



SPECIALIZED TYRE TRADE

Keeping an eye to one's own marketing

The concentration process in specialized tyre trade finds itself at a permanently high level. Take-over activities only recently announced demonstrate that specialized tyre trade is both attractive and future-oriented. Thus, specialized tyre trade is supposed to act like this.

Traditional specialized tyre trade is characterized by being a medium-sized family business, which has sometimes been built up and developed for several generations. This has always happened and is still happening with an enormous amount of enthusiasm and total commitment. Powerful specialized tyre dealers are often the top dogs in their areas. They have known their private customers for years, and have successfully been networking with craftspeople, their fleets and other tradespeople.

They do not only offer all the services around wheels and tyres to the customers, but the customers also like making use of all the different automotive services. This has turned out to be a comfortable situation for the specialized tyre dealers, because when the customer's vehicle is already on the platform, other services like checking brakes and oil can easily be offered and carried out.

Competition has certainly been increasing in all the areas in Germany. Apart from competitors from their own segment like e.g. industry-run and industry-affiliated tyre chains, car dealerships and free workshops have been offering services around the tyre for a long time. Moreover, tyre service stopped being a sure-fire success.

Take-overs being carried out during the last weeks and months have unsettled many specialized tyre dealers. Nonetheless, more self-confidence is to be demonstrated instead. Specialized tyre trade is a reliable partner in the tyre supply of more than 45 million car drivers. There would be big supply gaps without specialized tyre trade, especially during the two annual changeover periods. As a consequence, tyre manufacturers are always on the lookout for attractive points of sale in order to keep an eye to the marketing of their own products.

In spite of all the concentration processes, local tyre dealers have still the best chances. They know their customers, are flexible and will be able to order any tyre in a case of emergency on short notice. Due to their expertise, they are able to judge what rim perfectly fits the respective ve-



Specialized tyre trade will have good opportunities to succeed in the market with a comprehensive service offer as a mobility provider.

hicle and what tyre is within the customer's price range. When considering the variety of vehicles, of rim designs, and of the differences in tyre quality, this will be important for entrepreneurs in order to convince end customers.

In contrast to industry-run tyre chains, family-run businesses are characterized by a more intensive and more personal commitment. Customer proximity creates trust and is a solid foundation for long-term business relations. Those regular customers storing their tyres trust their local tyre dealers. Mostly, there are several vehicles or mo-

torbikes in the households. These could be an ideal opportunity to further strengthen customer loyalty.

When listing all these arguments, any specialized tyre dealer is supposed to get bright eyes. There is definitely more pressure for entrepreneurs than for their employees. Nevertheless, they are self-employed, and thus, able to run their business in a way they consider making sense. There is nothing better than this.

Specialized tyre trade finds itself in an excellent position, which is still worth fighting for. **(oth)**

Car drivers like safety better than entertainment

Modern vehicles are more and more equipped with driver assistance systems. The current KÜS-Trend-Tacho (trend analysis of automotive monitoring organization made up of independent professional automotive experts) concentrates on the topics of assistance systems and multimedia equipment. According to survey results, the majority of car drivers think that driver assistance systems make driving safer (80 per cent) and more comfortable (82 per cent).



Modern vehicles are equipped with several driver assistance systems ex works.

85 per cent of the respondents are of the opinion that the systems are not able to replace their own driving experience. As a consequence, they answer the question whether they are good car drivers as follows: 34 per cent with “that is absolutely right” and further 60 per cent with “that is mostly right”.

Furthermore, according to the survey, driver assistance systems supporting traffic safety are the most important ones for car drivers. Compared to this result, there is a much smaller demand for multimedia equipment like access to music, videos or games. The KÜS is very pleased with the idea that car drivers prefer focusing on the road traffic in spite of all the driver assistance systems, and thus, do not move their attention to entertainment media instead. As a consequence, 65 per cent are of the opinion that a too high degree of internal technical equipment distracts from driving. Nonetheless, this value was still significantly higher compared to 80 per cent in 2014.

Nevertheless, the majority of car drivers (62 per cent) think that technical progress increases safety on the roads.

Car drivers are of the opinion that emergency braking assistance, lane change/blind spot assistance and parking sensors are the most essential driver assistance systems. According to the survey, services like looking for parking space via app, alcohol testing systems, and recognition of traffic signs are the least important ones. Concerning multimedia equipment, safety-related systems dominate. Automatic emergency calls for rescue services, which include transmission of the current location are the most crucial. Internet-based navigation systems, which avoid traffic jams, are in second place. Moreover, setting up a network of all the vehicles is considered to be important too. This could prevent accidents by giving information when arriving at the end of a traffic jam.

Concerning spending propensity, safety-related driving systems are in the lead.

When buying a new car, car drivers would pay 920 euros for them once. Car drivers would spend 618 euros on comfort-related systems, and 339 euros on multimedia equipment, although the last segment is the only one, which is still growing.

New systems also bring about new terms. Most of the drivers seem to be well informed. Only 34 per cent are not familiar with “connected cars“. In 2015, 75 per cent still did not know the term. Respondents are mostly critical of delivering parcels to the boot of private vehicles. 75 per cent do not believe that this offer will increase in the future.

There is a growing interest in autonomously driving vehicles. 36 per cent (2014: 26 per cent) are thinking about buying a car being able to drive autonomously on some parts of the roads. 29 per cent (2014: 22 per cent) of the respondents even consider a fully autonomous vehicle as an option. **(akl)**



ADAC WINTER TYRE TEST

Quality segment closing up

The ADAC Winter Tyre Test 2018 shows that tyres of the quality segment are closing up to the test winners concerning their performance: Kleber is even placed ahead of Michelin in the compact class, Nexen finds itself at the front of a broad midfield. Continental dominates the current ADAC Winter Tyre Test with the WinterContact TS 860. Nonetheless, it has to share its victory with both Dunlop in dimension 175/65 R14T in the small car category and with Goodyear in size 205/55 R16 H in the compact class.

16 Winterreifen für die Kompaktklasse



Dimension 205/55 R16 H (bis 210 km/h)	mittl. Preis in Euro	Reifenlabel Sprit/Nässe/ Geräusch	Trocken	Nässe	Schnee	Eis	Geräusch	Sprit- verbrauch	Verschleiß	Gesamtnote ADAC Urteil	
			15%	30%	20%	10%	5%	10%	10%	100%	
Die Modelle in der +/- Beurteilung											
Continental WinterContact TS 860	110	C/B/72	2,5	2,1	1,9	2,5	3,0	1,7	2,0	2,2	+ Sehr ausgewogen mit Bestnoten auf Nässe und beim Spritverbrauch, besonders gut auch auf Schnee.
Goodyear UltraGrip 9	106	C/C/69	2,3	2,1	2,0	2,5	3,3	1,8	2,0	2,2	+ Sehr ausgewogen mit Bestnote auf Nässe, besonders gut auch auf trockener Fahrbahn und Schnee sowie beim Spritverbrauch.
Dunlop Winter Sport 5	106	C/B/69	2,3	2,3	1,9	2,5	3,3	2,1	2,0	2,3	+ Sehr ausgewogener Winterreifen, besonders gut auf Schnee, gut auch auf trockener und nasser Fahrbahn.
Kleber Krisalp HP3	77	E/B/69	2,4	2,6	1,9	2,3	3,1	2,0	2,0	2,6	+ Besonders gut auf Schnee, gut auch auf trockener Fahrbahn. - Im Vergleich zu den Besten etwas schwächer auf Nässe.
Michelin Alpin 5	113	E/B/68	2,0	2,4	2,2	2,5	3,6	2,4	1,0	2,7	+ Bestnote auf trockener Straße und beim Verschleiß, gut auf Nässe. - Etwas schwächer auf Schnee, höherer Spritverbrauch.
Nexen Winguard Snow'G WH2	74	E/C/70	2,3	2,6	2,2	2,5	3,2	2,5	1,5	2,7	+ Gut auf trockener Straße und beim Verschleiß. - Etwas schwächer auf Nässe und Schnee, höherer Spritverbrauch.
Fulda Kristall Control HP2	87	C/B/71	2,5	2,7	2,8	2,3	3,6	2,1	2,0	2,8	+ Noch gut auf trockener Fahrbahn. - Etwas schwächer auf Nässe und Schnee.
Vredestein Snowtrac 5	97	C/C/69	2,3	2,8	1,9	2,5	3,6	1,8	2,5	2,8	+ Besonders gut auf Schnee, gut auch auf trockener Fahrbahn, geringer Spritverbrauch. - Relativ schwach auf Nässe.
Bridgestone Blizzak LM 001 Evo	96	C/B/72	2,1	2,4	2,9	2,3	3,6	1,9	1,0	2,9	+ Bestnote beim Verschleiß, gut auf trockener und nasser Fahrbahn, geringer Spritverbrauch. - Relativ schwach auf Schnee.
Nokian WR D4	93	C/A/69	2,5	2,9	1,8	2,5	3,4	1,7	3,0	3,0	+ Bestnote auf Schnee und beim Spritverbrauch. - Relativ schwach auf Nässe, höherer Verschleiß.
Yokohama BluEarth Winter (V905)	87	E/C/72	2,9	2,5	3,1	2,5	3,4	2,0	2,0	3,1	+ Noch gut auf Nässe. - Relativ schwach auf trockener Fahrbahn und auf Schnee.
Kumho WinterCraft WP51	83	F/C/70	3,2	3,3	2,2	2,5	3,1	2,6	2,0	3,3	+ Gut auf Schnee. - Relativ schwach auf trockener und nasser Fahrbahn, höherer Spritverbrauch.
Giti Winter W1	71	E/B/70	3,5	3,3	1,8	2,3	3,4	2,2	2,5	3,5	+ Bestnote auf Schnee. - Relativ schwach auf trockener und nasser Fahrbahn.
Pirelli Cinturato Winter	104	E/B/66	3,5	2,2	2,1	2,3	3,2	2,2	2,5	3,5	+ Gut auf Nässe und Schnee. - Relativ schwach auf trockener Fahrbahn.
Semperit Speed-Grip 3	89	E/C/71	3,6	2,3	2,6	2,3	3,1	2,1	2,5	3,6	+ Gut auf Nässe. - Relativ schwach auf trockener Fahrbahn.
Laufenn I FIT LW31	67	C/C/72	2,2	5,5	2,2	2,5	3,5	1,7	1,5	5,5	+ Bestnote beim Spritverbrauch, gut auch auf trockener Fahrbahn und beim Verschleiß. - Sehr schwach auf Nässe.

Unterstrichene Teilnoten führen zu einer Abwertung in der Gesamtnote. Reifen mit gleicher Gesamtnote sind alphabetisch sortiert. Die Angaben zum Reifenlabel (Kraftstoffeffizienz/Nasshaftung/externes Rollgeräusch) sind Selbstangaben der Hersteller.

Notengrenzen: ■ 0,6 – 1,5 (sehr gut) ■ 1,6 – 2,5 (gut) ■ 2,6 – 3,5 (befriedigend) ■ 3,6 – 4,5 (ausreichend) ■ 4,6 – 5,5 (mangelhaft)

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The German test body ADAC have tested 12 current winter tyres for small cars in wet, dry, snowy and icy conditions. The Ford Fiesta has worked as a test vehicle. **Continental WinterContact TS 860** and the **Dunlop Winter Response 2** are the test winners in dimension 175/65 R14 T. The Conti tyre has been able to convince the ADAC testers with “top ratings in wet and snowy conditions”.

They characterize it as a “very balanced winter tyre”, which is to be good on dry roads too. According to the test results, the **Dunlop Winter Response 2** is supposed to show good performance in dry conditions and with regard to fuel consumption too. Both tyres get the school mark “good”.

There is a broad midfield with the rating “satisfactory”. The **Firestone Win-**

terhawk 3 comes out as leader because of the “top rating on dry roads”. Compared to the test winners, however, it is slightly weaker on wet roads. The **Nokian WR D4** has been able to convince on wet and icy roads, but due to “relatively weak” performance on snow, it has been downgraded to some extent. Goodyear follows with the **UltraGrip 9**, which receives the “top rating for wear”, but is not able to get a better

position because of a “relatively weak performance on snow”.

The next four tyres get the same overall mark of 2.9. There are the **Debica Frigo 2** (“good on snow; relatively weak on dry and wet roads”), the **Esa-Tecar Super Grip 9** (“top rating for fuel consumption, relatively weak on snow”), the **Sava Eskimo S3+** (good on snow; relatively weak on dry and wet roads), and the **Vredestein Snowtrac 5** (“good on dry roads and on snow; relatively weak on wet roads; slightly loud”). The premium tyre **Pirelli Cinturato Winter** only turns out to be the last one in the broad mid-field of the tyre dimension 175/65 R14 T. It has not really been able to convince the testers on dry roads and lost points in the area of wear too. Nonetheless, it is said to be good on snow.

The **Semperit Master-Grip 2** is still “sufficient”. Although it shows good performance on snow, it is supposed to be weak on dry roads. The **Nankang Snow SV-3** is considered to be “inadequate”. According to the results, it is to be still good on dry roads, but performs on wet and snowy roads in a very weak way.

Compact class on trial

The ADAC have tested 16 winter tyres in dimension 205/55 R16 H on a VW Golf. The **Continental WinterContact TS 860** (“top rating for wet roads and fuel consumption”) and the **Goodyear UltraGrip 9** (“top rating on wet roads”) are both in the first position. Thus, the Goodyear receives “good” in this dimension, whereas only “satisfactory” in the smaller size. The affiliated brand Dunlop also gets the mark “good” in the compact class. The **Winter Sport 5** is to be extremely balanced and convinces above all on snow.

The ADAC has rated eleven tyres with the school mark “satisfactory”. The **Kle-**

12 aktuelle Winterreifen für Kleinwagen



Testfahrzeug: Ford Fiesta

Dimension 175/65 R14 T (bis 190 km/h)	mittl. Preis in Euro	Reifenlabel Sprit/Nässe/ Geräusch	Trocken	Nass	Schnee	Eis	Geräusch	Sprit- verbrauch	Verschleiß	Gesamtnote ADAC Urteil	
			15%	30%	20%	10%	5%	10%	10%	100%	Die Modelle in der +/- Beurteilung
Continental WinterContact TS 860	72	E/B/71	2,3	1,7	1,8	2,5	3,5	2,2	2,0	2,1	+ Sehr ausgewogener Winterreifen mit Bestnoten auf Nässe und Schnee , gut auch auf trockener Fahrbahn.
Dunlop Winter Response 2	71	C/B/66	2,4	1,8	1,9	2,5	3,4	1,7	2,0	2,1	+ Sehr ausgewogen, besonders gut auf Nässe und Schnee sowie beim Spritverbrauch , gut auch auf trockener Fahrbahn.
Firestone Winterhawk 3	53	E/C/71	2,0	2,6	2,3	2,5	3,3	1,8	2,0	2,6	+ Bestnote auf trockener Fahrbahn , geringer Spritverbrauch. - Im Vergleich zu den Besten etwas schwächer auf Nässe.
Nokian WR D4	62	C/B/68	2,6	2,4	2,2	2,4	3,8	2,2	2,0	2,7	+ Recht gut auf nasser Fahrbahn und Eis. - Relativ schwach auf Schnee.
Goodyear UltraGrip 9	71	E/C/67	2,6	2,2	2,8	2,5	3,5	1,8	1,5	2,8	+ Bestnote beim Verschleiß , gut auf Nässe, geringer Spritverbrauch. - Relativ schwach auf Schnee.
Debica Frigo 2	53	E/C/68	2,9	2,9	2,2	2,5	3,5	2,2	2,0	2,9	+ Gut auf Schnee . - Relativ schwach auf trockener und nasser Fahrbahn.
Esa-Tecar Super Grip 9	44	E/C/67	2,5	2,4	2,9	2,5	3,3	1,6	2,0	2,9	+ Bestnote beim Spritverbrauch , recht gut auch auf Nässe. - Relativ schwach auf Schnee.
Sava Eskimo S3+	55	E/C/68	2,9	2,9	2,2	2,5	3,5	2,1	2,0	2,9	+ Gut auf Schnee . - Relativ schwach auf trockener und nasser Fahrbahn.
Vredestein Snowtrac 5	63	C/C/69	2,3	2,9	2,2	2,5	3,9	1,8	2,5	2,9	+ Gut auf trockener Fahrbahn und auf Schnee , geringer Spritverbrauch. - Relativ schwach auf Nässe, etwas laut.
Pirelli Cinturato Winter	74	E/B/66	3,1	2,4	2,2	2,5	3,2	2,0	3,0	3,1	+ Gut auf Schnee . - Relativ schwach auf trockener Fahrbahn, etwas höherer Verschleiß.
Semperit Master-Grip 2	56	E/C/71	3,2	2,5	2,0	2,5	3,8	2,4	2,5	3,7	+ Gut auf Schnee . - Schwach auf trockener Fahrbahn , etwas höherer Spritverbrauch.
Nankang Snow SV-3	52	E/C/71	2,5	4,7	5,5	2,5	3,5	2,7	2,0	5,5	+ Noch gut auf trockener Fahrbahn. - Sehr schwach auf Nässe und Schnee , höherer Spritverbrauch.

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ber Krisalp HP 3 (“especially good on snow; slightly weaker on wet roads”) is the leader of the mid-field, and thus, is placed ahead of the **Michelin Alpin 5**. **Nevertheless**, the Michelin gets the “top rating for dry roads and wear”). The **Nexen Winguard Snow’G WH2** receives the same overall mark (2.7) as the Michelin. It is said to have slightly higher fuel consumption, but is good on dry roads. The **Fulda Kristall Control HP2** (“still good on dry roads; slightly weaker on wet and snowy roads”) and the **Vredestein Snowtrac 5** (“especially good on snow; relatively weak on wet roads”) achieve the same overall mark (2.8) too.

The premium tyre **Bridgestone Blizzak LM 001 Evo** only ends up in mid-field. It has been downgraded because of its performance on snow. It is supposed to be relatively weak in this area. Nonetheless, it gets the “top rating lowest wear”. The **Nokian WR D4** is the next to follow with the “top rating for snow and lowest fuel consumption”. It is, however, said to be relatively weak in wet conditions. The

Yokohama BluEarth Winter (V905) is supposed to be still good on wet roads, but relatively weak on dry roads and snow. The two tyres **Kumho Winter-Craft WP51** and **Giti Winter W1** are both considered being relatively weak on dry and wet roads. Nevertheless, the Giti tyre is able to get the “top rating on snow”.

Pirelli’s Cinturato Winter ends up as marginally “satisfactory”. Due to a “relatively weak” performance on dry roads, a better position is not possible, although it is good on wet and snowy roads according to the ADAC. The **Semperit Speed-Grip 3** is the only tyre with the mark “sufficient”. According to the test results, it is good in wet conditions, but – similar to the Pirelli tyre – loses important ranking points in the area of dry roads.

The **Laufenn I FIT LW31** is very weak in the wet. It gets the mark “poor” both in this discipline and as overall result. As a consequence, getting the “top rating lowest fuel consumption” does not make much of a difference.

(aki)