

**With Boost from Electric Vehicle Tires, OE Tire Satisfaction Increases, J.D. Power Finds**

Michelin Ranks Highest in Two Segments; Pirelli Ranks Highest in One Segment

**TROY, Mich.: 16 March 2023** – Overall satisfaction with original equipment tires increases to 799 (on a 1,000-point scale) in 2023, up 5 points from 2022, according to the J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study,<sup>SM</sup> released today. Satisfaction with tires fitted to gas-powered vehicles is the primary driver of the increase, but surprisingly, satisfaction with tires fitted to electric vehicles (EVs) increases 62 points from a year ago.

The annual study measures tire owner satisfaction in four areas (in order of importance): tire ride; tire wear; tire traction/handling; and tire appearance. The study includes four vehicle segments: luxury; passenger car; performance sport; and truck/utility. The performance sport segment is not award eligible due to an insufficient number of brands ranked.

“The industry’s focus on EV tire performance shows, especially in terms of lack of vibration and quietness on the road, as compared to non-EVs,” said **Ashley Edgar, senior director of benchmarking and alternative mobility at J.D. Power**. “As electric vehicle market share increases, it is imperative for both the EV manufacturers and tire manufacturers to collaborate to fine-tune these areas as they play such a large role in EV performance and tire satisfaction.”

**Study Rankings**

**Michelin** ranks highest in the luxury segment with a score of 833 for a 20<sup>th</sup> consecutive year. **Goodyear** (818) ranks second. The segment average is 813.

**Pirelli** ranks highest in the passenger car segment with a score of 828 for a second consecutive year. Michelin (827) ranks second and **BFGoodrich** (825) ranks third.

Michelin ranks highest in the truck/utility segment with a score of 809. **Bridgestone** ranks second (801) and **Continental** ranks third (798).

The 2023 U.S. Original Equipment Tire Customer Satisfaction Study is based on responses from 32,151 owners of 2021 and 2022 model-year vehicles and was fielded from August through December 2022.

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/2023027>.

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

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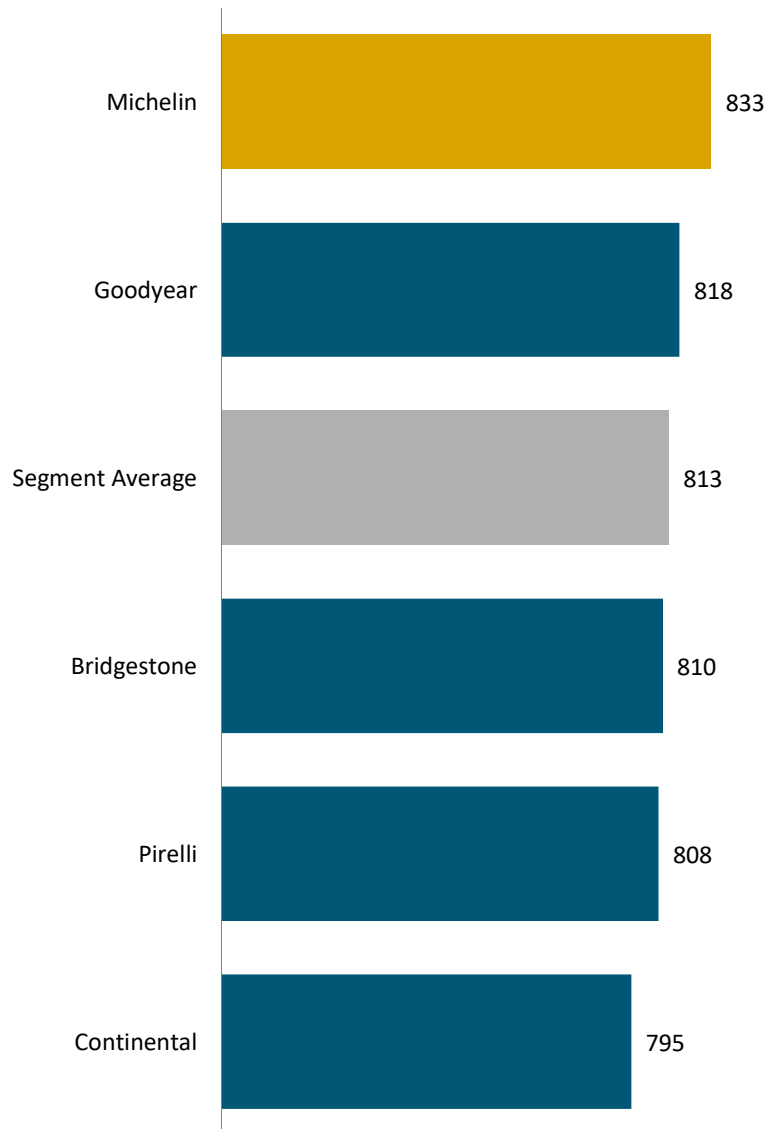
NOTE: Three charts follow.

# J.D. Power 2023 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 2023 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

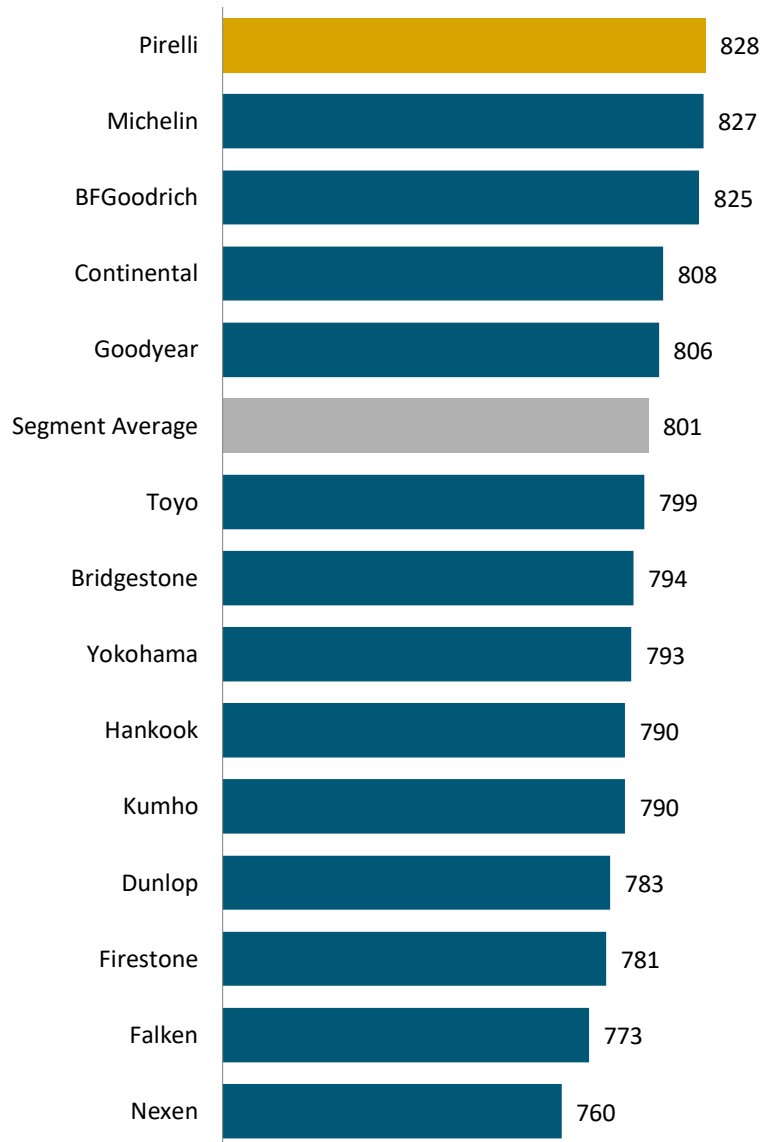
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# J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Passenger Car



Source: J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

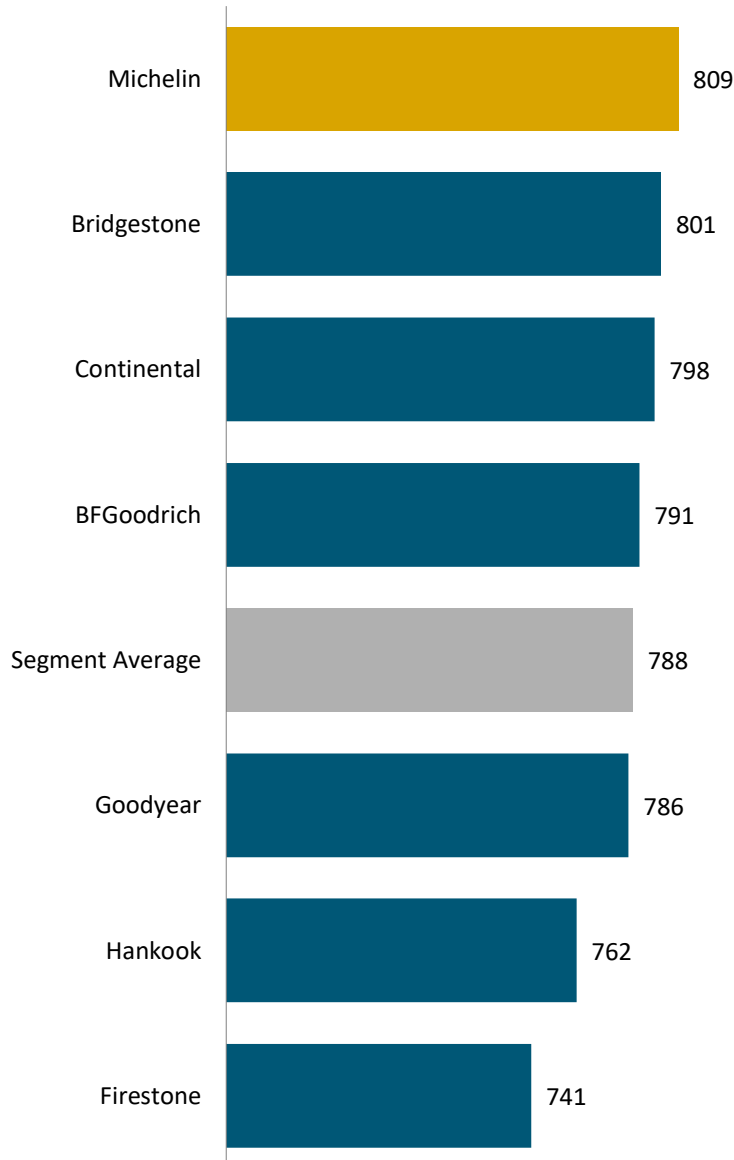
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# J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Truck/Utility



Source: J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

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