

**Effects of Pandemic Bring Tire Industry to Slow Roll, J.D. Power Finds**Michelin Ranks Highest in All Segments

**TROY, Mich.: 18 March 2021** — Although overall tire satisfaction is at an all-time high, the effects of the COVID-19 pandemic have taken their toll on the tire industry. Vehicle owners have reduced the amount of driving and delayed visits for maintenance or tire replacement, according to the J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study,<sup>SM</sup> released today.

The annual study measures tire owner satisfaction in four key areas (in order of importance): tire wear; tire ride; tire traction/handling; and tire appearance. Rankings are included among four vehicle segments: luxury; passenger car; performance sport; and truck/utility.

“The events of the past year have forced many consumers to change their routines, from delaying medical care to reducing their regular vehicle maintenance,” said **Brent Gruber, senior director of automotive quality at J.D. Power**. “Just as it is important to stay on top of personal health during the pandemic, it is also important that vehicle owners keep up with necessary automotive care, including tires.”

Study findings show that 13% fewer miles were driven during the past year and tire rotations and pressure checks saw similar rates of decline. Also, owners delayed replacing their original equipment tires with the study indicating a 23% decline in replacement rates.

“While less driving may have helped reduce tire wear and increased the time to replacement, many owners also put off much needed maintenance or tire replacement,” Gruber said. “This is similar to a trend seen among electric vehicle owners in which lower maintenance needs are keeping people away from service facilities. This is a concern for tire manufacturers and retailers alike. Tire manufacturers can help boost sales and get people back to service facilities by implementing better visual wear indicators and increasing tire safety communications.”

**Study Rankings**

**Michelin** ranks highest in the luxury segment with an overall satisfaction score of 782 (on a 1,000-point scale), followed by **Pirelli** with a score of 760. The segment average is 750.

Michelin ranks highest in the passenger car segment with a score of 752. **Goodyear** ranks second with a score of 739 and **Kumho** ranks third with a score of 736. The segment average is 721.

Michelin ranks highest in the performance sport segment with a score of 789, followed by Goodyear with a score of 761. The segment average is 731.

Michelin ranks highest in the truck/utility segment with a score of 771. **Bridgestone** ranks second (737) and **Hankook** ranks third (712). The segment average is 711.

The 2021 U.S. Original Equipment Tire Customer Satisfaction Study is based on responses from 26,131 owners of 2018 and 2019 model-year vehicles and was fielded from October through December 2020.

For more information about the U.S. Original Equipment Tire Customer Satisfaction Study visit <https://www.jdpower.com/business/resource/us-original-equipment-tire-customer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2021023>.

#### **About J.D. Power**

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

#### **Media Relations Contacts**

Geno Effler, J.D. Power; Costa Mesa, Calif.; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)  
Shane Smith; East Coast; 424-903-3665; [ssmith@pacificcommunicationsgroup.com](mailto:ssmith@pacificcommunicationsgroup.com)

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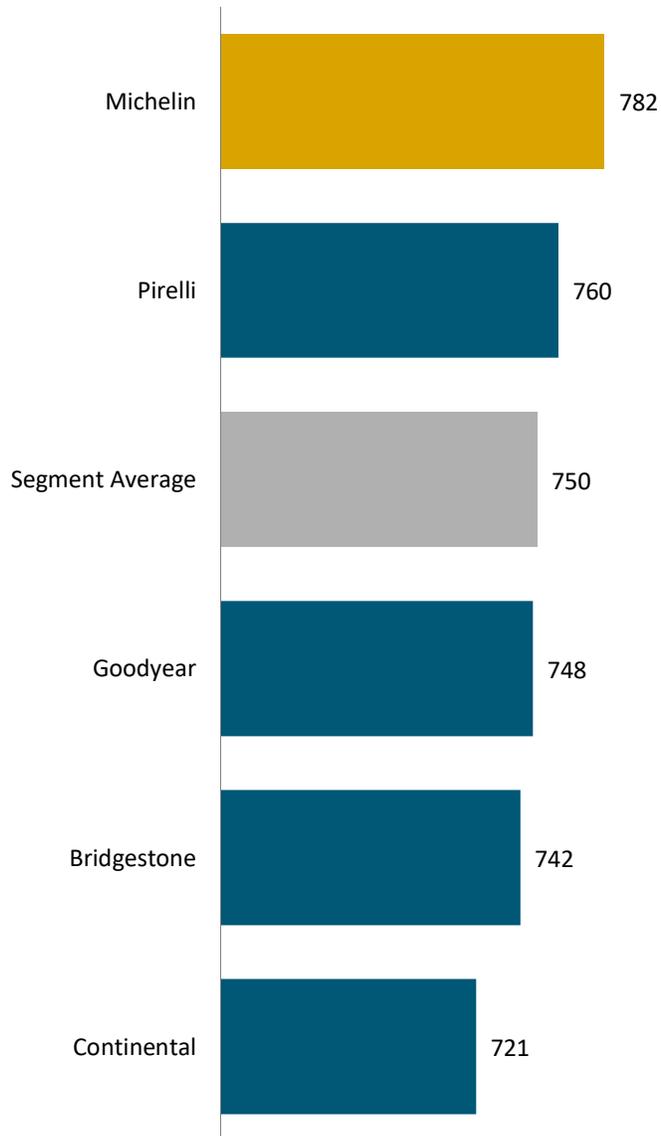
NOTE: Four charts follow.

# J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Luxury



Source: J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

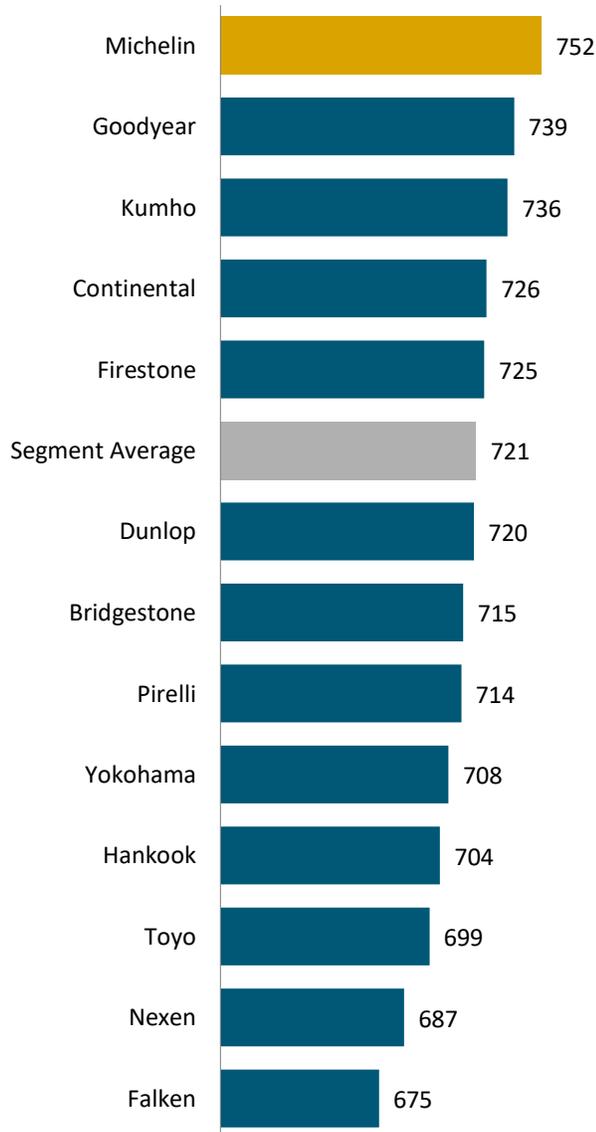
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# J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Passenger Car



Source: J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

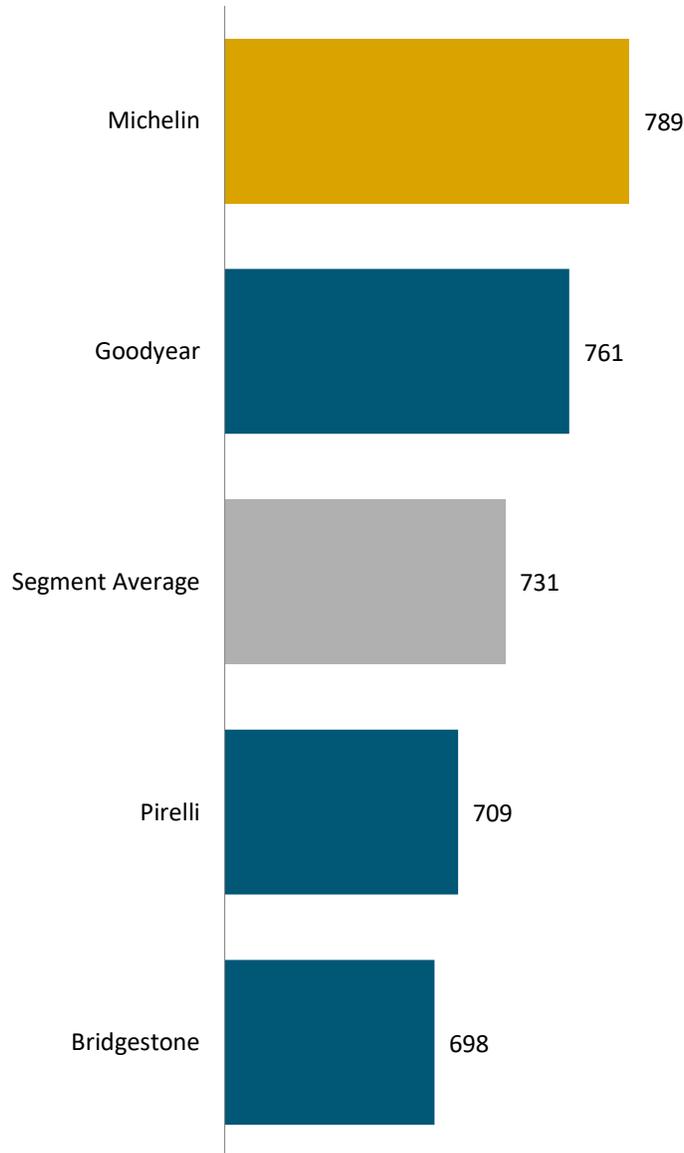
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# J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Performance Sport



Source: J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

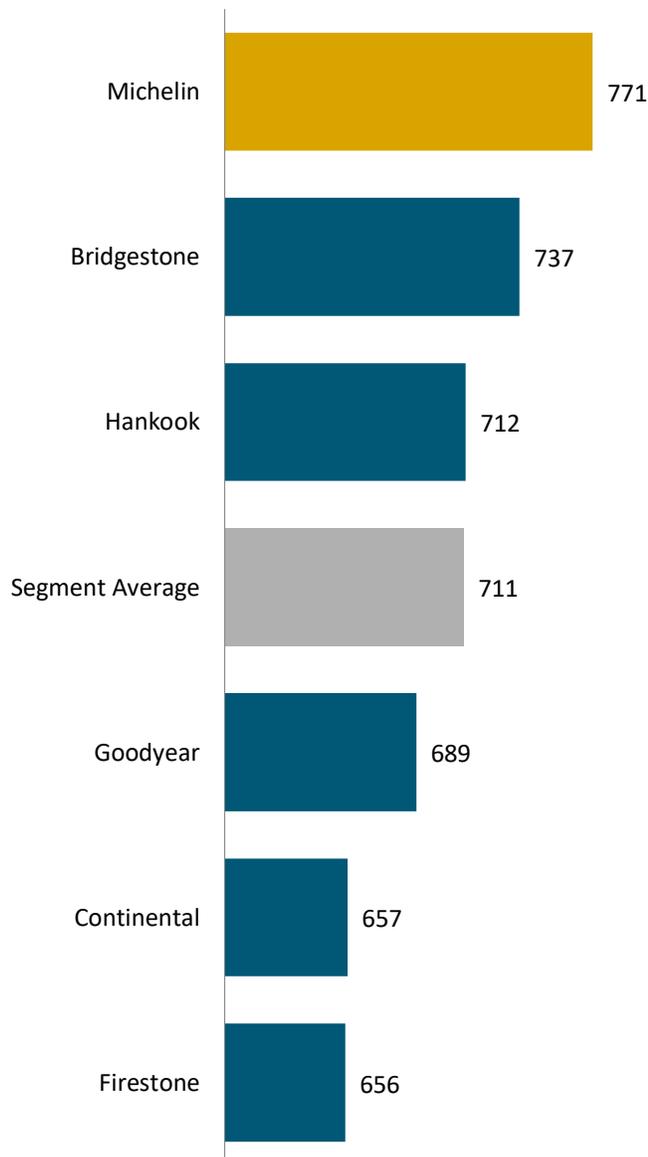
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# J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Truck/Utility



Source: J.D. Power 2021 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

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