



## Career

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In 39 years I've done it all:

- Busting tires
- Running retail stores
- Working wholesale in my pickup truck
- Calling on commercial dealers
- Servicing farm/agricultural dealers
- And yes, off-the-highway tires as well

Retired 2008 – President, North American Tire,  
Bridgestone Americas Consumer Tire

2011 – Inducted into Tire Industry Association  
Hall of Fame

## Audience Participation – Need your help



At  
No  
Cost!



# JOHN GAMAUF

U.S.A. Tire Panel

- Benchmarking
- Trending (Inventory)
- Tire Registration
- Joining the panel



1969

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Sales Manager – **\$1.60/Hour**

Promoted to Tire Buster – **\$1.80/Hour**  
(min wage increase)





**Tire dealers ask me...**

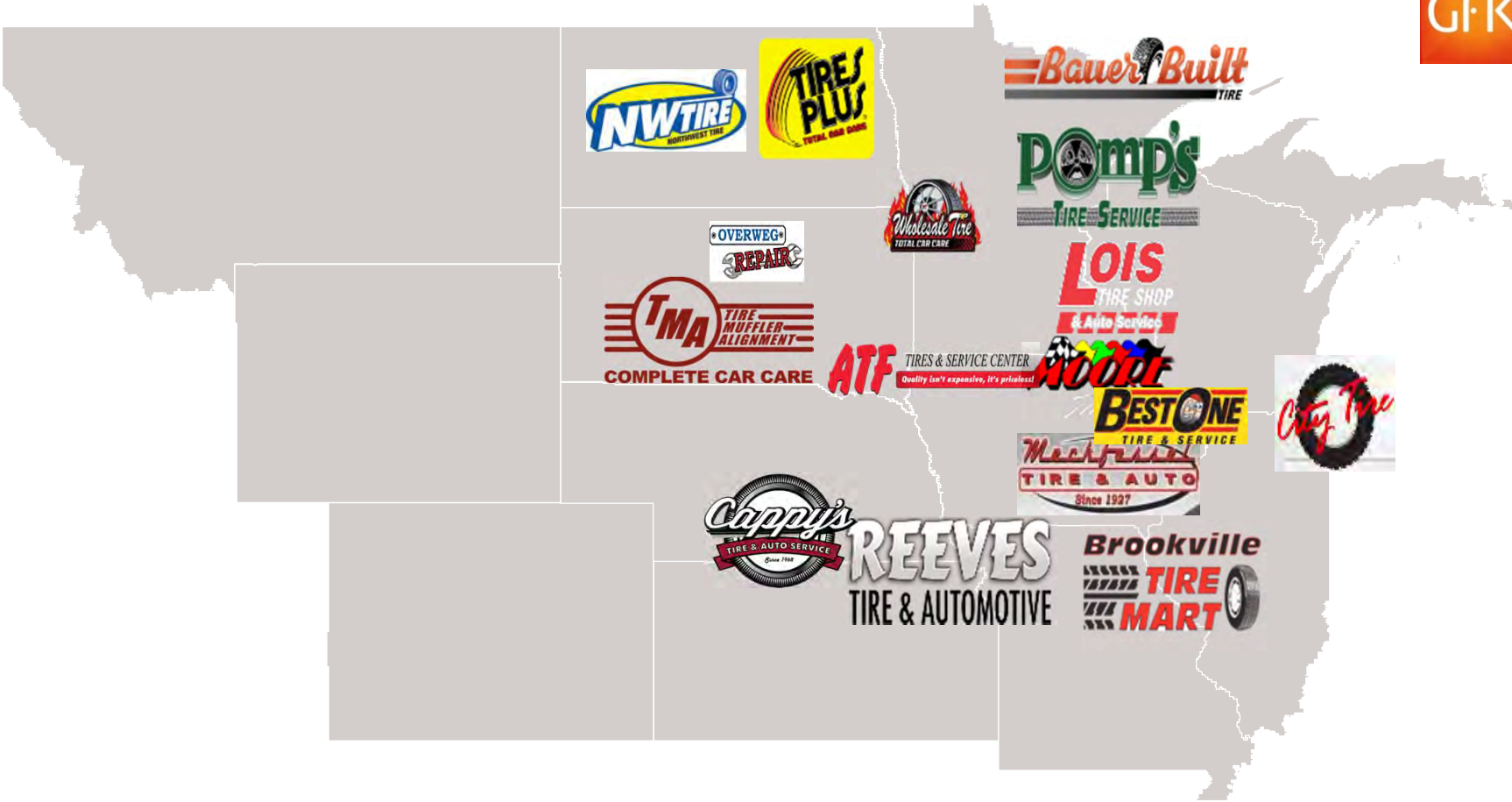
“Johnny g,

What have you been doing over the last 10 months?”

***TIRE BUSINESS***<sup>®</sup>



**Tire  
Review**



# GfK Retail Tire Panel



A competitive advantage for replacement tire retailers







## GfK Group Profile



### Sales

- 2014: € 1.45 billion
  - 4th largest research company, worldwide
- 

### Employees

- 13,000 full-time staff
  - Over 1,000 in North America
- 

### Services

- Two Operating Units: Consumer Choices and Consumer Experiences
    - **Consumer Choices** focuses on syndicated research
      - Comprehensive information on consumer goods, healthcare, media & markets
    - **Consumer Experiences** focuses on primary research
      - Ad hoc research to address client business issues
      - Marketing consultancy
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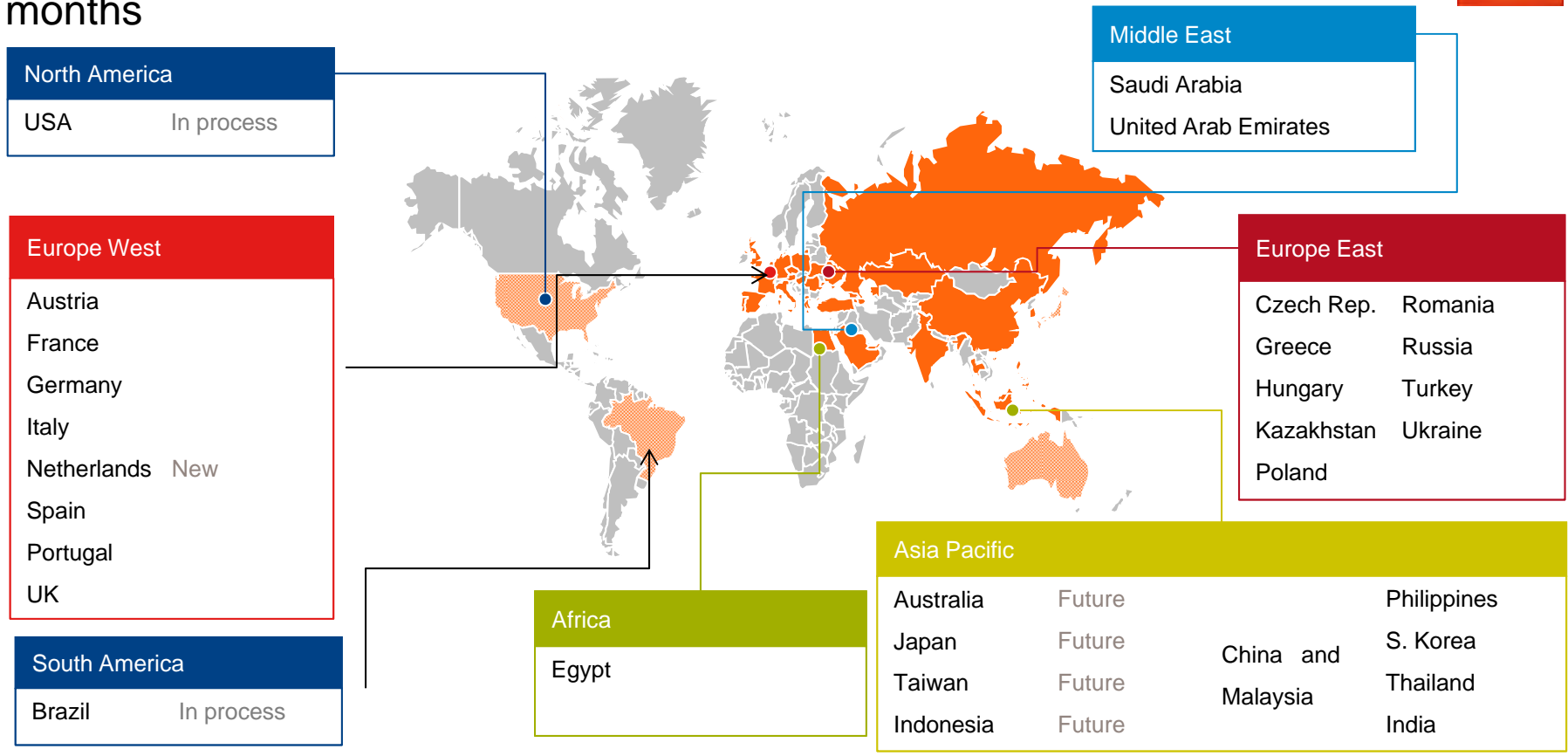
### Global Coverage

- Operating in over 100 countries



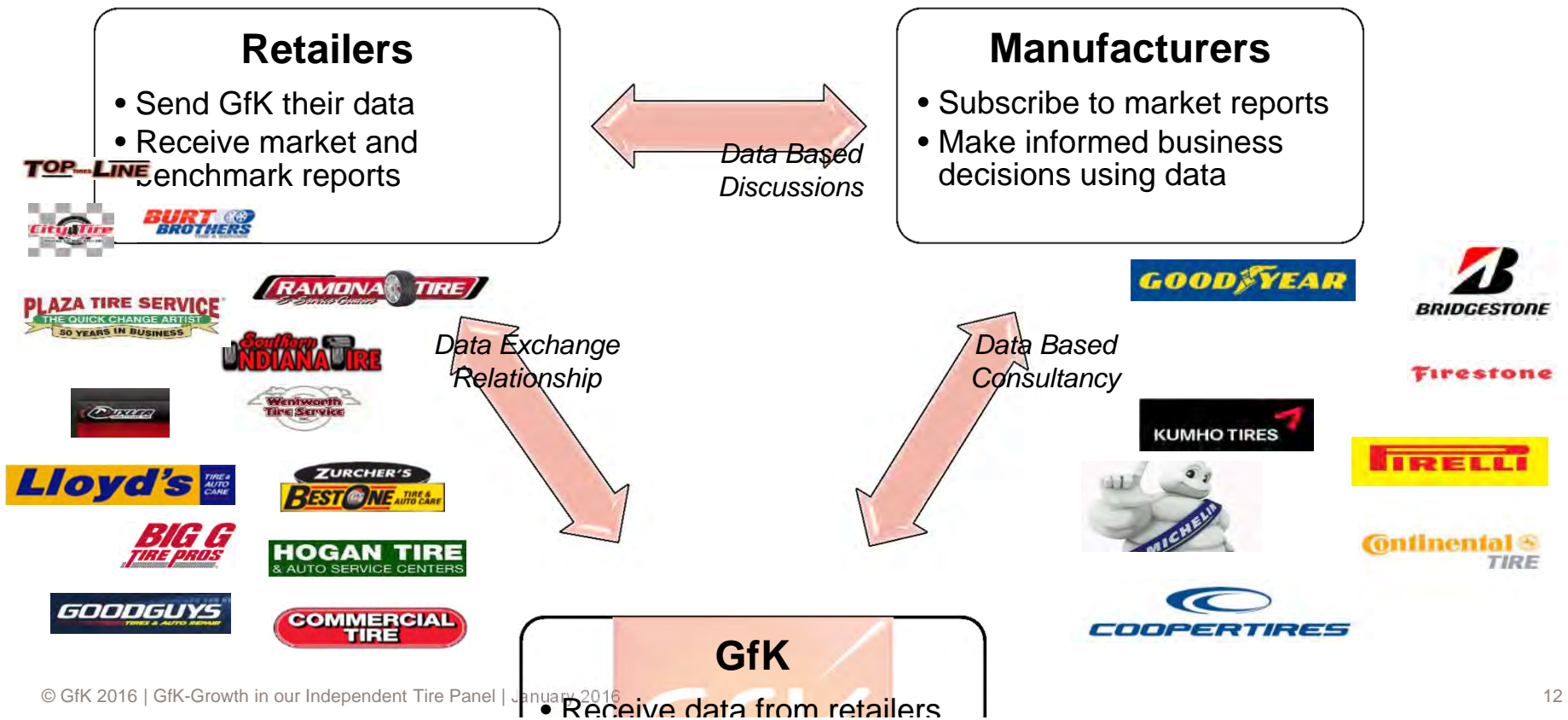
# Global Tires Panels:

Currently operating in 27 countries; Expanding to 30 over the next 12 months



# The GfK Business Model

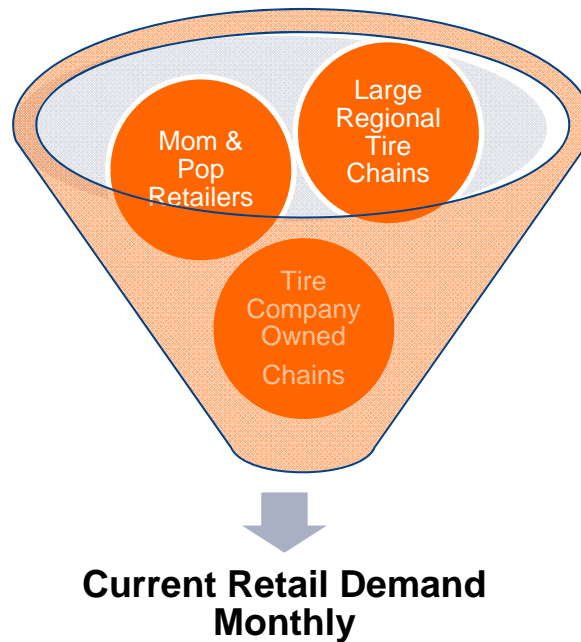
## Our Independent Position in the Tire Industry



## Channel Definition



Key parts of the initial universe will show a picture nearly  $\frac{3}{4}$  of the market



# Benchmarking and Trending:

## How GfK supports your decision-making.



### Benchmarking

To identify opportunities, it is important to understand how products perform in the overall market:

- Are you over or under performing relative to the market?
  - If yes, why?
  - Is it price related?
  - Do you have those products on your shelf?
- What decisions can influence your position?
  - Price?
  - Promotion?

Supporting  
Assortment  
decisions  
with Facts

### Trending

As retailers decide to make changes, it's important to understand what should be changed:

- Is the Manufacturer/ Brand/ Item growing or declining?
  - If growing, is it in your inventory and/or should you order more?
  - If declining, what should replace it?
- Has my growth kept pace with the market or is there more potential for those products?

## Information Requested: Categories & Frequency



### Weekly POS data, delivered weekly

- Week begins on Sunday, ends on Saturday.
  - GfK Week #1 January 1, 2014 > January 2016
  - Data delivered to GfK each Monday

### Store-by-store for each week

- Store level data aggregated/rolled-up by unique product description
- E.g. UPC/SKU

### Total Store Initiative

- **As in other industries (e.g Petfood) , we plan to launch a Total Store initiative.**
  - We will launch more categories of products as the program matures.
  - Priority Timeframe- 2016-17?





## Retailer FAQs

Is my data secure and will it remain confidential?

- **Yes!**

- Absolute confidentiality of the data is of **paramount importance** to us.
- Stringent security controls are exercised over data handling procedures and data storage.
- All data is reported in aggregate, meaning **no specific retailer or location** can be identified/backed-out of the data or will appear on any report.
- In our mutual interest, we will work with you to set up the necessary procedures to ensure confidentiality at all times





Just to reiterate

# Once Again

1

## Confidentiality is paramount

- No dealer names are shared.
- No customer lists are shared.

2

## We do NOT want your costing information

- Nothing on current inventory
- Nothing on costs

3

## We want your sell-out data

- Everything you sell, but especially for tires.
- Including price, attributes (e.g .size, description, speed rating) and VIN for even more analysis.



## 5 steps to a tire sale

- 1) Friendly greeting
- 2) Analyze customer need
- 3) Sell quality
- 4) Recommend the 'right' product
- 5) Ask for the order



# Filling out Page 1 - EXAMPLE

GfK US, LLC, Retail & Technology Division

200 Liberty Street, 4<sup>th</sup> Floor, New York, NY 10281 · Ph: +1 212 240 5300 · Fax: +1 212 240 5353

## DATA EXCHANGE AND MARKETING RESEARCH AGREEMENT

This agreement ("Agreement") is entered into on this 14 day of January 2016, ("the Effective Date") between the Retail and Technology Division of GfK US, LLC, a Delaware limited liability company with a principal place of business at 200 Liberty Street, 4th Floor, New York, NY 10281 ("GfK") and K&M Tire, Inc. with corporate offices located at 965 Spencerville Road, Delphos, OH 45833 ("Retailer") with respect to the exchange of data and performance of services as more fully described below.

(Proposal Service or Product)

### DESCRIPTION OF REPORT(S), PROPOSAL, SERVICE OR PRODUCT

#### RETAILER

**Retailer Deliverables.** Retailer shall provide GfK with electronic POS data. including



# Filling out Page 2 - EXAMPLE

close of business on the 1  
should Retailer fail to time

K&M Tire, Inc.

By Ken Langhals

Owner 01/14/2016  
(Title) (Date)

Ken Langhals  
(Printed Name)

Ken@kandmtire.com  
(Email)

(419) 695-1061 20  
(Phone) (# of Retail Locations)

G  
B  
M  
N  
(T  
(P

Subject to Terms and  
Conditions which Follow

GfK US LLC Is an Equal

## Contact information to help facilitate the data exchange:

### GfK IT Liaison

Work with your internal IT contact and your POS provider to automate data exchange.

Name: Dave Stevens  
Phone: 917-213-3966  
Email: dave.stevens@gfk.com

### Retailer Internal Contact

Available to answer questions about your specific set-up and help ensure regular contact with POS Provider.

Name: Cheryl Goddard  
Phone: (419) 695-1000  
Email: cheryl@kandmtire.com

### POS Provider

Company name/Software name: MaddenCo, Tire Guru, Mitchell 1, etc.  
Contact Name: Service representative  
Phone: (555) 987-4321  
Email: Provider@PointOfSale.com



## Your GfK Tires Team

### **Bill Bryan**

Senior Director, Automotive  
917 456 6671  
Bill.Bryan@@gfk.com

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### **Dave Stevens**

Vice President, Retail  
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### **Dick Williams**

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Dick.Williams@gfk.com

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### **Neil Portnoy**

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Neil.Portnoy@gfk.com

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### **John Gamauf (aka Johnny G.)**

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JohnnyG@johngamauf.com

