



Press Release

J.D. Power Asia Pacific Reports: High Levels of Customer Satisfaction with Original Equipment Tires Drive Repurchase Intent for Summer Replacement Tires

Bridgestone, Dunlop and Michelin Each Rank Highest in Customer Satisfaction with Original Equipment Tires in Their Respective Segments

TOKYO: 7 January 2010 — Providing highly satisfying original equipment tires may lead to a notable increase in brand loyalty among customers purchasing summer replacement tires, according to the J.D. Power Asia Pacific 2009 Japan Original Equipment Tire Customer Satisfaction Index StudySM released today.

The study, now in eighth year, measures customer satisfaction with original equipment (OE) tires equipped on new vehicles in five segments: mini-car, compact car, passenger car, minivan and SUV. Overall customer satisfaction with OE tires is based on four factors: handling/traction, ride/quietness, durability/reliability and appearance.

The study finds that, on average, 74 percent of owners are likely to purchase replacement summer tires that are of the same brand as their original equipment tires. However, among highly satisfied customers (satisfaction scores averaging 800 or higher on a 1,000-point scale), this figure increases to 88 percent.

In addition, among owners who have previously used a brand of summer replacement tires other than the brand of original equipment tires on their new vehicle, an average of 19 percent are likely to switch to their OE tire brand for their next set of summer replacement tires. However, this figure increases considerably—to 46 percent—among owners who are highly satisfied with their OE tires (scores averaging 800 or higher).

“It is important for tire manufacturers to improve customer satisfaction with OE tires in order to retain their existing customers and acquire new customers in the summer tire market,” said Tetsushi Furuya, project manager at J.D. Power Asia Pacific, Tokyo.

Original Equipment Tire Customer Satisfaction Rankings

Dunlop ranks highest in the mini-car segment with an index score of 546. Bridgestone and Yokohama follow Dunlop in the rankings, each achieving a score of 545, in a tie.

Bridgestone ranks highest in the compact car segment for a third consecutive year with an index score of 563 and performs particularly well in all four factors.

Michelin ranks highest in the passenger car segment for a fifth consecutive year with a score of 633 and performs particularly well in the appearance and ride/quietness factors. Following Michelin in the rankings are Continental (626) and Bridgestone (610). Continental performs particularly well in the handling/traction and durability/reliability factors.

In the minivan segment, Bridgestone ranks highest for a second consecutive year with a score of 572 and performs particularly well in all four factors. Bridgestone is followed in the segment rankings by Yokohama (565).

Bridgestone ranks highest in the SUV segment with a score of 604 and performs particularly well in three of four factors: appearance, ride/quietness and handling/traction. Michelin follows Bridgestone in the segment rankings with a score of 601 and performs particularly well in the durability/reliability factor.

The 2009 Japan Original Equipment Tire Customer Satisfaction Index Study is based on responses from 8,017 new-vehicle owners during the first seven to 18 months of ownership, who purchased their vehicle between May 2008 and April 2009. The Internet-based survey was conducted in November 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: cc-group@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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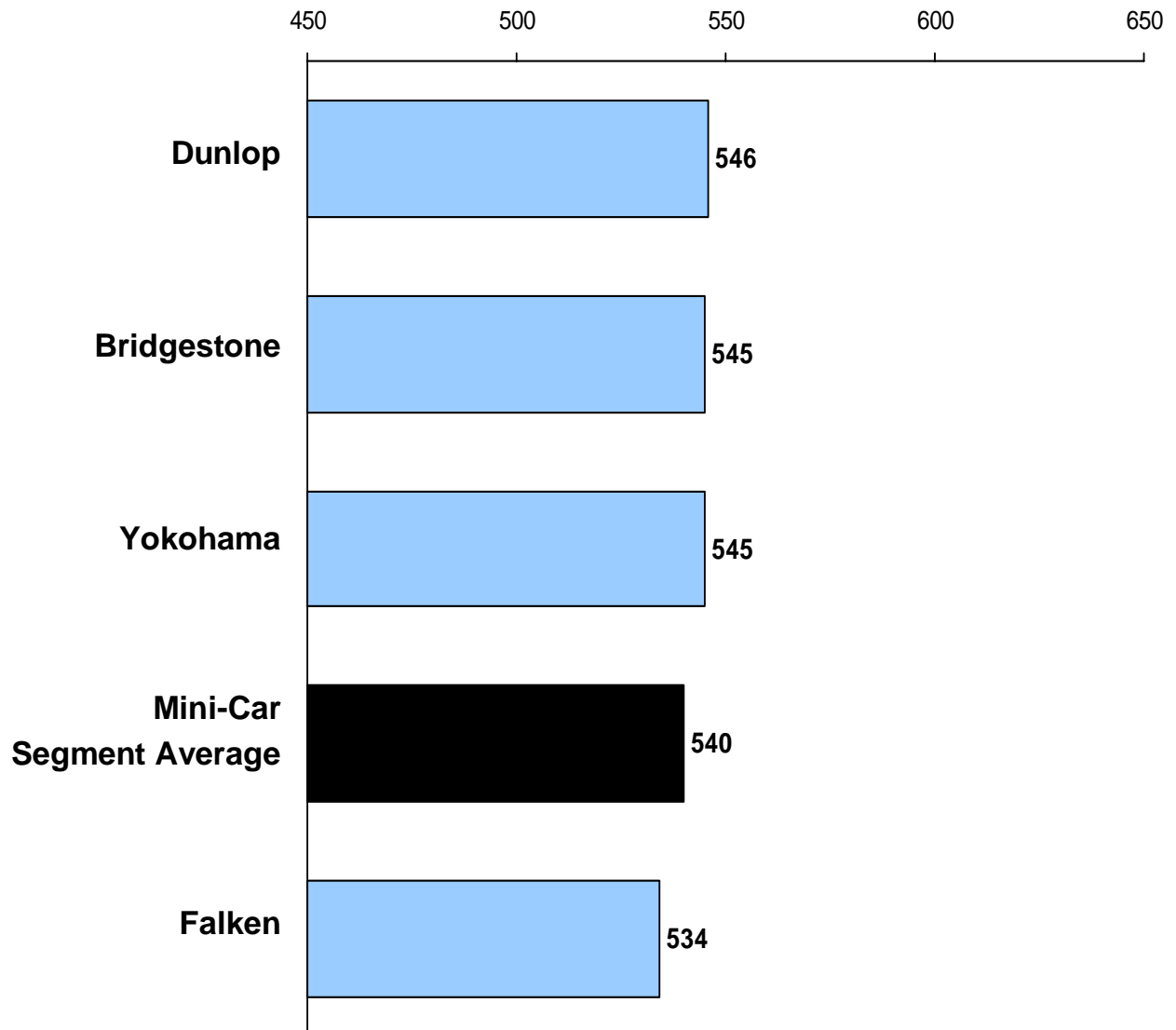
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NOTE: Five charts follow.

J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction StudySM

Customer Satisfaction Index Ranking Mini-Car Segment (Based on a, 1,000-point scale)



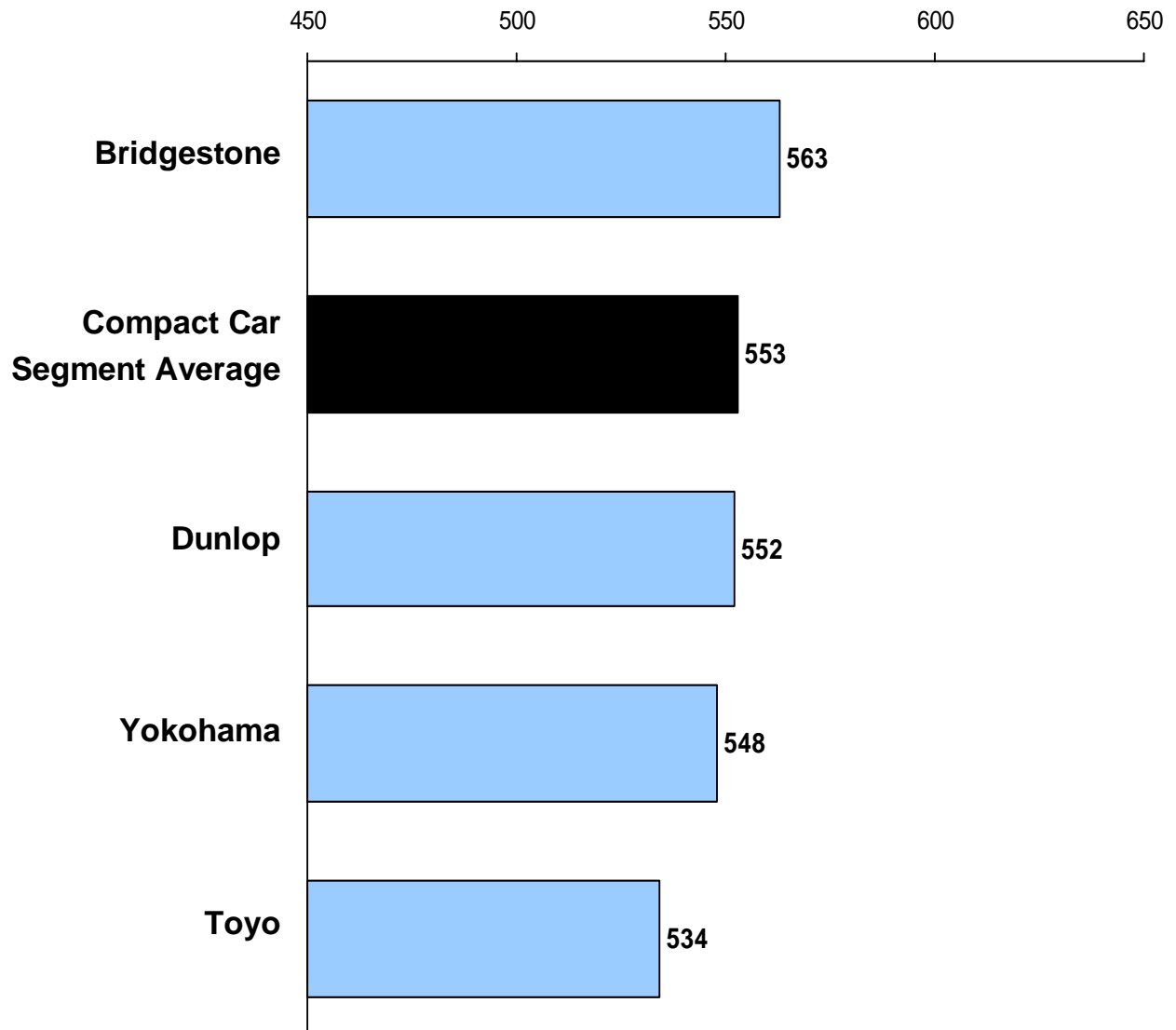
Included in the study but not ranked due to small sample size are: Hankook and Toyo.

Source: J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM as the source. Rankings are based on numerical scores, and not necessarily statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.

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Customer Satisfaction Index Ranking Compact Car Segment (Based on a, 1,000-point scale)



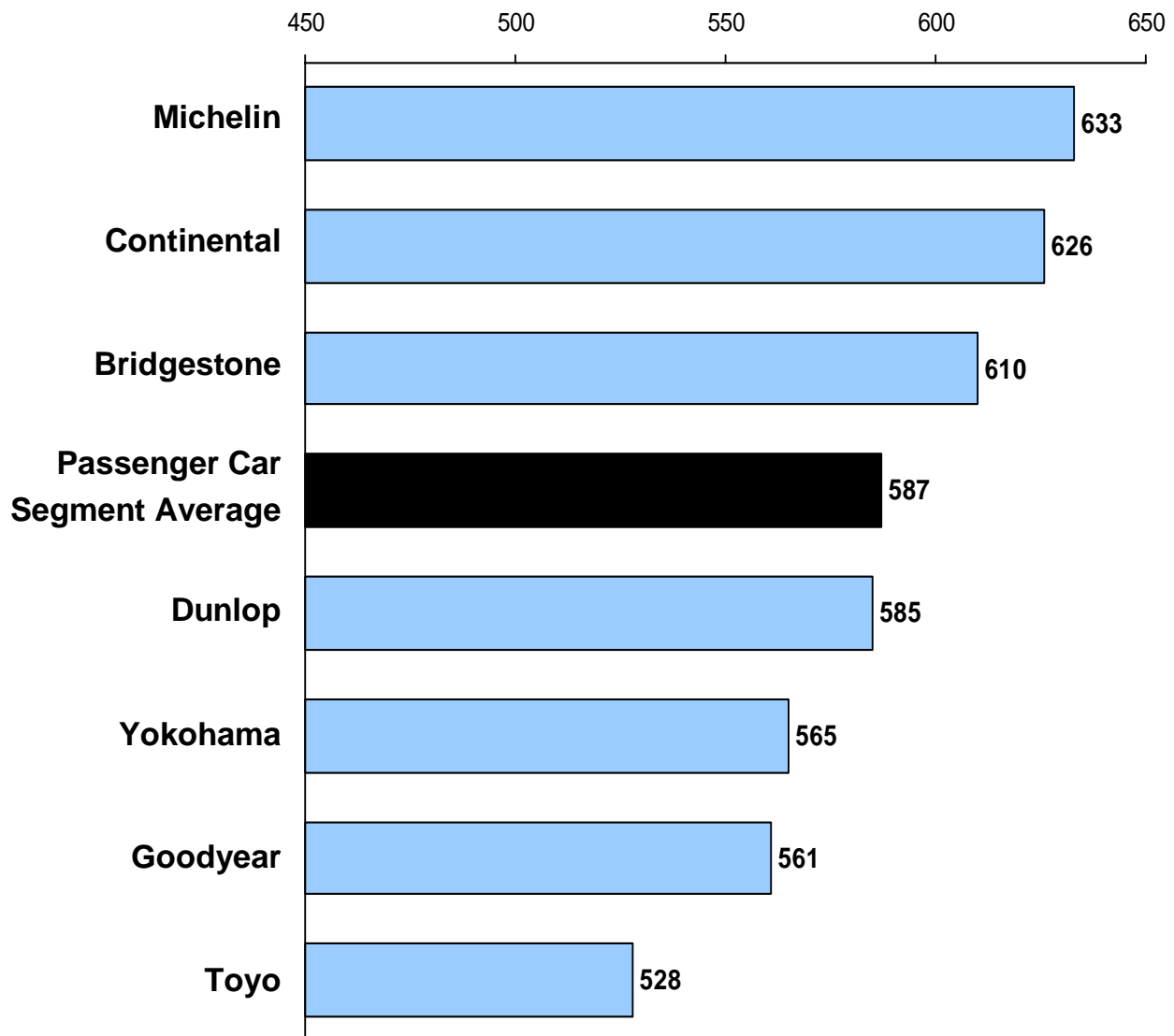
NOTE: Falken is included in the study but not ranked due to small sample size.

Source: J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM

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Customer Satisfaction Index Ranking Passenger Car Segment (Based on a, 1,000-point scale)



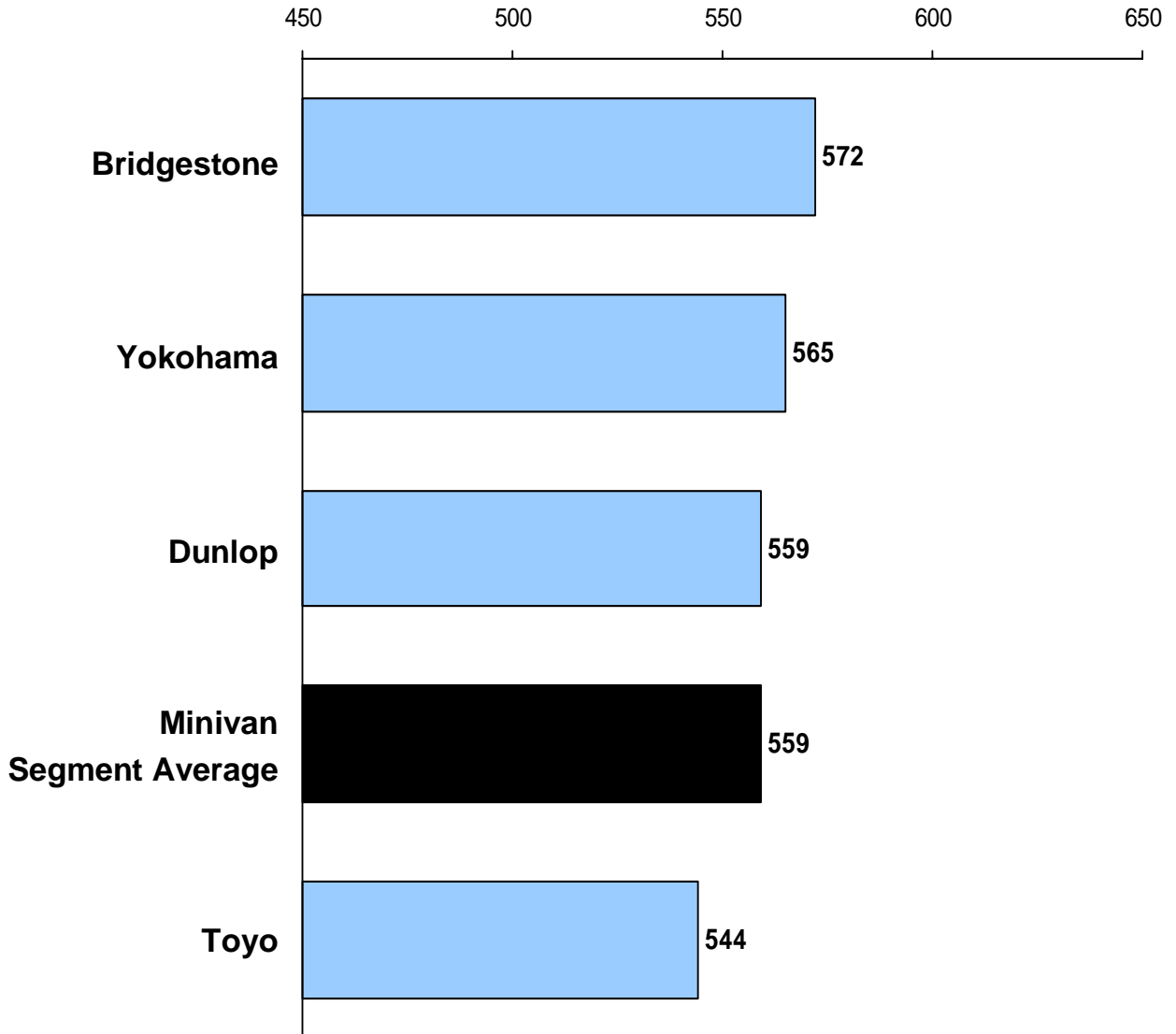
NOTE: Pirelli is included in the study but not ranked due to small sample size.

Source: J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM

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Customer Satisfaction Index Ranking **Minivan Segment** (Based on a, 1,000-point scale)



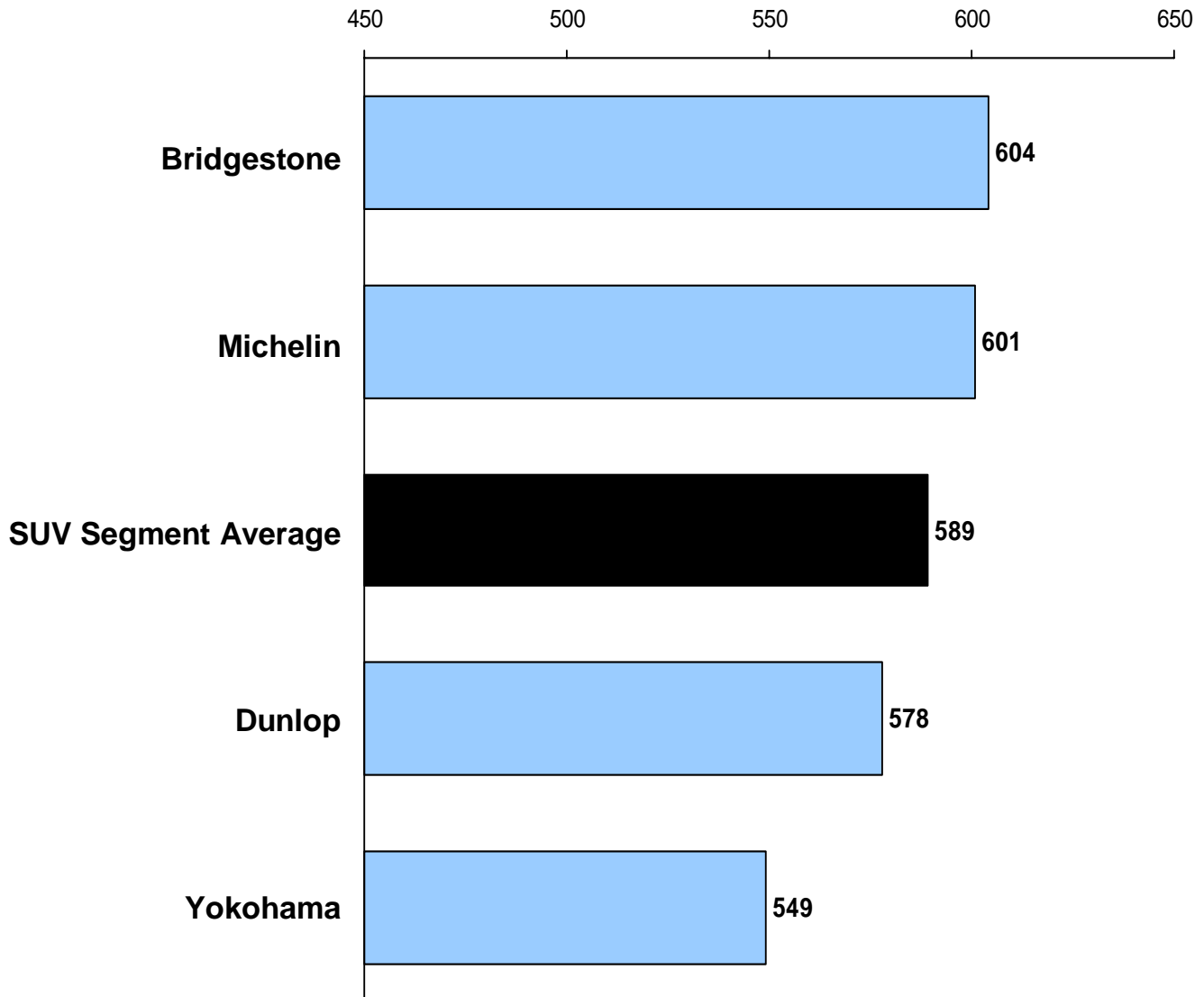
NOTE: Goodyear is included in the study but not ranked due to small sample size.

Source: J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM

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



Included in the study but not ranked due to small sample size are: Goodyear and Toyo.

Source: J.D. Power Asia Pacific 2009 Japan OE Tire Customer Satisfaction Index StudySM

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