

# MRF leads in customer satisfaction index

Tyre major MRF ranks highest in customer satisfaction with Original Equipment Tires in India for a second consecutive year. The customer satisfaction with Original Equipment Tires has increased considerably from 2010, with improvement occurring in all aspects of tyre performance and features, according to the JD Power Asia Pacific 2011 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study<sup>SM</sup>. The study, now in its 11th year, measures satisfaction among original equipment tyre owners during the first 12 to 24 months of ownership. The study measures overall satisfaction by examining four factors (listed in the order of importance): appearance, durability, traction/handling and ride.