

TOYO TIRE TALK

No. 04 - 008 (TTT - 165)

Technical Service Department Japan.
Technical tips and information that may
allow you to better serve your customers.



We would appreciate your input, please contact us.
Phone : 0081-72-7759009 , Fax : 0081-72-7759029

Date : 24th September, 2004

Subject : Toyo Ranked Most Favourite Brand in HP/UHP Tire Categories



Recently Toyo was voted the **most favourite brand** in HP/UHP tire segments for **the third year in a row** by "Overboost.com", a website that covers many aspects of the tuner market. This website includes offering high performance car parts online to reporting on the latest events in the industry, like drifting and car shows. This website is very popular in the U.S., especially amongst the young automotive enthusiast.

Overboost.com has conducted this annual survey of popular tire brands in HP/UHP segments on their website for many years now.

The survey results, and details of how it was conducted follow.

Survey Results (past 3 years).

The top 3 rankings - Toyo, Yokohama and Pirelli - have not changed in past three years.

Question : *What is your favourite brand of performance tire ?*

Brand	2004	2003	2002
Toyo	23.33%	21.11%	22.19%
Yokohama	18.10%	16.43%	16.87%
Pirelli	9.08%	11.90%	12.77%
Bridgestone	6.83%	9.50%	8.78%
Michelin	6.45%	10.00%	9.61%
Nitto	6.15%	10.18%	10.00%
Falken	5.38%	5.75%	5.02%
Goodyear ***	4.98%	-	-
B.F. Goodrich	4.87%	5.39%	5.70%
Kumho	3.92%	3.47%	4.47%
Dunlop ***	3.40%	-	-
Other Brand	2.53%	4.82%	4.59%
Cooper ***	2.02%	-	-
Fuzion	1.17%	-	-
Hankook	0.97%	1.43%	0.00%
Sumitomo ***	0.81%	-	-
Total Vote	8,136	2,799 **	15,942

** Total votes not known in 2003.

*** These brands were not nominated in the 2002 & 2003 surveys.

How the survey was conducted.

The screenshot shows the oVerboost website interface. A survey titled "What is your favorite brand of Performance Tires?" is displayed. The survey results are shown as a bar chart with the following data:

Brand	Percentage
Toyo	21.33%
Yokohama	18.18%
Pirelli	9.08%
Bridgestone	6.03%
Michelin	6.45%
Nitto	6.15%
Falken	5.30%
Goodyear	4.98%
BFGoodrich	4.87%
Kumho	3.92%
Dunlop	3.40%
Other Brand	2.53%
Cooper	2.02%
Sumitomo	1.17%
Other	0.97%
Other	0.81%
Other	0.57%
Other	0.41%
Other	0.25%
Other	0.19%
Other	0.13%
Other	0.07%
Other	0.01%
Total votes	8136

The survey interface includes a "Submit" button and a "Survey" title. The survey question is "What is your favorite brand of Performance Tires?". The survey options are: Apeel, Eibach, Greddy, H&R, HKS, Intax, Neuspeed, Tanabe, R&R, Stank2, Sprint, Tein, and Other Brand.

← This is a copy of the survey result screen.

The Tire brand survey was conducted from July to August 2004. (Now another survey is being conducted on the website.)

The survey was conducted simply by picking your most favourite brand in HP/UHP tire categories among nominated brands on the website, click and submit it.

The ranking is decided by number of votes as selected by visitors to this website. As a result, Toyo obtained the top ranking for the third year in a row.

As you can see from previous Toyo Tire Talk issues - SEMA SHOW, Magazine test results in Europe, and magazine brand survey results in U.S.A. etc., Toyo continuously maintains a high reputation for excellent tire performance in worldwide markets.

We believe this survey result is proof of how highly recognized Toyo brand tires are in the world, and we will continue to supply more attractive and valuable tires to our customers.

TOYO TIRE TALK

No.04-006 (TTT-163)

Technical Service Department Japan
Technical tips and information that may allow you to provide better customer service.
We would appreciate your input, please contact us.
Phone:0081-727-769009, Fax:0081-727-769029

Date : July 29, 2004 P-1

Subject : Roadpro R610 continuously maintains its outstanding performance in the tire test by German car magazines

Roadpro R610, the renowned High Performance Toyo tire again proves its outstanding performance capabilities in the tire test conducted by Auto ZEITUNG, a leading German car magazine.

Overall test results are shown below:
Tire size : 195/65R15 V
Test vehicle: VW PASSAT 1.9TDI VARIANT
Test course : MIREVAL, FRANCE (GOOD-YEAR PROVING GROUND)

EVALUATIONS	TOYO R610s	B.S. TURANZA	Conti Pre-Con 2	Dunlop SportD1	Fulda Carat Active	GY Hakara	Kumho KH1	Michelin Energy	Nokian NRV1	Pirelli P7
WET Aqua Straight	98.1	82.8	96.7	84.8	92.5	100.0	81.1	78.0	90.8	88.7
BRKING	99.8	91.2	96.5	98.2	92.0	97.8	100.0	89.0	96.3	94.2
HANDLING	100.0	97.7	97.4	99.2	98.1	98.6	98.9	96.6	99.2	98.5
TOTAL	100.0	72.8	77.9	93.4	78.7	92.6	66.9	52.2	85.2	82.4
DRY BRKING	94.5	97.0	97.3	99.5	96.3	97.8	96.0	98.2	100.0	98.2

TOYO TIRE TALK

No.03-018 (TTT-156)

Technical tips and information that may allow you to better serve your customers.
We would appreciate your input, please contact us.
Phone: 0081-727-769009, Fax:0081-727-769029 Tire Technical Service Department

Dec. 15th, 2003

Subject : Tire Review Magazine
- 2003 Tire Brands Study (U.S.A.) -

Tire Review Magazine is considered one of the most prestigious publications in the U.S. Tire industry. In October 2003, Tire Review conducted their 11 annual Tire Brands Study. Since 2001 Toyo Tire has been ranked #1 overall in the Passenger and Light Truck segment. Toyo also Ranked #2 overal in the Commercial Truck Tire segment.

Passenger/Light Truck tire segment

Year	1997/1998	1999	2000	2001	2002	2003
1st	Mastercraft	Mastercraft	Mastercraft	TOYO	Mastercraft	TOYO
2nd	Cooper	TOYO	Mastercraft	Bridgestone	Cooper	Bridgestone
3rd	TOYO	Mastercraft	TOYO	Kumho/Dayton	Bridgestone	Cooper/Dayton

Toyo brand ranked in the top three in nine categories.
Noteworthy points:

TOYO TIRE TALK

No.03-009 (TTT-147)

Technical tips and information that may allow you to better serve your customers.
We would appreciate your input, please contact us.
Phone : 0081-727-769009 , Fax : 0081-727-769029 Tire Technical Service Department

June. 30, 2003

Subject : U.S.A. Market Trend (2002 SEMA Show)

For the 4th year in a row, TOYO tires have been the No. 1 tire of choice on vehicles exhibited at the SEMA show.

1. 2002 SEMA Show Topic

1-1. Overall Pattern Share (n=1234)

Brand	Pattern	Share
1	TOYO PX115	7.0%
2	TOYO PXST	4.9%
3	BS Potenza S-03	4.2%
4	BFG gForce TIA KDW	3.7%
5	NITTO NT555	3.6%
6	TOYO PXX2s	2.7%

3 Toyo and 1 Nitto patterns rank within the Top 6

1-2. Vehicle Models

Rank	Make	Model	number
1	Honda	Civic	37
2	Ford	F 150	36
3	Chevrolet	Silverado	35
4	Hummer	H2	36
5	Nissan	350Z	34

Top 3 are regular cars, but rank 4 (Hummer H2) and rank 5 (Nissan 350Z) are newcomers.
Further, many H2's were fitted with TOYO OPAT, OPMT and Nitto NTGAT.