

Research Report on World's Top 50 Tire Enterprises, 2010-2011

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Abstracts

This report gives an analysis on the enterprises, whose sales ranked among world's top 50 in 2009, including their operations, sales volume, development trend, etc. This report also analyzes their investment in China.

In 2008-2009, the sales revenue of Bridgestone successively exceeded that of Michelin, leading the world's tire industry. World's top 75 tire enterprises of 2010 are ranked according to the sales revenue related to tire manufacturing in 2009. The top 3 still went to Bridgestone, Michelin and Goodyear, however, the sales revenue of these 3 companies all witnessed a double-digit drop over 2008. The sales revenue of Bridgestone dropped by 18% to USD 20.80 billion; that of Michelin decreases by 10% to USD 19.60 billion; and that of Goodyear drops by 14.50% to USD 15.60 billion. The companies ranked from the 4th to the 9th are as follows: Continental of Germany, Pirelli of Italy, Sumitomo of Japan, Yoyohama Rubber of Japan, Hankook Tire and Cooper Tire of the U.S.A.

The ranking from the 11th to 20th changes greatly. The sales revenue of Hangzhou Zhongce Rubber Company Limited in China, which ranked the 11th signifying the best performance among companies in Mainland China, increases by 11% YOY, reaching USD 2.36 billion. Toyo Tire and Kumho Tire, which used to rank among the top 10, separately dropped to the 12th and 13th. There were 13 tire enterprises with global sales of over USD 2 billion in 2009, and 19 enterprises with global sales of over USD 1 billion, including Triangle Group of China, Giti Tire and Shangdong Linglong.

Due to the impact on global tire industry of the international financial crisis, in 2009, the overall demand of global tires declined, and the sales revenue of global tire companies generally dropped drastically. The overall sales of global tire industry decreased in

2009, which was the industry's first decline since the beginning of the 21st century. The total sales of Bridgestone, Michelin and Goodyear reached USD 55.75 billion, accounting for 44.10% of the total sales of global tires with 2.20% decrease over 2008; the total sales of the top 10 enterprises was USD 96.87 billion, decreasing by 1.50% over 2008. Thus, the concentration of global tire industry was lowered due to the impact of the international financial crisis.

In 2009, due to the vigorous demand of Chinese tire market, Chinese and Indian tire enterprises also achieved good results in spite of the international financial crisis. The annual sales revenue of many tire companies in the two countries realized the growth rate of over 20%, while the sales growth rate of Sailun Co., Ltd. of China (95.10%) and Apollo Tire of India (58.60%) created a miracle. Global tire manufacturers and traders are suggested to pay closer attention to Chinese and Indian market.

The ranking in this report partly comes from the "World's Top 75 Tire Enterprises" decided by the U.S. Crain Group, which CRI herewith acknowledge with best thanks. And thanks also go to Mr. Zhao and other members of Research Department of the Tire Industry of China Research and Intelligence for their great endeavor.

From the report, readers can acquire the following and more information:

operations of the top 50 enterprises of global tire industry

production capability of the top 50 enterprises of global tire industry

investment of major global tire enterprises in China

development trend of the top 50 enterprises of global tire industry

The following and more persons are suggested to buy this report:

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tire traders

enterprises related to the upstream and downstream of tire industry chain

investors paying attention to the tire industry

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(The sales of the above enterprises all reached over USD 2 billion in 2009.)

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15 TRIANGLE GROUP

16 NOKIAN TIRE

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