

NOVEMBER / DECEMBER 2011

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

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THE TRACKER

NOVEMBER / DECEMBER 2011

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CALENDAR

February 8, 2012

WCTD Annual General Meeting

February 8 - 10, 2012

TDAC Trade Show and Conference

Quebec Hilton, Quebec City

September 18 - 20, 2012

International Tire Exhibition & Conference (ITEC)

Cleveland, Ohio, USA



WCTD MEMBERSHIP APPLICATION

COMPANY NAME	
ADDRESS	
CITY	
PROV	POSTAL CODE
PHONE	FAX
EMAIL	
CATEGORY OF MEMBERSHIP (SEE BELOW)	
VOTING MEMBER a. Independent Tire Dealer b. Retreader	ASSOCIATE MEMBER, NON-VOTING 1. Jobber or Distributor 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)	
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QUEBEC CITY—HERE WE COME! AND JUST IN TIME FOR THE QUEBEC WINTER CARNIVAL!

The reason we are going—the reason we can justify going—is for the benefit of our businesses

By: Ken Essex, WCTD President

The Tire Dealers Association of Canada (of which your WCTD is a member) hosts their nationwide conference every four years. This February it is in the fabulous city of Quebec Feb. 8th to 10th. From all reports I have seen and heard, this Quebec show promises to be as outstanding as Halifax was four years ago.

I will get to the city attractions and the carnival in a moment. My first business today is just that: the reason we are going—the reason we can justify going—is for the benefit of our businesses. Meeting and visiting with other tire dealers from across Canada, being able to watch and listen to interesting presenters as they share their views and experiences yields a priceless parallel to what we experience each day or week in our own businesses.

Convention organizers ASPMQ (the Quebec Tire Association) and Rémy Rousseau, publisher of *Autosphere.ca* and *Tire News*, are putting this convention together with the goal to sharing with each other what works in their area or shops—and what doesn't. Speakers and presenters include: TIA Senior Vice-President of Training Kevin Rohlwing; ASPMQ President Daniel Dubuc; President of Recyc-Quebec Ginette Bureau; and more.

The Convention will include a Trade Show that incorporates one of the lunches to be served right on the Trade Show floor. Rémy and his crew have some exciting and upbeat ideas for our show!

The WCTD will also hold their regular February Directors meeting in Quebec, as well as the WCTD Annual General Meeting, Wednesday morning, February 8th. Come out to your AGM and hear what your association is working on, and share with them your input and directions you would like to see.

Plus Quebec City, and the Winter Fair—all happening at the same time! Next door to the Convention is the famous Ice Palace Winter Hotel. I have heard some delegates are booking in there for a night or two as well! Exploring Old Quebec, and all the winter festivities that go along with that—is making the TDAC Quebec Convention a highlight on many people's calendars this February.

Check out the information included in this issue of *The Tracker*. Or, go to wctd.ca for links where you can register and find out more on the convention.

Back here in Manitoba, snow flurries and sleet are being reported up north. We are scraping the car windows in the morning, but still enjoying the glorious sun in the afternoon.

Have a safe and happy November, folks, and hope to see you in Quebec in a few months.

“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.





IT'S CHANGE-OVER SEASON THAT TRAINING YOUR TECHNICIANS RECEIVED PAYS DIVIDENDS—STARTING NOW!

...it's truly gratifying to see how well you take care of their needs.

By: Andy Nagy, WCTD Executive Director

Well it's fall, and everyone is starting to get busy with their winter change-over program. For those of us who live in the snow plain, it's time for us to turn our attention to important maintenance schedules. Going about our day-to-day business, we come across a wide range of autos and trucks. For those of you who often see the worst with your customer's vehicles, it's truly gratifying to see how well you take care of their needs.

On the road, it's not unusual to see any number of motorists driving in front of you, with either one neglected low tire or a spare that needs to be in the trunk. Repairs that you perform as matter of fact may go unnoticed but are truly appreciated when the weather turns colder. That training your technicians received back in the spring will pay dividends starting now.

Customers don't understand why they should not mix tires; nor do they fully comprehend why they need four winter tire changeovers to be safe on the road. This past February I drove to Victoria to attend the WCTD convention with our supplies for the meetings. With the four wheel drive, I had no problems getting through. As we all know, road conditions can change drastically through the mountain passes. I came upon motorists who had neither the experience nor properly equipped vehicles to meet the conditions. But, for whatever reason, they felt they had to try.

You probably had some of them stop at your shop to get properly equipped for the next trip. There will always be some who think that not spending the money now saves them the expense but in the end it costs them more. We have seen drivers speeding by in poor road conditions end up farther out in the field in trouble!

I have the new Price Guides in poster size, which some have asked for. Call the office to order or email: andy@wctda.ca. I'll also be ordering the 2012 TPMS Charts in November and will need to know what numbers to order, so please email me your request by return.

The 2012 Torque Charts won't be available until March, so I'll be ordering those in February. Again, please let me know your request.

The new Members Directory will be out in November. Membership renewals will be sent out in December with an invoice; and your new stickers will be sent out after renewals are received.

We are accepting 2012 Scholarship Applications from now right up until July 31, 2012. This program is open to all members in good standing. Check the WCTD website for more details regarding qualification. This is a really worthwhile aspect of your membership that can help lighten the load of hard-working students.

This is the last call for the TDAC National Convention and Conference, coming up fast in February 2012. If you are planning on attending—and we strongly recommend that you do—you'll need to register directly with the organisers: Please don't wait to fill out the forms in this issue, or go on line to make hotel reservations at www.wctd.ca. At press time it was under construction but should be up and running by now.

Wishing you all the best for the holidays—see you in Quebec City!

Notice of Annual General Meeting

Notice is hereby given that the Annual General Meeting of Western Canada Tire Dealers will be held at **10 AM on Wednesday February 8th, 2012** at the Quebec Hilton, Quebec City, Quebec. A quorum shall consist of eligible voting members present or represented by proxy, or in the case of a corporate body, by its duly appointed representative.

Voting members may make submissions, but these must be in writing and forwarded to the Association office, to be received by **Friday, January 6, 2012** in order to be placed on the agenda.

Printed agendas will be available at the meeting.

An election will be held to fill the Director's position that represents Independent Dealers in the Province of Alberta. You may fax nominations for this position to the Association office to be received by Friday, January 6, 2012. Nominations will also be called for from the floor.

The Directors request your attendance and input to help them direct the business of the Association.





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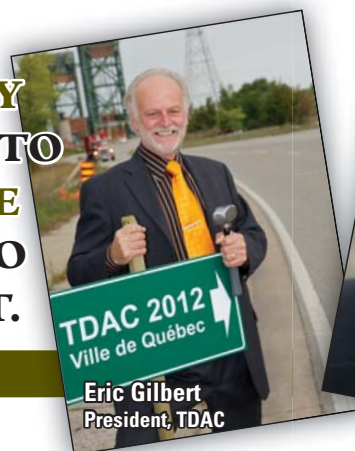
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WHY COME TO QUEBEC: IT'S REALLY ALL ABOUT FACE TIME... A CHANCE TO SHOW OUR SUPPLIERS THAT WE ARE THE PROFESSIONALS THEY NEED TO BRING THEIR PRODUCT TO MARKET.

By: Tim Pawsey, Editor, *The Tracker*



Eric Gilbert
President, TDAC



Remy Rousseau
Publisher, *Tire News*
autosphere.ca

Remember all those MasterCard ads that wind up with the tag line: 'There are some things money can't buy?'

How much value can you put on a trip across the country to meet up with your peers in the tire industry? These days we like to call it 'face time'—the notion that there is a real return on investment in meeting face-to-face with people and in the personal exchange of ideas, as opposed to spending more days sitting in front of a screen, in an increasingly electronic age.

Four years in the planning, this time around the TDAC National Convention and Trade Show comes with an added bonus, the backdrop of the Québec Annual Winter Carnival—rated as one of North America's major winter festivals, and regarded as among the top three carnival events in the world. In fact, Bonhomme Carnaval himself will be putting in an appearance at the opening night's Welcome Reception.

There's no question that—in addition to offering you, the membership, a unique and invaluable opportunity to exchange ideas face-to-face with your peers—this national convention comes complete with its own special flavour unique to Quebec City and all which that entails.

If you've never walked Les Remparts; strolled through the old town below the soaring pinnacles of Le Chateau Frontenac, or revelled in the regional flavours of a cozy Quebec bistro, you've never witnessed a part of Canada that is truly historic, absolutely unique—and fundamental in the make up of this country.

That said, this Convention is very much all about business. In an era when the very pace of doing business and the rate of change that we all experience can prove highly challenging, it becomes more vital to maintain connections within the industry in order to keep abreast of every aspect.

Your hosts, ASPMQ (L'Association des Spécialistes du Pneu et Mécanique du Québec), have worked hard to make these few days not only fun and filled with 'joie de vivre' but also truly meaningful and worth your time. Topical issues to be addressed include: the growing impact of the "green" movement, from the point of view of the major manufacturers; the use of nitrogen in tires; effective industry workplace insurance; as well as the ongoing success of tire and rubber reuse, with updates on recycling efforts from agencies across the country.

Come to Quebec and you'll be able to catch up on the latest in product and technical information from a wide range of trade show participants; with a program that has been tailored to allow for some serious interaction between exhibitors and dealers: there'll even be one lunch served right in the Trade Show!

"It's definitely a Trade Show with a twist," says TDAC president Eric Gilbert, who vows the venue will be shaped to "maximize the amount of knowledge we can share with each other."

"Overall, the tone will be very much about the free flow of information," says Gilbert, who notes there'll be much more panel participation by tire dealers than in previous years.

The TDAC president adds there's also a less obvious but equally important message to be gained from a successful convention that's vitally important to the health of the tire dealer community.

"We need these venues to make sure we stay on top of the distribution channel and to show our suppliers that we are the professionals they need in order to bring their product to market."

"If we could band together and show our suppliers that we are the professionals they need to be doing business with, that would certainly set us apart from all the others, and

that would certainly be quite impressive!"

"What really sets the 2012 Convention apart from all others in the past is the concerted effort of the ASPMQ, under the guidance of Remy Rousseau (*autosphere.ca* / *Tire News* publisher). They're making it possible to tap into the knowledge of independent dealers," says Gilbert. "They're creating a venue where we can be more open to sharing some of the ideas that have been successful across the country."

The TDAC National Convention also represents a huge contribution by many individuals who volunteer their time tirelessly on the various boards of the associations that help drive the industry and its interests across the country. It's fitting therefore that a highlight of the three-day program promises to be the Bridgestone/Firestone sponsored event that will see four inductees added to the Tire Dealers Hall of Fame—from each of the four regional tire associations. Western Canada Tire Dealers is proud to be honouring Gordon and Olive Storey. The other inductees and their sponsors are: Don Frisby (OTD); Jean Trudel (ASPMQ); and Brian Miller (ATDA).

This convention also offers a unique opportunity for dealers and their families to take a winter break with a difference. Distractions and attractions abound—and if you haven't been to Quebec before, or visited at this time of year, you'll be seduced by the infectious energy of the people and an atmosphere of fun warm enough to melt away any mid-winter blues.

If you haven't already booked, there's no time like the present.

Because there really are some things money can't buy. Like face time.

À bientôt—à Québec!



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~ 2011 SCHOLARSHIP WINNERS ANNOUNCED ~



**WCTD congratulates
the following scholarship
winners for 2011:**

Here's how the current awards are helping out:

Stephanie Adcock – Fountain Tire Ponoka, AB

Robert Essex – Sturgeon Tire Winnipeg, MB

Deryck Harry – Kal Tire Boston Bar BC

Megan Lacelle – Lacelle Bros Ltd Cadillac, SK

Krista McAlduff – Tireland North Vancouver, BC

Caleb Petty – Kal Tire Sechelt, BC

We'll be briefly profiling our winners in forthcoming issues of The Tracker. In the meantime, if you know of an aspiring student who could use some help, check out the qualifications as detailed on the WCTD website and put their name forward for this year's awards. The deadline for applications is July 31, 2012.

This is a highly valued part of your membership in WCTD. Make sure you get the most out of it!



Dear Scholarship Committee

I would like to thank your organization for awarding me with this scholarship. With your support I will be able to focus even more on my studies and volunteering; and working in my field. Therefore, the scholarship will not only help me this year but many years in the future.

I am currently enrolled in the four year Bachelor of Arts Honours Psychology Program at the University of Winnipeg. Afterwards I plan on getting my Masters Degree in Child Development. Throughout my post-secondary career, I will not forget all the support you have shown me.

Once again, Thank you! Your support is much appreciated.

Bobby Essex

The WCTD Scholarship has helped me to pursue my education at the University of Victoria. I am currently enrolled in a double major, Anthropology and Greek and Roman Studies. With the Scholarship, I am able to dedicate more time to my studies.

I want to thank the Scholarship Committee for choosing me as a recipient.

Krista McAlduff



Bibendum Joins Advertising Walk of FAME

Some 113 years after Bibendum – perhaps better known as the “Michelin Man” – was created, he was inducted into Advertising Week's Walk of Fame as “Icon of the Year.”

The ceremony took place in New York City, after voters selected Bibendum for the honour in an online voting contest. The Madison Avenue Advertising Walk of Fame recognizes America's most beloved advertising icons and slogans. Bib Man joins other iconic symbols such as Columbian coffee icon Juan Valdez and Geico's gecko.

For more than a century, the Michelin Man has served as an ambassador for the Michelin brand. In 1894, the two founding brothers, Andre and Edouard Michelin, saw a stack of tires and noted that with arms “It would make a man.” Four years later, in 1898, Bib's character was born, appearing in Michelin posters and representing the company, according to Michelin.

Bib has stood the test of time while representing improvements in transportation of people and goods, respect for the environment and promotion of road safety – representing mobility to millions of consumers in more than 150 countries, the tiremaker said.

“The Michelin Man is much more than an advertising icon,” said Don Byrd, vice president of marketing at Michelin North America. “He has become a global symbol of safety because of his longevity, his visibility among different audiences and the values he represents.”

In the current advertising campaign, The Michelin Man reminds people that “The right tire changes everything.” The advertising spots feature the Michelin Man in an animated world as he comes to the aid of motorists in trouble, replacing their faulty tires with Michelin tires, which he pulls from his body, thereby enabling them to keep driving. — Tire Review



Tire Dealers Association of Canada 2012 CONVENTION

FEBRUARY 8-10, 2012
HILTON QUÉBEC



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Frank Connor
ATDA



Bob Bignell
OTDA



Andy Nagy
WCTD



Eric Gilbert
TDAC



Daniel Dubuc
ASPMQ

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- Attend this unique Tire Dealers Event in Canada
- Travel to a fantastic destination

Have an amazing time!



AGENDA AT A GLANCE (Preliminary)

Wednesday, February 8, 2012	
TIME	ACTIVITIES
1:00 PM - 1:15 PM	Opening remarks
1:15 PM - 1:30 PM	ASPMQ President
1:30 PM - 1:45 PM	TDAC President
1:45 PM - 2:30 PM	Keynote speaker
2:30 PM - 3:00 PM	Federated Insurance
3:00 PM - 3:30 PM	Networking break with exhibitors
3:30 PM - 4:15 PM	Guest speaker
4:15 PM - 5:00 PM	Tire dealers panel
5:00 PM - 6:00 PM	Free time
6:00 PM - 9:00 PM	Welcoming reception

Thursday, February 9, 2012	
TIME	ACTIVITIES
7:30 AM - 8:30 AM	Breakfast with exhibitors
9:00 AM - 10:15 AM	Tire distributors panel
10:15 AM - 11:00 AM	Networking break with exhibitors
11:00 AM - 2:00 PM	Greening the tire industry
2:00 PM - 5:00 PM	Visiting exhibitors
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
8:00 AM - 9:00 AM	Breakfast with exhibitors
9:30 AM - 11:30 AM	How to sell tires and more by John Watt
11:30 AM - 12:00 PM	Closing remarks





Tire Dealers
Association of Canada

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 December 31st, 2011.

DELEGATE INFORMATION :

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

REGISTRATION FEES :

Quebec - \$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 = \$ _____

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or fax registration form to 514-657-2176

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

For Hotel accommodations at the Quebec Hilton, dial 1 800 447-2411.
Special rates apply if you reserve before January 8, 2012.
Room rates begin at \$171 /night.
Please mention the *TDAC Convention Bloc*.



**Feb. 8 -10
2012**

Quebec Hilton, Quebec



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QUEBEC'S HOTEL DE GLACE A WHOLE LOT WARMER THAN YOU THINK!

The coldest part is leaving the confines of the bag to get dressed before breakfast

By: Tim Pawsey, Editor, The Tracker

From container ships to a train rolling across Siberia, and even on a (well padded) rock under the stars, I've rested my head in a few unusual spots. But never before in a bona fide, oversized igloo, watched over by a four metre tall ice replica of BooBoo the bear—all with heated mod-cons just a few steps away.

When I visited Canada's first Ice Hotel (which this year moved closer to Quebec City) I discovered it's very much about ... well, ice.

Starting every December, it takes 3000 man hours, 15,000 tons of specifically manufactured snow and 500 tons of clear ice to build its public areas, rooms and theme suites.

Soaring, clear ice columns welcome you into a truly sparkling lobby (complete with ice reception desk and phone). As the snow crunches underfoot and ice crystals hover in the air, below intricate ice chandeliers, it reminds me of that classic scene in *Dr. Zhivago*, where the couple reopens the shuttered family farm. It is, indeed, quite magical.

In the chapel (ever popular for truly 'white' weddings), ice benches covered in animal furs serve as pews, while the sun streams in through a surprisingly ornate carved clear ice window. To one side is a Madonna and child *bas relief*, sculpted into the wall.

Throughout the public areas, life-sized sculptures (including an entire dogsled team and Hudson's Bay blanketed driver) and paintings behind ice frames all contribute detail and quiet elegance to this absolutely remarkable structure.

We explore, to wind up eventually in the rooms, reached down a hallway with very igloo like doors on either side that open into quite large, creatively lit and often themed spaces. And yes, real ice beds on which to sleep—though (fortunately) covered in plywood and a foamie. There are two ways to visit the Ice Hotel. By day you can wander at will or take a guided tour. Or, you can check in for the night—the real, frosty McCoy. The ultimate winter thrill—which is what I was lucky enough to experience, after being thoroughly briefed on how to stay warm in an ambient temperature of minus three Celsius. (Even when the outside thermometer and wind-chill force numbers down to the low 20s and 30s, the temperature inside remains constant—and, by comparison, warm.) With its solid, four foot thick walls, long passage ways and labyrinth of rooms, it's easy to take this 3000 sq.m. structure, with its 36 rooms and suites, for granted; and to forget that Ice Hotel is temporary, torn down (for safety reasons) before the onset of spring thaw.

Once inside there's a real sense of solitude. And as I ease into my well-padded sleeping bag I'm struck by the heaviness of the quiet without even a hint of outside noise. The bags—capacious mummy types—are superb, with separate full sheet liners, and an outer bag on top of the main bag with a neat little pouch to make sure your feet don't get chilled. Sometime in the night I wake but (except for the tip of my nose) I'm not remotely cold. In fact, it's downright toasty as I drift off again and sleep right through till morning—although



when I'm woken it's still dark in my Yogi bear themed igloo. At first I was disappointed not to be in one of the other themes. The Love Shack seemed appealing, swathed in red fabric with a giant bed. Also the room across the hall with its flickering (heatless) centre fireplace also seemed very attractive. BooBoo and I have developed a warm friendship. In fact, the coldest part is leaving the confines of the bag to get dressed, before breakfast.

The reassuring part of any stay at the Ice Hotel is that it comes with a 'back-up' room at the comfortable neighbouring Four Points by Sheraton Quebec. At least one package offers a combination of one night "on ice", access to hot tubs and sauna, and one in the auberge, along with a choice of adventures such as dog sledding, snow shoeing, snowmobiling, ice sliding.

Everyone attending the Conference has a chance to win a night at Hotel de Glace 2012, thanks to a TDAC sponsored draw.

If you really want to be sure of experiencing quite the most unique hotel night of your life, guaranteed, you might just want to go ahead and book a night anyway.

And here's an added bonus: even their prices are frozen ...



For More Information:

Ice Hotel Canada (Jan. 6 - [March 25, 2012) check <http://www.icehotel-canada.com> or call 1-877-505-0423. As the hotel is rebuilt every year, some details since the above visit may have changed.

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TIA TO RECOGNIZE THE LATE BILL FOUNTAIN

In 1956, Bill and Jack Fountain opened the first Fountain Tire store in Wainwright, Alberta

The Tire Industry Association (TIA) announced the recipients of the 2011 Tire Industry Hall of Fame. Amongst them is Bill Fountain, founder of Fountain Tire.

Bill Fountain is the late founder of Edmonton, Alberta-based Fountain Tire. In 1956, Bill and Jack Fountain opened the first Fountain Tire store in Wainwright, Alberta. Bill's vision and drive led the company to add agricultural tire services to meet the needs of local farmers and to eventually expand the business into more rural areas.

He established stores in Fort St. John, BC and Whitehorse, Yukon—towns that serviced much of the burgeoning Alaska Highway. The new locations proved successful, setting the blueprint for the business' future growth. He also set-up key store managers as owner-partners in their stores. In 1967, Bill Fountain and other tire dealers from Ontario, Manitoba, Saskatchewan and Alberta formed Astro Tire & Rubber Co., creating their own private label tire brand.



Bill Fountain
Fountain Tire

In 1976, 20 years after he had started the business, Bill was killed in a tragic car accident. Today, Fountain Tire has 145 locations across western Canada. In 2006, the Western Canada Tire Dealers Association honoured Bill with its Pioneer Member Award, and in 2005, *Alberta Venture* magazine named him one of the "100 Alberta Entrepreneurs of the Century." He was recently inducted into the Alberta Business Hall of Fame. —Tire News

HARPER'S TIRE CELEBRATES 80 YEARS AND HOSTS FUND-RAISER FOR THE CALGARY HEALTH TRUST

"Our goal for this event is to try to raise \$20,000.00 for our charities. It is very important to all of us in the business to give back to our community. We have built a successful business in this community and we love that we have the opportunity to be able to host an event like this."

Harper's Tire celebrated their 80th Anniversary this year by hosting a fund-raiser on October 1, 2011 where all business revenue for the day was donated to the Calgary Health Trust in support of the Foothills Medical Centre – Neonatal Intensive Care Unit and Multiple Sclerosis Clinic.

Harper's Tire is proud to be celebrating their history, success and philanthropic endeavours in the community. Harper's Tire was first opened in 1931 by Jack Harper who believed you should treat customers as friends, employees as family, and generously give back to your community. These values and beliefs have held true at Harper's Tire through three generations of Harper's owning and operating the business.

Over the years the Company has expanded and grown into two stores, one warehouse and a successful car wash. Harper's Tire attributes their success to great products and services, and above all, excellent customer service.

Dan Harper, Owner, Harper's Tire on their fund-raising objective - "Our goal for this event is to try to raise \$20,000.00 for our charities. It

is very important to all of us in the business to give back to our community. We have built a successful business in this community and we love that we have the opportunity to be able to host an event like this."

Harper's Tire is a family owned and operated tire and mechanical shop that has been in business for 80 years. They specialize in high end tires and rims, and provide a wide range of vehicle and maintenance services. They also operate a carwash in SE Calgary.

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THE REAL EFFECT OF SPEED, LOAD, INFLATION AND AGE ON TRUCK TIRES

It's crucial for tire professionals to determine correct pressure relative to load and speed

By: Al Cohn, Tire Review

The Tire & Rim Association, along with all tire manufacturers, publish online and in their respective engineering publications several very important tables showing the relationships between load, inflation and speed.

Since air is what really carries the load, the proper inflation pressure is based on the worst case load that the tire experiences while running down the highway. These tables indicate the proper inflation based on load weight, but also are adjusted for various speed conditions.



Using updated load/inflation tables will help fleets and dealers ensure that truck radials are running at their optimum inflation pressure.

For every size commercial tire, there is a specific line item in these tables that lists the maximum tire load for inflation pressures typically ranging from a low of 70 psi up to 120 psi. The maximum tire load for both single and dual usage is also broken down by tire size.

When running as duals, the maximum load is always lower (5% to 13% lower depending on specific tire size). This is because the four dual tires do not each carry the same load due to technical issues such as unbalanced loads and crown of the road.

Dual loads are lower vs. running the same tire size as a single to protect the tire that carries the highest load. An example: 295/75R22.5 LR G tire is listed in the table (dual tire) at 5,675 lbs. at 100 psi. The same size running as a single tire is rated at a higher load of 5,780 lbs. at 100 psi (105 lbs. higher load capacity as a single). The tables also show that if your actual tire loads are less, let's say, a maximum of 5,000 lbs./tire (295/75R22.5), it would be acceptable to run only 85 psi and still carry the load.

There are many service vocations such as logging, where a vehicle may run at 65 mph on the highway but then must go on an unpaved road to pick-up the logs for a few miles. These roads typically have a maximum speed allowed of 35 mph to keep severe road-rutting from occurring. Because speed is a variable that can change normal recommended load/inflation ranges, there are tables that will show a higher load capacity if a vehicle has a low maximum speed.

For example: 35 mph max speed, 11R24.5 tire size – According to the low speed load/inflation table, if your maximum load per tire is 5,500 lbs. and your max speed is 35 mph, you can run at 74 psi. Lower pressure in the tire will allow a longer tire footprint, which spreads the load over a larger surface area, helping to extend the service life of the road itself. Since an operation like logging runs at two distinctly different maximum speeds (65 mph vs. 35 mph), the inflation pressure in the tires should be adjusted as the maximum allowed speed changes.

There is even a load/inflation table that shows the load change and pressure change associated with running at a variety of

speeds. If you have a vehicle just creeping along (moving the space shuttle into position is a good example), the maximum tire load can more than double from the normal published load, as long as you increase the pressure 40 psi. Another example from the same table shows that if you have a vehicle that never goes higher than 30 mph, the load can increase 24% with a 10 psi increase in inflation pressure.

Bottom line: Work with your tire professionals to determine that you are running the appropriate pressure for the loads you are carrying based on your maximum speed.

How Old is Too Old?

The debate about how age affects tires continues. For instance, some fleets say five years is their magic number before retirement, while others say as many as 10 years is acceptable.

As rubber is bombarded by weather and ultraviolet rays year after year, the compounds can develop weather/ozone-related cracking. These same compounds can become "stiffer" as the tire ages.

Questions about how age affects tires have been discussed for many years with fleets, new tire manufacturers and tire retreaders. Currently there are several industry task forces looking into what are acceptable age limit for tires:

We all know that new tires carry a new DOT number, designating its place of origin and date of manufacture. But retreads are also supposed to have unique DOT codes.

- How long can a tire sit in a warehouse before it is put into service?
- Can a tire be stored outdoors for extended periods of time?
- How old can a casing be before it is retreaded?

To maximize a fleet's tire budget by using tires as long as they are useful, but not too

(continued on page 21)

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THE REAL EFFECT OF SPEED, LOAD, INFLATION AND AGE ON TRUCK TIRES



It's crucial for tire professionals to determine correct pressure relative to load and speed

(continued from Page 19)

long, it's important to be able to calculate the age of specific tire casings. You can do this by looking at all of the Department of Transportation (DOT) numbers branded on the tire sidewall.

Understanding how to read a DOT number is very important. You certainly do not want to mount a "new" tire that has been sitting in some warehouse for the last five years! Nor do you want to discard a tire before its useful life is done.

The Federal Government mandates that all tires be stamped with a DOT number when the tire is manufactured, regardless if it was produced in the U.S. or outside the country. If a truck tire is used domestically, then it must have a DOT number.

In addition, every time a casing is retreaded, a specific retread DOT number must be branded on the tire sidewall, as well. Any tires that are manufactured and imported from outside the U.S. should be checked to make sure that the DOT is clearly visible on the tire sidewall (only one side of the tire is required to have the DOT number). If there is no DOT number, do NOT mount that tire on any equipment.

To use this information to its full potential, it's important to know what the number means. A tire DOT number is not just a series of digits, but rather a code that defines particulars about that tire. DOT numbers are comprised of 11 digits. From an age standpoint, the last four digits will tell you the week and year the tire was produced.

So, if the last four digits are 0209, that would mean that the tire was manufactured the second week of 2009; 2604 equates to the 26th week of 2004.

Retread numbers are longer — 13 digits beginning with the letter "R" followed by a 3-digit "retread manufacturer ID code."

Every retread facility is assigned a three digit code by the government. It is very critical to know which retread facility capped your

casing in case there are any performance issues down the road.

As with a new truck tire's DOT number, the last four digits in a retread number designate the week and year in which the casing was retreaded. By law, the retread DOT number must be permanently applied to the tire every time that tire is retreaded, so you can determine the number of times a specific tire has been retreaded and also the age of the casing. Many fleets have a specification as to the number of times they will allow a tire to be retreaded.

All of the digits of the new tire DOT and retread DOT number that come before the last four digits are codes that identify the manufacturing plant, tire size and tire type. For the most part, this is not particularly important information to find in the DOT number because the tire brand and size are clearly visible on both tire sidewalls.

However, it is important to some fleets to record the entire DOT number in their record keeping systems, particularly if they want to analyze the correlation between tire performance and specific brands, tire types and sizes, and weeks of production. A good database system could take this information to identify trends that could be very useful to know. It might point out reasons to rethink tire purchasing decisions or give you details to help a fleet get more from its tire budget.

What To Do With Data

Every fleet wants to have the very best tire program. The goal is to maximize tire life and fuel economy, minimize tire related roadside service calls, and maximize the number of retreads. It is not an easy task because it takes generating serious tire performance data, which unfortunately takes a significant amount of time and a lot of manual labour.

Even tracking tire mileage is difficult. The easy method is to record the odometer or hubometer reading when the tire is first

mounted and then again when the tire comes out of service.

You also need to record the tread depth at the lowest spot on the tire. If your removal specification is 6/32-inch of remaining rubber and a tire is removed at 8/32-inch or 10/32-inch, the mileage calculation would be misleading. It would be impossible to always hit the exact remaining tread depth spec. Therefore, only looking at final removal miles will not tell the fleet manager the entire story. You also need to look at treadwear measured in miles per 32nd.

As an example: if a steer tire starts out at 20/32-inch tread depth, is taken out of service at 120,000 miles with 8/32-inch of rubber remaining, miles per 32nd equals 120,000 divided by 12 (the difference between 20/32-inch and 8/32-inch), which gives you 10,000 miles/32nd. Tires running on the steer axle will have different miles/32nd compared to tires running at either the drive or trailer positions.

Tires on the first drive axle will have a different wear rate vs. tires on the second drive axle because when a vehicle turns, the pivot point is the first drive axle. That means that the tires on the second drive axle tend to scrub as they are rubbed somewhat sideways with each turn. As a result, they have a faster wear rate. The more turning a tractor does, the bigger the difference in miles/32nd between the tires on the first and the second drive axles. It is very important to compare apples to apples — tires at each axle position — when reviewing miles/32nd tire data.

What About Retreads?

Since 90% of fleets run retreads, tracking retread miles/32nd data is important. Happily, retread performance data is generated the same way as for new tires. But when you go to analyze the data, you'll want to keep the results separate from new tire performance.

(continued on page 27)



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HOW TO GET STARTED ON SAFETY

WCB All Claims Summary holds the key to understanding injuries

By: Mike Gamracy

The Tire Dealers Association of Canada (of which your WCTD is a member) hosts their nationwide conference every four years. This February it is in the fabulous City of Quebec Feb. 8th to 10th. From all reports I have seen and heard, this Quebec show promises to be as outstanding as Halifax was four years ago.

Recently, *The Tracker* asked me to write an article pertaining to Safety in the tire industry. After some thought, I accepted the challenge. Although I'm not the most knowledgeable or experienced authority (I'm sure there are many, many more qualified persons within the WCTD) I hope to give a "beginner's" view on safety.

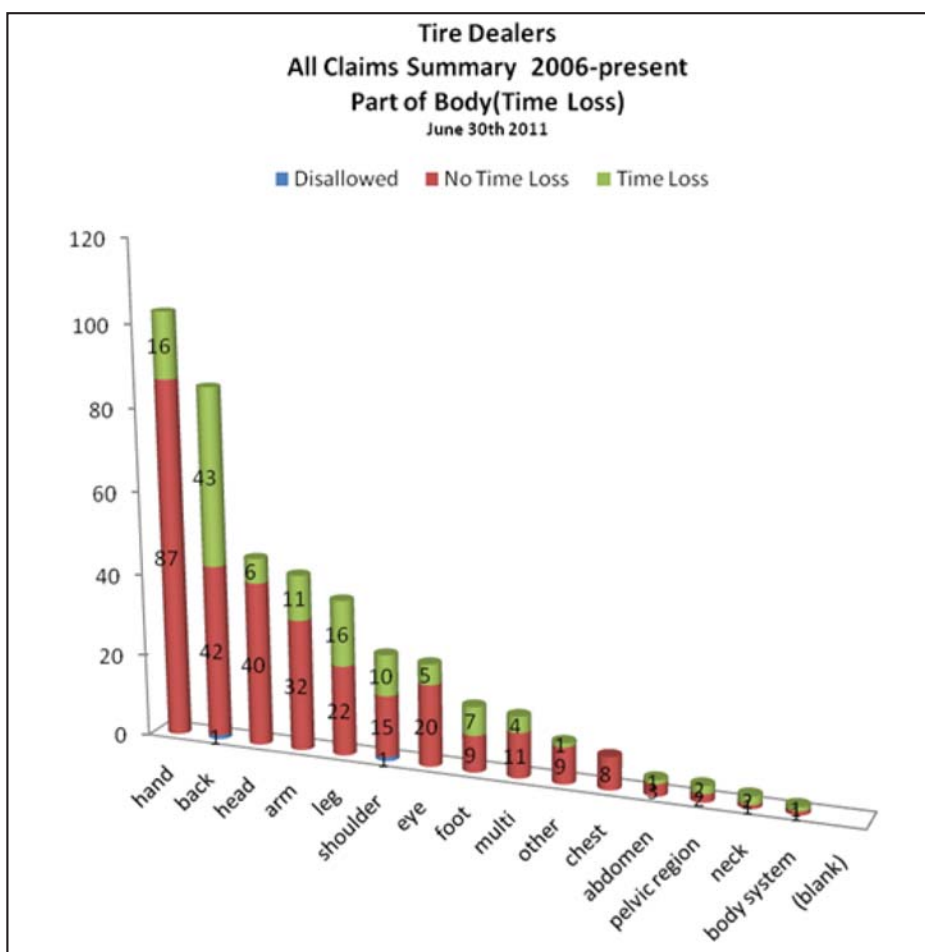
While I have worked for many years in the tire industry, when it comes to safety, I consider myself an infant. This will be my second year as Quality Tire's Safety Officer. Keeping this in mind, I am sure I will make mistakes and have some different opinions in regards to safety. Don't get me wrong, like everyone else, I would like to see the tire workplace being a zero injury industry. Realistically, I don't think that will happen soon. Human error is next to impossible to eliminate. I am hoping that these differences in opinion will motivate readers to contact (*Tracker* editor) Tim Pawsey—so they can have their own

opinions, experiences, or advice printed as mine are. I welcome the criticism. I feel the best and quickest way to learn is from the knowledgeable advice, criticism and opinions of others in the industry.

When it comes to safety, where does a person start? I'm going to start with a Tire Dealers, All Claims Summary from WCB. By looking at the graph, it is easy to see that the top five claims are for

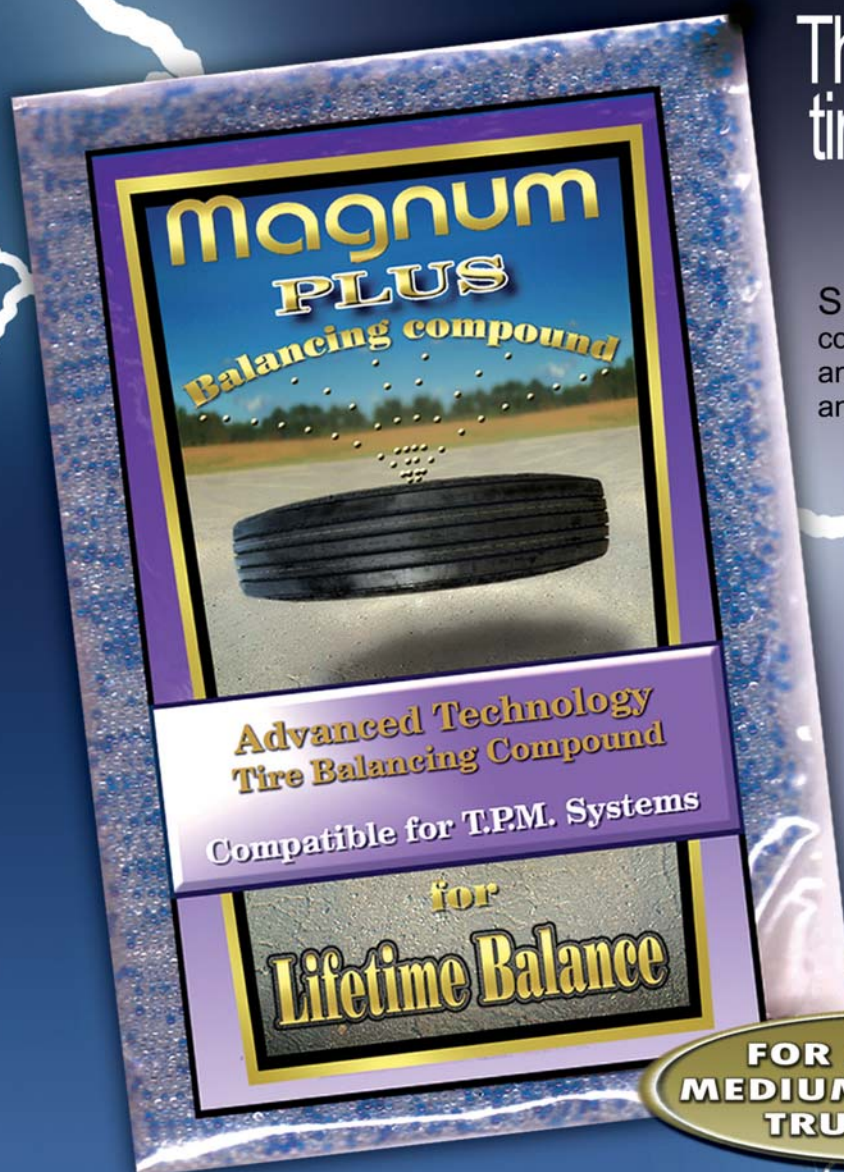
Hands, Back, Head, Arms and Legs. Let's start with hand claims which are at the top with 103 claims (approx. ¼ of all claims). Of all these claims, only 16 are time loss claims. This means that the majority of claims are just trips to the doctor to get x-rays or cuts cleaned, bandaged and the employee is back to work the same day or next morning.

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HOW TO GET STARTED ON SAFETY

A clean work area will greatly reduce the chance of an accident

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Now with back injuries, there are 86 claims (approx. 1/5 of all claims). Of all these claims 43 are time loss claims. That means one half of all back claims are time loss claims. This is mostly due to the fact that back muscles are core muscles. It is difficult to walk, sit, stand, or move your arms without using back muscles.

Next we look at head injuries. There are a total of 46 claims (1/10 of all claims). Interestingly only six of these are time loss claims. This leads me to think that most claims are quick trips to the doctor for a bandage or a couple of stitches and the employee returns to work the same day or next morning.

Following head claims are arm claims, with 43 (1/10 of all claims). Of all these claims 11 are time loss claims. When I look at the average duration of these claims (55 days), I'd have to say most claims are for broken or fractured arms.

Last of the top five is leg claims with 38 (approx. 1/11 of all claims). Of all these claims 16 or 42% of them are time loss

claims. With an average duration of 11 days I would have to guess most were muscle injuries.

Now that we have identified the top five injury claims in regard to tire dealers. What can we do to prevent them from happening?

Probably the easiest, quickest and least expensive way is to implement a good housekeeping policy. Cleaning a work area immediately, instead of when the job is completed will greatly reduce the chance of an accident or injury from happening. Dirt or mud in the work area creates a slipping hazard. Tools or air hoses and tires create a tripping hazard. To me good housekeeping is a "no brainer". I would sooner have an employee spend a couple extra minutes keeping their work area clean while doing a job, than to risk having a WCB claim for an employee who slipped and injured their back. Not only do you suffer the loss due to the claim but you also lose the production of a good employee.

Another thing you can do to reduce injuries from happening is to implement a program of employee training. The Tire Industry Association (TIA) offers training programs, available through WCTD, ably organised by executive director Andy Nagy. These programs instruct employees in some of the best and safest ways to perform their duties. It also teaches them about hazards that are potentially or actually present when working with tires. This is very important, as lots of injuries occur because the employee was not aware that the danger or potential of it even existed.

My final suggestion is to establish a sound Safety Policy with attention to personal protective equipment, relating to how and when it should be worn—along with safety procedures designed to keep the workplace safe.

I hope this has helped some of you or at least gave you cause to write *The Tracker* to either agree or disagree with what I have written.

Thanks for reading!

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NEW RESEARCH SHOWS HOW WOMEN SEE TIRE BUYING EXPERIENCE

— Courtesy of Tire Review

Exactly how do women approach the entire tire buying experience? What are they looking for? What do they expect? How important are brands and pricing?

Over the years, a lot of people have been most happy to share their ideas on the subject. For the very first time, thanks to market research firm *Marketplace Insights*, we now have quantifiable data that allows us

to draw an accurate picture of today's female tire and service customer.

For this project, *Marketplace Insights* (which produces the monthly *Business Barometer* that appears in *Tire Review*, as well as other research for the magazine) conducted online interviews with a total of 6,500 recent female tire buyers from 26 metro markets. A broad range of questions were asked concerning their buying attitudes; only

a portion of those results are presented here for this story. Those interviewed may have made their purchases at a tire dealer, a mass merchant, a car dealer, a chain store or an auto service centre.

We also asked Jody DeVere, president and CEO of *AskPatty.com*, to review the findings and add her thoughts on the data. *AskPatty.com* provides an extensive training, certification and marketing program to help

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THE REAL EFFECT OF SPEED, LOAD, INFLATION AND AGE ON TRUCK TIRES

It's crucial for tire professionals to determine correct pressure relative to load and speed

(continued from Page 21)



When measuring tread depth, it is important to use a proper tread gauge, and to measure in multiple grooves.

Another piece of the puzzle is retreadability. You can only measure retreadability by keeping track of how many times a casing is retreaded. This requires working very closely with a retreader. If the fleet's goal is two retreads per tire casing and you discover that you are only averaging 1.5 retreads for trailer tires, you need to start analyzing why. Is it a specific tire design or type? Is it because tire inflation pressures are running 10% too low? Is it because loads are too high or the truck is running too fast? There are lots of questions to ask and answer, and it takes time and much data to reach the proper conclusions.

Measuring tire fuel efficiency or fuel economy gains from tires is really tough for even the most experienced fleet manager.

Tractors are not always married to the same trailer, loads vary, drivers vary, tires vary, and routes vary. To calculate the effect that tires have on fuel economy, you need to keep track of miles/gallon [Kilometre/litre] for each individual tractor and have a really large

sample size to nullify all the variables that come into play. Tracking three or four tractor-trailers will not tell you anything conclusive when it comes to the effect that tires play in the fuel economy equation.

Keeping track of tire-related roadside service calls is probably the easiest to follow, but it is difficult to analyze without good, solid data. Why did the tire have downtime to begin with? Did it hit the curb? Did it run with little or no air for an extended period of time? Or did it run over every nail on the back roads? Again, this takes serious data to answer these questions, but you need to know the answers so you can design the best possible tire program for your fleet.

Tires are the second highest operational cost next to fuel, so it is clearly worth the effort to capture the appropriate data and make good, solid business decisions. The worst scenario is to make tire decisions based on perceptions. You need real data from the real world.

—Courtesy of Tire Review

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NEW RESEARCH SHOWS HOW WOMEN SEE TIRE BUYING EXPERIENCE

Above all, women want to deal with "Friendly, trustworthy personnel."

(continued from page 27)

tire dealers improve their sales to and retention of female customers.

For more information on this study, contact John Montgomery of *Marketplace Insights* at john@mpinsights.com

Tire Purchase Triggers

WHAT DRIVES THE PURCHASE DECISION?



Women tire buyers were asked what made them first realize that they needed new tires. One in five said they learned of their need for tires while their car was in for other service. This indicates that dealers have an opportunity to educate their female customers on spotting tire troubles and how to deal with them – information they will be able to use in the future.

"Women do rely on their trusted service professionals to make needed recommendations for tires and service," says DeVere. "Doing a tire inspection at every service interval and informing women in a timely manner when they will need new tires can lead to a sale."

Retailer Shopping Behaviour

When they found out that they needed tires, 30% of women surveyed said they went out and did some research before making a buying decision. They used the Internet to look at tire options, spoke with friends and family to gather tire information and considered retailer options. This is where a

dealer's prior customer service efforts pay off; good recommendations from others will go a long way with women customers.

"Women are doing their homework by reading your third-party online reviews, asking friends and family, visiting your website, visiting the tire manufacturer's website, reading blogs and comparing coupon offers and tire specs before they pick-up the phone and call to get a price or ask if the tires they want are in stock," says DeVere. "Don't assume she is uninformed when she calls."

While some women are doing their homework, 70% are either buying tires right when they are informed that they need them, or they are deferring the purchase all together. Neither of those are good scenarios – unless they are buying from an independent dealer. Again, taking the time to build a relationship with women customers will help keep them as customers, and the next time they discover they need tires, your dealership will be top of mind.

Reasons for Selecting a Tire Retailer

When it comes to choosing a tire retailer, women are pretty straight-forward in their responses. They want to deal with "Friendly, trustworthy personnel." That was the top point for 34% of those polled, far and away the top reason.

"Creating an overall experience that 'wows' women," notes DeVere, "will increase your share of the most influential demographic of tire buyers in the U.S. and Canada – and that is women."

New vs. Repeat Customers

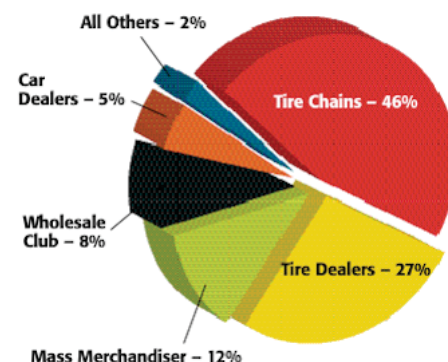
The good news for tire retailers is that they are generating repeat business. Some 63% of those surveyed reported making multiple past tire and service purchases from the same location. At the same time, 37% were either making their very first tire/service purchase or had switched loyalties to another store.

"Women process information and make purchasing decisions differently than men and

74% feel misunderstood by automotive marketers," says DeVere. "Effective marketing to women and developing deeper relationships with women in your local community before they need tires or service is an important part of why she will choose your location for her next purchase."

Tire Purchase Destination

WHERE WOMEN GO FOR TIRES



So at the end of the day, where did women make their tire purchases? Well, the news is not so good for independent tire dealers, who received the call only 27% of the time. While one out of four is not too bad, "tire chains" were selected by women customers in 46% of the cases. Mass merchandisers were the destination of choice for 12% of female buyers, followed by wholesale clubs (8%), car dealers (5%), and "other" (2%).

Could there be some confusion between "tire dealers" and "tire chains?" According to *Marketplace Insights*, the names of the businesses were gathered during the survey, and putting together the report, *Marketplace Insights* assigned them to the proper category.

What this means is that women tire buyers are looking for expertise and convenience, and expect to find it at those locations they have heard of. This likely means that dealers need to do a better job advertising to female

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NEW RESEARCH SHOWS HOW WOMEN SEE TIRE BUYING EXPERIENCE

Women cannot simply be lumped together with all tire buyers

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customers – or even getting their name out in the market all together.

This factor is borne out when you consider most women had their cars serviced at locations that clearly stated they did service: independent garages (25%), car dealers (20%), quick lubes (12%), mass merchants (10%) and muffler shops (4%). “Tire retailers” were selected by 19% of women as the place to get their cars serviced.

“One-stop shopping for auto repair, regular maintenance and tire needs makes it very convenient for women who are often multi-tasking, juggling careers, kids and community obligations,” says DeVere of the findings. “Servicing all her needs at one location prevents her from ‘shopping around.’”

Dealers, too, have to make an effort to be noticed as the go-to place for all tire and service needs. “Positioning your independent tire store with women who are civic-minded can increase marketshare – support your local Chamber of Commerce, women’s civic organizations and schools,” DeVere reminds.

Retailer Intent For Next Tire Purchase

Having just been through the retail tire buying experience, women were then asked if there was a particular retailer that they would most likely buy from the next time they needed tires.

Surprisingly, 46% said they were undecided on future purchases. That means there was nothing special about their most recent purchase experience; the retailer hadn’t made a connection or created a reason for which women customers wanted to come back.

It also means that almost half of women are undecided as to their next tire retailer, leaving them open to a dealer’s advertising messages.

“A 2010 study by the marketing firm Maritz determined that consumers who are enrolled in customer loyalty programs are more likely to spend more money than non-members,”

DeVere reports. “Another interesting comparison was that 62% of the women surveyed carried loyalty cards, as did 54% of the men.

“Although coupon programs and marketing initiatives that resonate with women are important, rewarding loyalty with a customer rewards program can ensure she does not go elsewhere for her next tire purchase.”

What Drives the Purchase Decision?

When asked what drove their final tire buying decision, women overwhelmingly said: Price, Price and Price. That is not a big surprise, especially these days. Buyers of all types and genders are trying to save money, but consider, too, that perhaps the safety message is not getting through as well as some marketers might think. Female buyers with families would think safety more, while brand and convenience might resonate more strongly with single women.

Price was named as the top purchase consideration by 47% of those surveyed, while tire brand was key to only 20% of female buyers and the type of store was important to 33%.

“Today’s economy has definitely changed the way women spend their money and if one thing continues to ring true, it’s the power of a good bargain,” says DeVere. “With budgets getting tighter, couponing has seen substantial growth. There is even a hot cable show about it, and that only punctuates the

need for tire dealers to use more effective offers to better compete for women’s purchasing power.”

Number of Tires Purchased

Budget issues also ring through the survey question about how many tires the female buyers purchased. Forty-one percent said they bought just two tires; as a comparison, only 35% of male customers bought two tires.

“Education is a key to tire buying and tire care with women,” DeVere observes. “Holding educational tire and car care clinics to teach women how tires can affect fuel economy and vehicle performance will help women make more educated choices. Plus, making more financing options available can also increase the number of tires sold – to either sex.”

As we stated, more details are available from the full study, but it is obvious that independent tire dealers have tremendous opportunities to strike the right chord with women buyers. As expert after expert has stated, it begins with the right attitude and respect and continues with education and exemplary customer service.

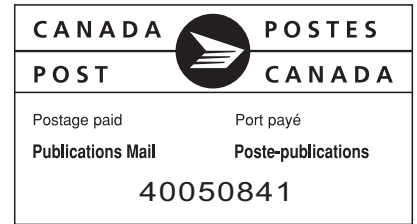
Like all drivers, women need tires, too. They cannot be simply lumped together and treated like all tire buyers. Women’s information processing and buying process are entirely different from those of men. The tire dealers who succeed the most are those who understand how to create customers for life.

— Courtesy of Tire Review



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