



Extended Version

The Replacement Market for Tyres in Germany 2018

– Passenger Cars / Off Road / SUV –

BBE 
AUTOMOTIVE



Background and Objective of the market analysis

The current market analysis "The Replacement Market for Tyres in Germany 2018" was published by the automotive experts of BBE Automotive GmbH the third time.



Research Approach

Car Driver	Industry / trade	Desk Research
<ul style="list-style-type: none">▪ BBE studies about tyre purchasing as well as repair and maintenance (2,000 interviews 1/2018 and 1/2016)▪ Trend Tacho: Regular surveys of car drivers regarding current topics	<ul style="list-style-type: none">▪ BIX: Monthly survey of authorized and independent workshops	<ul style="list-style-type: none">▪ BRV-market analysis▪ KBA-data▪ Industry speech „BBE-Aftersales-Forum“▪ External studies



What can you expect from this market analysis?

- A detailed analysis of the tyre market
- A detailed stocktaking of the vehicle equipment and tyre usage
- Brand awareness of car drivers and purchase criteria from the customer's point of view
- Preferred purchasing places and spending behavior
- Detailed information on tyre retrofitting and storage
- Handling of the tyre business at independent and authorized workshops
- Distribution channels and their importance



Take advantage of our market analysis to ...

- ... get a current picture of the market
- ... work out whether and to what extent your house is affected by this development
- ... find the right strategies and measures for the future.



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