

# PHEV Tire Satisfaction Increases, Closing Gap with ICE and BEV Original Equipment Tires, JD Power Finds

## Michelin and Pirelli Rank Highest in Respective Segments

- Overall satisfaction with Original Equipment tires decreases by 2 points (on a 1,000-point scale) from 2025
- Tire brand loyalty improves to 54%
- When two or more tires are replaced, brand loyalty is 42%

**TROY, Mich. : 19 March 2026** – Overall satisfaction with original equipment tires among battery electric vehicles (BEVs), internal combustion engine (ICE) vehicles and plug-in hybrid electric vehicles (PHEVs) continues to converge, with the gap among the three segments narrowing to 14 points on a 1,000-point scale, down from 47 points in 2025, according to the JD Power 2026 U.S. Original Equipment Tire Customer Satisfaction Study,<sup>SM</sup> released today. This marks the smallest satisfaction gap among the segments since 2023. Overall satisfaction scores are 789 for ICE vehicles, 775 for BEVs and 772 for PHEVs, with PHEVs posting the largest year-over-year gain, improving 29 points from 2025.

The U.S. Original Equipment Tire Customer Satisfaction Study provides robust, actionable Voice of the Customer-driven insights, including factors that impact overall customer loyalty. In this year's study, overall tire brand loyalty improves by three percentage points to 54%. However, when two or more tires are replaced, brand loyalty stands at 42%, with tire wear cited as the primary reason.

“As satisfaction with original equipment tires continues to converge across BEV, PHEV and ICE vehicles, replacement decisions are increasingly driven by functionality rather than brand loyalty,” said **Jason Norton, director of customer success at JD Power**. “Fewer than half of owners remain loyal to the original tire brand, not because of dissatisfaction, but because they are focused on practical needs, such as matching tires, meeting technical requirements or achieving longer wear. For manufacturers, the opportunity lies in delivering solutions that consistently meet these real-world replacement demands across all powertrains and convert low loyalty into sustained repeat purchase behavior.”

## Study Rankings

**Michelin** ranks highest in the luxury segment with a score of 833. **Goodyear** (829) ranks second. The segment average is 806.

**Michelin** ranks highest in the passenger car segment with a score of 816. **Goodyear** and **Toyo** (798) rank second in a tie.

**Michelin** ranks highest in the performance sport segment, for a third consecutive year, with a score of 818. **Goodyear** (805) ranks second and **Pirelli** (801) ranks third.

**Pirelli** ranks highest in the truck/utility segment with a score of 801. **BFGoodrich** (790) ranks second, and **Michelin** (788) ranks third.

The U.S. Original Equipment Tire Customer Satisfaction Study began in 1989 and 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 study is based on responses from 38,244 owners of 2023 to 2025 model-year vehicles and was fielded from January through December 2025.

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>.

#### **About JD Power**

JD Power is a proven leader in business-critical data and intelligence to drive auto-related decisions with confidence and clarity. By leveraging unmatched proprietary data, advanced analytics and deep industry expertise, JD Power fuels original equipment manufacturers, retailers, lenders, insurers and partners to enhance their performance.

Since 1968, JD Power has delivered incisive guidance and intelligence about customer interactions with brands and products. To learn more about the company's business offerings, visit [JDPower.com](https://www.jdpower.com).

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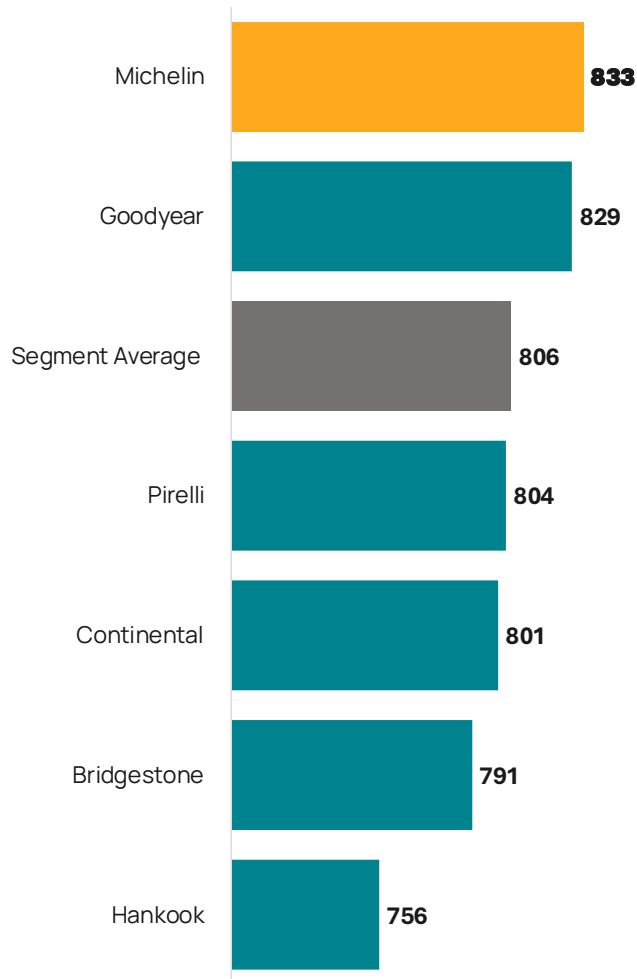
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Note: Four charts follow

# JD Power 2026 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

Overall Customer Satisfaction Index Ranking  
(Based on a 1,000-point scale)

## LUXURY



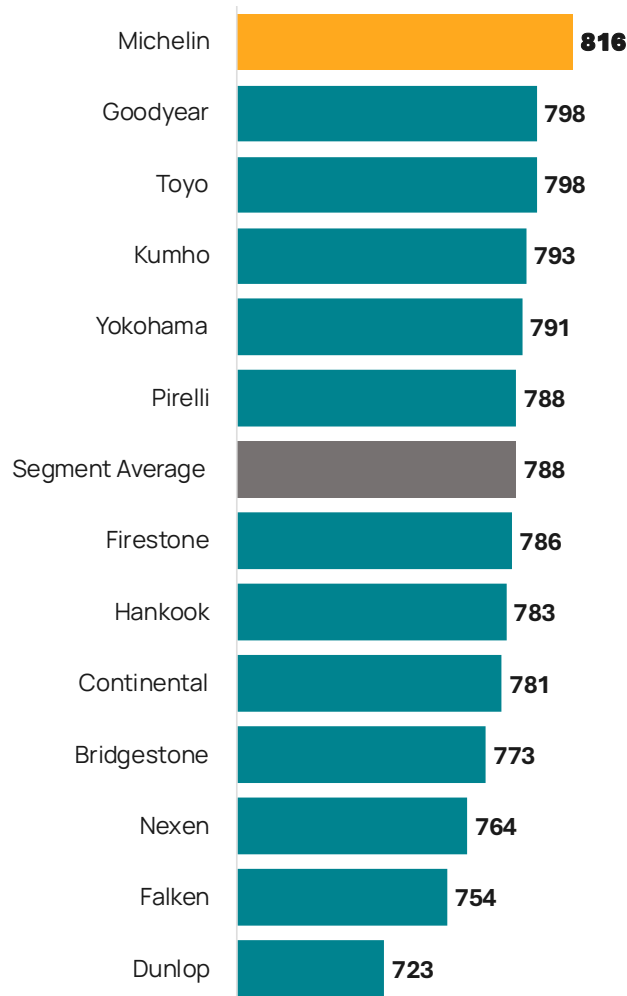
Source: JD Power 2026 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

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Overall Customer Satisfaction Index Ranking  
(Based on a 1,000-point scale)

## PASSENGER CAR



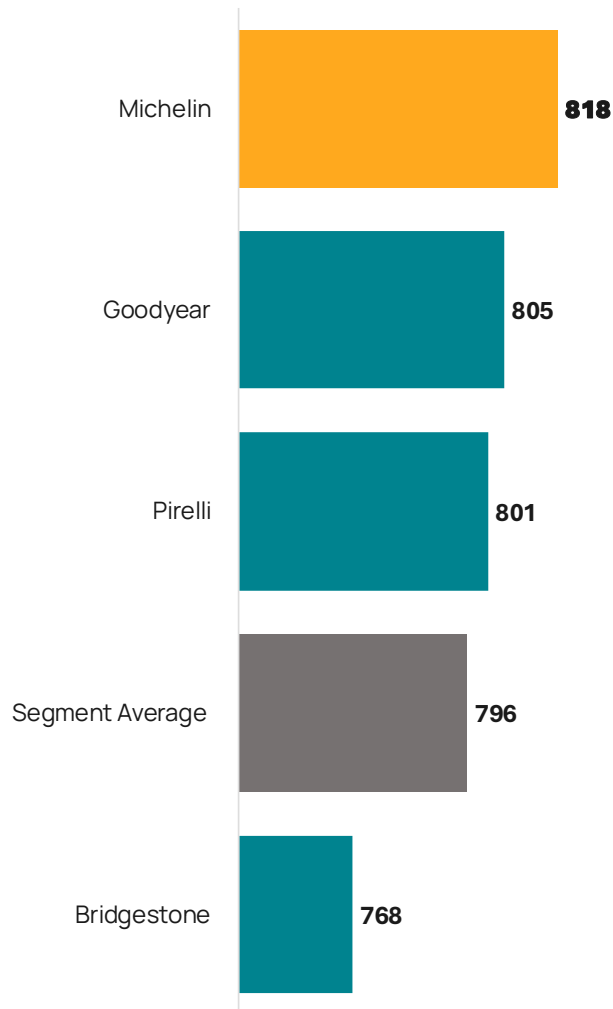
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Overall Customer Satisfaction Index Ranking  
(Based on a 1,000-point scale)

## PERFORMANCE SPORT



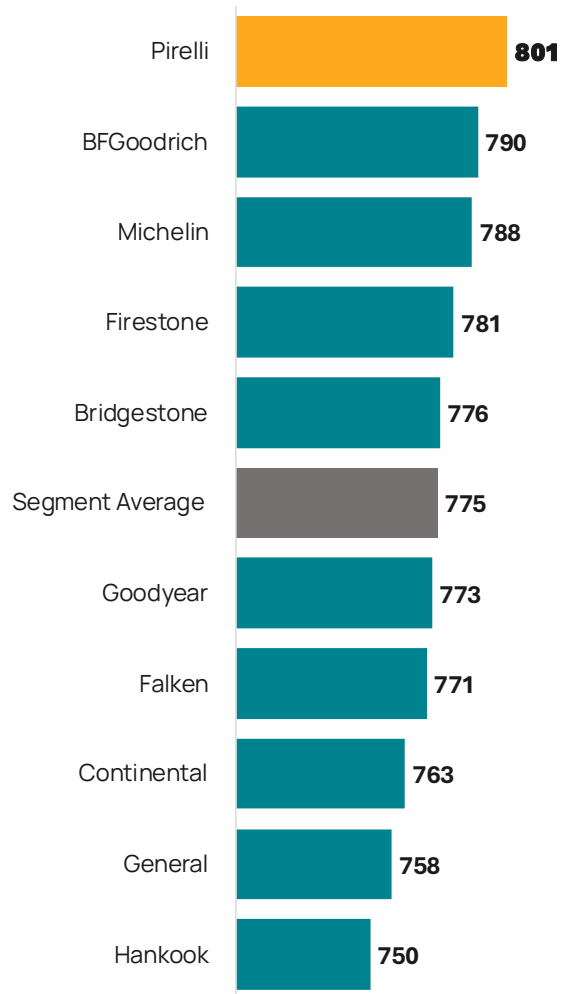
Source: JD Power 2026 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

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# JD Power 2026 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: JD Power 2026 U.S. Original Equipment Tire Customer Satisfaction Study<sup>SM</sup>

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