

# 2024 COMMERCIAL VEHICLE TIRES & MAINTENANCE STUDY

POWERED BY:



**FleetMaintenance**

**FleetOwner**

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# EXECUTIVE SUMMARY

*Modern Tire Dealer*, in collaboration with *Fleet Maintenance* and *FleetOwner* magazines, conducted a comprehensive survey with the support of Endeavor Business Intelligence. The goal of this study was to provide deep insights into the journey of tires from manufacturers to end-users, specifically focusing on fleet owners.

This report presents key findings on tire brand perceptions in terms of quality and service – critical factors in this service-oriented industry. The study gathered responses from 627 qualified participants through two distinct surveys. The first survey targeted the fleet side of the business, distributed to *FleetOwner* and *Fleet Maintenance* magazine subscribers, resulting in 111 completed surveys from an initial 455 respondents. The second survey reached independent tire dealers from *Modern Tire Dealer's* subscription list, with 244 completions from 494 initial respondents.

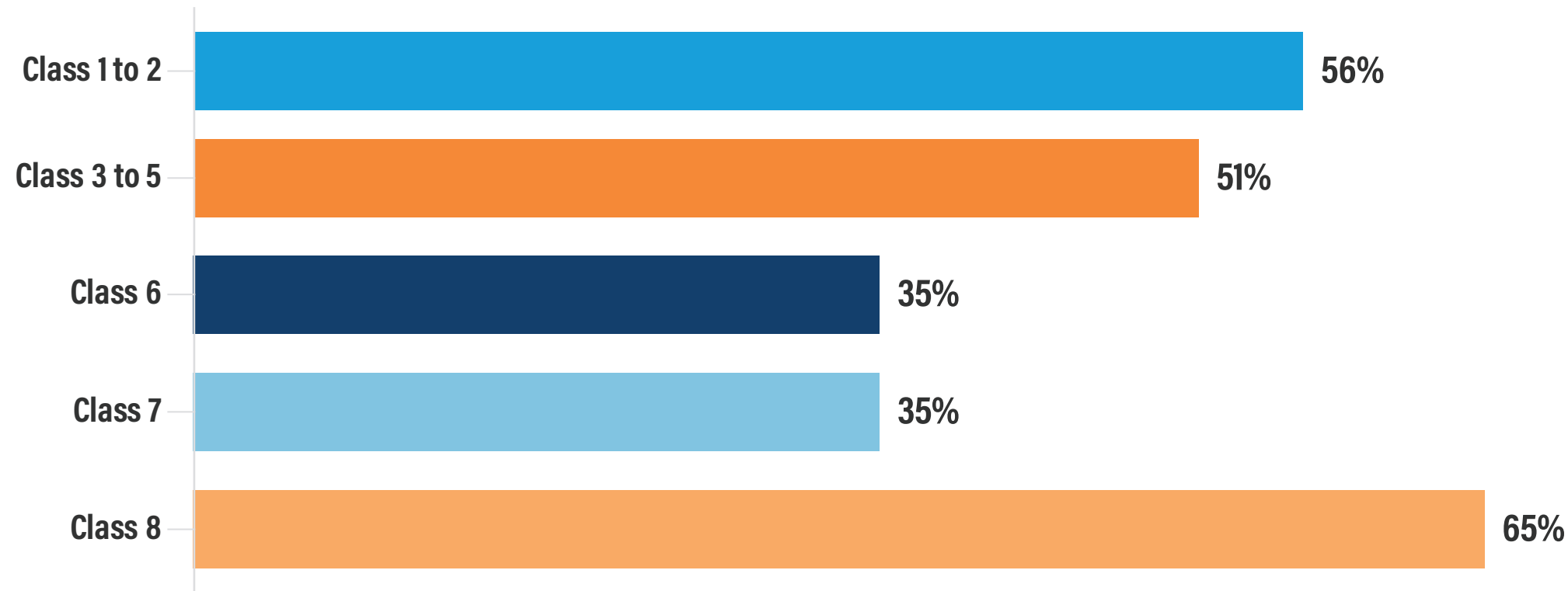
The data collected provides a high level of confidence in the survey results, offering valuable insights for industry stakeholders.



# CLASSES OF COMMERCIAL TRUCKS

Two thirds of respondents (65%) operated and/or serviced **Class 8 trucks**. More than half also operated or serviced **Class 1 to 2 (56%)** and **Class 3 to 5 (51%)**.

**Please select all of the classes of commercial trucks your company operates and/or services.**



Base: All respondents (n=361).

## DIVERSE FLEET COMPOSITION WITH A FOCUS ON HEAVY-DUTY VEHICLES

The majority of respondents operate Class 7 and Class 8 heavy-duty vehicles, underscoring the prevalence of these vehicle classes in the industry. Interestingly, many of these operators also include Class 1 and Class 2 vehicles in their fleets. This diversity suggests that fleet managers are strategically utilizing a range of vehicle types to meet various operational needs, from heavy-duty transport to lighter, more versatile applications. This mixed fleet approach may indicate a trend towards greater flexibility and adaptability in fleet management strategies.