

JULY / AUGUST 2011

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

SUMMER TRAVEL: SAFETY FIRST

**TIRE SAFETY:
CUSTOMER EDUCATION REMAINS THE PRIMARY BARRIER**

SUN SHINES ON WCTD ALBERTA GOLF TOURNAMENT

**KEVIN ROHLWING:
FAULTY TIRE REPAIR TECHNIQUES CAN LEAD TO COURT**

**RTA SENDS 'OPEN LETTER' TO
CANADIAN PRIME MINISTER, PARLIAMENT
PROMOTING RETREADS**

**CUSTOMER REPORTS PICKS
TOP 10 VEHICLES FOR FAMILY TRAVEL**



50 Reasons To Choose Prema Canada



With 50 Trucks across Canada,
if you:



It's NO PROBLEM!

We bring thousands of products with us, right to your door!

everything
in here



Tire Repair Materials & Tools
Tire Mounting Lubricants
Balancing Weights & Compounds
Valve Hardware
Jacks
Impact Wrenches
Air Hose & Accessories
TPMS
Nitrile Gloves
Hand Soap
and more!

**We come to you
so you can focus
on what's important:
your customers**

Call:
800-268-6311
www.premacanada.ca
for your local Distributor

THE TRACKER

JULY / AUGUST 2011

PUBLISHED BY WESTERN CANADA TIRE DEALERS
PO BOX 58047, CHAPARRAL RPO, CALGARY AB T2X 3V2

WCTD EXECUTIVE 2011-2012

PRESIDENT, KEN ESSEX - STURGEON TIRE (1993) LTD.

2901 Sturgeon Road, Winnipeg, MB R2Y 2L9
Phone: 204-987-9533 Fax: 204-837-8285 Email: ken_essex@sturgeontire.com

PAST PRESIDENT, PAUL NEWTON - SASKATOON WHOLESALE TIRE

2705 Wentz Avenue, Saskatoon, SK S7K 4B6
Phone: 306-244-9512 Fax: 306-244-9516

EXECUTIVE DIRECTOR, ANDY NAGY

PO Box 58047, Chaparral RPO, Calgary AB T2X 3V2
Phone: 403-264-3179 Fax: 403-264-3176

DIRECTORS 2011-2012

BRITISH COLUMBIA

PAUL MCALDUFF - TIRELAND PERFORMANCE CENTRE

300 East Esplanade, North Vancouver, BC V7L 1A4
Phone: 604-980-1578 Email: tirelandperformance@telus.net

DALE PARSONS - KAL TIRE

PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 604-828-3135 Fax: 604-460-1261 Email: dale_parsons@kaltire.com

ALBERTA

RAY GELETA - TIREFRAFT

1171 - 167 Street NW, Edmonton, AB T5M 3S2
Phone: 780-475-4165 Email: Ray.Gelata@tirecraft.com

JASON HERLE - FOUNTAIN TIRE

8801 - 24 Street, Edmonton, AB T6P 1L2
Phone: 780-410-2136 Email: Jason.Herle@fountaintire.com

WAYNE BARNES - O.K. TIRE STORES INC.

4812 Eleniak Road, Edmonton, AB T6B 2S1
Phone: 780-451-9488 Fax: 780-455-3594 Email: wbarnes@oktire.com

RON LABRECQUE - TIREFRAFT (NISKU)

A-1 Tire & Battery (Nisku)
11, 1408 - 8 Street, Nisku, AB T2E 7M1
Phone: 780-955-2767 Fax: 780-955-2367 Email: ronl@tirecraft.com

DARRELL SEPT - INTEGRA TIRE

9333 - 37 Avenue, Edmonton, AB T6E 5N4
Phone: 780-462-1223 Fax: 780-462-9759 Email: dsept@integratire.com

SASKATCHEWAN

BLAIR HOLMES - MAPLE CREEK TIRE (DBA KAL TIRE)

19 Pacific Avenue, Maple Creek, SK S0N 1N0
Phone: 306-662-3155 Email: B.Holmes@sasktel.com

PAUL NEWTON - SASKATOON WHOLESALE TIRE LTD. (AS ABOVE)

MANITOBA

CLEM COLLET - WEST END TIRE

1991 Dugald Road, Winnipeg, MB R2J 0H3
Phone: 204-663-9037 Email: Clem@westendtire.com

Publication Mail Agreement no.40050841
Return undeliverable Canadian addresses to:

Circulation Department
PO Box 58047, Chaparral RPO, Calgary AB T2X 3V2
email andy@wctda.ca

www.wctd.ca

Cover Photo Credit: Tourism BC - David Gluns

CALENDAR

October 31 - November 4, 2011 Global Tire Expo - Powered by TIA
Las Vegas, USA
February 8 - 9, 2012 TDAC Trade Show and Conference
Quebec Hilton, Quebec City
September 18 - 20, 2012 International Tire Exhibition & Conference (ITEC)
Cleveland, Ohio, USA

WCTD Annual General Meeting - Date TBA

Hall of Fame Nominations are being accepted (page 31)



WCTD MEMBERSHIP APPLICATION

COMPANY NAME	
ADDRESS	
CITY	
PROV	POSTAL CODE
PHONE	FAX
EMAIL	
CATEGORY OF MEMBERSHIP (SEE BELOW)	
VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING
a. Independent Tire Dealer	1. Jobber or Distributor
b. Retreader	2. Manufacturer
	3. Exporter or Mfg. Rep.
	4. Dealer Support Services
MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES NO (CIRCLE ONE)
AUTHORIZED BY (PLEASE PRINT)	

Annual Dues \$105.00 Incl. GST Per calendar year, per location.

PLEASE FORWARD TO:

WCTD

PO Box 58047, Chaparral RPO, Calgary, AB T2X 3V2
email andy@wctda.ca



Formula Distributors

From The Street To The Strip!



GASSER

SIZE	ET
17 X 8	0,6,20,33
17 X 9.5	6
18 X 9	0,13,33
20 X 9	0,13,20,35

SIZE	ET
15 X 7	-6, 0
15 X 8	-6.0,13
17 X 8	0,6
17 X 9.5	6
18 X 8	0
18 X 9	35
20 X 8.5	7

OLD SCHOOL



chrome

gunmetal

The LEGEND Wheel

Available from 15" to 22" in Popular Muscle Car Applications



COMPETITION STYLING FOR THE STREET!

Staggered Fitments

15 x 4	15 x 7
15 x 8	15 x 10



NITRO

Highly Polished!

Formula Distributors
 7205 Brown Street, Delta, BC V4G 1G5
 TOLL FREE: 1-800-663-5603
 PH: 604-940-3399 FAX: 604-946-6827
 fdlsales@aol.com formuladistributors.com



TRAINING, SAFETY AND SAFE PRACTICES

Sometimes carelessness, or simply not being aware of hazards can lead to an accident...

By: Ken Essex, WCTD President

At every meeting of your board of directors of Western Canada Tire Dealers the topics of training, safety and safe practices come up. Last February at the annual convention, a Safety Committee was formed, made up not only of some of your directors but also of interested and committed members in our industry. With a couple of meetings already under their belts, I commend their actions and dedication to these very important topics.

If we have been in this business long enough, we probably know someone who has been injured or, worse, lost their life in a tire or service related accident. Tragically, no matter how serious, sometimes it is a series of events; a shortcut or carelessness; or simply not knowing or being aware of the hazards at hand that lead up to the accident.

I have always said, "We know what we know, but we don't know what we don't know". That is where the training comes in. Whether it is a service issue, safe practices, or learning a new program on our computer...what we already know is a review and having the skill or knowledge drilled in. And when we have an "aha moment"...that is when we have probably learned something.

Sometimes carelessness, or simply not being aware of hazards can lead to an accident, perhaps shadowing the trained veteran, or simply doing light duties and service while they learn. Even when in our businesses we have programs or intentions that every new employee take some sort of training course or upgrade...even when we have those guidelines in place, rules and guidelines can be bent, broken or postponed when we are busy or under pressure. It happens. We must be diligent in establishing and then adhering to training and safe practice programs.

I think one of the first steps with new or part-time employees is

making them aware of the danger. The second step is how to minimize that danger through safe and proven practices. I remember a service employee telling me the story of when he started out in the industry and had eventually earned the keys to the service truck. Back in those days he had never been shown or taught exactly what zippers were, and the devastating outcome of a zipper incident. He told me of putting his ear to the tire because he heard this strange popping sound as he was airing the truck tire back up. Luckily, it wasn't until after he had straightened up and walked around the other side of the trailer that the zipper exploded.

We know what we know, but we don't know what we don't know.

Back here in Manitoba, during the last few years, there has been a push to educate and fine drivers who disobey temporary reduced speed zones when approaching road construction crews. And even still, accidents are still happening. I read in the WCTD Safety Committee's May 5th meeting minutes that in British Columbia, Alberta and Saskatchewan it is required, by law, that drivers slow down to a certain speed when approaching any vehicle on the side of the road with amber lights flashing. Just one more circumstance or hazard associated with the service component of our industry.

Training, programs and guidelines in our own businesses, and safe practices to be developed and reviewed with our employees is so important. If you would like some help or literature, or information on the TIA Training programs available through your Association, give Andy Nagy at WCTDA's Calgary office a call. Check out our website at www.wctd.ca

And have a safe summer.

Myers Holds All Your Tire Service Solutions!

Your Myers representatives *deliver the solutions* for all your tire service needs. No one understands the service professional's challenges better than Myers.

Our people are driven to *make our customer's business easier*, more *productive*, and more *profitable* through:

- *Ingenuity to recognize what you need – before you need it!*
- *Unrivalled selection of tools, equipment and supplies*
- *In business since 1933*
- *Fast delivery and global sales support*
- *Rapid introduction of the latest products*
- *On-site training for the newest, industry-approved repair techniques and products*



To learn more, and get hands-on demos of the latest tire service equipment, contact your Myers professional today!

Rely on the best selection and service in the industry
to keep your business running in high performance gear.

**9509 - 41 Avenue
Edmonton
Alberta T6E 5X7**

Myers[®]
Tire Supply Canada
An Affiliate of Myers Tire Supply International, Inc.

**Call
780-469-3300
Fax: 780-466-2125**

TIRE SAFETY: CUSTOMER EDUCATION REMAINS THE PRIMARY BARRIER

The fact remains that many customers are increasingly unaware...

By: Tim Pawsey, Editor, The Tracker

Summer brings mixed blessings to Western Canada this year, from floods in Manitoba and Saskatchewan to one of British Columbia's wettest springs on record. However, it's guaranteed that hot weather will arrive with a vengeance, and with it the usual challenges that face summer drivers as they embark on vacations that often involve lengthy road trips.

Despite the onslaught of public awareness programs such as 'Be Tire Smart' or National Tire Safety Week in the U.S., the fact remains that many customers are increasingly unaware of what's needed to ensure their cars—and specifically their tires—are in the best of condition to help make their trip safe and uneventful.

In particular, the almost complete disappearance of full-service gas stations in favour of self-serve stations—that place more emphasis on selling snacks and soft drinks than suggesting drivers might even think to check their tire pressure—has helped lull customers into a false sense of security.

The fact remains that long, hot summer travel days can be the tire's greatest enemy.

And the question is: **How well do you communicate to your customer** the need to ensure their tires are properly inflated; have sufficient tread remaining; are damage free and regularly checked; especially prior to a long road trip?

Consumer Reports states that in a five year period between 2005-2009, in the U.S., a staggering almost 3,400 people died and about 116,000 were injured in tire-related crashes.

As *Consumer Reports* notes, "Many such crashes are preventable with periodic tire checks, particularly before a long trip in hot temperatures. Tires are more susceptible to stress from heat, especially if they are not fully inflated."

Also, interestingly, the arrival of Tire Pressure Monitoring Systems (TPMS) while contributing greatly to peace of mind can also contribute to driver unwillingness to take more individual responsibility for their own safety. Also, it pays to note that most TPMS only register a pressure decrease of 25 percent or more.

Key points that many drivers still overlook include the following:

- It still pays to check inside the driver's door, fuel filler door or glove compartment to check the recommended pressure and inflate the tires accordingly. However, these recommendations may be compromised, especially in summer, when family belongings may overload the vehicle.



- It's an old trick that still works: In the absence of a tread depth gauge, use a penny place in a regular groove to check the remaining tread. If there's any space visible above the Queen's head, it's likely that less than 2/32nds of an inch tread depth remains. The tire should be replaced.
- Regularly perform a quick visual check of tires for cuts, cracks or abnormal sidewall bulges that could suggest sidewall damage or broken plies.
- Check tires for aging, especially on older vehicles. The last four digits of the DOT number will provide the year and month of manufacture, a valuable resource for the tire technician. Most suggest tires should be replaced at six years of age and in several jurisdictions it is now mandatory to discard any tire over ten years old, regardless of wear.

As gas prices rise, customers raise their voices accordingly. But how many of today's drivers actually connect their tire inflation to fuel economy, to the degree that they check their pressures with regularity? While up to a 25 percent drop in pressure can increase fuel consumption by as much as 9 percent or more, studies such as those conducted by *Consumer Report* and Transport Canada find that fuel economy varies greatly depending on the model of the car; tire conditions and driving habits; while even a modest drop in tire pressure can impact handling, braking, and overall safety.

These pointers may sound like old news to some but they're still relevant for everyone, especially for newer, younger drivers, who are more accustomed to relying on technology and convenience than perhaps paying attention to such details.

As an independent tire dealer, you represent **the prime and often sole opportunity to re-educate your customer** as to the critical need for proper tire care and constant pressure maintenance to contribute to the safest possible operation of their vehicle.

After all, their life depends on it.

The question is: **Are you doing enough** to make sure your customer understands?

“When your customer hits your building with their car, what can you do?” You can take all the safety precautions you want, but when you’re in business for 50 years, something will inevitably happen that you’ll need your insurance company to come through. In my case, Federated Insurance did.

Knowing your business matters

Find out more at <http://wctda.federated.ca>

My representative Trisha is awesome. She drops by at least twice a year to make sure I have the right coverage, and if I ever have any questions or problems, I call her up and it’s taken care of.

So when our customer hit my building, Trisha connected me with Federated Insurance’s claims service and they took it from there. Even when their quote for repair disagreed with mine, there was no fight; they treated me right and got my building fixed while I got back to my business. It’s that kind of trust, respect, and personal service that has kept my business with Federated Insurance for over 25 years.”

Sheldon Skakun,
Fountain Tire
Lac La Biche, AB
WCTDA Member for 20 Years

Federated Insurance is a proud supporter and the recommended insurance provider of the Western Canada Tire Dealers Association.



Knowing your business matters.





DON'T FORGET TO REAP THE BENEFITS

Value-added features more than outweigh membership fee

By: Andy Nagy, WCTD Executive Director

This year's **Members' Directory** will be going out to all our registered members. Like The Tracker, it too will have a new, updated look and will contain contact information as well as store locations. The Directory will also be on our website with the revised list of members.

Membership renewal notices were mailed out in January. Recently we followed-up with those memberships still outstanding. Surprisingly, there are still those who feel the \$100 membership fee is too much. As in all associations there are those who support and those who do not belong and still reap the benefits. And those **numerous value-added features** more than make-up the \$100 fee pretty quick.

For instance ...

- **Esso®** has just announced a \$.03/litre discount on their program. Thanks to TDAC, our National Association, it's available Canada-wide.
 - We asked **Moneris** to be more competitive.
 - **Federated Insurance** has also stepped up, with discounts for WCTD who have training for their employees.
 - **Mark's Work Wearhouse** also offers a discount program through WCTD, as well as promotional items at competitive costs.
- * **WCTD** also lobbies on your behalf with Western Canada's scrap tire agencies: having your scrap tires picked up is a huge savings.

Great effort was made to contact the non paid-up and therefore non-renewed members. Unfortunately, their names will not be part of our Directory as of August 1st.

Membership **decals and renewal stickers** were mailed out this past May with reminders to renew your membership, including log-on information to our WCTD website. The 2011 Price Guide is available to download after you log-on.

Also available on-line this year is the **Scholarship Application**. The change in criteria has helped generate considerably more enquiries. Unfortunately, however, the mail strike has slowed down the applications. The good news? We will accept fax copies!

Thanks to Don Blythe for organizing the **TPMS Training in Vancouver** this June, at which attendance was encouraging. TIA Senior Trainer Matt White was again the instructor. As we know: Matt wrote the book on TPMS!

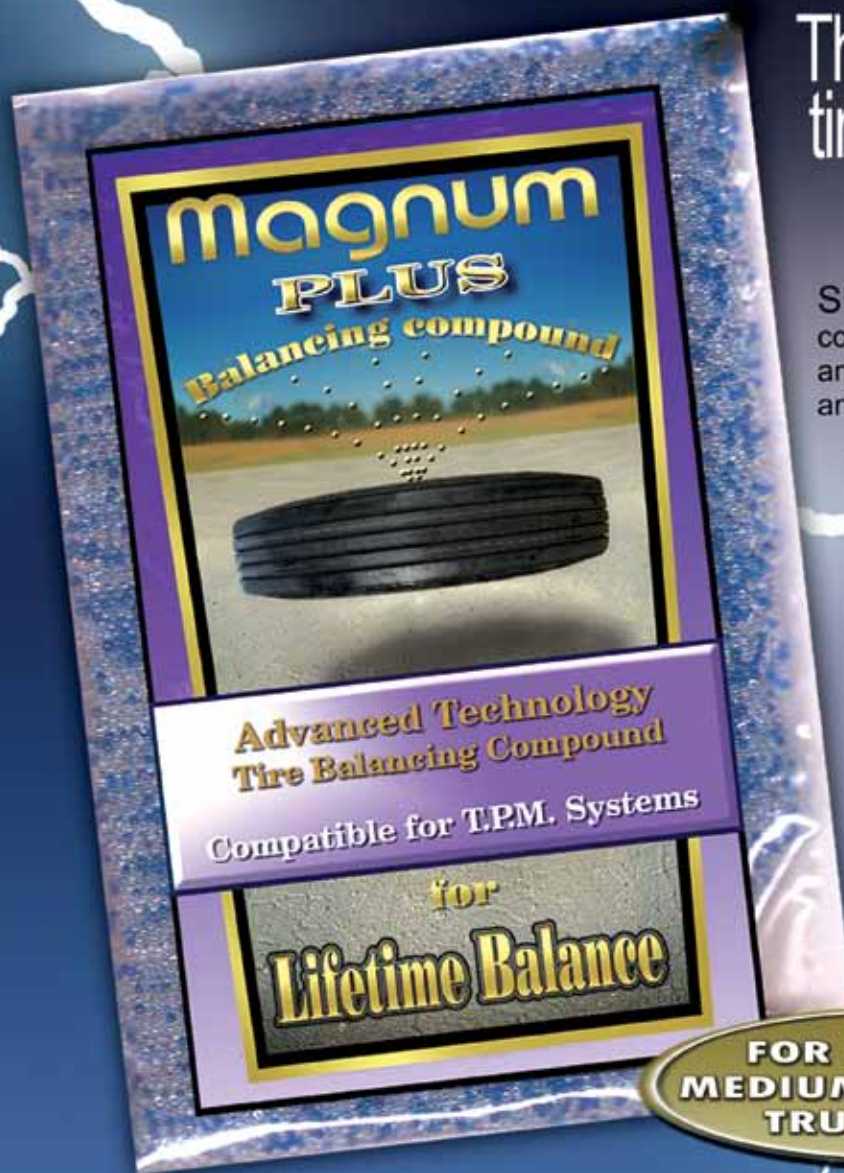
Matt travels widely. His time is valuable; and organizing these training sessions is costly but truly worthwhile. Remarkably, once again, we had dealers who had expressed their strong interest in training but who didn't take advantage of it. Remember, these technical sessions are the best way to keep up-to-date in a rapidly changing and ever demanding environment. In a word, they're indispensable.

Don't forget to **follow us on Twitter** at [Twitter.com/WestCanTire](https://twitter.com/WestCanTire)

I'm still new at this Social Media game but I'm already impressed at what a great way it is to exchange good information.

Magnum PLUS

The better
tire balancing compound



SUPER-FLOWABILITY - Magnum Plus consists of specially-coated superbeads that give an optimum balance to light and medium truck tires and is TPMS compatible.

NO STATIC - No static build-up ensures maximum flowability.

LONG-LASTING - Magnum Plus is durable and can be re-used in trailer tires.

ECONOMICAL - Magnum Plus saves you money by eliminating the need to re-balance your tires at regular intervals.

**FOR ALL YOUR
MEDIUM AND LIGHT
TRUCK TIRES**

www.magnumbalance.com 1-800-569-0337 mail@magnumbalance.com

PREMA Man East
PREMA Man West
PREMA Sask West
PREMA Sask East
PREMA Sask South
PREMA Calgary

PREMA Mid Alta
PREMA Southern Alberta
PREMA Edmonton
PREMA Edmonton East
PREMA Central BC

PREMA Burnaby
PREMA Fraser Valley
PREMA Okanagan North
PREMA South Central BC
PREMA Islands



SUN SHINES ON WCTD GOLF TOURNAMENT

Sponsors' generosity ensures a huge success...

By: Bob Martins

The 26th Annual WCTD Golf Tournament was held at the Ravencrest Golf and Country Club on June 5th, 2011 and it turned out to be a great day for playing golf. On behalf of WCTD, I would like to thank the Ravencrest Golf and Country Club for hosting this event and preparing a nice meal after everyone's round.

First and foremost, we would like to thank everyone who donated a prize or prizes for this tournament to make it a huge success. Here's a list of companies that sponsored each hole and also brought some nice prizes to the table:

- Bridgestone / Firestone Tire
- Continental Tire
- Costar
- DT Tire (Discount)
- Hankook Tire
- Mickey Thompson / Dick Cepek Tire
- Myers Tire Supply
- Napa Auto Parts
- Pirelli Tire
- Prema
- Regional Tire Distributors
- Tire Country
- Tirecraft
- Tireland
- TireStarz
- Toyo Tire
- Trican Tire Distributors
- Yokohama Tire

A Big Thank-You goes out to Federated Insurance for sponsoring the "Hole-in-One" prize of \$10,000 in which nobody claimed. Better luck next year!

The winning team for this "Best Ball" tournament all came from Trican Distributors. Doug Hoffman, Joe Turner, Shane Cahill and Lorne Kuziemyky combined their efforts to achieve a 7 under 65. Congratulations guys!

The following award-winners were successful at designated prize holes throughout the course. They are:

- George Wert (Federated Insurance) Longest Drive Men – Hole #10
- Desiree Beaupre (Rimex Supply) Longest Drive Women – Hole #7
- Rick Kluss (Trail Tire Fort Road) Longest Putt Men – Hole #9
- Deena Edler (Trail Tire Distributors) Longest Putt Women – Hole #18
- Chet Sorenson (Tire Country) Closest to the Pin Men – Hole #12

If you have any feedback regarding this past tournament, please email Darrell Budney at Trail Tire Distributors - darrell@trailtire.com Hope to see you all next year!



Tournament Winners:
Joe Turner, Lorne Kuziemyky, Shane Cahill, Doug Hoffman all from Trican Tire with a Score of 7 Under 65 (Doug Hoffman is missing from the picture)



Miscellaneous Awards (From top left to right)
Chet Sorenson (Tire Country)
George Wert (Federated Insurance)



Desiree Beaupre (Rimex Supply)
Rick Kluss (Trail Tire Fort Road)

“It’s how I get the most out of my drive...”

Car: High Performance Sport
Tire: Goodride SA05 HP



Making sure you have a good ride.



You're the kind of driver who can tell the difference between a good tire and a great tire. You feel it in the turns, the wet roads, the hard corners. You know what a High Performance tire is and you know Goodride has the best.



www.GOODRIDE.ca

GOODRIDE
TIRES

SAFETY - PERFORMANCE - RELIABILITY - VALUE



Kevin Rohlwing, TIA's Senior Vice President of training.
Tire Business photo by Miles Moore

ROHLWING: FAULTY TIRE REPAIR TECHNIQUES CAN LEAD TO COURT

Speed ratings may be affected, depending on the manufacturer

By: Miles Moore, Tire Business Senior Washington Reporter

It's crucial for tire dealers to follow the industry's best possible practices in repairing tires although there may be a fine line between actually repairing and fixing them, according to Kevin Rohlwing, senior vice president of training for the Tire Industry Association (TIA).

The policies of tire manufacturers regarding tire repairs—especially regarding speed-rated tires—may make it impossible for dealers to repair certain tires, even if it costs them business, Mr. Rohlwing told his audience at the Clemson University Tire Industry Conference.

Barber vs. Mossy Ford, a recent court case in which a San Diego based Ford dealership was ordered to pay \$22 million to the orphans of a husband and wife killed in an auto accident caused by an allegedly faulty tire repair, demonstrates exactly what's at stake, Mr. Rohlwing said.

"This sets the bar for future lawsuits regarding failed tires that were improperly repaired," he said. "You can bet every product liability lawyer in the United States has looked at this case."

One thing *Barber vs. Mossy Ford* did is point out the difference between repairing a tire and merely fixing a flat, according to Mr. Rohlwing.

"Fixing a flat is cheap and easy," he said. "You stop the air from leaking out of a tire, often without removing the tire from the rim."

"Repairing flats, however, means restoring the original condition of the tire by removing the damage, filling the void, and sealing the inner liner with pitch," he said. "It requires special tools, materials and training, so it is neither cheap nor easy."

"If you want a textbook example of a false sense of security, an on-the-wheel repair is it," Mr. Rohlwing said. "If you don't inspect the inside of the tire, you don't know what's going on. That's why you never

repair on the wheel. If you do, you're gambling with your life."

Every tire manufacturer opposes on-the-wheel repairs, Mr. Rohlwing said. So does every tire repair material manufacturer, though they continue to sell the materials that make on-the-wheel repairs possible, he said.

The real quandary with tire repair, however, comes with each manufacturer's policy on whether a repaired speed-rated tire maintains its speed rating after the repair, according to Mr. Rohlwing.

"The speed rating on a tubeless radial truck tire is not affected by a puncture repair," he said. "But a speed rating on a passenger or light truck tire may be affected, depending on the manufacturer."

This leaves the tire dealer who performs a repair on a speed-rated tire exposed to possible litigation, particularly since tire makers generally don't share their policies in this regard with dealers, Mr. Rohlwing said.

"While there is universal agreement on process and materials, the lack of consistency regarding speed ratings and the number of repairs plays right into the hands of plaintiffs' attorneys," he said. "If your tire is speed-rated and the manufacturer doesn't recognize the speed rating after a repair, can you repair that tire? Liability wise, the answer is no. But if you're behind the counter, that's a hard sell to a customer."

Refusing tire repairs for liability reasons means throwing customer satisfaction out the window and leaving yourself open to a lot of negative publicity on the Internet, Mr. Rohlwing said.

To try and mitigate this situation, TIA has asked the Rubber Manufacturers Association for the tire repair policies of its members, and the RMA has said it will provide that information soon, he said.

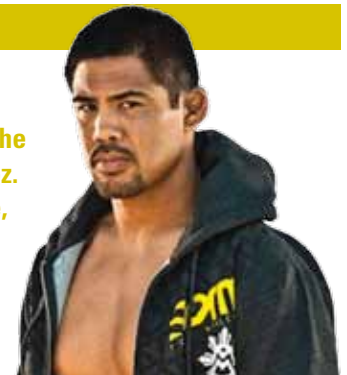
TOYO SPONSORS UFC® MIDDLEWEIGHT MARK MUNOZ

"I am honoured to be part of the Toyo Tires team"

Source: Autosphere

Toyo Tire Canada Inc. has announced the sponsorship of UFC® Middleweight fighter, Mark Munoz as a Team Toyo Athlete for 2011. Nicknamed "The Filipino Wrecking Machine," Munoz has a 10-2-0 fight record. Managed by MMA, Inc., the 6-foot tall, 33-year-old Munoz weighs 185 lbs. A former wrestling coach at the University of California, Davis; Munoz specializes in both wrestling and Muay Thai. He will wear the Toyo Tires logo on his fighting gear while also promoting the Toyo Tires brand through appearances and additional marketing efforts.

"I am honoured to be part of the Toyo Tires team," said Munoz. "As a professional athlete, I am driven to perform and having the support of a great company like Toyo Tires just motivates me even more."



**“Using Hunter products has to be
one of the best investments
we’ve ever made!”**



**Hunter offers a complete line
of undercar service equipment**

HUNTER
Engineering Company

www.hunter.com

 follow us on
facebook

HOW ABOUT THOSE CHINESE TRUCK TIRES?

Are they any good? Can they even be retreaded?

By: Harvey Brodsky, Managing Director, Retread Tire Association

The answer to the two questions is ‘Yes’ and ‘Yes’. But—and it’s a big but—the answers shown above need to be qualified by stating that the “yes’ and “yes” do not apply to all Chinese truck tires.

It is no secret that a lot of junk has been produced by some truck tire manufacturers in China in the past, but the smart Chinese truck tire manufacturers soon realized that they could never gain a foothold in other countries unless their quality greatly improved. In recent years two companies come to mind when we discuss high quality Chinese truck tires, and they are Double Coin (<http://www.doublecoin-us.com/>) and Sailun (<http://www.sailuntyre.com/en/about.aspx>).

Both of these companies have gone to great lengths to improve their quality and to build into their casings the high quality materials that will allow their tires to be very retreadable.

The Chinese truck tire manufacturers are paying attention to the needs of their markets around the world and they know that unless they continually improve their quality they will be quickly shut out of very profitable markets worldwide.

I have visited China twice in the past few years and have toured two very modern tire plants, both of which impressed me with their attention to high quality. In October of 2010 I had the opportunity in Shanghai to be with some of the top people of the largest truck tire manufacturers in China and I came away impressed at their strong dedication to become known as the manufacturers of top quality truck tires, and nothing less!

Still not convinced? Would you believe that many of the biggest names in tires worldwide produce truck tires in China?

Practically every major name in truck tire manufacturing, including Bridgestone, Goodyear and Michelin currently produces or is getting ready to produce truck tires in China. Surprised? They wouldn’t be there – spending hundreds of millions of dollars in new plants – if they didn’t believe top quality truck tires can and will be produced in China.

In summary, just as with anything else you buy for your fleet, you need to do your homework and be certain you have your tough questions answered, such as, “How good is your warranty, can you guarantee the retreadability of your tires, can you give me the names of satisfied customers and other references?”

Many of us who are of a certain age can remember when “Made in Japan” meant that you would be buying junk. Those days are long gone and today Japanese products, from tires to TVs, are among the best in the world.

Don’t sell China short.

In closing, this is NOT a plug for Chinese tires. I just felt it was time to tell the rest of the story and to dispel some of the myths about Chinese tires.

FULL DISCLOSURE: Neither of the above companies pays us to mention their names or to include their web sites. In fact, they will not know about this news release until they read it at the same time you do.

RETREAD TIRE ASSOCIATION RAISES CONCERNS OVER CASING SHORTAGE

“Retreading is still going to be your best alternative.”

The retread industry in North America is suffering from a severe shortage of retreadable truck tires, known also as casings,” according to Harvey Brodsky, managing director of the Retread Tire Association.

“Whether or not you retread your tires or buy retreads, this shortage can have a negative impact on you, whether you have one truck or one thousand. Here’s why,” says Brodsky.

Brodsky suggests that retreads act as a brake on new tire prices.

“Whenever there is a shortage of retreads new tire manufacturers do not have any reason to hold back on raising their prices, and everyone who purchases truck tires feels the pain in their cheque books,” he says.

The Association director suggests that anyone sitting on retreadable casings should either have them retreaded now or sell them if they don’t use retreads—as they will bring you a higher price now than ever before.

Brodsky reports that retreaders are hungry for retreadable casings and are willing to pay a premium for popular sizes of truck tires.

He says truckers and others should contact the Association for the names of retreaders close to them who are in the market to buy, as well as to receive additional information regarding the casing market in North America.

The long-time industry spokesman insists that “Retreading is still going to be your best alternative.”

“If you already use retreads, you know how much money you are saving and how good the quality is these days. If you haven’t used retreads before or it has been years since you did, you need to know that today’s retreads produced by top quality retreaders are better than ever and enjoy an adjustment rate as low as the best new tires, and often even lower,” he says.

For more information, call the Retread Tire Association at 1-888-810-8861.



Your Signature, Your Future!

Your Partner and Advocate with Major Brand Tire and Auto Parts Suppliers

Our program is designed to provide value added support for automotive centres looking to increase their tire sales mix and improve their overall profits. Signature Tire builds on your local business brand equity with the inherent strengths of a national banner, a business support package, multiple brands, and competitive pricing. Put your **Signature** on your future!

Maintain Your Independence

- Enjoy all the benefits of a banner program and still provide local personalized service to your community

Complete Automotive Service

- Equipment programs
- Oil program
- Parts programs
NAPA, Lordco, Uni-Select

Multiple Tire Brands / Daily Service

- Broad selection of major and associate brand tires
- Winter wheel program
- Serviced through Regional Tire Distributors (RTD)

- Up to 3 times daily service

- Online ordering
- Experienced customer service consultants / solutions desk

Business Support Programs

- Web based Health and Safety program
- Message on hold
- Local advertising - promotions support and Yellow Pages
- CPA group payment processing
- Workwear program and more!

Identification

- Showroom display
- Tire inserts / stands / posters
- Outdoor sign



Put the power of **Signature** to work for you and your community!

 **Signature**
TIRE CENTRES

Committed to
Our Community



Brand availability will vary by market.

To enquire about a membership please contact:

Western Canada (BC, AB, SK, MB)
Ray Geleta
ray.geleta@tirecraft.com

Ontario
Todd Richardson
toddrichardson@tirecraft.ca

Atlantic
Roger Scott
rogerscott@millertire.ca



Our Expertise. Your Convenience.

With premium products and services,
Tire Country is your one-stop supplier.

With four strategically located distribution centres combined with our knowledgeable customer service and sales representatives, Tire Country provides the convenience and expertise to service independent tire dealers.

From passenger and light truck to commercial, OTR and farm tires, Tire Country is your one-stop supplier for premium products and services.



VANCOUVER

#105, 7510 Hopcott Road
Delta, BC V4G 1B6
Phone: 604.946.2625
Toll Free: 1.800.241.5758
Fax: 604.946.0832

CALGARY

#3, 11150 - 38 Street SE
Calgary, AB T2C 2Z6
Phone: 403.720.4111
Toll Free: 1.888.720.4111
Fax: 403.720.4142

ST. ALBERT

202 Carnegie Drive
St. Albert, AB T8N 5A7
Phone: 780.418.5344
Toll Free: 1.800.214.8214
Fax: 780.417.1571

WINNIPEG

11 Fultz Boulevard
Winnipeg, MB R3Y 1V3
Phone: 204.233.0559
Toll Free: 1.877.373.0023
Fax: 204.233.1302

Visit our website at www.tirecountry.ca

GOODYEAR

DUNLOP

KELLY TIRES

GT RADIAL

PRO-COMP TIRES
Pro Competition Tire Company

TRIANGLE

PRIMEX

GALAXY

TITAN

AEOLUS
PRO TRUCK TIRES

CARLISLE

TRELLEBORG
WHEEL SYSTEMS



TIRE REPAIR GOES BIG TIME

Repairability: the vital and too often overlooked factor in OTR tire management

By: Wayne Jackson, International Tire Repair Solutions Inc.



When we talk about Off-the-Road (OTR) tires, most people immediately think about the gigantic equipment with tires as tall as a single story house. But OTR tires are also part of the local sand and gravel pits as well as the municipalities and small construction companies.

No matter how you look at it, practically every segment of the construction industry is dependent upon mining. Without it, there wouldn't be roads, utilities or the materials to provide a foundation for the structure being built. The current OTR tire shortage is proving to all segments of the mining and construction industries the importance of tire maintenance and getting the maximum efficiency and longevity from your tire investments.

Realizing the best cost-per-hour from an OTR tire is recognizing when and if a tire can be effectively retreaded and/or repaired. A typical 57" OTR tire stands about 12 feet tall and can cost \$50,000 or more to replace. This same tire, if properly managed, can be retreaded for approximately 40 to 50% less than the cost of new, thereby providing mine operators with **significant savings**.

Repairability

The vital and too often overlooked factor in OTR tire management is their **repairability**.

The last shortage of all sizes of OTR tires spawned a whole new interest in quality repair methods and materials for these giant tires. This segment of tire management is an industry unto itself with only a handful of qualified manufacturers and trained technicians who can instruct tire repair personnel in the best ways to perform this difficult and extremely cost effective service.

A severely damaged tire like the one mentioned above can also be repaired for **a fraction of the replacement cost** before going back into service to run out its life or get another life through retreading.

Materials

For many decades basic tire repair standards and material have been available but with the advent of much larger radial tires, mega-size haul trucks, longer and more difficult haul roads, tire repair has become a hot item for mine managers and tire management firms all over the world. Tire repair manufacturers have had to change the old standards and parameters of reparability and to accomplish this we have developed new materials and components for tire repair products, new designs for these repair units and much more refined training programs to ensure best results.

For the most part, tire "patches" have traditionally been made using nylon, polyester or Kevlar cord plies embedded in rubber. Some have been totally uncured and require a vulcanizing process to properly

bond the repair unit to the tire, others are "pre-cured", using the same components, but require only a chemical vulcanizing process. Yet another style of repair "patch" uses a dual-cure system which has the flexibility of being able to use a heat cure system or chemical application. Each style has found its place in the market and everyone has an opinion as to which they prefer. Cable replacement technology has also found its own niche in the OTR tire repair industry and has changed the parameters of standard tire repairs in many areas.

Giant off-the-road (OTR) tires play a vital role in all mining operations throughout the world, some with up to 400 tons of carrying capacity. The larger sizes of OTR tires can weigh up to 12,000 pounds each. With this kind of weight and highly engineered casing design, tire manufacturers as well as end users and tire service companies now realize more than ever the importance of proper repair techniques. This is not an area where shortcuts are even considered, the financial repercussions could be staggering, not to mention the safety and welfare of everyone at the site.



At the end of the day, the lowest cost per working hour for the tire is one of the most important factors involving tire usage at mines and worksites, second only to the safety of the personnel involved. Responsible users tend not to go the cheapest route but instead will regularly monitor their repair procedures to ensure the best results.

Outsourcing

If you don't have the expertise, ability or trained technicians to properly maintain your tires, consider outsourcing this part of your business to a competent tire service company. This is actually an emerging trend. Through this practice more companies are focusing on their core business of moving ore and leaving the tire program to experts in the field. These service companies know how to ensure correct repair procedures, perform tire pressure checks and are aware of how to identify problems such as over-loading, speeding, poor road management and dual tire mismatching to name only a few of the issues faced. All of these issues seriously shorten the life of the tire and create a poor cost-per-hour factor for the site management to deal with.

The repair industry plays a very important part in helping those in the giant tire industry to be environmentally responsible citizens, enabling giant tire users to do their part while being more efficiently productive. Environmentally speaking, repairing and/or retreading a giant tire saves our planet an enormous amount of natural resources and enables the tire to enjoy a second – and sometimes even a third life cycle in full service.

Learn to get the best return on your OTR tire investment; it's a much larger and more costly component of the mining and construction industry than you may think.

Carlisle... You Need It, Carlisle Has It!



“Special Tires & Wheels For Special Purposes”



CARLISLE
Carlisle Canada

www.carlisletire.ca



CARE BLASTS AUTO MAKERS ON BAILOUT ANNIVERSARY

Coalition says taxpayers denied value for \$14 billion bailout...

Source: Tire Business

On the anniversary of the government bailout of U.S. auto makers, the Coalition for Auto Repair Equality (CARE) said American taxpayers didn't get value for their \$14 billion in bailout money because the Motor Vehicle Owners' Right to Repair Act still has not become law.

Without the guarantee of information availability that Right to Repair would provide, motorists are forced to return to new car dealerships to get their vehicles serviced or repaired, rather than going to local independent garages, said Sandy Bass-Cors, CARE executive director.

"Coalition says taxpayers denied value for \$14 billion bailout has created a safety hazard for those who need immediate repairs, but are not near the appropriate new car dealership or any new car dealership," Ms. Bass-Cors said in a press release. "It hurts low- and fixed-income

motorists, (and it) hurts fuel efficiency, cleaner air and the nearly five million nationwide jobs in the automotive aftermarket."

In the current legislative session, the U.S. Congress has a Right to Repair bill, H.R. 1449, to consider. The Massachusetts and Oregon legislatures also have introduced Right to Repair bills. The Pennsylvania legislature also recently held an informational hearing about Right to Repair.

Ms. Bass-Cors criticized by name John Francis III, a Pennsylvania auto repairer who testified against Right to Repair at the Pennsylvania hearing.

Mr. Francis, she said, "Admitted under questioning that he couldn't reflash Mercedes models—after he said he doesn't have problems accessing repair codes."

TIRE BUSINESS: IT'S TIME TO EDUCATE DRIVERS

Fifty-five percent of those vehicles monitored in 2010 had at least one underinflated tire.

Source: Tire Business

Only 15 percent of drivers properly check their tire-inflation pressure, according to a 2011 telephone survey of drivers commissioned by the Rubber Manufacturers Association (RMA).

In fact 62 percent of those surveyed don't even know where to find the correct tire inflation pressure for their vehicle. (Hint, the information is located on a label on the driver's side door jamb.)

Yet the same survey found that three out of four motorists cite checking tire pressures as a top fuel-saving tip.

What's wrong with this picture? Drivers seem to understand the relationship between pressure and fuel mileage, but 85 percent of them don't even bother to do proper tire checks.

That should tell you that not much has changed over the years when it comes to consumers and their understanding of tires.

From June 5th until the 11th is National Tire Safety Week in the U.S. More than anything else, this event is a huge reminder and presents a great opportunity for tire dealers and service shop operators to educate customers about the importance of taking care of their tires.

The RMA did not check actual tire pressures in its survey this year, but it did so last year, and the results were eye-opening.

Fifty-five percent of those vehicles monitored in 2010 had at least one underinflated tire, including 15 percent that had at least one tire underinflated by 8 psi or more.

Only 17 percent had all four tires properly inflated.

While some vehicle owners might think that the advent of tire pressure monitoring systems (TPMS) has alleviated the need to regularly check their vehicle's tires, these statistics prove otherwise.

So what can be done to improve these results?

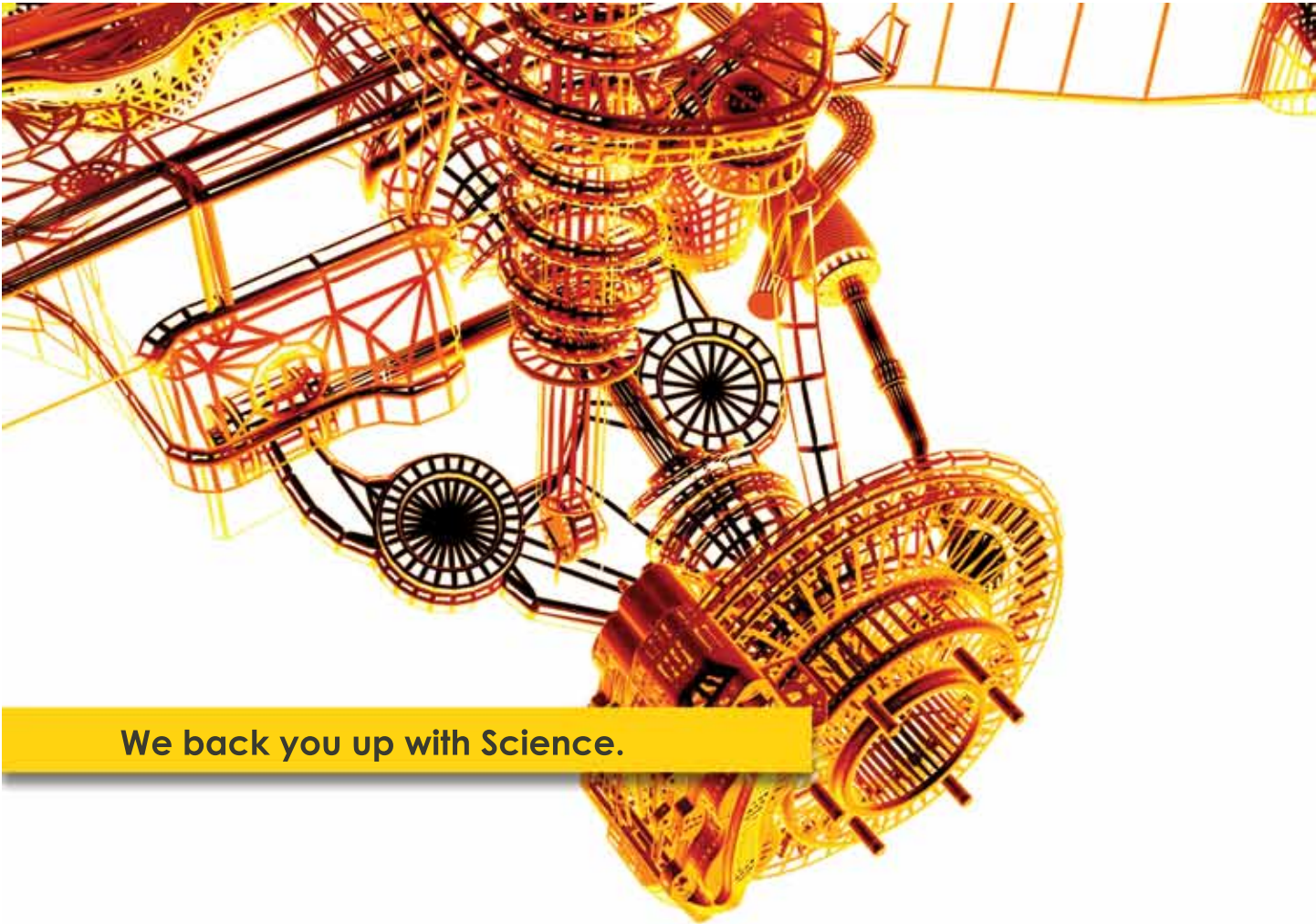
It begins with education at the dealership service counter, with all personnel on board. And it starts with a few simple questions for customers, such as:

- Do you have a tire pressure gauge and do you know how to use it?
- Do you know where to find your vehicle's proper tire inflation pressure?
- Do you know how to check if your tires are bald or wearing unevenly?
- Do you know that your car's TPMS has a 25-percent thresh-hold (could be more than 8 psi) before it provides an under-inflation warning?
- Do you understand that controlling your vehicle depends on the tire contact patch that is no larger than the size of a standard sheet of paper?

If all of these points don't seem to have an impact, those at the service counter could cite federal government statistics that tie more than 600 fatalities and 33,000 injuries annually to tire-inflation-related problems, according to the RMA.

Maybe this sobering fact will be enough to jolt a few drivers into taking their tires and tire maintenance more seriously.

After all, the goal is their safety—and that should be a dealership's primary talking point.



We back you up with Science.

The secret to a superior **Winter Tire** is the Tread Pattern. The SW600 series is designed with *two different tread patterns* that work together to move slush away from the vehicle and maintain traction on snow and ice.

West Lake Tires - *Riding on Science.*



SW601

Asymmetrical Design



SW602

Double V-Shape Design



WEST LAKE
TIRES®

www.WESTLAKETIRE.ca

NEW TOYO VERSADO ECO BRINGS THE GREEN

"...progressive compound components and recycled materials"

Source: Tire Review

Toyo Tire (USA) has introduced the Toyo Versado Eco, an all-season, low rolling resistance luxury performance tire for hybrids and other environmentally-friendly vehicles.

"Using a combination of innovative technology and materials friendly to the environment, the Versado Eco delivers low rolling resistance without sacrificing tread life, luxury or performance," Toyo said.

The Versado Eco features a unique mix of "progressive compound components and recycled materials," and delivers lower rolling resistance with a high silica content tread compound mixed with Toyo's "Green Powder," described as a "naturally derived material." The mixture

improves the dispersion of silica in the tread compound, which Toyo claims reduces friction and lowers rolling resistance.

Eco Circle Fibers, made from recycled polyester, are used in the Versado Eco casing.

The Versado Eco is available in nine H-, V- and W-rated sizes covering 15- to 18-inch wheel diameters.



ONE KILLED, ONE INJURED WHILE CHANGING FLAT TIRE ON HIGHWAY

Ontario Provincial Police are warning people to take traffic seriously after one man was killed and another injured after being struck while changing a flat tire on Highway 400 on Sunday.

Ontario Provincial Police say at about 6 p.m., a truck driver with a flat tire pulled to the side of the highway, just south of Highway 89 in Innisfil, about 80 kilometres north of Toronto.

The truck driver called his company, which sent a pick-up truck to help fix the tire. Both men were outside on the shoulder of the highway when they were struck by another vehicle.

A 43-year-old man, who had come to assist the driver, was pronounced dead at the scene. The driver was taken to Southlake Regional Health Centre in Newmarket and is expected to recover.

Police say they will not be laying charges.

OPP Sgt. Dave Woodford said drivers should call 911 when they need assistance on the highway, because it is too dangerous to do it alone.

He said emergency crews should be on scene in order to ensure oncoming drivers have proper warning.

"We tell people time and time again: Stay in your vehicle if you break down, call for assistance and don't be out wandering around on the highway," Woodford said. "It is too dangerous out here."

Source CTV News

MITCHELL ANNOUNCES NEW DIRECTOR OF SALES & SERVICES FOR CANADA

Beginning his career in sales and warehouse management...

Source: Autosphere

Mitchell International has announced the appointment of Tim Malone as Director of Sales & Service for Mitchell's Canadian operations. He will lead the development of new sales & service initiatives, as well as ensure a continued strong bond

with Mitchell's current customer base in the Canadian market. Mr. Malone has been active in the Canadian auto repair industry for over 20 years, beginning his career in sales and warehouse management, and progressing through various senior sales positions for the past 15 years.



Formula Distributors

PREMIUM SUV & TRUCK TIRES



ROADIAN HP SUV

- High Speed Rated SUV Tires
- Designed for Cornering Stability
- UTQG460AA

Sizes Available

- | | |
|----------------|-----------------|
| 235/60R16 V | 255/50R20 XL V |
| 215/65R16 XL H | 265/50R20 XL V |
| | 285/50R20 XL V |
| 235/65R17 XL V | 265/45R20 XL V |
| 255/65R17 XL H | 275/45R20 XL V |
| 255/60R17 V | 295/45R20 XL V |
| 265/60R17 V | 275/40R20 XL V |
| 275/60R17 V | 295/40R20 V |
| 275/55R17 V | 275/55R20 XL V |
| | |
| 265/60R18 H | 285/45R22 XL V |
| 285/60R18 V | 305/45R22 XL V |
| 255/55R18 XL V | 305/40R22 XL V |
| | 265/35R22 XL VL |
| 285/45R19XL V | 285/35R22 XL V |
| 255/50R19 XL V | 255/30R22 XL |
| | 295/30R22 XL V |
| | |
| | 295/35R24 XL V |
| | 305/35R24 XL V |

NEXEN TRUCK TIRES

ROADIAN HT SUV

15, 16, 17, 18, 20"

ROADIAN HT LT

15, 16, 17"

ROADIAN AT II

15, 16, 17, 18"

ROADIAN MT

15, 16"



Formula Distributors

7205 Brown Street, Delta, BC, Canada V4G 1G5

TOLL FREE: 1-800-663-5603

PH: 604-940-3399 FAX: 604-946-6827

fdlsales@aol.com formuladistributors.com



RTA SENDS 'OPEN LETTER' TO CANADIAN PRIME MINISTER, PARLIAMENT PROMOTING RETREADS

Tire Business staff report

As a pitch on behalf of its Canadian retreader members, the Retread Tire Association (RTA) has sent an "open letter" to Canadian Prime Minister Stephen Harper and members of the country's Parliament expounding the benefits of using retreaded tires on government vehicles.

Noting that the retreading industry has, "Come a very long way since the old days," Pacific Grove-based RTA Managing Director Harvey Brodsky asked that Mr. Harper and the government consider promoting the use of retreads, "As a smart way to help save taxpayers money, without sacrificing safety, performance or handling of the vehicles."

Mr. Brodsky's letter follows:

"Dear Prime Minister Harper, all members of the Canadian Parliament and selected other members of the Canadian Ministry,

As the Managing Director of the Retread Tire Association I want to bring to your attention the economic and environmental benefits that can be achieved by promoting the use of retreaded tires by the motoring public and on all Canadian government fleet vehicles. Our Association represents many retreaders throughout Canada, as well as in many other parts of the world.

The retread industry has come a very long way since the old days and although the word "retread" is often used pejoratively (Seen the sports or entertainment pages in your local newspaper lately?), there are retreads and then there are retreads.

Retreaded tires produced by today's top quality Canadian retreaders look like new tires and perform beautifully, with a safety record as good as the very best new tires, and at a far lower cost. We hope you will

take steps to aggressively promote the use of retreads on all Canadian government vehicles as a smart way to help save taxpayers money, without sacrificing safety, performance or handling of the vehicles.

Retreads are also extremely environmentally friendly, with one of the highest post-consumer contents of any recycled product. Thanks to the retread industry in North America hundreds of millions of gallons of oil are saved every year.

Retreads are safely used on school and municipal buses; fire engines and other emergency vehicles; small package delivery vehicles such as FEDEX®, PUROLATOR, UPS™ and even Canada Post, along with taxis and millions of other vehicles in Canada and the rest of the world.

We will be happy to be contacted by any government fleet manager in Canada who has an interest in learning more about how retreads can—and should—become a part of the tire program for their fleet.

We maintain a speakers bureau along with a number of additional important ways we can assist any fleet manager in learning more about the many benefits offered by our Canadian retreader members, including retread plant tours.

We offer this as a way for our Canadian retreader members to help save taxpayers' money, and we hope you will take us up on our offer to help."

Sincerely,
Harvey Brodsky Managing Director
Retread Tire Association
Pacific Grove, Calif.



Harvey Brodsky Managing Director

RETREAD TIRE ASSOCIATION
The Voice of Retreading Worldwide™

Next Century, Next Technology

OBCS
OPTIMIZED BILAYER SYSTEM

SILENCE SYSTEM

Silica

Driving A Better Tomorrow, NEXEN



N9000

N8000

N7000

N6000

N3000

NEXEN

MAX PERFORMANCE
and
ULTRA HIGH PERFORMANCE
from

NEXEN TIRE

Wholesale Inquiries

Formula Distributors

7205 Brown Street, Delta, BC V4G 1G5
TOLL FREE: 1-800-663-5603

PH: 604-940-3399 FAX: 604-946-6827

fdlsales@aol.com formuladistributors.com

TOYO TIRES



**Engineered
for the real world.**

PROXES T1 Sport
PROXES T1 Sport SUV

For drivers who demand the most from their tires. The Proxes T1 Sport, for performance passenger vehicles, and the Proxes T1 Sport SUV, for luxury SUVs and CUVs, combine the ultra-high performance and advanced technology you would expect from a Proxes tire with the comfort and safety features of a luxury Toyo product. TOYO TIRES – engineered for the real world.

1-877-682-TOYO

toyotires.ca



TOYO TIRES
driven to perform



With the **Potenza™ RE970AS Pole Position™**, Bridgestone delivers an ideal blend of ultra-high performance handling with the added benefits of enhanced wear and all-season traction. 3D siping improves braking and traction, while the footprint is optimized for even load distribution to enhance wear performance.

- 34 sizes from 16" to 20"
- W speed rated
- Targeted UTQG: 400 AA A
- 65,000 kilometre warranty
- Performance tire for sports cars and sports sedans

POTENZA™

CONSUMER REPORTS PICKS TOP 10 VEHICLES FOR FAMILY TRAVEL

Comfort, ride, space and fuel economy key considerations

By: Tom Mutchler

Headed out on a road trip this summer? If you are looking to ditch your old car before that big trip, check out our list of the top 10 vehicles for family travel. The list includes models that have done well in safety tests, in our reliability ratings and covers a variety of cars, from small SUVs to luxury sedans, at a range of prices. We've focused on cars

that are comfortable, quiet, ride well, and have plenty of space for both people and luggage, yet attain reasonable fuel economy.

For more advice including tips on saving gas, driving with pets, and car maintenance, see our *Guide to Summer Road Travel*.



Chevrolet Traverse - The Traverse has space for adults in all three rows, so kids definitely will have enough room in the back. Even with all three rows in use, some space for luggage still remains. The Traverse is also quiet to drive and handles like a much smaller vehicle.



Subaru Legacy/Outback - The Legacy's standard all-wheel-drive could be welcome if the road to Grandma's house is snowy. But even on summer trips, the Legacy has a spacious interior with a composed and comfortable ride. Cabin noise levels are low. The all-wheel-drive doesn't come with much sacrifice in fuel economy. The Outback adds station wagon versatility.



Ford Flex - The Flex has very easy access into its vast cabin. Second row seat room is immense and there is a third row as well. The ride is comfortable and quiet. An optional turbocharged engine improves performance with little difference in fuel economy. Crash test results are impressive.



Toyota Avalon - The Avalon has all of the qualities of a Lexus LS except the badge and high price tag. The quiet interior has limo-like rear seat leg room. Getting in and out is extremely easy and there is a large trunk. Fuel economy is impressive given the responsive performance of the V6 and the car's size.



Honda Accord EX V6/Crosstour - The Accord is one of the most accommodating family sedans available. The driving position is excellent, the seats are supportive, visibility is impressive, and the rear seat is very roomy. Uplevel V6 versions are more refined and have more features than lower-trim four-cylinder versions. The Crosstour adds the flexibility of a hatchback but it has more clumsy handling.



Toyota Camry - The Camry excels at providing quiet and comfortable family transportation. The rear seat is spacious. All versions have good fuel economy with the hybrid version averaging 34 mpg in our tests.



Hyundai Genesis - The Genesis rivals luxury sedans that cost a lot more. The refined V6 delivers quick acceleration and decent fuel economy; a more powerful V8 is optional. The interior is very quiet and very well finished. The cabin is roomy with a very hospitable rear seat.



Toyota Highlander - The Highlander scores high for its refinement, quiet interior, ride comfort, and flexible and roomy second-row seat. The 3.5-litre V6 delivers solid performance and 18 mpg overall. A hybrid version gets 27 mpg, fuel economy on par with much smaller sedans.



Subaru Forester XT - Small on the outside, the sensible and practical Forester has a roomy interior. Visibility is excellent, with big windows all-around. Limited and turbocharged models have a telescope steering wheel that improves the already good driving position. The ride is impressively comfortable and noise levels are well controlled.



Toyota Sienna - The redesigned Sienna rides very comfortably. Performance is lively from the 3.5-litre V6 and fuel economy is very respectable at 20 mpg. If you want an all-wheel-drive minivan, the Sienna is the only game in town. The roomy and flexible interior has very comfortable second row seats; they slide back-and-forth to optimize either leg room or cargo space.

Gear Up For Spring!



Your Best Source For All Your Wheels & Accessories

Free Shipping on Accessory Orders Over \$500 to most major cities in Canada

Trailer Wheels

Booking Discounts Available

Call 1-800-563-2326 Now To Place Your Order!



Ceco Distributors Ltd
Web: cecodist.com
e-mail: sales@cecodist.com
Toll Free 1 (800) 563-2326
Ph: (604) 464-2511
Fax: (604) 464-2573





WCTD HALL OF FAME - NOMINATION FORM

The WCTD is accepting nominations for the Hall of Fame, to be awarded during the TDAC Convention, to be held in Quebec City February 2012

The Hall of Fame is open to all in the tire industry, including tire dealers and retreaders, manufacturers, inventors, equipment supplies, etc.

For the criteria go to www.wctd.ca and click on **Members Benefits**

Nominations are due by **September 30, 2011**.

To nominate an individual for the WCTD Hall of Fame, please return this form and other information such as résumés, photos, newspaper articles, letters and awards to the address shown below.

NAME OF NOMINEE		TITLE	
COMPANY NAME			
ADDRESS		CITY	PROV POSTAL CODE
PHONE (WORK)	PHONE (HOME)	FAX	
EMAIL	DATE OF BIRTH	SPOUSE'S NAME	

BRIEF DESCRIPTION OF ACHIEVEMENTS (UP TO 100 WORDS) _____

SPONSORED BY (PRINT AND SIGN)		PHONE	
COMPANY			
ADDRESS		CITY	PROV POSTAL CODE

CO-SPONSORED BY (PRINT AND SIGN)		PHONE	
COMPANY			
ADDRESS		CITY	PROV POSTAL CODE

CO-SPONSORED BY (PRINT AND SIGN)		PHONE	
COMPANY			
ADDRESS		CITY	PROV POSTAL CODE

Please complete and return form to **WCTD** by **September 30, 2011**.

ATTN: HALL OF FAME COMMITTEE WESTERN CANADA TIRE DEALERS
PO BOX CHAPARRAL RPO, CALGARY, ALBERTA T2X 3V2

PHONE: 403-264-3179

GOODRIDE TIRES

SAFETY - PERFORMANCE - RELIABILITY - VALUE

Add **Durability** and **Reliability** to your work force.

Goodride Tires - Your Partner on the Road.



CR960
Abrasion
Performance



CR960
Four-Rib Design



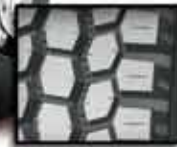
CR976
Abrasion Resistant
Tread



CR976
Wide Tread Design



CM980
Special Tread
Compound



CM980
Large Block Design

Visit us and learn more at:

www.GOODRIDETIRE.ca



Scientifically Speaking: The unique wide tread and deep grooves ensure exceptional wear resistance, outstanding year-round traction and optimal high-speed stability. The wider contact surface, armed with a Large Block pattern and offset shoulder blocks provide superior protection from irregular wear, chunking and chipping. The shoulder structure also offers excellent steering stability and precise turning response.

Translation: We understand the science of tires.

CM980

All Steel Radial

- Large Block Design
- High-Speed Stability
- Abrasion Performance



Riding on Science

www.WESTLAKETIRES.com

WEST LAKE
TIRES®

Mark your calendar



**Tire Dealers
Association of Canada**

2012 CONVENTION



QUEBEC HILTON FEBRUARY 8-10, 2012

Be part of the largest Winter Carnival in Quebec City
Prestigious and Renowned Speakers
and dynamic Panel discussion



Great Entertainment

Join Tire Industry Leaders
for the most prestigious Convention of the Century
Attend this unique Tire Dealers Event in Canada

Travel to a fantastic destination

Have an amazing time!

**To register for this convention, please contact
Wendy Allain at 1-866-454-0477 or info@aspmq.ca**



AGENDA AT A GLANCE (Preliminary)

Wednesday, February 8, 2012	
TIME	ACTIVITIES
12 PM – 1 PM	Visiting the exhibitors
1 PM – 1 :10 PM	Opening remarks
1 :10 PM – 1 :20 PM	ASPMQ President
1 :20 PM – 1 :30 PM	TDAC President
1 :30 PM – 2 :15 PM	Keynote speaker
2 :15 PM – 3 PM	TBA
3 PM – 3 :30 PM	Networking break with exhibitors
3 :30 PM – 4 :15 PM	TBA
4 :15 PM – 5 PM	TIA
5 PM – 6 PM	Closing remarks
6 PM -	Welcome reception

Thursday, February 9, 2012	
TIME	ACTIVITIES
7 AM – 8 AM	Breakfast with exhibitors
8 AM – 8 :15 AM	Opening remarks
8 :15 AM – 9 AM	Keynote speaker, Quebec Mayor
9 AM – 10 :15 AM	Sell Tires and Make Profit
10 :15 AM – 10 :45 AM	Networking break with exhibitors
10 :45 AM – 11 :15 AM	The Tire Industry... Then What?
11 :15 AM – 12 :15 PM	Panel of Tire Dealers
12 :15 PM – 2 :15 PM	Lunch with exhibitors
2 :15 PM – 3 :15 PM	Panel – Tire Manufacturers
3 :15 PM – 4 PM	Special Guest
4 PM – 4 :30 PM	Georgian College
4 :30 PM – 5 PM	Message from Associations
5 PM – 6 PM	Free time
6 PM – 7 PM	Cocktails
7 PM – 8 :30 PM	Gourmet dinner
8 :30 PM – 10 PM	Hall of Fame Presentation
10 PM – 1 AM	Entertainment

Friday, February 10, 2012	
TIME	ACTIVITIES
8 AM – 9 :30 AM	Breakfast with exhibitors
9 :30 AM – 11 AM	How To Sell Tires
11 AM – 11 :30 AM	Conference round-up
11 :30 PM – 1 PM	Convention ends





2012 CONVENTION



Today's efforts for tomorrow's results

REGISTRATIONS INCLUDE :

Hotel accommodation, welcome reception, all meals, coffee breaks, cocktails, seminars, meetings, panels, gala dinner, access to all exhibitors, closing ceremonies.

Full payment is due upon registration.

Full refunds are available if cancellation is received by November 30th, 2011.

DELEGATE INFORMATION :

Company	
Delegate Name - 1	Delegate Name - 2
Delegate Name - 3	Delegate Name - 4
Address	
Phone	Fax
Email	

REGISTRATION FEES :

Québec - \$300.00 \$ + \$15.00 (GST) + \$26.77 (QST) = \$341.77
Number of delegates _____ x \$341.77 = \$ _____

Elsewhere in Canada - \$300.00 + \$39.00 (HST) = \$339.00
Number of delegates _____ x \$339.00 = \$ _____

Make cheques payable to Rousseau Marketing. Send to ASPMQ, P.O. Box 1033, Drummondville, QC. J2A 0B1 or fax registration form to 514-657-2176

Credit card payment - Visa or Mastercard		
Number	Expiration date	Signature

For more information, contact Wendy Allain at 1-866-454-0477 or info@aspmq.ca




**Feb. 8 -10
2012**

Quebec Hilton, Quebec



WESTERN
CANADA
TIRE
DEALERS

P.O. Box 58047,
Chaparral RPO,
Calgary AB,
T2X 3V2

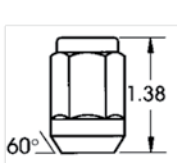
CANADA		POSTES
POST		CANADA
Postage paid		Port payé
Publications Mail		Poste-publications
40050841		

NEED STUFF FOR SPRING?

WE'VE GOT YOU COVERED!



TRAILER WHEELS
LIGHT TRUCK WHEELS
OEM REPLACEMENTS

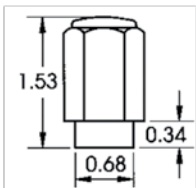
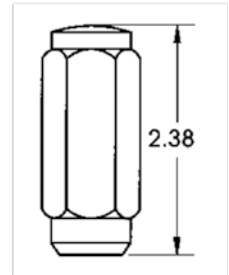


..and the Classics like Cragar

LUG NUTS LOCK SETS
TUNER KITS

TOPLINE and GORILLA

GREAT PRICES
ALWAYS IN STOCK



Canadian Wheel

WE KNOW WHEELS...IT'S WHAT WE DO

EDMONTON
(780) 444-7522
800 661-9862

VANCOUVER
(604) 882-1968
800 663-2168

CALGARY
(403) 279-7467
800 661-8422



Email: info@canadianwheel.com