

# TIRE MARKET PROFILE



It's always hard to hit a moving target, so with all of the shifts and changes and re-directions we've witnessed over the last decade, it's a wonder that a tire dealer or supplier can stay ahead of the curve. To help steady the target, we've compiled this comprehensive Tire Market Profile section.

Combining real-world data from a range of resources with results from TIRE REVIEW's annual Tire Dealer Profile and our editors' best estimates on marketshares, this section will help you gain a better perspective of our industry, help you see emerging trends, and prepare your business for the road ahead.

Through painstaking research, we've been able to assemble this collection of data, which includes: the

top 25 global tiremakers; tire import data; dealer channel brand marketshares; tire shipments by segment; a look at the OE and replacement high performance tire markets; a rundown on the most popular tire sizes at OE and replacement; brand and distribution channel segmentation; new vehicle sales; vehicle registrations; miles driven by vehicle type – and much, much more.

TIRE REVIEW's Dealer Profile Study is our annual survey of hundreds of independent tire dealers throughout North America, who offered their insights on the structure, size and operations of today's tire dealer, including a look at tire pricing levels, buying patterns, average gross margins and more.

## TOP 25 GLOBAL TIRE MANUFACTURERS – 2011

[Note: Sales figures are from corporate financial reports and estimates. Many companies listed here produce and sell non-tire goods, but amounts shown here are for all revenue. All figures in millions, U.S. dollars.]

Company	Country	2010 Sales	2011 Sales
Continental AG	Germany	\$34,500	\$40,600
Bridgestone Corp.	Japan	\$34,900	\$38,903
Groupe Michelin	France	\$23,500	\$26,829
Goodyear Tire & Rubber Co.	U.S.	\$18,800	\$22,800
Sumitomo Rubber Industries Ltd.	Japan	\$7,400	\$8,732
Pirelli & C SpA	Italy	\$6,400	\$7,323
Yokohama Rubber Corp.	Japan	\$6,200	\$6,000*
Hankook Tire Co.	South Korea	\$5,100	\$5,841
Cooper Tire & Rubber Co.	U.S.	\$3,300	\$3,900
Toyo Tire & Rubber Co.	Japan	\$3,500	\$3,794
Hangzhou Zhongce Rubber Co.	China	\$2,500	\$3,520
Cheng Shin Rubber/Maxxis	Taiwan	\$2,900	\$3,479
Giti Tire (China) Investment Co.	China	\$546	\$2,890
Triangle Group Co.	China	\$3,300	\$2,520
Kumho Tire Co.	South Korea	\$2,400	\$2,450
Apollo Tyres Ltd.	India	\$1,900	\$2,224
MRF Ltd.	India	\$1,800	\$1,947
Nokian Tyres plc	Finland	\$990	\$1,886
Shandong Linglong Rubber Co.	China	\$2,200	\$1,700
Aeolus Tyre Co.	China	\$1,199	\$1,580
Double Coin Holdings Ltd.	China	\$1,100	\$1,560
Titan International	U.S.	\$661	\$1,487
Xingyuan Tyre Co.	China	\$1,000	\$1,350
Qingdao Doublestar Industrial Co.	China	\$900	\$1,310
JK Tyre & Industries	India	\$1,300	\$1,125

(\*Company shifted to calendar fiscal year; the results reflect nine months of activity)