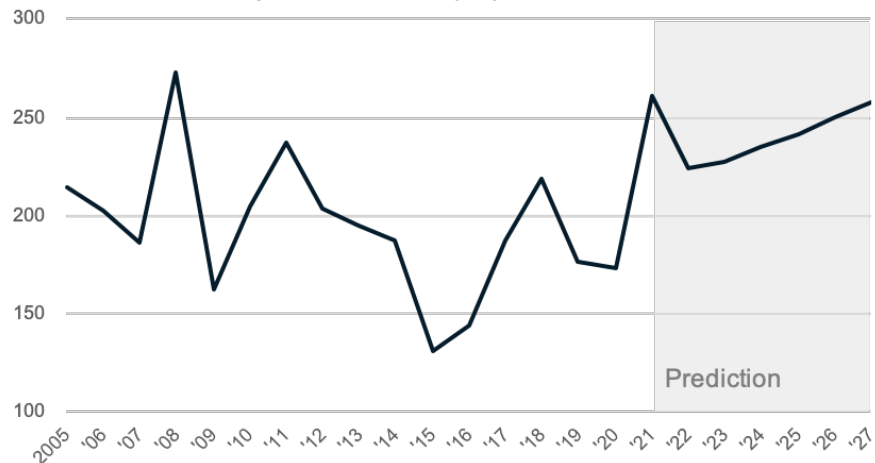


# Visualization

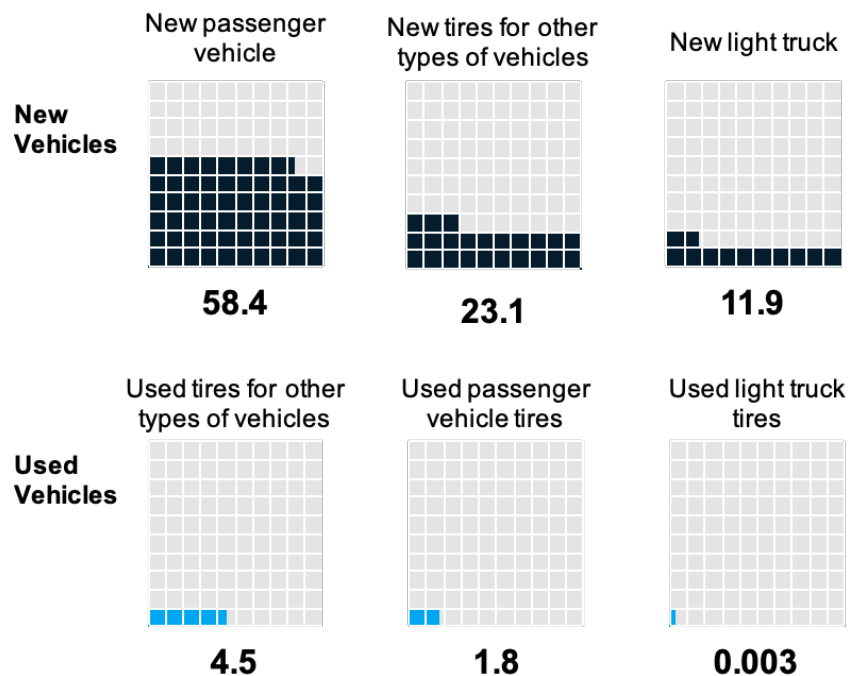
**Although impacted by pandemic, new car sales are expected to rebound and increase in 2021, providing an opportunity for automobile tire industry**

New vehicle sales and expectations, millions per year



**Passenger vehicle tires make up the largest product segment in Auto Tires industry, generating 58.4% of revenue**

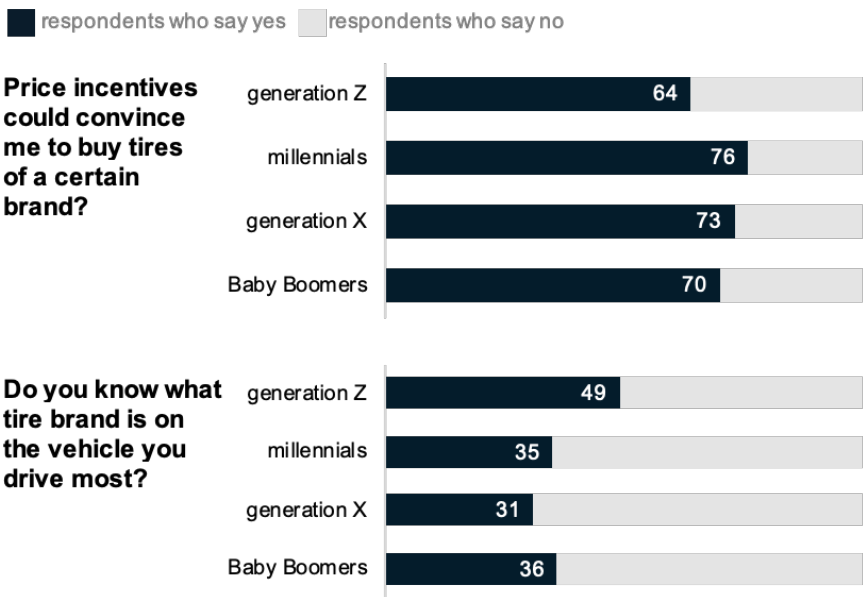
Auto Tire industry revenue by product segment, % of tire revenue



Data: IBISWorld Car & Automobile Manufacturing in the US

**Price incentives are the main driver of tire purchase; brand awareness becomes stronger with age**

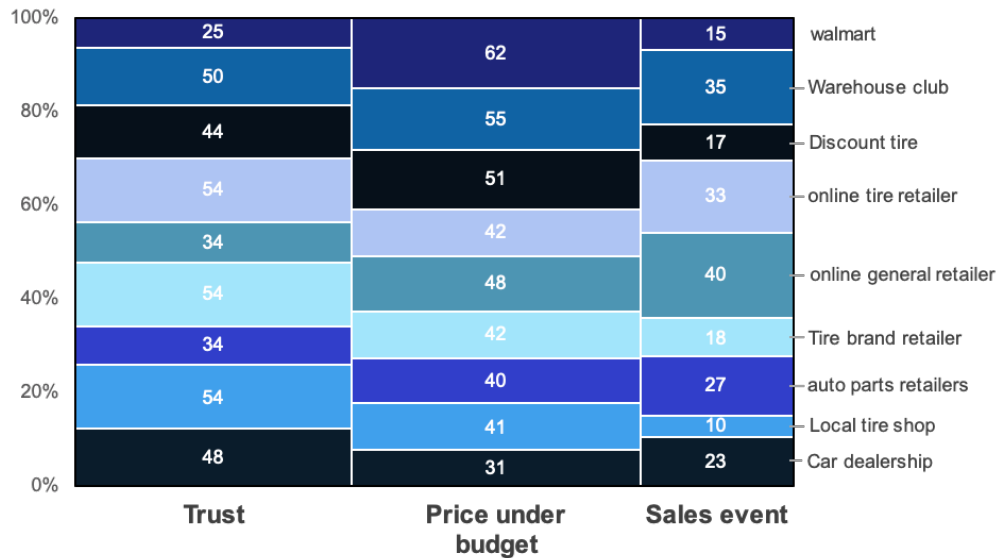
**Willingness to agree with the question of survey, by four age brackets, % of respondents**



Data: Tires US, NOVEMBER 2019

**Trust and price incentives are the principal motivations for consumers to purchase tires when at different consumption contexts; for car dealers and car retailers, trust plays a prominent part in customers' purchase of tires**

**Comparison of three factors that impact the buying decision of consumers, by locations, % of respondents who chooses this option**



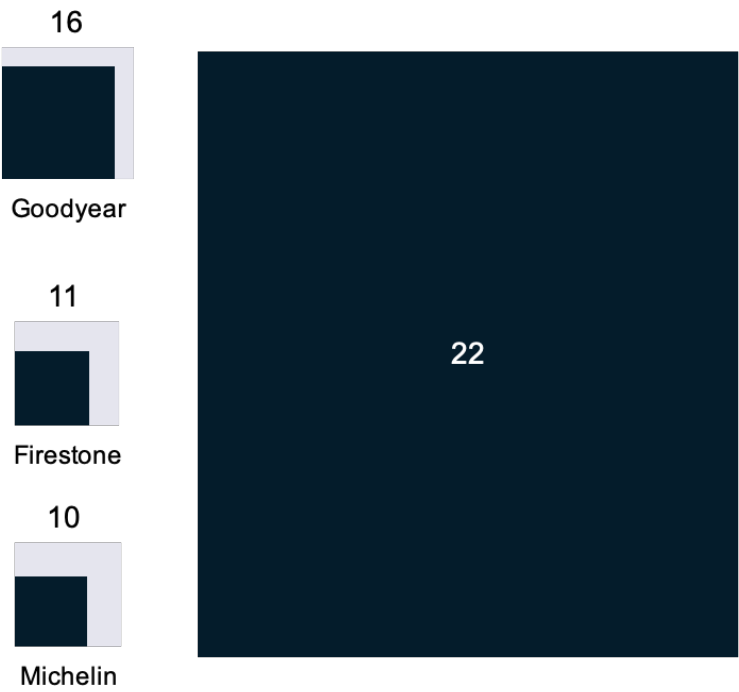
Data: Tires US, NOVEMBER 2019

Question 1: "Why did you purchase a set of tires(2 or 4) from XXX retailer?"

Question 2: "Where did you most recently purchase tires for your primary vehicle?"

**Goodyear, Firestone, and Michelin garnered the interest of most households, at 16%, 11%, and 10% respectively; However, it must be noted that 22% of households didn't know the brand of tire they purchased.**

**Households that purchase car tires in last year 2018, by brand,  
% of households**



*Data: Tirereview How Tire Buyers Buy Tires*

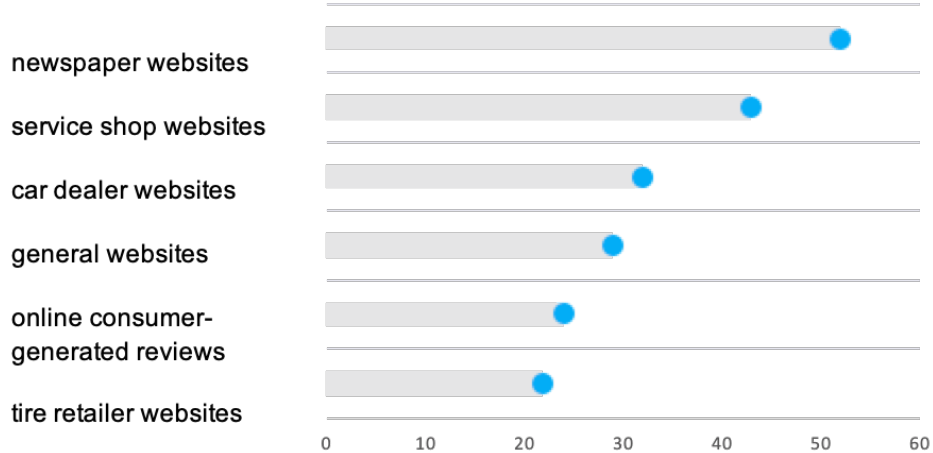
## Internet is the dominant source of information for consumers who want to purchase tires

consumers who search for information about automobile tires, % of respondents



Retailer website is the most powerful influencer on tire selection within all digital channels

Websites that impact the purchase decision of consumers, % of respondents



Data: Tirereview How Tire Buyers Buy Tires