EUROPEAN TYRE & RUBBER manufacturers' association

Brand Allocation for Consumer

	Apollo Vredestein	Bridgestone	Brisa	Continental	Cooper Avaon	Goodyear	Hankook	Marangoni	Michelin	Mitas	Nokian	Pirelli	
BRIDGESTONE		X											Premium
CONTINENTAL				X									Premium
DUNLOP						X							Premium
GOODYEAR						X							Premium
MICHELIN									X				Premium
NOKIAN											X		Premium
PIRELLI												X	Premium
VREDESTEIN	X												Premium
AVON					X								Mid
BFGOODRICH									X				Mid
COOPER					X								Mid
FALKEN						X							Mid
FIRESTONE		X											Mid
FULDA						X							Mid
GENERAL TIRE				X									Mid
GISLAVED				X									Mid
HANKOOK							X						Mid
KLEBER									X				Mid
LASSA			X										Mid
MALOYA	X												Mid
MARANGONI								X					Mid
MITAS										X			Mid
NORDMAN											X		Mid
SEMPERIT				X									Mid
UNIROYAL				X									Mid
VIKING				X									Mid
AMBASSADOR									X				Budget
AMERICA				X									Budget
APACHE				X									Budget
ARMSTRONG												X	Budget
ARROWSPEED (DEBICA)						X							Budget
ARROWSPEED (DUNLOP)						X							Budget
ASPHALT		X											Budget
AURORA							X						Budget
BARUM				X									Budget
BLACKSTONE				X									Budget
CARREFOUR		X											Budget
CARSTONE		X											Budget

CEAT												X	**Budget**
CHALLENGE						X							**Budget**
CHEYEN							X						**Budget**
CONFORTAUTO							X						**Budget**
COSMOS				X									**Budget**
COURIER												X	**Budget**
DAYTON		X											**Budget**
DEAN					X								**Budget**
DEBICA						X							**Budget**
DELTA						X							**Budget**
DIPLOMAT						X							**Budget**
DURANT						X							**Budget**
ESA						X							**Budget**
EUROPA		X											**Budget**
EUROTYRE				X									**Budget**
FIRSTSTOP		X											**Budget**
FLAMINGO						X							**Budget**
FORMULA												X	**Budget**
GENUK					X								**Budget**
INDIA						X							**Budget**
KELLY						X							**Budget**
KING STAR							X						**Budget**
KORMORAN									X				**Budget**
KWIK-FIT CENTAUR		X											**Budget**
LANDGLIDER		X											**Budget**
MABOR				X									**Budget**
MASTERCRAFT					X								**Budget**
MATADOR				X									**Budget**
MEDEO						X							**Budget**
MENTOR					X								**Budget**
METZELER												X	**Budget**
MILESTONE								X					**Budget**
MOHAWK							X						**Budget**
MONTANA									X				**Budget**
MOTRIO				X									**Budget**
NORAUTO		X					X		X				**Budget**
OHTSU						X							**Budget**
OPTONIX						X							**Budget**
PLATIN				X									**Budget**
PNEUMANT						X							**Budget**
POINT S				X								X	**Budget**
PREMADA							X						**Budget**
RIKEN									X				**Budget**
ROAD KING		X											**Budget**
ROADHOG				X									**Budget**
ROTEX							X		X				**Budget**
SATIM										X			**Budget**
SAVA						X							**Budget**
SEAL						X							**Budget**

SEIBERLING		X											**Budget**
SPORTIVA				X									**Budget**
STARFIRE					X								**Budget**
STUNNER								X					**Budget**
SYNCHRO		X											**Budget**
TAXAT				X									**Budget**
TIGAR									X				**Budget**
TIGER WHEEL				X									**Budget**
TRIDENT						X							**Budget**
TYFOON				X									**Budget**
VDB						X							**Budget**
VICTORIA									X				**Budget**
VOYAGER						X							**Budget**
all other brands:													**Budget**