

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



MAKING THE MOST OF YOUR BENEFITS

/bĕn'ə-fĭt/

Plural form of benefit

noun: Something that promotes or
enhances well-being; an advantage.

PLUS

- Scholarship Winners • Change-Over Season • On Top of TPMS
- Lt. Truck Growth • Effective Rodent Resistance • Sustainable Tires

JOIN THE LARGEST NETWORK OF INDEPENDENT TIRE DEALERS!

✓ DISCOVER THE NUMEROUS BENEFITS OF BECOMING A POINT S RETAILER:

Enhanced purchasing power

Enjoy better margins by decreasing your daily costs while earning a year-end rebate on all tire and service part purchases.

Financial support

Receive financial support towards store renovations to create an attractive exterior and interior design.

Territory protection

Enjoy strong territory protection that will help you develop the Point S brand in your community!

Broad-scale advertising campaign

Benefit from an eye-catching and persuasive 360 marketing plan that will consolidate Point S's brand awareness and boost traffic.

A transactional website

Benefit from a personalized transactional website for your business.

Exclusive promotions

Enjoy access to exclusive promotions that stand out from the competition, in addition to manufacturer rebates.



**BECOME
A RETAILER**



DIRECT CONTACT
Dwayne Ray • 1-844-303-8473
dray@pointscanada.ca



POINTSCANADA.CA

THE TRACKER

Published by Western Canada Tire Dealers
65 Woodbine Road, Sherwood Park, AB T8A 4A7 • Phone 780-554-9259

Publication Mail Agreement No.40050841
Return undeliverable Canadian addresses to:
Circulation Department
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Email: rayg@wctd.ca
www.wctd.ca



We hope you find this issue of The Tracker informative, educational and entertaining. We welcome your feedback and invite you to submit any ideas you have for upcoming issues. Feel free to drop us a line (or two)...

The Tracker editor - Tim Pawsey - timp@wctd.ca

WCTD - The Tracker
65 Woodbine Road, Sherwood Park, AB T8A 4A7
PHONE 780.554.9259
EMAIL rayg@wctd.ca WEB www.wctd.ca



WCTD MEMBERSHIP APPLICATION

COMPANY NAME											
ADDRESS											
CITY											
PROV	POSTAL CODE										
PHONE	FAX										
EMAIL											
CATEGORY OF MEMBERSHIP (SEE BELOW)											
<table border="0"> <tr> <td>VOTING MEMBER</td> <td>ASSOCIATE MEMBER, NON-VOTING</td> </tr> <tr> <td>a. Independent Tire Dealer</td> <td>1. Jobber or Distributor</td> </tr> <tr> <td>b. Retreader</td> <td>2. Manufacturer</td> </tr> <tr> <td></td> <td>3. Exporter or Mfg. Rep.</td> </tr> <tr> <td></td> <td>4. Dealer Support Services</td> </tr> </table>		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
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										
<table border="0"> <tr> <td>MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES</td> <td>YES</td> <td>NO</td> </tr> <tr> <td></td> <td colspan="2">(CIRCLE ONE)</td> </tr> </table>		MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES	NO		(CIRCLE ONE)					
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 \$120.00 incl. GST per calendar year, per location.

PLEASE FORWARD TO:

WCTD - 65 Woodbine Road, Sherwood Park, AB T8A 4A7
Email: rayg@wctd.ca

WCTD EXECUTIVE 2024-2025

PRESIDENT - TIM HOLLETT

PAST PRESIDENT - NEAL SHYMKO

VICE PRESIDENT - JAMES O'REILLY

EXECUTIVE DIRECTOR - RAY GELETA

65 Woodbine Road, Sherwood Park, AB T8A 4A7
Phone 780-554-9259 Email: rayg@wctd.ca

DIRECTORS 2024-2025

BRITISH COLUMBIA

PAUL MCALDUFF - TIRELAND PERFORMANCE CENTRE

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

TIM HOLLETT - B&H TIREFCRAFT CHEMAINUS

PO Box 240, Chemainus, BC V0R 1K0
Phone: 250-246-4731 E-mail: bhtire@shaw.ca

ALBERTA

ANDREW BOULTON - KAL TIRE

PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 780-910-4650 Email: andrew_boulton@kaltire.com

JAMES O'REILLY - TRAIL TIRE GROUP

4717 99th St., Edmonton, AB, T6E4Y1
Phone: 778-215-7314 E-mail: James.OReilly@trailtire.com

LAINE COLMAN - COSTAR

2148 Premier Way, Sherwood Park AB T8H 2L3
Phone: 780-416-7080 E-mail: laine@coster.ca

NEAL SHYMKO - TIRE VILLAGE LTD.

8805 - 156 Street, Edmonton, AB T5R 1Y5
Phone: 780-484-1184 E-mail: tirevillage@shaw.ca

ROBERT LABOSSIERE - TIREFCRAFT

14404 - 128 Avenue, Edmonton, AB T5L 3H6
Phone: 780-509-1657 Email: rlabossiere@ntdcanada.com

SASKATCHEWAN

• Open for Nominations

MANITOBA

RANDALL REIMER - INTEGRA TIRE & AUTO CENTRE

860 Main St. South, Morris, MB R0G 1K0
Phone: 204-746-6499 E-mail rrpetercar389@gmail.com

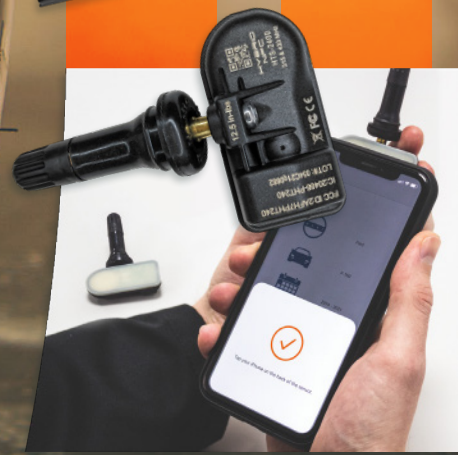
EDITOR, THE TRACKER

TIM PAWSEY, Director of Communications
Email: timp@wctd.ca



TIRE AND WHEEL SERVICE SOLUTIONS

Patches & Repairs
TPMS Tools and Sensors
Tire Valves & Air Gauges
Service Chemicals & Lubricants
Wheel Service Tools & Fasteners
Air/Cordless Tools & Accessories
Wheel Weights & Balancing Beads
Shop Supplies, Equipment & more!



WINNING AT THE CIRCLE GAME



AND THE SEASONS THEY GO ROUND AND ROUND
AND THE PAINTED PONIES GO UP AND DOWN
WE'RE CAPTIVE ON THE CAROUSEL OF TIME
WE CAN'T RETURN WE CAN ONLY LOOK
BEHIND FROM WHERE WE CAME
AND GO ROUND AND ROUND AND ROUND
IN THE CIRCLE GAME

—JONI MITCHELL



Here we are, back in the fall, heading into our winter season—by far one of the busiest times in our industry. Round and round we go, as the wheels keep turning; moving faster and faster, changing every minute of every day. We need to constantly adjust and adapt. Isn't evolution fascinating? One thing we know for sure: whether we want it to or not, it will continue on a regular basis. Over the years we've all seen so many changes. The only thing different now than from years past is the speed at which they occur. And how it affects all of our lives.

To try and understand what's happening can be both interesting and occasionally confusing beyond our realm of comprehension. I wish for all of us that sometimes everything in the world would slow down. But I really don't see that happening anytime soon (if ever) in our life time. One sure way to counter this feeling is to create quality time with friends, family and loved ones. So, I hope everyone took the time to spend Thanksgiving together; and celebrate what we all have, by sharing positive stories, giving thanks and celebrating together.

To all our WCTD members out there, hunker down, weather the winds of constant change—and keep your eye on the prize. For many it already is winter tire change-over season, or will be very soon. I hope everyone is fully prepared and ready for all types of

vehicles. All our dealers will be busy, some busier than others depending on which province your business is in. Either way, I wish everyone a smooth-running, safe and happy work place, as well as a pleasant experience for both customers and employees alike.

Before you know it change over season will be behind us—and the Christmas holidays just around the corner. With that in mind, I would like to take the time to wish all members and their families, as well as staff and friends, a healthy, prosperous and truly happy holidays. So please relax and enjoy good company with all throughout this special time, with good food, drink, laughter and—above all—love.

Cheers!

Tim Hollett
President WCTD



Tim Hollett
President, WCTD



ATTURO TIRE
NEW

WE DID NOT RECEIVE A NEW AD

RAY'S REFLECTIONS



WELCOME TO THE 2024 Winter change-over season! This is certainly our dealers' busiest time of year. The snow has already been flying in many parts of Western Canada and I am sure that all our members are working non-stop to keep their customers happy and safe. Safety, as is appropriate, should always be carried out in the customer's and dealer's best interests. It touches on numerous areas.

TPMS CHANGE-OVERS: STILL. AGAIN.

One issue that never seems to go away concerns the handling of TPMS systems. It's a topic that enjoys heightened awareness at this time of year, particularly when it comes to mounting or changing over to snow tires. At our recent board of directors meeting we reviewed the need to have this matter addressed under the law. Your association is continuing to work towards achieving this goal.

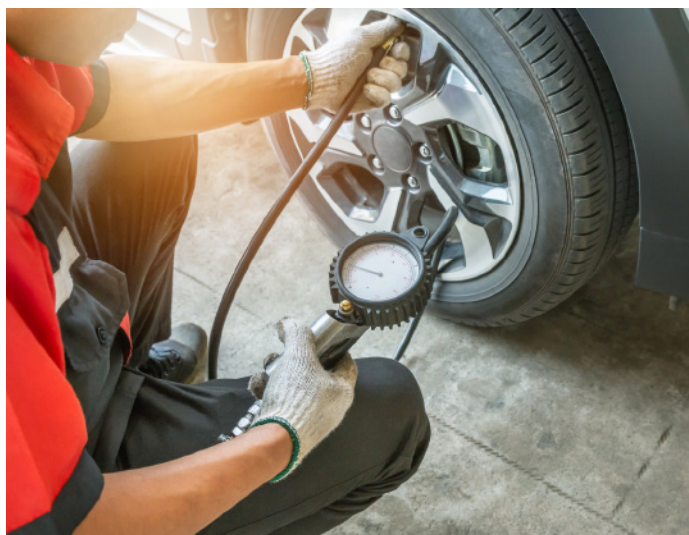
In the meantime, we feel it's important to emphasize to the customer that if their vehicle arrives with the TPMS system intact and operational it must leave in the same way.

The stance WCTD is taking is this:

If a vehicle comes in with working TPMS, it should leave with working TPMS. If it comes in with working TPMS and leave without it working would mean that you have disabled a safety feature. This may make you liable if something untoward should happen.

We know, in a lot of cases, that this is a hard sell.

We had the same type of issue a few years back when we were to sell four snow tires instead of just two. The consumer now doesn't argue when you tell them they need four snow tires versus two. I am sure that the consumer is becoming more educated about TPMS—and that this will become an easier sell as time goes on.



SAFETY MATTERS EXTEND TO ALL AREAS OF OUR OPERATIONS

—but especially in the shop. We need to make sure that our equipment is in safe working condition and our people are properly trained. During our busiest time of year, we tend to rush things. This leads to mistakes that can cost the dealership. Let's take the time to do things properly and safely.



Ray Geleta
Executive Director,
WCTD

HEADS UP: NEW YEAR'S TRAINING

On the continuing topic of safety, I am pleased to advise that we will be doing several TIA Commercial Tire Service level 300 and TIA Automotive Tire Service level 300 training starting in January 2025. We are looking to book this training in Winnipeg, Saskatoon, Calgary, Edmonton, Kelowna, Vancouver and Victoria. We would like to hear from the membership if you have people you would like to attend this training. We will be sending out the announcements via e-mail on dates and locations near mid-November.

STAY ON TOP OF TECH

Technological changes are coming to the Canadian automotive aftermarket.

Knowing what's in store and how it will affect you could make all the difference to whether your business thrives in this new environment. As the busy season comes to an end the dealers should be looking at bringing their people up to speed and the technical changes that are coming our way. The parts suppliers and manufacturers, along with equipment manufacturers, offer training sessions that we should be taking advantage of. Please follow up with your suppliers.

KNOW YOUR WORTH

As your year comes to a close, you should be reviewing your operational costs. WCTD will be posting new Suggested Tire Service Guide Prices for January 2025. As stated before, you may think some of these prices are too low or toward too high. Please take a close look at your operational expenses and adjust accordingly.

Thank you for your support. Have a safe and great winter tire change-over season...

And a very happy holiday!

Ray Geleta - WCTD Executive Director
rayg@wctd.ca

MAKING THE MOST OF YOUR MEMBERSHIP: THE BENEFITS ISSUE

— TIM PAWSEY, EDITOR, THE TRACKER

THIS ISSUE OF The Tracker deals specifically with Benefits. As in: the array of association benefits, some of which—for reasons that escape us—are made use of by a surprisingly small number (relatively speaking—) of the overall membership.

Every once in a while we feel it's important to remind you that the power of association (WCTD numbers some 650 members across western Canada) comes with an added layer of options. They range from significant discounts on new vehicles to deals on office supplies, car rentals, travel breaks and plenty more—including a 'made for the tire industry' customized package from Federated Insurance.

More than just 'perks', these are real, value-driven programs that have proved truly advantageous over the years; and which remain another powerful incentive for membership in the association. More on that later...

WCTD's annual membership fee adds up to less than half what most people pay for their regular fix of Netflix, let alone the other three or four streaming channels to which many of us apparently now subscribe. Despite that, many members seem either to not know about or forget to take advantage of these numerous other advantages that their membership affords.

While it may not be quite as entertaining as Netflix (although we draw the line at "Tires"—a brutal, barely comedic throwback to the industry of the 1980s) the fact is that membership benefits are truly 'the gift that keeps on giving.' Or can, assuming you take the time to use them.

Hence, we figured there's no time like the present to list all that the association has to offer; focus in on a few key points that might just pique your interest. Or (should you choose to act) put some serious proverbial 'dollars in your pocket.' Read: boost your bottom line.

We like to call it: The WCTD Advantage. And it's all offered as part of your paid up association membership.

STAPLES PREFERRED VENDOR PROGRAM

Staples Preferred Vendor Program is designed specifically to make purchasing your business supplies quick and easy. Staples is well equipped with over 300,000 items including paper, ink/toner cartridges, stationery basics, furniture, technology, breakroom/kitchen, cleaning/sanitation, health/medical supplies, retail store supplies/display, personal care, and household items, Staples PVP truly offers something for all association members.

WCTD's annual membership fee adds up to less than half what most people pay for their regular fix of Netflix, let alone the other three or four streaming channels to which many of us apparently now subscribe. Despite that, many members seem either to not know about or forget to take advantage of these numerous other advantages that their membership affords.

DODGE / CHRYSLER / JEEP FLEET DISCOUNT PROGRAM

With proof of current membership, TDAC/WCTD (Tire Dealers Association of Canada / Western Canada Tire Dealers) member companies can now purchase a new vehicle from any Chrysler dealer with substantial discounts. TDAC/WCTD has been assigned a Fleet Administration Number available in the "members only" section of our website for use by all TDAC/WCTD member companies.

Due to our large membership and purchasing power, TDAC/WCTD has been able to secure these significant "member only" fleet discounts. TDAC/WCTD members need purchase only a single vehicle to obtain the discount.

Fleet concessions apply only to vehicles purchased and registered in the name of a TDAC/WCTD member company, except when used in conjunction with the Fleet Buyer Qualification Letter.

The Dodge/Chrysler WCTD Preferred Vendor Program vehicle list for 2025 has been released and is now available for members. The updated list can be accessed by logging into the members' area on our website.

MONERIS SOLUTIONS - PAYMENT PROCESSING PROGRAM

The Moneris program is considered one of the association's most highly valued services, designed to make credit card processing as easy as possible.

WCTD has extended our relationship with Moneris Solutions® and renegotiated the package to provide businesses like yours with top tier credit and debit payment processing services. Moneris processes more than three billion transactions annually for more than 350,000 merchant locations. Among other advantages, the WCTD agreement includes a preferred rate offered to all members, 24-7 personalized customer service, gift card and customer loyalty programs, and funds deposited right into your business account—as well as many other useful features.

FEDERATED INSURANCE RISK MANAGEMENT PROGRAM FOR TIRE DEALERS

Federated Insurance provides a wide range of services tailored specifically to the tire industry and our dealership network. The Federated program has evolved over several decades to become one of the most comprehensive anywhere. It also offers discounts for companies whose technicians are TIA certified.

Dealers who go through the claims process receive exemplary service and Federated provides regular updates in crucial, topical areas such as cyber crime, and advice on how to reduce wildfire risk. Tire industry claims in current order relate to vehicle collision, fire, theft and faulty work claims.

Federated programs are designed around the specific needs of tire shops, repair garages, tire warehouses and retreaders. Federated was also one of the first insurance companies to extend employees' tool coverage to the insureds.

The NPS Net Promoter Score is a common metric used in customer experience programs. It measures customer loyalty by looking at their likelihood of recommending a given business.

While the 2023 insurance industry NPS is 36, for claims satisfaction Federated has a Net performer score of 72.

ESSO DISCOUNT ON ALL PETROLEUM PRODUCTS

Esso Imperial Oil offers members a 3.0 cent per litre discount on all gas or diesel fuel purchased in Canada at an Esso-Branded service station. The discount is deducted from the member's monthly statement. Tire Dealers Association of Canada and Imperial Oil are pleased to offer the Esso Business Card Program to all Tire Dealer Association / WCTD members.

DISCOUNT ON ACCOMMODATIONS & CAR RENTALS

Through TDAC, WCTD offers a preferred corporate rate and other worthwhile benefits on hotel accommodations including Best Western, Holiday Inn and others. Special association rates on car rentals are offered by Avis, Budget and Hertz.

In addition, other member benefits include less tangible advantages such as:

- Representation on all (and easy access to) scrap tire management agencies across western Canada.
- Access to tire technician training programs, in collaboration with TIA.
- Four issues annually of The Tracker news magazine (as well as free classified advertising).
- Access to the annual WCTD Academic Scholarship program
- An invitation to nominate your choices for the WCTD Hall of Fame.

Your WCTD membership also offers other less obvious benefits, including a passport to valuable interaction with your industry peers across western Canada and beyond. Over the years, people who choose to get more involved with the association through activities such as serving on committees or on the board of directors have often seen their contribution rewarded in terms of gaining increased leadership and management skills, as well as raising their profile within the industry.

In the end, however, what you get out of your membership in Western Canada Tire Dealers is really up to you. And a great place to start is by making the most of the wide array of benefits offered.





COSTAR
Automotive & Tire Software



Work smarter not harder

COSTAR IS THE ONLY SOLUTION YOU NEED

*Powerful shop management software
for your busy shop!*



SCAN ME

CONNECTED

COSTAR has loads of integrations
for parts, tires and data.



COMMUNICATE

Fully integrated DVI, SMS text
messaging and online bookings.



COLLABORATE

Use our mobile app to connect
your techs with your advisors.



<https://costarsoftware.ca>



Proudly Western Canadian!

SPARE PAGE



WE'RE COMMITTED TO WCTD

Work with a dedicated agent and risk management team that understands tire dealers and are committed to helping you protect your business.

[Learn more at federated.ca](https://federated.ca)

WCTD ALBERTA GOLF TOURNAMENT SUPPORTS RONALD MCDONALD HOUSE

THE SECOND ANNUAL WCTD Alberta Golf Tournament was immensely successful, awarding several coveted prizes among the many who attended.

WCTD executive director and tournament organiser Ray Gelate managed the day's activities. Net proceeds (after all expenses were paid) were divided between the association's Academic Scholarship program and Edmonton's Ronald McDonald House Charities (RMH). WCTD executive director Ray Geleta and Alberta director Andrew Boulton visited RMH to present the worthy charity with a cheque for \$6,000. "It was a truly moving experience," said Boulton, following the visit. Federated Insurance contributed an Edmonton Oilers Jersey that, when raffled, raised an additional \$500.00 towards the charitable contribution.

According to the RMH website, the charity estimates that "one in four Canadians has stayed at a Ronald McDonald House or knows someone who has."

RMH exists because "for families navigating the uncertain reality of having a child in the hospital far from home, it's more important than ever to have the energy and resources to support their loved ones."

"If you need to travel to receive medical treatment for your child, Ronald McDonald House Charities® Alberta is here for you. During life's most difficult moments, our Houses offer an oasis so you can focus on what matters most: being together with your family."

Western Canada Tire Dealers is proud to support Ronald McDonald House both now and in the future.



WCTD CONGRATULATES 2024-25 SCHOLARSHIP WINNERS

AWARDS HIGHLIGHT VALUE OF WCTD MEMBER BENEFITS

WESTERN CANADA TIRE DEALERS is delighted to announce the recipients of this year's Academic Scholarships 2024-2025. This school year marks the 21st since the program was introduced. We estimate that during this time the association has contributed some \$185,000 towards helping family member students achieve their goals and career aspirations.

The recipients come from communities throughout the association's wide geographic membership area. They're all exceptional individuals pursuing a broad cross-section of studies. We congratulate them and wish them every success in the coming year—and well beyond.

Access to the program is yet one more benefit which comes as part of your association membership. Hence, we strongly encourage you to make everyone in your organisation aware of the program and how to apply. Also, please contact us if you wish to receive a promotional poster in time for next year's application period.

For more information please visit the members' section at wctd.ca

Congratulations to our winners!



ASHLEY AMBROSIE

I'm 19 years old, originally from Edmonton, AB, but I recently moved to Kelowna, BC, to begin my post-secondary journey. I am so proud to receive the 2024 WCTD scholarship. Growing up, I've always been drawn to helping others, but I found my true calling when I began working with children with unique needs. I've always been passionate about creating a more inclusive

world, especially for differently-abled children.

This passion was further ignited last year when I got a job working as an educational assistant in an elementary school,

where I worked closely with a child with severe autism. Through this experience, I discovered my passion for supporting and empowering kids with disabilities, which I want to dedicate my life to. Seeing the impact I could have on their learning and quality of life made me realize this is where my heart lies.

The scholarship I received from Western Canada Tire Dealers is helping me take the following steps toward this goal. With their gracious support, I am pursuing an Arts degree at the University of British Columbia Okanagan, and I hope to complete an after-degree in education as well.

This scholarship has provided invaluable support in easing the finances of book purchases, tuition, and other university costs, allowing me to dedicate myself fully to my studies. With this incredible opportunity, I feel more confident than ever about making a difference in the lives of differently-abled children, helping to create a world where they can thrive and succeed.



TOBIN BERGEN

This scholarship will assist my learning in a multitude of ways. First of all, it allows me to spend more time studying to achieve higher grades, since I will not have to work as much during school. With this support, I can also take advantage of extracurricular opportunities and internships that will enhance my learning experience, along with intermittent volunteering that will further build my resume

and help me get into future academic programs such as graduate school.

Ultimately, this scholarship will help me achieve my goal of achieving a bachelor's degree along with a master's degree in Social Work, enabling me to contribute meaningfully to my community and other communities throughout Canada. The support of Western Canada Tire Dealers will make a profound difference in my ability to succeed and make a positive impact in the world.



JESSICA KNOPP

First off, I would like to say thank you to Ray Geleta and the WCTD Scholarship Committee for choosing me to be a recipient of the Western Canada Tire Dealers Scholarship.

I am going to Red Deer Polytechnic for a Bachelor of Science degree where I hope to become a large-animal vet

in the future. I am from Thorsby Alberta, which is a small farming town where my family grain farms and own Thorsby Tire Shop. My hobbies include Ukrainian dancing, playing the piano, and helping on our family farm as much as possible. During the winter season, I enjoy watching and attending Edmonton Oilers games.

With my extroverted personality, I spend a lot of my free time going out with friends and meeting new people. I am a huge animal lover so I enjoy working with my dog to teach her agility tricks as well as milking and feeding dairy cows on a local dairy farm. I worked on this dairy farm for over four years where I got a lot of hands-on experience that taught me about animal husbandry, agriculture, and animal nutrition.

This scholarship will aid me through my years in post-secondary school by providing financial support for tuition, books, and other expenses. This money will allow me to pursue my passion of becoming a large animal vet where I can help local farmers in and around Alberta.



SETH VERHIES

I am a first-year engineering student at the University of British Columbia. My educational and career goals include pursuing an undergraduate degree in mechanical engineering, with a further specialization in aeronautical engineering, so that I can work in the automotive sector. Within the

discipline of automotive engineering, I aspire to design and work on improving hybrid drivetrains for both motorsport and commercial applications.

This scholarship will help me greatly in my pursuit of a postsecondary education, in that it will help me afford the necessary books and tuition for my schooling. Which will ease the financial burden of paying these expenses off myself and my family, so that I can preserve some of the money I have saved for future years, and for living expenses.

With this scholarship, I will be able to concentrate more on my studies and academic performance, without the worry of financial constraints. I am truly grateful for the opportunity to receive this scholarship; it will help me greatly.

It's never too soon to be thinking about next year's scholarship program.

As to just who's eligible to apply? Any immediate family member (son, daughter or spouse) or legal ward of a person who is a full time permanent employee, for at least one year, by a company that is a current voting member of WCTD. And has been a member in good standing for the previous three (3) years. The applicant must have been accepted to attend an accredited Canadian post-secondary institution and have registered for classes for the upcoming semester.

All members of the association in good standing are invited to apply on behalf of eligible family members! Even more important, nearer the time, please circulate this information widely within your company or employee group.

Full details and more information are available at wctd.ca, under Membership Benefits.



Looking for a *banner program* to enhance your bottom line while still maintaining your local brand and identity?

Then the **TreadPro Tire Centre** program may be for you.



The TreadPro program is focused on dealer sell-out and profitability while being void of any reoccurring fees.

- Maintain your own brand and identity
- Access preferred pricing and rebates
- B2C online tire sales platform
- Individual marketing fund
- Increased market exposure through group wide campaigns
- Exclusive access to products and rebates
- National Account access
- Automotive parts and lubricant programs
- Equipment program
- Product access from 8 warehouses in Western Canada

Interested?

E-mail info@treadpro.ca and we will arrange for a Territory Manager in your area to contact you to discuss this opportunity and see if TreadPro is right for you!

www.TreadPro.ca

TOTAL TIRE Distributors Inc.

THE IMPORTANCE OF KEEPING UP WITH THE LATEST TPMS TECHNOLOGY

A CRITICAL ASPECT OF TPMS SERVICE THAT MAY BE OVERLOOKED IS THE NEED FOR COMPATIBILITY BETWEEN TOOLS AND SENSORS.

BY CHRISTIAN HINTON - TIRE REVIEW

THE TIRE INDUSTRY seems to evolve non-stop, and the same could be said about the technology behind tire pressure monitoring systems (TPMS). Vehicle age on the road is only rising, and TPMS is becoming more complex, creating challenges for service providers like independent tire shops.

Scot Holloway, CEO of Bartec, has two decades of experience with the company, witnessing firsthand how TPMS technology has evolved since he started there in 2005. Holloway began as a product manager at Bartec, so he has seen the transformation of TPMS technology, especially since it was mandated in 2007 with the TREAD Act.

With the average vehicle age on the road now at 12.6 years, Holloway said the industry is seeing a significant spike in the number of TPMS sensor replacements. He said this means vehicle service providers and tire retailers need a sufficient supply of replacement parts, specifically TPMS replacement sensors and TPMS sensor replacement valves and service kits.

"Currently, the most popular vehicles being serviced are Ford F-150s and Toyota vehicles," Holloway said. "That means you need a programmable type of replacement sensor which is the best way to maintain a flexible inventory."

TPMS is comprised of a sensor, a receiver, an antenna (or multiple antennas), and the malfunction indicator lamp (MIL) on the instrument panel. When service technicians think of TPMS service, he said they should think of it as a system – it's in the name, after all.

"A TPMS diagnostic tool is needed to accurately and quickly determine TPMS faults, like a non-functioning or missing sensor, broken antenna or receiver," Holloway said. "The TPMS tool also performs other functions like sensor programming, vehicle relearns, placard recommended inflation pressure, programming and data reporting. The tool and the sensor need to be compatible for all these reasons."

Staying ahead of new vehicle technologies is another key focus for Bartec, according to Holloway. He said Bartec's roots in the OE space mean the company understands how TPMS systems should function.

"We are consistently on the front line of emerging sensor protocols, vehicle specifications, and changes to TPMS function," he explained. "We often roll out new coverage and/or features well ahead of the market. Furthermore, Bartec routinely tests and



validates coverages and vehicle interactions. It doesn't get into our tools and sensors until it has been tested."

According to Holloway, another persistent challenge in TPMS service is keeping diagnostic tools up to date. As vehicle coverage expands and new features are developed, he said service providers have to make sure their tools have the latest software.

In his experience with TPMS tech support calls, Holloway said it's very common that updating the customer's tool solves their issue.

"Bartec TPMS is very active in helping our customers keep their tools current," he said. "We offer Wi-Fi on our Tech600Pro and Tech550Pro tools, so technicians can connect these tools to their Wi-Fi router to easily download and update the latest software. Taking this a step further, very soon Bartec is rolling out the 'auto-update' feature."

Looking ahead, Holloway explained that the TPMS market will continue to evolve, with new challenges coming up thanks to TPMS technological advancements.

"As new technology emerges, [Bartec] typically already has the solution worked out," he said. "An example is Bluetooth sensors that are being used by some OE's. Bartec TPMS has the replacement parts as well as the necessary tool features to diagnose and program these new sensors."



Trusted.

Engineered and Manufactured in Germany by Betek GmbH & Co. (SITEK) and Sold by Bruno Wessel since 1972.

Quality Controlled. **Trusted.**

Bruno Wessel Ltd., 767 McKay Road, Unit 7, Pickering, ON L1W 3H1 Tel 905-427-9025 brunowessel.com

LIGHT TRUCK TIRE MARKET CONTINUES TO CLIMB IN 2024

BY DAVID MANLEY - TIRE BUSINESS

THE NORTH AMERICAN light truck tire market continues to show strong returns. Shipments are forecast to end the year on a historic high, imports are up double digits, and aftermarket spending on light trucks and SUVs continues to grow.

MARKET GROWTH

The U.S. Tire Manufacturers Association in July increased an earlier positive forecast for total tire shipments to the U.S. this year to 337.4 million units, which would be a record.

The replacement light truck tire market is forecast to increase 4.7% from last year to 35.9 million units. The original equipment (OE) light truck segment is expected to grow by 5.5% over 2023 to 6.2 million units.

Tire imports to the U.S. have rebounded this year across all segments, but the light truck market saw the biggest increase compared with last year.

In the first six months of 2024, light truck tire imports are up 31.4% to around 18.9 million units. Thailand, Vietnam, Canada, Cambodia and Mexico are the leading sources of LT tire imports, accounting for more than half of shipments.

SPENDING ON THE RISE

U.S. consumers spent \$52.4 billion accessorizing and modifying their vehicles last year, and that is expected to increase to \$53.4 billion this year, according to the Specialty Equipment Market Association (SEMA).

Owners of pickup trucks spent the most upgrading their vehicles last year, accounting for 32% of aftermarket retail sales. After trucks, CUVs (15%) and SUVs (12%) owners spend the most in the aftermarket.

In 2023, SEMA said performance, special-purpose and off-road tire sales accounted for more than \$6 billion and is expected to increase this year.

The value of performance and special-purpose tire sales — snow/winter (not all-season) tires, low-profile, high-performance or vintage tires — reached \$2.87 billion in 2023, according to SEMA.

Pickups accounted for 20% of sales in this segment, with CUVs and SUVs representing 15% and 13%, respectively. The top physical location channel sales came from tire shops, which account for 27%. Tire shops also accounted for the largest share of online sales at 13%, SEMA's data show.

The off-road and oversized tires segment accounted for \$2.22 billion last year. Pickups made up 67% of sales, followed by SUVs at 22% and CUVs at 6%. The top physical location for sales was, by far, tire shops, which made up 28% of the sales channel last year. Tire shops also led online sales with 21%.

When it comes to aftermarket spending, SUV owners spend



Sailun Tire Americas photo

A Ford Bronco fitted with Sailun Tire Americas' RoadX RXQuest R/T tires drives a trail in Texas Hillcountry in August.

the largest share (16%) on wheels and tires, SEMA said. The share spent on tires and wheels for pickup trucks is also 16%, but utility accessories made up the largest share at 17%.

Tire and wheel installation is the most common vehicle accessory to be professionally installed. According to SEMA, 86% of tires and wheels sold in 2023 were installed by professionals.

"While we have heard people wonder otherwise, research consistently finds that many young people still enjoy accessorizing their vehicles," SEMA said in its June market report.

"Younger drivers are more likely to be enthusiasts than older drivers, and often buy more complex performance parts or accessories and make extensive modifications to their vehicles. Younger drivers continue to be a very important and engaged part of our industry."

Drivers aged 16 to 29 make up 22% of vehicle owners, the second largest group behind those aged 60-plus, but the younger age group makes up the largest percentage of drivers who accessorize their vehicles at 29%.

MOST POPULAR

The most popular light truck tire size for original equipment is LT275/70R18 and has been for the last three years, USTMA data shows. While the LT275/70R18 size is catching up on the replacement side (it was narrowly in second place in 2023), the most popular size remains LT265/70R17.

Of note, both on the OE and replacement sides, size 235/65R16C — a metric size for cargo vans — is steadily growing among more popular sizes.

Speaking of popular, light trucks continue to be the largest type of vehicle sold in both the U.S. and Canada. Trucks are followed in popularity by SUVs and CUVs. It should be noted that CUV is the fastest growing segment.

The best-selling vehicles in the U.S. last year were the Ford F series, Chevrolet Silverado, Ram and Toyota RAV4.

RIDGE GRAPPLER



NT421



NOMAD GRAPPLER



LARGEST **NITTO**[®] **INVENTORY IN CANADA!**

TOTAL TIRE Distributors Inc.

Order Desk: 1.888.860.7773 | Ottawa Order Desk: 1.866.380.4878 | Fax: 1.250.766.9830 | www.totaltire.ca

TERRA GRAPPLER G2



KEY TIPS TO PROTECT YOUR BUSINESS AGAINST RODENTS



FEDERATED INSURES OVER 300 WCTD MEMBERS IN WESTERN CANADA. THEY RANGE FROM SMALL RURAL INDEPENDENTS TO NATIONAL BRANDS AND BUYING GROUPS.

RODENTS CAN BECOME a nuisance and cause serious damage for any business, in both rural and urban settings. Rats, house mice, field mice, and squirrels are considered pests as they can cause property damage and disrupt business operations.

In buildings, rodents can destroy walls and chew through electrical wiring, insulation, furnishing, products, and other materials. We've seen major battery-related fires caused by rodents chewing through the wiring of vehicles stored inside buildings without the battery being disconnected. They can also pose a problem outdoors, in yards, lots, waste areas, or other accessible locations.

WHERE DO RODENTS BUILD THEIR NESTS?

Rodents look for warm and cozy locations to construct nests. Typically, they build nests in or around vehicles (cars, trucks, RVs, campers, etc.) and contractor equipment that is rarely used. It's important to find and resolve the presence of rodents before they build nests. Once that occurs, they will only multiply.

Rodents generally construct their nests in the following locations:

- Inside of buildings (attics and crawl spaces)
- Inside of vehicles (engine compartments, headliners, gloveboxes, on or under vehicle seats, trunks, and spare tire compartments)
- Outside of vehicles (taillight and headlight access areas and enclosures)
- Within equipment (engine and tool compartments)

If buildings, vehicles, and equipment are left unattended and unoperated for long periods, there is a high chance of rodents finding their way in and nesting. As for what their nests are made with, they may utilize the following materials:

- Insulation found within building walls, vehicle parts, and equipment
- Ducting and air filtration components in heating and air conditioning systems

WHAT SIGNS MAY INDICATE A RODENT INFESTATION?

Common signs to be on the lookout for are chew marks, droppings, tracks, holes, grease marks, musky or rotting odours, and noises. If you notice any of these, it is likely that one of your workspaces contains a nest or at the bare minimum, a rodent was



looking around for a place to stay. These sensory cues are often the first indications that damage has been done.

WHAT'S THE IMPACT OF A RODENT INFESTATION?

Rodent infestations can impact your business resulting in damages to your property, lost operational time (use of vehicles and equipment), and lost revenue (sale of vehicles and equipment). It is also generally very costly to repair damages due to rodent infestations. At the same time, it can also be hazardous to your health.

KEY TIPS TO HELP PROTECT YOUR BUSINESS AGAINST RODENT INFESTATIONS:

- Implement a rodent control program – There are rodent control companies who can help you develop a program tailored to your needs based on your unique premises and the rodents identified in your geographical area. They can also provide ongoing inspections and monitoring to ensure the program is effective.
- Park and store vehicles – Store RVs, campers, trailers and equipment in yards or fenced areas where there is no tall grass or vegetation. Avoid storage in fields or wooded areas where rodents are commonly found.
- Disconnect your batteries – If you do park vehicles inside a building and there is evidence of nesting inside those vehicles, ensure you disconnect batteries before conducting a full investigation, as well as before any cleaning and removal of infestation. This can help eliminate the chance of battery-related fires.

WEST LAKE TIRES

Zuper Eco
**** Z-108 ****



WESTLAKETIRE.CA



- Seal up openings and holes – You may find these in windows, sunroofs, and doors within vehicles, as well as pathways leading to vehicles. If possible, restrict access entirely.
- Lay traps and remove food – If storing vehicles in a garage or warehouse, lay traps and remove food from the area to avoid scents that rodents are drawn to. When storing RVs, camper units, and trailers, remove barbecue units, as rodents are attracted to the odours from residue. Remove food, fat food packaging, pet food, and small scraps of food that may be on the floor of vehicles.
- Use essential oils or rodent repellent smells – Treat vehicles or equipment with essential oils or commercial products that emit rodent repellent smells. These products may need to be reapplied on a regular basis to maintain their effectiveness.
- Sprinkle cedar shaving, sawdust, or mulch – Do this in the areas that vehicles and equipment are kept. These materials contain phenols that emit a strong smell and repulse rodents.
- Capture devices – An ultrasonic device, for example, emits a high-pitched sound to repel rodents. These devices can cause confusion, convulsions, and ultimately, they have the ability to kill rodents.
- Regularly inspect your vehicles – Inspect the exterior and interior of vehicles on a regular basis, whether the vehicle is used often, or rarely. This helps prevent the colonization or infestation of a vehicle.
- Air out the vehicle – When starting a vehicle that has been idle for an extended period, air out the vehicle and inspect the air intakes and filters before starting the engine.

While rodent problems can be prevalent, luckily there are steps you can take to minimize infestations and to help prevent losses. By utilizing the tips above, you can help ensure your property doesn't suffer costly damages.

This blog is provided for information only and is not a substitute for professional advice. We make no representations or warranties regarding the accuracy or completeness of the information and will not be responsible for any loss arising out of reliance on the information.

FOUNTAIN TIRE EXPANDS MINE SERVICE IN NORTHERN ALBERTA

FOUNTAIN TIRE HAS expanded its presence in Northern Alberta with a new location in Fort McKay, specifically designed to cater to the region's oil sands operators and contractors.

Designed to meet the needs of the region's oil sands operators and contractors, it's the company's first brick-and-mortar facility dedicated to mine service.

"We're proud to unveil Fountain Tire's mine service location in the heart of Canada's oil sands," says Nelson Tonn, Vice President Sales and Mine Service at Fountain Tire.

"Our presence in Fort McKay is an investment in our local customers," he adds. "A physical location allows Fountain Tire to enhance our service with specialized equipment for off-the-road tires and tire repair, tailored inventory and faster response times, all of which minimize downtime for our customers," he adds.

Fountain Tire Fort McKay offers tire sales, service and tire repair for a wide range of vehicles and equipment, from light trucks to graders, haul trucks, wheel loaders and other earthmoving machines. Work is performed on fleets at the job site, in maintenance yards or at Fountain Tire's facility, ensuring the highest safety standards and maximum convenience.

The launch of Fountain Tire's Fort McKay location follows the acquisition of Saskatoon Wholesale Tire Titan Mining Service Ltd. in late 2023. Daniel Newton, who had been managing the business, was brought on as Fountain Tire's Operating Manager and Partner.

"Daniel brings incredible experience meeting the needs of oil sands operators," adds Tonn. "We're fortunate to have a great new partner who is both a subject matter expert and longtime area resident."

Fountain Tire has provided off-the-road (OTR) tires to the sector since 2000, from brands including Goodyear, BKT and TechKing. Its mine service team works closely with operators to identify the optimal tires for each piece of equipment based on the job site, weather conditions and operation of the machine.





NEXEN TIRE

TOTAL TIRE Distributors Inc.

ORDER DESK: 1.888.860.7773 FAX: 1.250.766.9830 www.totaltire.ca



**Tread Wear
Mileage Warranty**

P-METRIC (80,000 Km)
LT-METRIC (60,000 Km)



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



**Limited Road
Hazard Warranty**

First 3/32" or 2 Years



**Roadside
Assistance**

36 months



ROADIAN AT PRO RA8



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



**Roadside
Assistance**

36 months

ROADIAN MTX



**Tread Wear
Mileage Warranty**

40,000 Km



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



**Limited Road
Hazard Warranty**

First 3/32" or 2 Years



**Roadside
Assistance**

36 months

N FERA SU1



**Tread Wear
Mileage Warranty**

P-METRIC (115,000 Km)
LT-METRIC (80,000 Km)



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



**Limited Road
Hazard Warranty**

First 3/32" or 2 Years



**Roadside
Assistance**

36 months



ROADIAN HTX2

YOUR #1 CHOICE FOR NEXEN TIRES!

NOKIAN EXPLORING USE OF BIRCH BARK AS RENEWABLE TIRE MATERIAL

TIRE BUSINESS

NOKIAN TYRES P.L.C. is collaborating with Reselo Rubber A.B. — the winner of the tire maker's Fast Race, Big Change sustainable tire innovation challenge in February of last year — to develop further a potential new raw material for eventual use in commercial tires.

The renewable material is made from birch bark from the residue of the global pulp, paper and plywood industry.

Heini Siekkinen, senior manager, research & sustainability of Nokian, said lab results show Reselo Rubber to have "great potential" for use as a replacement for fossil-fuel-based materials

"Furthermore, the material is not only renewable, but we believe it may also be used to improve the tire's performance features," he said, noting the aim is to use the material in future Nokian tires.

Nokian Tyres P.L.C. is collaborating with Reselo Rubber A.B. to develop further a potential new raw material for eventual use in commercial tires.

Reselo won the Fast Race, Big Change sustainable tire innovation challenge, whose goal was to find new solutions for more sustainable tires. Preliminary testing showed potential for Reselo Rubber to be a possible tire material; the co-operation will attempt to develop the material to match demanding tire properties.

"The partnership with Nokian Tyres marks an important milestone in our ambition to revolutionize the rubber industry with a high performing bio-based rubber," Henrik Otendal, CEO and co-founder of Reselo, said.

"We believe that Reselo Rubber has potential to be one of the steps on our journey towards our goal and are glad to have Reselo as a partner supporting our quest," Teemu Soini, vice president, Innovations & Development of Nokian Tyres.

Nokian said one of its sustainability goals to have 50% of the raw materials in its tires renewable or recycled by 2030. In June 2024, the company illustrated the usability of UPM BioMotion, a new renewable material in tires, by presenting the concept tire Nokian Tyres Green Step Ligna.

Last month, Nokian Tyres said its factory in Nokia has obtained the International Sustainability and Carbon Certification (ISCC) PLUS. With the certification, Nokian Tyres can use sustainable, ISCC PLUS certified raw materials in its tires.



Nokian Tyres photo
A look at the birch bark that Nokian Tyres P.L.C. is developing as a potential new raw material for use in commercial tires.

GOODRIDE TIRES

RideMax
G-118



GOODRIDETIRE.CA

BRIDGESTONE STARTS PRODUCTION OF 55% SUSTAINABLE-MATERIAL TIRE

EUROPEAN RUBBER JOURNAL REPORT

BRIDGESTONE CORP. HAS started series production of tires it claims incorporate 55% sustainable materials, with the launch of its ultra-high-performance Potenza Sport A, which has been selected by Audi A.G. as OE for its e-tron GT.

Developed in Europe and produced at Bridgestone's plant near Rome, it features 35% "certified renewable" materials, including natural rubber and bio-attributed polymers, according to guidelines established under the International Sustainability and Carbon Certification (ISCC)

With EU label A grades for wet grip and rolling resistance, the Potenza Sport A also includes 20% ISCC+ certified recycled materials, Bridgestone said. Among the ingredients used are ground rubber from end-of-life tires (ELTs), circular oil-derived carbon black, rice husk ash silica, lignin and ELT-based recovered carbon black.

The production process at the ISO 50001-certified Roma plant is 100% electric, with the electricity being produced from renewable sources, the tire maker noted. Emphasizing that the Potenza Sport A is not a concept or pilot project, Bridgestone said the tire had been chosen by Audi as OE for its e-tron GT.

The globally OE-homologated tire, it added, "went through Audi's rigorous testing and was recognized for providing high



performance... outstanding safety and sustainability."

The Potenza Sport A was developed with Bridgestone's Enliten technology, which is said to improve sustainability by reducing materials-consumption and lowering product weight. The tire represents a "significant milestone" for Bridgestone in its journey to 100% sustainable tires by 2050, according to Steven De Bock, vice president OE at Bridgestone EMEA.

Mass-production of a tire "incorporating such a high percentage of ISCC Plus certified recycled and renewable materials... furthers the adoption of a circular economy in our business," said De Bock.

GOODYEAR TO EXPAND CANADA PLANT, ADD EV TIRE CAPACITY

TIRE BUSINESS

GOODYEAR IS EXPANDING its manufacturing facility in Napanee, a \$418 million investment that once finished will provide additional capacity for original equipment and replacement all-terrain tires, as well as products designed specially for electric vehicles (EVs).

The expansion was made by Goodyear Canada Inc. and Invest Ontario, a provincial agency that seeks investment opportunities to drive Ontario's economic growth.

The plan calls for as much as \$44.3 million in federal subsidies and another \$20 million in provincial funding. Goodyear Canada will receive as much as \$44.3 million from the Strategic Innovation Fund for the project, while the Invest Ontario Fund will contribute as much as \$20 million, subject to reaching a definitive agreement.

Goodyear's Napanee plant, which opened in 1990, employs more than 800 workers. The expansion is expected to create 200 additional jobs.

In a presentation to the Napanee town council in mid-November, Goodyear outlined plans to invest up to \$550 million Canadian to expand the size of the Napanee 830,000 sq.-ft. plant by about 50%, to more than 1.2 million square feet, as part of a project to "invest in innovative technology and capabilities to ensure the Napanee plant can manufacture tires that meet the requirements" of the expanding electric vehicle market.

Napanee, a town of 16,000, is located in southeast Ontario, roughly about 135 miles northeast of Toronto and 135 miles southwest of Ottawa. Invest Ontario said the project will expand Ontario's manufacturing capacity of key EV components and "cement Eastern Ontario's role as a significant player in the EV supply chain."

Goodyear CEO and President Mark Stewart called the expansion "central to the company's objective to modernize the facility, enabling scaled production of tires designed for EVs, as well as increasing the plant's capacity to make all-terrain tires."

Stewart said the investment "reinforces our long-term commitment to Canada and enhances our agility and flexibility, positioning Goodyear to meet the evolving needs of our customers now and in the future. We are appreciative to the



federal, provincial and local governments for their support and to our Napanee associates for their dedication to building the next generation of tires."

Invest Canada said the investment builds on "billions of dollars" previously invested in the EV sector over the past four years, creating jobs and building out the EV supply chain. Canadian Prime Minister Justin Trudeau called the announcement "another great step toward the modernization" of Canada's auto sector.

"By partnering with Goodyear Canada, we're driving Canada to the forefront of the clean economy," Trudeau said in a statement. "This investment represents a significant advancement toward innovation in tire technology, helping to modernize the industry. It will not only create high-quality jobs, but also generate substantial economic benefits for Ontarians, reinforcing our commitment to a strong and sustainable automotive sector."

Doug Ford, premier of Ontario, called the move "another vote of confidence in Canada's auto sector workers."

Goodyear recently reported that its second quarter 2024 sales were \$4.6 billion with tire unit volumes totaling 40.1 million. Second quarter 2024 net income was \$85 million, compared to a net loss of \$208 million a year ago.

The Akron-based tire maker also announced recently that it had agreed to sell its off-the-road tire business to Yokohama Rubber Co. Ltd. (YRC) in a \$905 million cash sale.

Goodyear's Napanee plant, which opened in 1990, employs more than 800 workers. The expansion is expected to create 200 additional jobs.

CALIFORNIA CLOSE TO ISSUING NEW TIRE EFFICIENCY PROPOSAL

BY ERIN PUSTAY BEAVEN - RUBBER NEWS

THE CALIFORNIA ENERGY Commission could be just a few months away from issuing a revised proposal for rules intended to ensure the energy efficiency of replacement passenger vehicle tires sold throughout state, rules that take aim at rolling resistance.

In his presentation during the Smithers Traction Conference Aug. 13, CEC representative Ken Rider, who serves as adviser to Chair David Hochschild, said the agency is "very close to having the new version" of the proposal it first issued in February 2023.

The original proposal was the agency's first attempt to follow through on directives outlined in Assembly Bill 844. The CEC suggested a rolling resistance-based rating system between one and five stars, with one representing the highest RRCs. This proposed system accounted for tires with RRCs between 10.6 and 6.5 N/kN, and would phase out the sale of tires falling in the one-, two- and three-star ratings as well as some tires in the four-star tier.

Critics of the February 2023 proposal said it was unrealistic, saying that only a handful of tires sold today would meet the stringent requirements for four or five stars.

Rider did not offer any indication of what the latest iteration of the proposed rulemaking could entail, but he emphasized that the CEC has done a lot of work to understand the industry and gain a big picture understanding of rolling resistance's relationship to safety and tire wear.

"It has been a long time since February 2023," Rider said, "and we have spent that time gathering additional information, talking with all the stakeholders from retailers to manufacturers to our

"We are thinking of putting out a proposal that would rate tires on (a) leaf rating system," Rider said. "The most efficient tires would get four leaves and the least efficient, maybe no leaves."

fellow state agencies, trying to make sure that we ultimately reform the February proposal into something that considers all aspects and has a holistic view of what is feasible in the tire market."

Rider also emphasized that the agency won't put forth a proposal that it feels compromises safety or drastically impacts on scrap tire generation.

"The Energy Commission recognizes that there are ways you can improve the rolling resistance that can be to the detriment of safety and of wear," Rider said, noting later that the data the commission is working with does not indicate there would be an increase in scrap tire generation based on the RRCs it is considering.

"If folks want to provide information and have a different point of view or has information to show (scrap tire generation or safety issues), that is something we will treat very seriously," Rider said.

The rolling resistance-based proposals are rooted in AB 844, which directed the CEC to establish energy efficiency rules for replacement tires and create a data base that gives California residents a source for gathering information about the fuel efficiency of their tires. It also called on the implementation of a rating system to help consumers better understand the impact their tires have on fuel/energy usage.

"We are thinking of putting out a proposal that would rate tires on (a) leaf rating system," Rider said. "The most efficient tires would get four leaves and the least efficient, maybe no leaves."

The ratings chart, he said, would be posted online and at points of sale.

"The poster," Rider said "would tell you this exists and if you were interested, you could ask your sales associate. And if you wanted to factor it into your buying or request a three-leaf tire, you could do it."

Rider offered no further insights into what RRCs the leaves would represent, noting instead that the proposal is still being worked on.

When the proposal is introduced, he said, a public comment period will follow, allowing for revisions as needed.



MICHELIN UNVEILS XDR 4 SPEED ENERGY-EFFICIENT MINING TIRE

TIRE BUSINESS

MICHELIN NORTH AMERICA Inc. has introduced a product it claims is the mining industry's first energy-efficient tire, the Michelin XDR 4 Speed Energy.

The tire is designed to reduce a mining vehicle's fuel consumption and lower CO2 emissions through an optimized, more flexible tread and energy-saving rubber compound that allow the tire to run cooler.

Michelin claims the XDR 4 Speed Energy tire achieves up to 3.6% better fuel efficiency compared with the Michelin XDR 250 C tire, resulting in savings of about 5,300 gallons of fuel or \$24,000 per truck annually at prevailing prices.

For a fleet of 50 trucks, this would equate to almost \$1.2 million in annual savings and a reduction of 2,600 tons of CO2 emissions within a year, Michelin said.

"To gain a clearer insight into a tire's impact on energy efficiency, we must examine the forces that slow down vehicle movement, referred to as rolling resistance," Lisa Hickey, Michelin sustainability lead for mining, said.

"The Michelin XDR 4 Speed Energy tire features innovative technologies, such as an optimized, more flexible tread and energy-saving rubber compound, that enable the tire to run cooler and result in more energy being directed towards propelling the truck."

The tire debuted this week at MINExpo International running Sept. 24-26 in Las Vegas.

The tire design allows vehicles such as rigid dump trucks to minimize energy consumption using a new energy-saving compound, Michelin said. When a mining vehicle carries a load and operates on various terrains, whether hard or soft, the tire deforms and flexes, generating heat that results in energy loss and requires the vehicle to exert more effort to move forward.

Mining trucks fitted with Michelin XDR 4 Speed Energy tires experience reduced rolling resistance, which leads to lower fuel usage, reduced CO2 emissions and cost savings, Michelin said.

"The Michelin XDR 4 Speed Energy tire delivers improvements in rolling resistance without compromising key performances like safety and productivity," Renaud Durand, Michelin mining technical director, said.

"Today, we are leveraging our in-depth experience in composites and engineered materials to introduce the Michelin XDR 4 Speed Energy tire, the mining industry's first energy-efficient tire designed to help our customers reduce fuel consumption and lower CO2 emissions. Our ambition is to grow our leadership in energy efficiency by delivering benchmark solutions for the mining industry across our portfolio."



The tire will be available commercially in 2025. No pricing information was disclosed at this time.

Join the winning team!



The Trail Tire Associate Program

is your partner in navigating the dynamic Western Canadian tire market.

- **CUSTOMIZED MARKETING STRATEGIES TO ENHANCE VISIBILITY**
- **ACCESS TO TOP-TIER TIRE BRANDS TO BOOST CUSTOMER LOYALTY**
- **EMPHASIZING ADAPTABILITY FOR SUSTAINED GROWTH**
- **STRATEGIC BUSINESS PLANNING TO IMPROVE PROFITABILITY**



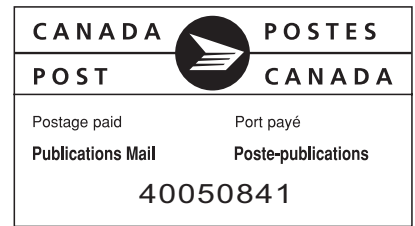
Ready to drive your business forward?

For more information, contact James O'Reilly
at james.oreilly@trailtire.com or 855-497-2197.

TRAILTIRE

WESTERN
CANADA
TIRE
DEALERS

65 Woodbine Road
Sherwood Park, AB
T8A 4A7



ALL THE WHEELS

CAR/LIGHT TRUCK
TRAILER
COMMERCIAL HIGHWAY
OFF ROAD/INDUSTRIAL/AGRICULTURAL

ALL THE PARTS

LUG NUTS AND BOLTS
TUNER NUTS AND BOLTS
CENTRE CAPS
COMMERCIAL HIGHWAY STUDS AND NUTS
OTR PARTS

ALL THE TIME

EASY ONLINE SEARCH AND ORDERING
WORKS ON TABLETS/SMART PHONES

24 / 7 / 365

www.canadianwheel.com

GET ONLINE NOW...ASK US HOW

WE KNOW WHEELS..IT'S WHAT WE DO



CANADIAN WHEEL

100% CANADIAN OWNED 100% INDEPENDENT
EDMONTON VANCOUVER CALGARY

