

KENDA **TIRES**

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Founded in 1962, Kenda Tires is a Top 25 global tire producer based in Taiwan, manufactured in Vietnam, with U.S. operations headquartered in Columbus, Ohio. Triton Automotive Group has joined with Kenda on a CPO/Pre-owned tire replacement strategy with best-in-class pricing through their nationwide distribution networks that will provide premium performance tires featuring value pricing designed to facilitate elevated margins for participating Triton Partners.

COMPARISON CHART

Brand/Line	Avg. Acquisition Cost	Avg. Retail	Avg. Margin
Kenda S/T KR52	\$142.28	\$190.00	25%
General Grabber	\$150.00	\$180.99	17%
Cooper Endeavor Plus	\$156.00	\$202.99	23%
Pirelli Scorpion	\$160.00	\$199.83	20%
Michelin Defender M/S	\$185.00	\$222.99	17%
Laufenn S-Fit AS	\$125.00	\$147.41	17%

For comparison purposes only.

The Kenda Klever S/T KR52, when compared to leading brands, yields the highest average margin at 25%, despite carrying the second lowest average acquisition cost. The Kenda Klever S/T KR52 accomplishes this by maintaining a strong average retail price. Despite the relatively low average acquisition cost and high average margin, the Kenda Klever S/T KR52 is designed to provide a long tread life, maximum ride comfort, and a balanced tire performance for snow and wet weather for a wide range of CUVs and light SUVs.

