



Extended Version (Data Collection 4/2019)

The Replacement Market for Tyres in Germany 2019

– 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 2019" was published by the automotive experts of BBE Automotive GmbH the fourth 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 4/2019, 1/2018 and 1/2016)▪ Regular surveys of car drivers regarding current topics	<ul style="list-style-type: none">▪ 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.



Content

- 1. The Tyre Business 2018**
 - 1.1 Customer Perception – Car Equipment**
 - Current installed tyres / rims
 - 1.2 Brand Orientation**
 - Brand Equipment (tyres currently in use)
 - Brand Awareness (tyres currently in use)
 - Field of Tension: Place of Purchase – Brand Orientation
- 2. Tyre Sales 2018**
 - Tyre Sales – Total, PC / Off Road, LCV
 - Sales Passenger Car / Off Road tyres
 - Tyre sales PC tyres: Winter-/ Summer-/All-season tyres (incl. Off Road)
 - Seasonal curve 2018
 - All-Season Tyres
- 3. Tyre Purchase**
 - Place of Purchase - Source of the currently use tyres
 - Place of Purchase – Tyres bought in the last 12 months
 - Number of Purchased Tyres
 - Expenses per Tyre (without mounting inclusive VAT)
 - Purchase Criteria from the Customer's Point of View (Average Value)
- 4. Opportunities / Possibilities**
 - Online Tyre Change Appointment
 - Internet Search for Tyres
 - Salesperson's Recommendation – Results of Trade Survey
 - Additional Offers
 - Interest in a Tyre Flat rate
- 5. Next Tyre Purchase**
- 6. Tyre Retrofitting, Storage**
 - Place of Retrofitting [in %]
 - Mounting Place for Retrofitting
 - Balancing at commercial Retrofitting
 - Place of Storage
 - Mobile Tyre Service
- 7. Main Factors influencing the Aftermarket**
- 8. Distribution Structure**
 - Authorized Workshops
 - Independent workshops
 - Autocenter /Fast Fitter
 - Online Supplier
 - Tyre dealers



Ordering

- Hereby we place a binding order for the report **“The Replacement Market for Tyres in Germany 2019”**

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Contact



Wolfgang Alfs

+49 (0)221 93655-0

walfs@bbe-automotive.de



Gerd Heinemann

+49 (0)221 93655-0

gheinemann@bbe-automotive.de