Ogni anno, J.D. Power realizza uno studio che indaga la soddisfazione dei clienti statunitensi per quel che riguarda i loro pneumatici montati in primo equipaggiamento. Lo studio annuale misura la soddisfazione dei proprietari di pneumatici in quattro aree chiave (in ordine di importanza): comfort di marcia, usura di pneumatici; trazione/ handling del pneumatico; e design del pneumatico. Le classifiche sono divise in quattro segmenti di veicoli: lusso; vettura; performance; truck/utility (i pick-up americani). Lo studio si basa sulle risposte di 31.414 proprietari di veicoli comprati nel 2022 e 2023 ed è stato condotto da agosto a dicembre 2023.

Michelin si colloca al primo posto nel segmento lusso per il 21° anno consecutivo, con un punteggio di 834. **Goodyear** (812) è al secondo posto e **Continental** (811) al terzo.
Michelin vince anche la classifica autovetture, con un punteggio di 823. **Goodyear** (811) è al secondo posto, seguita da **Kumho** (799) al terzo posto.
Michelin fa tripletta con le alte prestazioni, con un punteggio di 833, seguita da **Pirelli** e **Goodyear**.

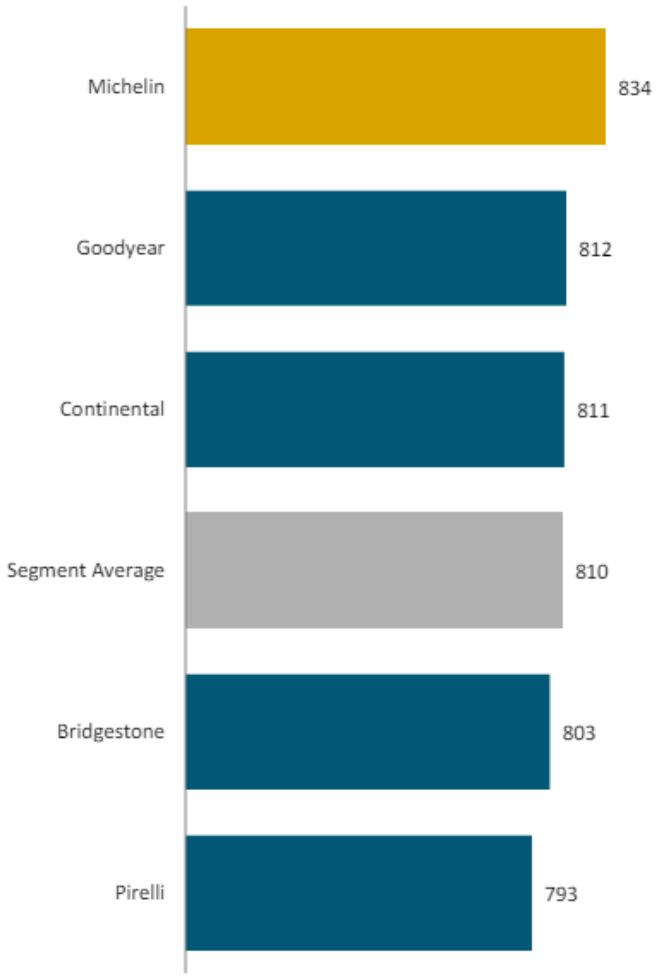
Falken festeggia il primo posto nel segmento truck/utility con un punteggio di 818.
BFGoodrich (812) arriva al secondo posto e **Hankook** (804) si piazza al terzo posto.

J.D. Power
2024 U.S. Original Equipment Tire Customer Satisfaction Study[SM]

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Luxury



Source: J.D. Power 2024 U.S. Original Equipment Tire Customer Satisfaction Study[SM]

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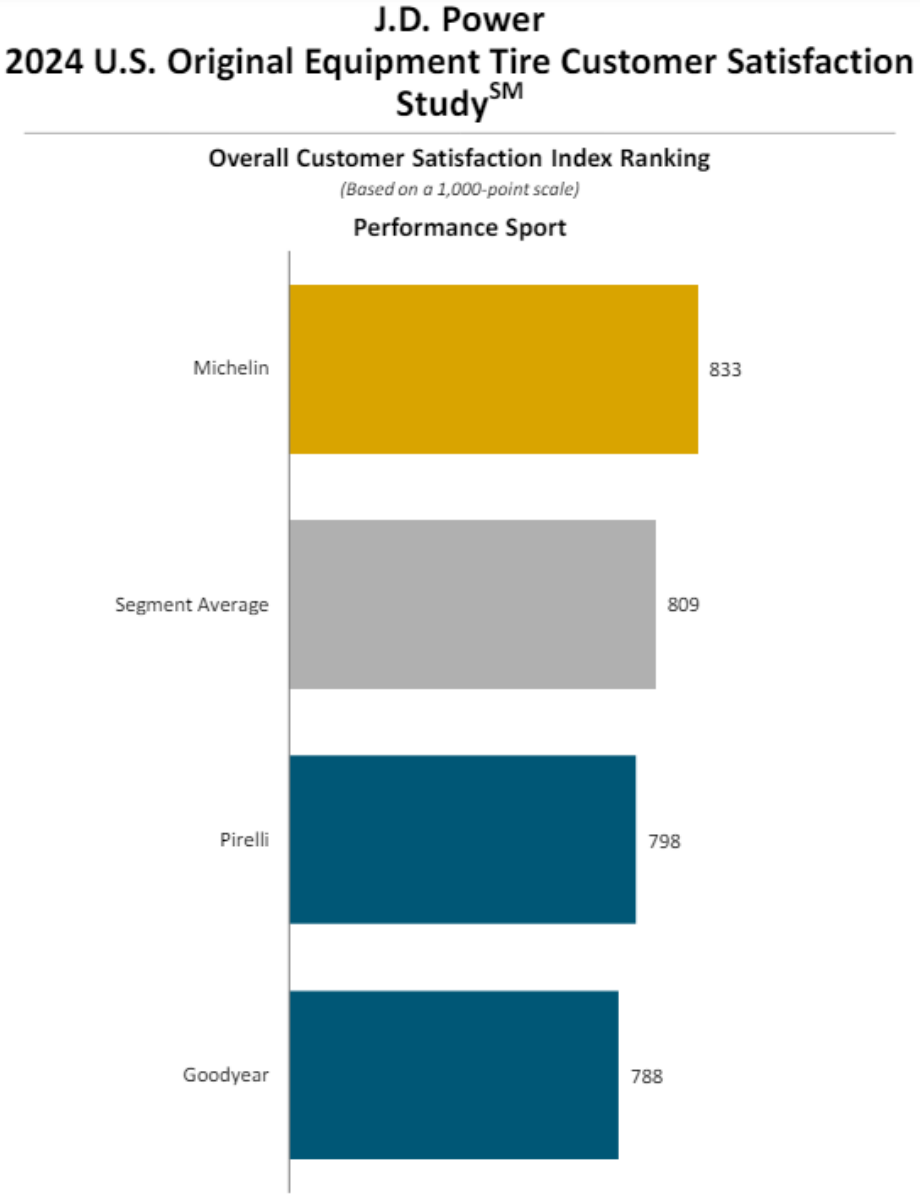

Source: J.D. Power 2024 U.S. Original Equipment Tire Customer Satisfaction Study℠

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J.D. Power
2024 U.S. Original Equipment Tire Customer Satisfaction Study[SM]

Overall Customer Satisfaction Index Ranking

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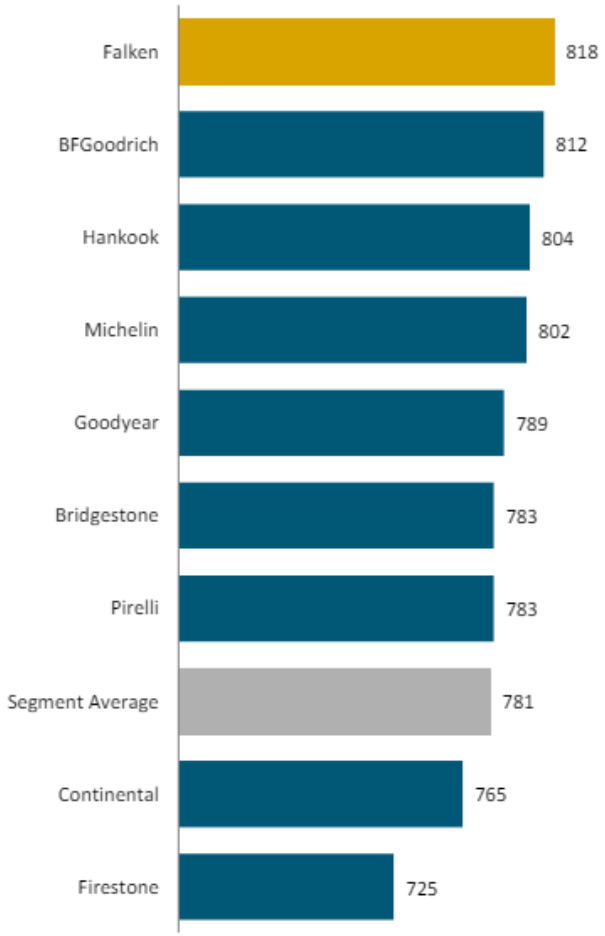
Truck/Utility



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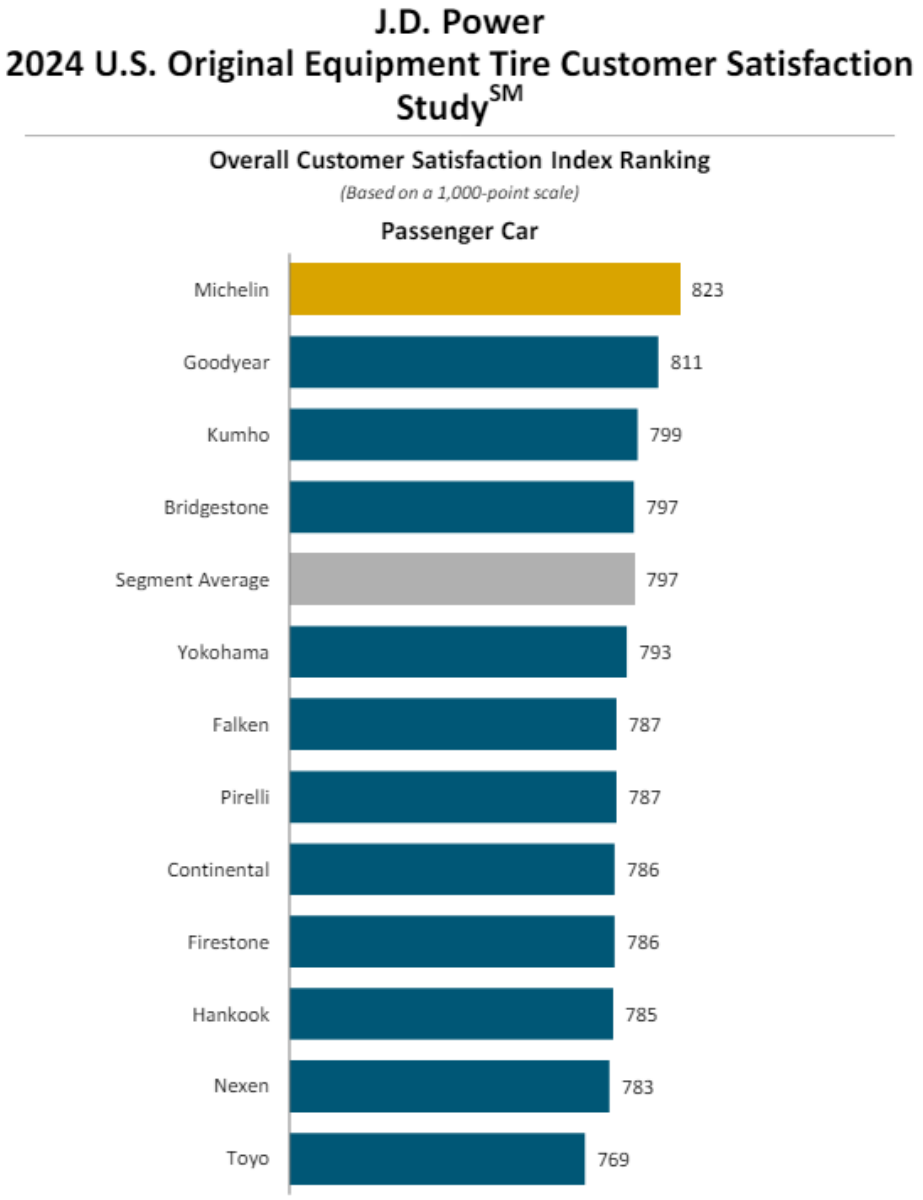

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