



U.S. Original Equipment Tire Customer Satisfaction Study

New-vehicle owners today expect more than the absence of tire problems. They also have high expectations for tire appearance and performance, such as tire wear and ride. But to exceed owner expectations, what other considerations should tire manufacturers and original equipment manufacturers [OEMs] also incorporate into their products?

The Solution

The *J.D. Power U.S. Original Equipment Tire Customer Satisfaction StudySM* provides insight into new-vehicle owners' satisfaction with their original equipment tires after 1 and 2 years in service. The study examines overall customer satisfaction with tires, as well as tire problems experienced, relative importance of tire attributes, tire replacement behavior, and recommendation and repurchase intentions of vehicle owners.

The Benefits

Subscription to this study will provide tire manufacturers and OEMs with overall industry-level information, as well as by vehicle segment, tire brand, OEM, and individual model.

Study information includes:

- Product strengths/weaknesses for each brand, both in owner satisfaction and quality
- Performance variations by OEM and tire brand for each OEM
- Supplier performance at a vehicle brand and model level
- Impact of owners' experiences with original equipment tires on repurchase intention
- Tire brand/product recommendation
- Owners' impressions of tire brands
- Tire pressure monitoring system [TPMS] incidence rates and behaviors



J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance. To learn more about the Awards Program, contact:

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beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: