

## Tires - US - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Consumers are much more likely to listen to a professional when it comes to selecting tires for their vehicle. Tires aren't a top of mind purchase for the majority of consumers, and for the most part, tires aren't an issue for consumers until they become an issue. When problems do arise, consumers rely upon their trusted retailer to steer them in the right direction."  
**- Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

- Consumers need to be educated about their tires
- Consumers don't buy tires, they buy peace of mind

Tire brands and retailers need to ensure that they're positioning themselves as a leading expert if they want to earn the business of consumers. Regardless of the cost of tires, consumers need to feel that they're being guided to make a purchase that will guarantee them peace of mind.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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