumer expectations,” explains George Peterson, President of AutoPacific.

In its recently released *Replacement Tire Buyer Dynamics and Satisfaction Study*, AutoPacific surveyed over 25,000 vehicle owners who bought replacement tires over the past twelve months. Twenty-two 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 addition the research reveals insights on brand awareness, familiarity, brand image, and influencers on the purchase decision.

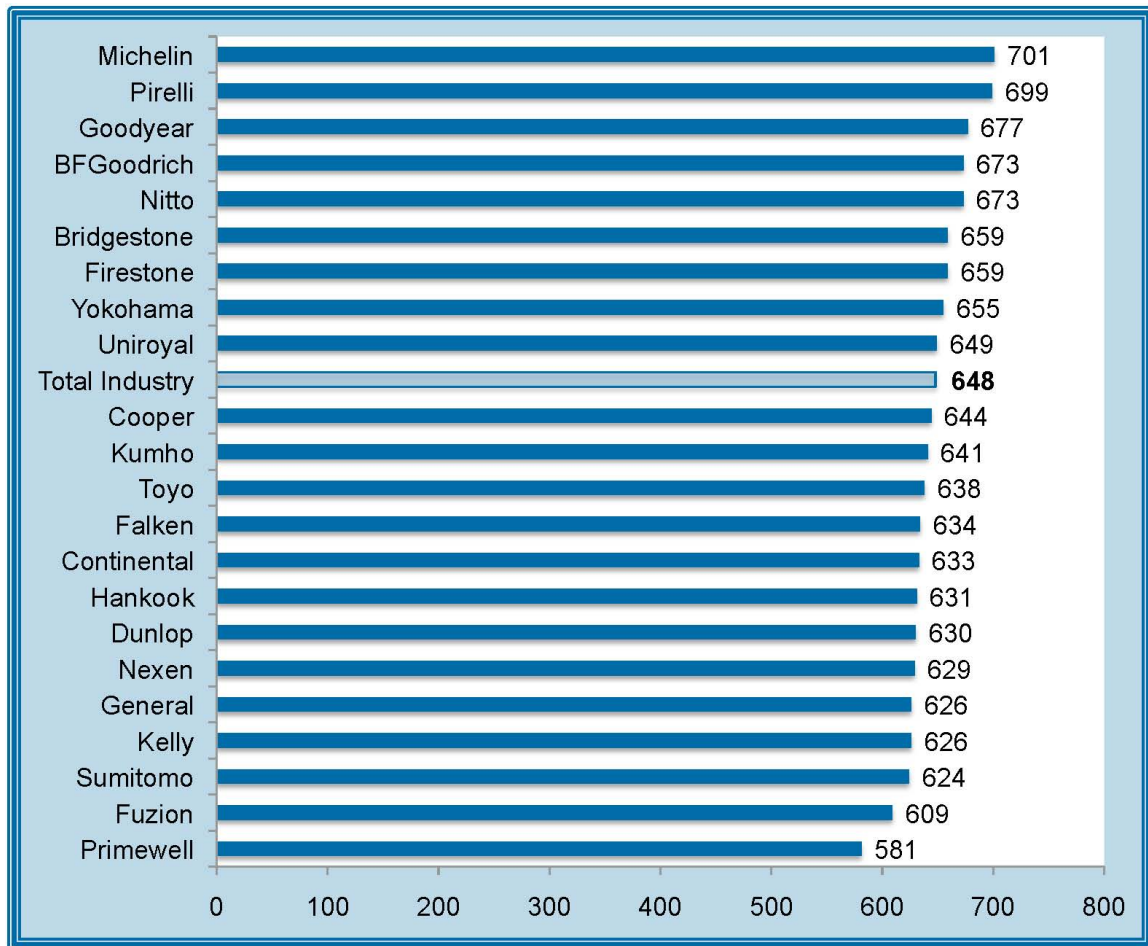
Each tire buyer rated the importance of, and their satisfaction with, twenty-three different tire characteristics. Thirteen characteristics were used in the calculation of the Tire Satisfaction Scores, including: fuel efficiency, traction, handling, durability, ride comfort, appearance and reputation. Using these data, AutoPacific calculated the overall winner and the top rated brand in each category.

Replacement tire category winners are:

<b>Tire Category</b>	<b>1<sup>st</sup> place</b>	<b>2<sup>nd</sup> place</b>	<b>3<sup>rd</sup> place</b>
Ultra-High Performance Tires	Michelin	Goodyear	Pirelli
Performance Tires	Pirelli	Michelin	Goodyear
Touring Tires	Kumho	Michelin	Yokohama
Passenger Car Tires	Michelin	Pirelli	Goodyear
Light Truck/SUV Highway Tires	Michelin	BFGoodrich	Goodyear
Light Truck/SUV All Terrain Tires	Michelin	Hankook	Goodyear
Snow/Winter Tires	Michelin	Goodyear	BFGoodrich

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. “Whether replacing tires due to normal wear and tear, damage, or the desire for better or different tires, knowing which tire brands provide the most satisfying experience is critical when deciding which replacement tires to purchase,” says Peterson.

## 2012 Tire Brand Satisfaction Scores\*



\* The score used in the Tire Satisfaction Awards is not an index. It is a numerical score resulting from the multiplication of the importance and satisfaction ratings for each of the 13 attributes. A 5-point scale is used for each measurement, so the maximum possible score for each attribute is 25 points. The maximum number of points possible is 300 (13 attributes x 25 points). The total score is then normalized to 1,000 through simple factoring.

### 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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