

SEPTEMBER / OCTOBER 2011

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

## TDAC CONVENTION

~ Quebec 2012 ~

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**SCAN THIS...**

**QR Codes are Here to Stay**

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# Knowing your business matters

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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.**

# THE TRACKER

SEPTEMBER / OCTOBER 2011

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email andy@wctda.ca

**www.wctd.ca**

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Jean-François Bergeron, Enviro Foto

## 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 27)



## 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

## 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

#### GARY HOOVER - O.K. TIRE

19082 - 21 Avenue, Surrey, BC V3R 3M3  
Phone: 604-542-7991 Mobile: 604-754-8963 Email: ghoover@oktire.com

#### 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 - TIREFCRAFT

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

#### RON LABRECQUE - TIREFCRAFT (NISKU)

A-1 Tire & Battery (Nisku)  
11, 1408 - 8 Street, Nisku, AB T2E 7M1  
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19 Pacific Avenue, Maple Creek, SK S0N 1N0  
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## QUEBEC'S MANDATORY SNOW TIRE LAW IS ALREADY SAVING LIVES

*Can other provinces be far behind?*

**By: Ken Essex, WCTD President**

I am told there is a possibility of freezing rain, snow and icy roads in the forecast over the next few months. The weather forecasters have gotten pretty good at their forecasting, and I think they will get this one bang on!

I can remember (way back) when winter tires—or at least the way I thought—were for those drivers needing to get through the snow. While that can still be the case, focus and new sciences and engineering has taken this product well beyond simple snow traction. Even our own lingo and language on our front sales counters has changed over the years, and become more scientific and exact. Anybody selling a winter tire today and just using the term “great traction” is missing an opportunity to educate our customers for what they need on their vehicles to safely navigate our Canadian winter roads. What they need—and why.

I am certainly convinced that winter tires are a MUST on vehicles today. My vehicles and all the vehicles in my family have winter tires! But I must admit I was at first surprised when the Province of Quebec passed legislation that winter designated tires must be on any passenger vehicle being driven on Quebec roads between Dec. 15 and March 15. This came into effect for the 2008 / 2009 season. Quebec is a big province, with lots of vehicles; and, you may recall, there was a bit of a shortage of winter tires that year. A point to remember, however, was that in Quebec a high percentage of drivers were already running on winter designated tires. I believe the shortage that season was more due to the acceptance of the winter tire by the general driving public across Canada and in the Northern U.S.

A few weeks ago a report prepared by the Ministère des Transports du Québec came across my desk. It outlined just what the impact of their recent legislation has had on Quebec winter accident rates and fatalities. Very interesting reading. They compared data accumulated five years before the implementation of the act to the two seasons during which it

has been in place and I quote:

*“... the reduction in the number of fatalities was greater during the time of year when winter tires are mandatory than during the rest of the year (18% as compared to 13% for all of Quebec). The net reduction in fatalities was thus 5%, after accounting for the effect of the overall improvement in the road safety record over the past years. In each of the first two seasons of its enforcement, the new measure helped prevent an average of 574 road accident fatalities.”*

They aren't just saying road accidents here...they are saying road accident fatalities!

In their conclusion (I quote):

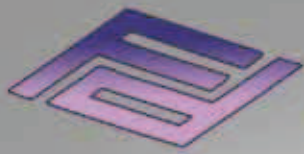
*“When it comes to road safety, it takes action on human factors, roadway environments and vehicle characteristics, such as making winter tires mandatory for winter driving, to help reduce the number of road accidents and effectively minimize injuries in the event of a crash.”*

Hats off to Quebec for the communication campaign “Get a Grip”, which they ran in 2008 and 2009. It drew a humorous parallel between driving on ice and figure skating. Obviously with not so humorous results in real driving instances! Whether other provinces follow suit with enforced install legislation, or insurance discounts for winter tire use, or what have you...an important component is the government led education and promotion piece.

Back here in Manitoba, the Assiniboine is returning slowly to lower levels while Lake Winnipeg and Lake Manitoba levels are way up. Harvest is spread out from “already done” to “a few more weeks” to “there just won't be one”! At my place—lots of sun and no mosquitoes!

Oh, and they say snow could be only 8 – 12 weeks away.





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| 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  |
|                |                 |
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| 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  |

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## WHEN LUDDITES LINGER AT THEIR OWN RISK

*That QR code on your tires may bring a whole new meaning to the term 'sticker shock'*

**By: Tim Pawsey, Editor, The Tracker**

**W**hen it comes to new technologies, are you a so-called “early adopter”, a reluctant follower, or a refusenik in constant denial?

Like it or not, our business lives are increasingly taken up with the reality of a changing environment, often as not driven by technology that seems to be moving at lightning speed—often just a little too fast for most of us.

Sometimes it's not easy to appreciate the long-term benefit of what might seem to be a steep learning curve, perhaps involving costly training, and not promising to yield any immediate returns in the form of hard revenue.

Such is the case with social media platforms such as Facebook and Twitter—the latter all too easily dismissed as being flippant at best and at worst favoured by those with limited attention spans!

However, even after just a few months of jumping in at the deep end, even though I can't gauge precisely how much, I can attest that both those endeavours are delivering results for my business, and for others around me.

A challenge for sure, no matter how fast we become comfortable with one new medium or change, another seems guaranteed to appear on the horizon: have you signed up for Google plus yet?

Some months ago, a colleague of mine in the wine business, who's a wizard in labelling and packaging design, sent me his latest masterpiece, a video for a wine label named 'Nagging Doubt.'

Initially, I didn't get it.

The label itself was clever, even if somewhat less remarkable than some of his other triumphs (maybe you've seen Laughing Stock or Blasted Church, or Earls Whatchmacallit, to mention but a couple of winners).

More important, in this case, is the prominent QR (Quick Response) code. When the code is scanned on a smart phone, a time-lapse video pops up, showing an illustrator working on the chalkboard-style front label.

My friend Bernie (Bernie Hadley-Beauragard, of Brandever Strategies) likes to think outside the box. In fact, he's a master at working on the cutting edge, often toiling long and hard to persuade clients to jump into uncharted territory; and renaming long-established businesses to suit what might at the

time seem to be an outrageous plan or rebranding idea.

As far as I know, it's worked in every instance—and often that leap of faith by the client has resulted in a transformation beyond belief.

Interestingly, QR codes have been around for a couple of years. Only now are we beginning to see them in profusion. Bernie says, while he's used codes before, this is the first time they've connected to an entertainment piece in support of the product. And it's just a taste of things to come.

So, what's all this about wine have to do with tires?

The fact is that QR codes are no longer on the horizon: they're already on our doorstep and, in many cases, in our showrooms. And if you haven't yet noticed a twenty-something customer waving his or her cellphone over one of your display tires, it's only a matter of time.

Several major tire manufacturers have recently introduced QR codes that enable the consumer to quickly obtain product information and other details. As the technology progresses, smartphone programs that offer quick price comparisons are beginning to surface, while some auto dealers are working with customized programs that can even send service reminders to their client base.

Market research firm Comscore reports that in June, 14 million Americans (about 6.2 percent of all smartphone users) used their smartphones to read QR codes. Maybe not huge. But it's growing. (See the related story on page 21.)

It may not surprise you to learn that of those people, Comscore says just over 60 percent are male, and that 53 percent are between the ages of 18 and 34. But you might be surprised (and even more interested) to know that 36 percent have a household income of \$100k or more.

Looks like QR codes are here to stay.

***Oh... and in case you're intrigued by the sound of that wine label ...***

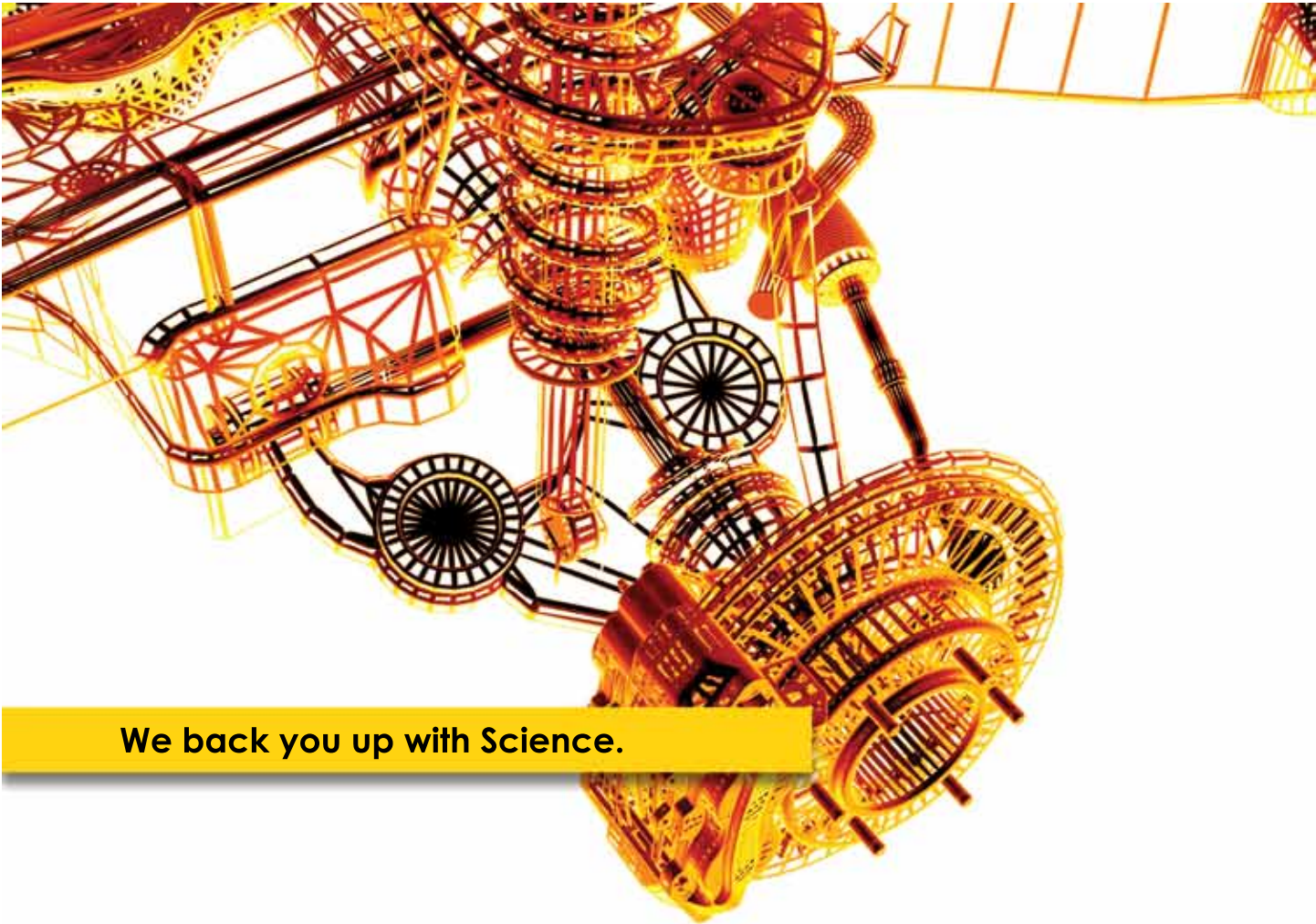


## CONTINENTAL COMMERCIAL VEHICLES & AFTERMARKET ADDS QR CODES TO TPMS

*Program features VDO Redi-Sensor multi-application sensors*

**C**ustomers and potential users will now be able to use their smartphones to gain more knowledge and information about VDO Redi-Sensor, such as viewing the complete demonstration video and directly accessing the Redi-Sensor website. Continental is applying the QR codes to product flyers, packaging and advertising. Future QR applications are currently being developed so customers will be able to connect to other marketing, sales and training programs, according to the company.

The sensors offer broad multi-application coverage, work with all major scan tools, require no special programming, and relearn to the vehicle using the OE process, Continental said. They come pre-programmed and have a faster scan tool hunt mode and relearn process than competitive aftermarket sensors, which helps result in a quicker service turnaround, the maker added.



**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**

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## ARE YOU UP TO DATE?

*In our rapidly changing world, it really pays to keep current. I have a good supply of TIA training kits and workbooks and they're invaluable. Members receive training materials at a very reasonable cost. There are also a few 2011 torque charts available, similarly at a reasonable cost. I can ship TPMS Charts from our supplier if needed. There's such strong interest in this topic that we actually sold out this year!*

**By: Andy Nagy, WCTD Executive Director**

**W**ell, summer is just about over and people are getting back from their holidays. I hope everyone had a great summer. It arrived late in Calgary, beginning in August, but looks promising for the rest of the season into fall.

In 2012, there will be no WCTD convention as we will be in Quebec City, in February, for the Tire Dealers Association of Canada National Conference.

### Are you up to date?

In our rapidly changing world, it really pays to keep current. I have a good supply of TIA training kits and workbooks and they're invaluable. Members receive training materials at a very reasonable cost. There are also a few 2011 torque charts available, similarly at a reasonable cost. I can ship TPMS Charts from our supplier if needed. There's such strong interest in this topic that we actually sold out this year!

### Safety makes progress

The WCTD Safety Committee is starting to gain momentum; Leigh Ann Stewart is doing a great job chairing this committee. Please pay attention to

the various topics surrounding safety in this issue, of which everyone should be aware.

The Committee's purpose is to share information with our dealers on a wide variety of safety concerns and incidents experienced across the membership. For example in Saskatchewan, Health & Safety inspectors are checking for the proper attachment of tire changers. It's important for you to check with your equipment supplier on their recommendation, as well as your provincial authority. If you have a Safety Association in your province, ask for their support and recommendations: They are there for you!

Also, if an inspector wishes to enter your shop, they are required to use all the personal protective equipment that your employees use: They are not exempt ... I understand what you think of this!

If WCTD can assist any of you with your questions on this, just give us a call or call one of the Safety Committee representatives listed on page 15. There is also a section on our website with added information.

... There's also some dialogue on Twitter; I'll eventually get with it!!

Cheers!

## Tirecraft adds Quality Tire as strategic partner

### Nine locations expand network considerably

**T**irecraft Canada reports it is one step closer to completing its national Canadian footprint with the signing of Quality Tire Service as its strategic partner for both Saskatchewan and Manitoba.

Randy Johannsen, owner of Quality Tire, now has exclusive rights for both the Tirecraft and Signature programs in these two provinces.

Johannsen opened his first location in Saskatchewan in May 1996. "Today, 15 years later, we have expanded throughout the province with eight retail/commercial locations and one large truck and trailer alignment facility. Our service offering covers all retail/commercial segments including passenger, light truck, truck, industrial, farm and OTR tires.

"We have been successful because of our people and their unparalleled commitment to customer service," Johannsen says. "We have 24 service trucks/technicians providing 24/7 service to our farm and fleet accounts and we have a strong reputation for providing quality, sound workmanship. We are also very proud of the fact that all of our technicians have been Tire Industry Association-certified for service in all tire categories."

Quality Tire's team consists of more than 100 employees who "Are very excited about helping us fill out our national footprint and expanding the Tirecraft/Signature brands through a new associate dealer network -- elevating their market presence and providing broader service coverage for their customers," says Don Gauthier, president of Tirecraft.

Quality Tire Service will transition their stores over to the Tirecraft banner during the next few months, and effective immediately Lambert Stumborg will begin associate store solicitation for both the Tirecraft and Signature programs.

With the addition of Quality Tire's nine locations, Tirecraft now has 169 Tirecraft and 29 Signature members.

"As their name suggests, Quality Tire Service is a premier retail/commercial chain and we are very excited about our new partnership," says Gauthier. "Randy and his team bring with them very strong experience and a reputation for exceptional service -- in all segments. We look forward to working closely with them to grow their business and our Tirecraft /Signature brand equity in Saskatchewan / Manitoba."



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## **Winter Wheels**

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# Book now for TDAC Convention 2012!

## ~ Today's efforts for tomorrow's results...

**I**t pays to book early for the Tire Dealers Association of Canada National Convention, which takes place this coming February in Québec City. The three-day long agenda is packed with seminars, networking opportunities with major suppliers and exhibitors and no shortage of opportunities to grow your business—as the convention theme stresses: **Today's efforts for tomorrow's results.**

Organizer Rémy Rousseau (publisher of *Tire News* and *autosphere.ca*) and his team have worked hard to bring together some of the leading names of the tire industry in North America. They include:

Ginette Bureau, President of Recyc-Quebec, who will talk about Quebec's highly successful Tire Recycling Program; Glenn Maidment, President of the Rubber Association of Canada will analyze Canadian tire industry statistics and present his well-regarded opinions on where the market is going; John Watts, President of Watts Consulting will share his secrets on how to sell tires and increase your business' profitability, while John Paisley, President, Federated Insurance will present his viewpoint on how best to limit risks in the tire industry. Also expected to present is TIA tech guru Kevin Rohlwings, along with a growing line-up of other experts and industry authorities still being confirmed at press time.

Other highlights include a panel discussion with major manufacturers on the growth of the 'green' tire industry, which should be a 'must attend' seminar for anybody serious about making their company more environmentally responsible.

Time has been set aside to enable plenty of interaction with all the exhibitors and to exchange ideas between the various industry associations from across Canada. This will include a special update from Canadian Association Tire Recycling Agencies (CATRA).

Also on the schedule is the Hall of Fame presentation (at the closing night's gourmet dinner), along with plenty of entertainment and opportunities to explore historic Québec City. And, of course, not to be overlooked, this unique, once every four year opportunity plays out against the backdrop of Carnaval de Québec - The Québec Winter Carnival—the largest winter carnival in the world today.

Convention goers will have a chance to join in with all the fun and popular events such as winter sports, snow sculptures, as well as activities based on the traditional Québec lifestyle, from canoe races and dogsled races.

The Québec Winter Carnival is third on the List of Top Carnivals after the famous carnivals in Rio and New Orleans.

All this means, of course, that accommodation will be at a premium, making it all the more important to book your hotel room and flight as soon as possible. For full information, registration details and preliminary agenda please consult the advertisement and complete the forms contained in this issue. For detailed information, please contact Wendy Allain (1-866-454-0477), email [info@aspmq.ca](mailto:info@aspmq.ca)



**Rémy Rousseau**  
Publisher, *Tire News*  
[autosphere.ca](http://autosphere.ca)



**Ginette Bureau**  
President of Recyc-Quebec



**Kevin Rohlwing**  
TIA Senior VP in charge  
of technical training

# 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  
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Join Tire Industry Leaders  
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Attend this unique Tire Dealers Event in Canada  
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***Have an amazing time!***



### 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







**Tire Dealers Association of Canada**

# 2012 CONVENTION



**Today's efforts for tomorrow's results**

**REGISTRATIONS INCLUDE :**

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 30<sup>th</sup> 2011.

**DELEGATE INFORMATION :**

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

**REGISTRATION FEES :**

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

<b>Elsewhere in Canada</b> - \$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

For Hotel accomodations at the Quebec Hilton, dial 1 800 447-2411.

Special rates apply if you reserve before January 8, 2012. Please mention the **TDAC Convention Bloc**.



**Feb. 8 -10  
2012**

Quebec Hilton, Quebec





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## WCTD SAFETY COMMITTEE UP AND RUNNING

*A wealth of expertise, to keep pace with important safety issues*

The Western Canada Tire Dealers Safety Committee meets on a regular basis to address matters of importance and concern to the association membership. The Committee, all-volunteers, is made up of key management people from dealers across Western Canada, as well as representatives from pertinent associations. Currently, the Committee is as follows:

Leigh-Ann Stewart (Kal Tire) - Chair; Dale Parsons (Kal Tire); Matt Matlock (Integra Tire); Andy Nagy (WCTD); Shad Smereka (Fountain Tire); Lisa Isnardy (Kal Tire); Paul Newton, John Fehr (Saskatoon Wholesale Tire); Ken Kostyniuk (Motor Safety Association); Diane Hildebrand (Fountain Tire); Mike Gamracy (Quality Tire Service); Dick Allen (Tire Country/Fountain Tire, retired); Clement Collet (West End Tire); Marty Cobb (Motor Safety Association).

This group of people represents a remarkable cross-section of expertise that will enable the association and its membership to keep pace with important safety issues. The Committee also provides awareness of changes to health and safety regulations.

The Committee—which convenes three times a year—reports on ongoing safety matters and shares results of interactions with the various provincial health and safety agencies. Wherever possible, results of positive outcomes are reported upon, and actions taken in light of the orders served are also shared.

A number of topics have been brought to light, ranging from the proper procedure to be followed by service trucks working on highways, to the question of whether tire changers are required to be attached to the shop floor, or not.

Some Saskatchewan dealers have received inspections and received contravention orders for not having the machine bolted to the floor. The matter continues to be under study. In the meantime, however, all dealers are advised to contact their equipment supplier, in order to determine the recommended procedure and to follow it.

### Safety and highway service

Following an incident on the Coquihalla Highway and occurrences elsewhere, several important changes have been made to safe work procedures for working on the roadside, as follows:

- Service trucks are never permitted to impinge on a traffic lane on a highway.
- As a result of the fatality of a non-affiliated service worker in Ontario, no work is to be performed on the roadside on the Yellowhead, Deerfoot, or 400 highways. Trucks must be moved to a pull out.
- Transport drivers are being asked to pull to a safe location or emergency personnel are contacted to provide lane closure and traffic control.

In addition, Kal Tire advises that it has added a sign to its service kits, to be placed approximately 300 feet from the service truck, warning drivers to slow down.

### Did you know?

In BC, AB, and SK traffic is required, by law, to slow down for vehicles on the side of the road with amber flashing lights. Highways 80 kms + slow to 70 kms, roads under 80 kms slow to 40 kms. This applies to all lanes of traffic unless there is a concrete barrier down the centre of the highway, even if the service/emergency vehicle is off the road.



## WHEN THREE QUARTERS OF AN INCH CAN MAKE A WHOLE BIG DIFFERENCE

*Dealer suggests unequal rim size might have been even more dangerous*

The new WCTD Safety Committee has already turned up some interesting issues. At the last meeting, John Fehr (Saskatoon Wholesale Tire) reported a worrisome incident concerning one of his customers.

“This morning a trucking company came to get two new steer rims and tires put on, with new aluminum rims and two new 11R24.5 Michelin XZA3’s. We bought two Forgitron aluminum rims from Fort Garry Industries in Saskatoon, and installed and balanced these two tires.”

“However, the truck made it about six blocks from our shop when he called back and said he had a problem,” said Fehr.

“The tire blew off. When we got the rim back to the shop I took a

measurement of the rim because I could see from a distance something didn’t look right. What I found is that the face side bead seat was 24½” (like it’s supposed to be) but the open side of the rim bead seat was 23¾” That’s a whole three-quarters of an inch smaller.

“We are very fortunate that nobody got injured while airing this tire up or balancing it,” he added.

“And when it blew off the rim that it was towards the engine of the truck, rather than towards somebody.”

*(Note: The assets of Forgitron Technologies LLC have since been acquired by Accuride Corporation.)*



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## TOYO PROXES A20 SELECTED AS OE TIRE ON 2012 TOYOTA PRIUS V HYBRID

*Low rolling resistance design for reduced fuel consumption*

**T**oyo Tire U.S.A. Corp. is proud to announce the all-season Proxes A20 has been selected as original equipment (OE) on the all-new 2012 Toyota Prius v hybrid. Going on sale in fall 2011, the latest member of the Prius family represents a new evolution in hybrid vehicles with excellent cargo space now rivalling small SUV's.

The eco-friendly Proxes A20 features a low rolling resistance design for reduced fuel consumption, while also providing excellent dry and wet braking for overall safety. Additionally, the well-balanced Proxes A20 offers good handling performance and a quiet, comfortable ride.

The philosophy of the new Prius v is "versatility." It has the spaciousness of a midsize, family friendly vehicle and delivers an estimated EPA fuel economy rating of 44 mpg city, 40 mpg highway and 42 mpg combined.

The P215/50R17 Proxes A20 is packaged with available 7 X 17-inch, 10-spoke aluminum alloy wheels for a great appearance.

**To learn more about low rolling resistance tire products from Toyo Tires, log onto [www.toyotires.com](http://www.toyotires.com)**

**Connect with the Toyo Tires community at [www.facebook.com/toyotires](http://www.facebook.com/toyotires) and [www.twitter.com/toyotires](http://www.twitter.com/toyotires)**



## BRIDGESTONE'S ECOPIA LINE GROWS TO 29 SIZES

*New line responds to consumer concerns over fuel economy*

**B**ridgestone Americas Tire Operations LLC (BATO) is expanding its Ecopia EP422 tire line from five to 29 sizes. Engineered for the environment and cost-conscious driver, the Ecopia EP422 is expanding to a full power line.

New sizes range from 15- to 18-inch tires. They will fit vehicles from the Toyota Prius to the Lexus ES, Chevy Malibu, Nissan Altima and Honda Odyssey minivan.

"With gas prices continuing to climb and the busy summer travel season upon us, we know consumers are concerned about fuel economy and getting the most out of their tires," says Larry Magee, president, Consumer Tire U.S. & Canada, BATO. "The Bridgestone Ecopia EP422 is a great option for consumers looking for an all-season tire that offers low rolling resistance without sacrificing the performance people have come to expect from a Bridgestone tire."

The line features several, fuel-efficient technologies and designs, including:

- Fuel Saver Sidewall Compound that helps lower rolling resistance by both returning more energy back to the tire and reducing heat generation compared to normal sidewalls;
- Silica to improve traction in wet conditions by increasing flexibility of the tread compound;
- NanoPro-Tech (Nanostructure-Oriented Properties Control technology) improves rolling resistance and helps contribute to fuel-efficiency and CO<sub>2</sub> reduction by controlling the interaction between polymers, filler materials and other rubber chemicals at the molecular level;
- Circumferential grooves to help channel water out of the footprint area to improve resistance to hydroplaning.
- Tread compound is constructed using 5% post-consumer recycled tires.

The company says the Ecopia EP422 is a critical product offering in helping BATO support its parent company, Bridgestone Corp., in reaching the global goal to improve tire rolling resistance by 25% in all of its products, resulting in less fuel use and CO<sub>2</sub> emissions while driving, by the year 2020 (based on a 2005 benchmark). The company also strives to reduce CO<sub>2</sub> from its entire product lifecycle by 35% per sales by the same year.

To help consumers understand the cost savings benefits of the Ecopia product, BATO also recently launched a fuel calculator that can help consumers discover how much money they can save in fuel over the life of their tires.



## TOYO TIRES INTRODUCES PROXES T1 SPORT

*Delivers increased control and precision in both wet and dry handling*

**T**oyo Tire U.S.A. Corp. announced today the Toyo Proxes T1 Sport is now available across the United States. Track tested on the Nürburgring in Germany, the **Proxes T1 Sport** is a premium UHP summer tire that delivers increased control and precision for true balance in both wet and dry handling.

"State-of-the-art construction and design make this tire a perfect fit for sports sedans and coupes," said Marty Furman, COO of Toyo Tire U.S.A. Corp. "Improvements over the Toyo Proxes T1R include better high speed stability, precise steering response, improved braking performance and high cornering power at high speed."

Optimum cornering performance and straight line stability are a result of a new high stiffness compound which is combined with an asymmetric, non-directional tread. Wide outer tread blocks deliver responsive steering and high grip. Wide tread grooves help channel water for improved resistance to aquaplaning.

Available in 42 sizes, the Proxes T1 Sport also qualifies for the Toyo Tires 45 Day/500 Mile Trial Offer and comes with a 20,000 mile warranty. Complete details are available at an authorized Toyo Tires dealer and online at [www.toyotires.com](http://www.toyotires.com)

In addition to authorized dealers, one will find the Proxes T1 Sport as original equipment on the 2011 Audi® TT, TTS and TT RS. The Proxes T1R will still be available in 15 select sizes, ranging from 15 to 22-inches in rim diameter.

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# PEOPLE



## STEVE MCCLELLAN TO LEAD GOODYEAR NORTH AMERICAN TIRE BUSINESS

*...has spent his entire career at Goodyear since joining in 1988*



**T**he Goodyear Tire & Rubber Company today announced that Stephen R. McClellan has been named president of the company's North American Tire business unit. McClellan will succeed Curt Andersson, who plans to pursue other professional interests. McClellan will continue to be responsible for North American Tire's consumer tire business until a successor is named.

"Steve brings strong leadership and a proven track record of delivering results," said Richard J. Kramer, Goodyear's Chairman, President and CEO. "Steve's career of more than 20 years at Goodyear has included progressively larger leadership positions within North American Tire. His success in running the North American consumer and commercial tire businesses and his strong relationships with customers make him a natural successor to the role.

"Performance in the first half of 2011 demonstrates strong

momentum in our North American business," Kramer continued, "Under Steve's leadership, we will continue to drive results over coming quarters and stay on the path toward our targeted \$450 million of segment operating income in 2013."

Kramer acknowledged Andersson's contributions to Goodyear's success in its North American business. "During Curt's tenure, we have continued our progress toward returning North American Tire to sustainable profitability. We appreciate his efforts and thank him for his work at Goodyear."

McClellan, 45, has spent his entire career at Goodyear since joining the company in 1988. Most of his experience has been in a variety of management roles within the consumer tire business, including finance, sales and distribution. In December 2001, he moved into the commercial tire business, serving as president of Wingfoot Commercial Tire Systems, Goodyear's industry-leading national network of commercial tire sales, retreading and service. He was promoted to vice president, Commercial Tire Systems in September 2003. He has been the president of Goodyear's North American consumer tire business since August 2008. McClellan earned his Bachelor of Science degree in accounting from the University of Akron in 1987.



## MATTIA BUSSACCHINI NAMED GM - PIRELLI CANADIAN OPERATIONS

**C**iting its 'continued commitment to established business plans,' Pirelli has appointed Mattia Bussacchini as the General Manager of Canadian operations for the NAFTA Region. Mr. Bussacchini has been working closely with logistics and demand planning for Canada

and the USA the past few years and will continue to support Pirelli's factory project in Mexico in his new role as a direct report of Matteo Battaini, the newly named President and CEO of Pirelli's NAFTA Region.

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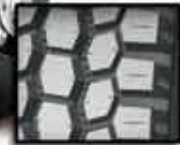
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## TEXT MESSAGE MARKETING: THE NEXT FRONTIER

*With an average response rate a staggering 20%, this new technology offers tremendous ROI*

*By: Wayne Croswell*



**Y**ou may already be involved in mobile or text message marketing, but I doubt it. If you are, congratulations, you are ahead of the curve! More likely you haven't heard of this type of marketing yet. It doesn't matter where you are on the spectrum. This article will help you learn what this new marketing phenomenon is, how to take advantage of it, and what positive impact it can have on your business.

This may be a new concept for you, but mobile or text message marketing (TMM) has been around for nearly five years. However, it's still at the pioneer stage. Like most emerging technologies, it will grow in popularity and use very quickly. Now is the time to hitch your wagon to this star and get a jump on the competition.

### What is TMM?

I am certain you have heard about, and probably use, text messaging on your cell phone. You probably know some teenagers who live and die by text messaging 24/7 and send and receive hundreds of texts per day. Well, TMM takes advantage of that text message technology to put you instantly in touch with your customers to promote products, provide information and announce specials and promotional events.

### In 2010, 1.6 billion mobile devices were sold.

Interestingly, only 20% of them were smart phones. What exactly is a smart phone? Smart phones have many features that cell phones do not. Think of them as devices that, unlike a cell phone, can not only read e-mails, they can surf the Internet. Smart phones can receive video and audio messages. Yet both smart and "not-so-smart" phones can send and receive plain old text messages.

### Did you know...

Experts say that only 10% of direct mail advertising is even read? And, only 19% of e-mail marketing pieces are opened. But, check this out, 95% of all text messages are read. And, even more exciting, 90% of all text messages are read within three minutes of receipt.

Several of the marketing predecessors to TMM are still being used today. While they have their place, their ROI is incredibly low and they can become very costly marketing tactics. Some of TMM's ancestors are radio and TV advertising, print ads in newspapers, Yellow Page listings, mailers or flyers sent via snail-mail and the infamous "fax blast" campaigns. Today, more modern concepts in social media marketing include the likes

of Web sites, Facebook pages, Twitter feeds, Groupons, Yelp listings and the like. These methods put your marketing efforts online and give your customers and prospects direct access to your promotions and campaigns. Many dealers have even ventured into e-mail marketing.

### But Beware...

Entire businesses have been created to combat these marketing campaigns. Today, companies develop SPAM filters or blockers to prevent the over-abundance of SPAM e-mails being sent every day. And, guess who filters all of that junk snail-mail? You do. Statistics indicate most of the marketing snail-mail ends up in the "round file" before ever being opened. It's time to think smarter, try new things and stay ahead of the curve. Text message marketing can help you do just that.

Did you know experts say that only 10% of direct mail advertising is even read? And, only 19% of e-mail marketing pieces are opened. But, check this out, 95% of all text messages are read. And, even more exciting, 90% of all text messages are read within three minutes of receipt. Advertising pundits state that a successful response rate for traditional marketing activities is typically 1% or 2%. That's it, and as marketers we have come to accept that. But, what do you think the average response rate is to TMM? It's a staggering 20%.

### Let's think about those statistics.

95% of all text messages are read and 90% are read within three minutes of receiving them. The average response rate to text message marketing is an impressive 15% to 25%. Imagine the ROI you will see on your marketing investment when you are getting a 15% to 25% close rate on your promotional materials. With close rates that high, why wouldn't you try it?

### Let's do the math.

If you sent out a promotional mailing that had a conservative gross profit of \$20 to 1,000 customers, and if 20% of the recipients took advantage of your promotion, it would yield \$4,000 in gross profits. Now ask yourself: How much would you be willing to pay for that promotion? You will be amazed how little that promotion can cost you in the TMM world. Would you be willing to pay \$100, \$200 or even \$500? How about

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as little as \$69? That's right; you can spend as little as \$69, including the cost of sending the actual text message. That's definitely a bang for your buck.

**It's very easy to get started.** But, don't try and go it alone. You will end up with arrows in your back, just like the pioneers of old. Find some pioneers in this market; they are easy to spot. They are the ones with arrows sticking out of their backs; they have done the dirty work for you. The pioneer you pick should have made everything easy for you. They should have an easy-to-use Web site where you can build your campaigns, including links to sites, documents and even videos. They will take care of all the technical stuff. All you should have to do is dream up the promotions, enter them into the Web site, and leave the rest to the experts.

Once you have chosen a TMM provider, your first task will be to develop some key words, also known as "affinity words." These are your special codes that when texted to a certain number, trigger that the owner of that mobile phone has just responded to your message and wants to do business with you.

### **You might be saying that all of this is well and good, but how do I use this concept effectively in my tire dealership?**

Once you have established your TMM service with a provider, you will need to begin advertising it. You will want this to be an "opt-in" service. In other words, you want your participants to want to participate. If you think people get ugly over SPAM e-mails, just watch them react to SPAM text messages. There is a right way and a wrong way to go about this process. A good TMM partner will show you the right way.

You will need to grow your TMM membership by having people willingly sign up for your service. And, you need to promote your new service via means other than text messaging. For example, you can put a "how to sign up" sign in your showroom, add a message to your invoices, list it in your print ads, include it on your Facebook site, or Tweet about it on Twitter. It's as simple as telling your prospective members to text your affinity word to a certain number; the rest is history. Your membership list will start to grow.

You should give them something special for signing up like a discount or a coupon. With this, people will sign up willingly and your exclusive club will be born. They should be allowed to opt out anytime, it should be free for them and you should let them know that membership has its privileges; by joining they will be treated special.

### **Get creative and have no fear...**

Throw caution to the wind and try something new! Remember the definition of insanity according to Einstein? "Doing the same thing over and over again and expecting different results." It's time to try something new. Go for it!

Get creative and have no fear. Throw caution to the wind and try something new! Remember the definition of insanity according to Einstein? "Doing the same thing over and over again and expecting different results." It's time to try something new. Go for it! People want to belong to the exclusive "free" clubs, especially when they are going to get "special" treatment and cool free stuff. What are you waiting for? It's time to enter the next level of promotional marketing — text message marketing. There is so much that you can do with this new medium.

Now's the time to find out more about TMM and how you can take advantage of it now in your business. There's a ton of fresh ideas on the proper use of this technology which will help you increase your profits and grow loyal customers. Some successful pioneers have blazed this trail for you already.

*Courtesy Modern Tire Dealer*

*Wayne Croswell is CEO and president of WECnology LLC ([www.wecnology.com](http://www.wecnology.com)) and is a "complimentary technology advisor" for independent tire dealers. He can be reached at (603) 249-5530 or [wcroswell@wecnology.com](mailto:wcroswell@wecnology.com).*



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## DO YOU NEED TO REPLACE YOUR TRAILER TIRES?

*Did you know that your trailer tires may be worn out even though they still have plenty of tread left?*

**T**railer tires have to carry a lot of weight all the time, even when not in use. It is actually better for the tire to be rolling down the road than to sit still. During use the tire releases lubricants that are beneficial to tire life. Using the trailer tires often also helps prevent flat spots from developing on the tire.

If one tire fails, the remaining tires will have to suddenly compensate by supporting the increased load the failed tire was carrying. This sudden increase of weight may overload the other tires causing a chain reaction blowout or other internal damage. If you have experienced a blowout, make sure you check the other tires for damage and/or take your tires to a local tire shop for evaluation by the experts.

The main cause of tire failure is underinflation. Check your tires at least once a month for proper inflation levels. Carlisle Tire and Wheel recommends adjusting the air pressure to the maximum pounds per square inch (PSI) listed on the sidewall of the tire. If you inflate the tires to less than the maximum inflation level, you dramatically reduce the load carrying capacity of the tire.

Tires are not completely impervious to air loss; in fact tires can lose 1 to 3 PSI per month. This is because molecules of air under pressure weave

their way from the inside of the tire through the rubber to the outside. A drop in air pressure could cause the tire to become overloaded, leading to excessive heat build up. If a trailer tire is under-inflated even for a short period of time, the tire could suffer internal damage. The Rubber Manufacturing Association (RMA) states that a tire run at less than 80% of the maximum inflation could cause damage to the tire. Again, if you feel that your tires have been run underinflated have them checked professionally at a local tire service centre.

High speed towing in hot conditions degrades trailer tires significantly. As heat builds up during driving, the tire's internal

structure starts to breakdown compromising the strength of the tire. It is recommended to not exceed 60 miles per hour (MPH) while towing a trailer.

Three to five years is the average life expectancy of a trailer tire. After three years you should consider replacing your trailer tires with new ones even if the tires have adequate tread depth left. After five years trailer tires are considered worn out and should be replaced.

Imagine staying in the sunlight all day everyday with no sunscreen! This is what your tires have to endure daily. If you are storing your trailer for an extended period, make sure that you store the tires in a cool dry place such as a garage or under a shade tree with tire covers to protect your trailer tires from the harsh effects of the sun. A thin piece of wood under the tires during storage will extend your trailer tires life.

### Summary of Maintenance Tips

- Keep your tires air pressure at the maximum PSI recommended on the sidewall of the tire
- Keep a cap on your valve stem to prevent contamination of the internal rubber valve
- Always travel with a spare and check your spare tires air pressure along with the other tires
- If you experience a blowout, slowly move over to the right off the road to change your tire and check the other tires for possible damage
- Don't overload your trailer tires. The maximum load is listed on the sidewall of your trailer tires
- Give your trailer tires a visual check before each trip
- Keep your trailer tires in a cool dry place and out of direct sunlight during storage
- Replace your trailer tires every 3 to 5 years

*Courtesy Carlisle Tire & Wheel*

### Did you know...

If one tire fails, the remaining tires will have to suddenly compensate by supporting the increased load the failed tire was carrying. This sudden increase of weight may overload the other tires causing a chain reaction blowout or other internal damage.



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## 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](http://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			
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EMAIL	DATE OF BIRTH	SPOUSE'S NAME	

BRIEF DESCRIPTION OF ACHIEVEMENTS (UP TO 100 WORDS) \_\_\_\_\_

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

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## INFORMATION SERVICE BULLETIN

Volume 40, Number 2  
Page 1 of 4

### TUBELESS TYPE VALVES FOR PASSENGER AND LIGHT TRUCK TIRES<sup>1</sup> *INCLUDING* TUBELESS SNAP-IN TIRE VALVE INSTALLATION PROCEDURE

This bulletin is not all-inclusive; it is intended to illustrate some examples of the wide variety of valves available on the market. Questions pertaining to specific products and applications should be addressed directly to the tire and/or valve manufacturer.

#### INTRODUCTION

Valves, both standard and high pressure, are manufactured in numerous sizes and shapes. It is important that the proper valve is utilized based on the vehicle application, wheel, tire inflation and wheel cover. If you are unable to determine the proper valve type, please contact the valve, tire, or wheel manufacturer for assistance.

**NOTE**  
Valve pressure ratings may vary by manufacturer. Always verify the maximum pressure rating with the valve manufacturer prior to the installation.

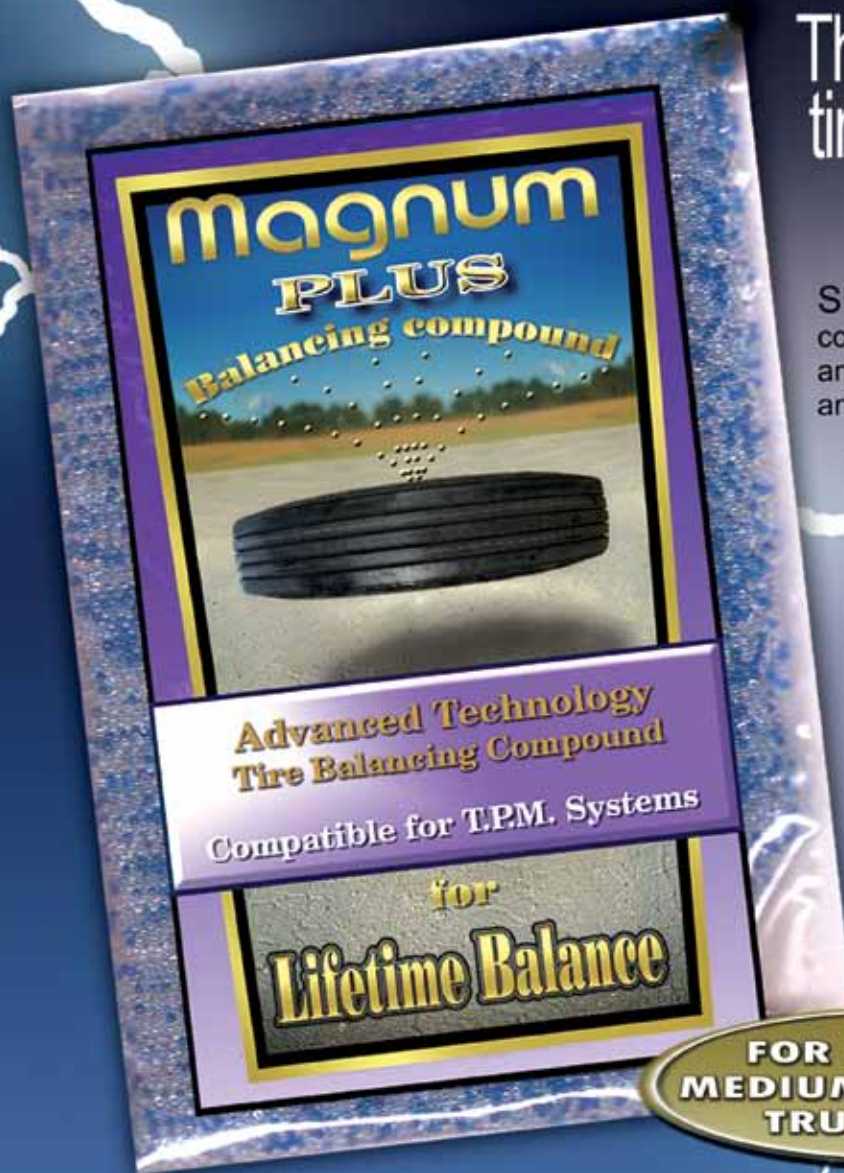
It is critical to use the proper valve that matches the maximum inflation capabilities for the tire/wheel assembly (see Warning). DO NOT use a valve rated for a maximum of 65 psi (450 kPa) in a light truck tire/wheel assembly or special trailer "ST" that is rated for greater than 65 psi (450 kPa). A high-pressure valve must be used when the inflation pressure exceeds 65 psi (450 kPa). If the incorrect valve is applied, it may detach and result in sudden loss of inflation pressure (see Warning). In the case of performance applications above 130 mph (210 km/h), it is recommended to use a clamp-in valve instead of a snap-in valve.<sup>2</sup>

ALWAYS remove and replace used snap-in valves when replacing tires. NEVER REUSE SNAP-IN VALVES. Only valves that are compatible with the rim being serviced must be used. ALWAYS be sure the valve stem is covered with a sealing valve cap. This helps to prevent moisture, dirt, and other contaminants from entering the valve core as well as providing an additional seal. Any time a tire is demounted for any reason, including repairs, also inspect the valve stem for damage (cracks, tears, etc.) to determine if the valve stem should be replaced.

**⚠ WARNING**  
The valve must match the maximum inflation capability for the tire/wheel assembly. Improper application of tire valves may result in loss of inflation pressure, which can result in an accident, personal injury or death.

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In some instances, tire/wheel assemblies may be equipped with a tire pressure monitoring system (TPMS) sensor that is attached to or is part of the valve assembly. When new tires are installed, it is recommended to also replace all components that are included in the TPMS valve replacement kit (see Figure 4D). In addition, whenever the sensor is disassembled for any reason, install a new TPMS replacement kit. Always replace any damaged sensor along with a new TPMS valve replacement kit.

### NOTE

If the TPMS valve is replaced by a conventional valve, the TPMS will not function.

### Tubeless Type Snap-In Valves, Rounded Base

#### For 65 PSI maximum

Valves rated to 65 psi (450 kPa) or lower are usually constructed out of rubber and metal and exhibit a beveled or rounded bottom. These are manufactured in many lengths and configurations. The two tubeless valves exhibited in Figures 1A and 1B are examples of the most common valves used on the market. Vehicles with full-size wheel covers may require a longer valve stem similar to the photo example (valve 1B).

### Tubeless Type Snap-In Valves, Square Base

#### For use up to 80 PSI and up to 100 PSI maximum

Examples of high pressure snap-in valves are shown in Figures 2A and 2B, where:

- Snap-in valves rated up to 80 psi (550 kPa) use the standard wheel type valve hole, see valve 2A;
- Snap-in valves rated up to 100 psi (690 kPa) for the larger valve hole, see valve 2B.

The high pressure snap-in valve is a molded rubber and metal combination with a square base contour—unlike the 65 psi (450 kPa) maximum valve, which has a rounded base contour. Both valves are installed using the same method by pulling through the valve hole. Metal valve extensions are NOT to be used with snap-in valves.

### Tubeless Type Clamp-In Valves

#### For use up to 200 PSI maximum

Clamp-in types such as the valve example depicted in Figure 3 are rated up to 200 psi (1380 kPa). The construction of these valves is metal with rubber grommets utilized for sealing. Clamp-in valves are recommended for high performance applications.<sup>2</sup> Metal valve extensions, typically found on dual wheel applications, also require a clamp-in valve.

Clamp-in type valves are installed with a hex nut and rubber grommets that are separate from the valve. Recommended torque at installation is 25-45 inch pounds (3-5 Newton meters).

All of the valves in Figures 1, 2 and 3 are commonly available for both standard wheel valve holes (0.453-in/11.51 mm) and larger wheel valve holes (0.625-in/15.88 mm).

**Figure 1A and 1B**  
Rated Max 65 psi



**Figure 2A**  
Rated Max 80 psi  
**Figure 2B**  
Rated Max 100 psi



**Figure 3**  
Rated Max 200 psi



Continued >>



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**Figure 4A**  
**Comparing Standard Snap-In Valve to a TPMS Snap-In Valve with Sensor**



**Figure 4B**  
**Comparison: Valve Cap and Valve Tip Close-Up**

Below, are the same photos comparing standard valves and TPMS valves with and without their valve caps. Note the larger, tapered shoulder on the sensor valve of the TPMS.



**Figure 4C**  
**Clamp-in TPMS Valve**



**Figure 4D**  
**TPMS Replacement Kit with Valve Assembly**



**TUBELESS SNAP-IN TIRE VALVE INSTALLATION PROCEDURE**

**Figure 5**



**STEP 1**

Remove any rust and burrs from around the valve hole.

**STEP 2**

Look at Figure 5. DO lubricate standard snap-in valves (see valve 5A) with a rubber lubricant approved by the tire manufacturer. DO NOT lubricate high pressure snap-in valves (see valve 5B).

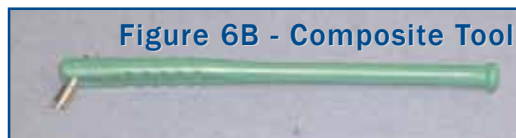
**STEP 3**

Use an appropriate installation tool to install the snap-in valve into the rim hole until the indicator ring (as noted in Figure 5) clears the weather side of the rim. Figures 6A and 6B shows both a metal and a composite installation tool.

**Figure 6A - Metal Tool**



**Figure 6B - Composite Tool**



*Continued >>*



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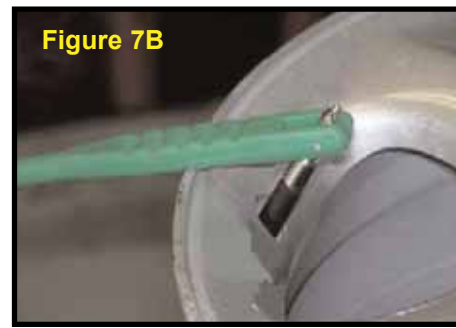
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Figures 7A and 7B show a tire service professional properly installing the snap-in valve using the composite tool on an alloy wheel.



#### STEP 4

Inspect valve for tearing or other damage that may have occurred during installation.

#### STEP 5

If the valve was damaged during installation, remove it and replace it with a new valve. Damage is an indication that the rim hole needs deburring. Then return to Step 1.

### ENDNOTES

<sup>1</sup> As defined by 49 CFR Part 571.139, Federal Motor Vehicle Safety Standard (FMVSS 139), light vehicles are motor vehicles with a gross vehicle weight rating (GVWR) of 10,000 lbs. or less. Tire sizes for light vehicles include all passenger car tires and light truck tires (through Load Range E).

<sup>2</sup> In the case of applications above 130 mph (210 km/h) it is recommended to use a clamp-in valve instead of a snap-in valve. SOURCE: The Tire and Rim Association.

### REFERENCES

The Tire and Rim Association • Copley, Ohio  
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The Tire and Rim Association is an organization whose purposes include the establishment and promulgation of interchangeability standards for tires, rims and allied parts for the guidance of manufacturers of such products, designers and manufacturers of motor vehicles, aircraft and other wheeled vehicles and equipment, and governmental and other regulatory bodies. Contact the TRA for more information about their "Year Book" and other publications.

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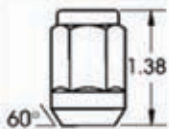
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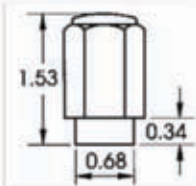
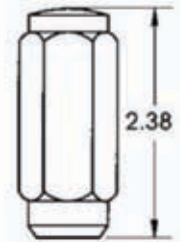


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