

OCTOBER - DECEMBER 2016

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

We're 'Siped' for Winter

Paul's Deadlines • Matt's Matters • Tim's Slips
Ray's Report • Market's 40th • Federated's Tips



**LET US HANDLE
THE HEAVY WORK**



We pride ourselves with the quality of the equipment we make. We also take a lot of pride out of selling it directly to our customers with service just as reliable as our products. No matter what your tire handling or storing needs are, we can handle them.

MARTINS
INDUSTRIES

**TIRE EQUIPMENT
MANUFACTURER**

MARTINSINDUSTRIES.COM

Memphis, USA Montreal, Canada Sydney, Australia

1.866.409.RACK

THE TRACKER

October - December 2016

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

WCTD EXECUTIVE 2016

PRESIDENT, PAUL MCALDUFF
TIRELAND PERFORMANCE CENTRE
300 East Esplanade, North Vancouver, BC V7L 1A4
Phone: 604-980-1578 Email: tirelandperformance@telus.net

PAST PRESIDENT, CLEM COLLET
WEST END TIRE
1991 Dugald Road, Winnipeg, MB R2J 0H3
Phone: 204-663-9037 Email: clem@westendtire.com

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

Publication Mail Agreement No. 40050841
Return undeliverable Canadian addresses to:
Circulation Department
65 Woodbine Road, Sherwood Park, AB T8A 4A7
Email: info@wctd.ca
Cover Image: Shutterstock

Calendar

November 1 – 4, 2016
SEMA Show • Las Vegas Convention Center • Las Vegas, NV
www.wctd.ca

DIRECTORS 2016

British Columbia

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

- Replacement Required

ANDREW BOULTON
KAL TIRE
PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 780-960-4221 Email: andrew_boulton@kaltire.com

Alberta

RALPH STOLL
TIRECRAFT
14404 - 128 Avenue
Edmonton AB, T5L 3H6
Phone 780-733-1771 Cell 780-566-8001

NEIL SHYMKO
TIRE VILLAGE LTD.
8805 - 156 Street, Edmonton, AB T5R 1Y5
Phone: 780-484-1184

Saskatchewan

- Open for Nominations

Manitoba

CLEM COLLET, WEST END TIRE (AS ABOVE)

JED BROTEN
T.B. TIRE & SON
9 MacDonald Street, Starbuck, MB R0G 2P0
Phone: 204-735-2327



WCTD MEMBERSHIP APPLICATION

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

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

PLEASE FORWARD TO:
WCTD

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

BRIDGESTONE

Official Tire of the NHL®



STOPS SAFELY ON ICE*



**BLIZZAK™
WS80™**

- **OPTIMIZED CONTACT FOOTPRINT**

Helps enhance control in winter conditions through cavity shape that distributes contact pressure uniformly

- **ADVANCED HYDROPHILIC COATING**

Reacts to the elements for confident stopping power on snow and ice

- **AGGRESSIVE BLOCK EDGES**

Help the tire bite into the snow

*Based on stopping distance in ice rink testing of Bridgestone Blizzak™ WS80™ tires (235/55R17) versus Firestone FR710 tires (235/55R17). Actual results may vary based on proper tire maintenance, vehicle, driving style and road conditions.

BridgestoneTire.ca



The Joy of... Deadlines

Paul McAlduff
President, WCTD

In business, we are challenged by many things. Staffing; Weather; Competition; Product Knowledge; Deadlines... yes... Deadlines.

The type of deadlines that make you look into the crystal ball of the future and deadlines that make you accountable.

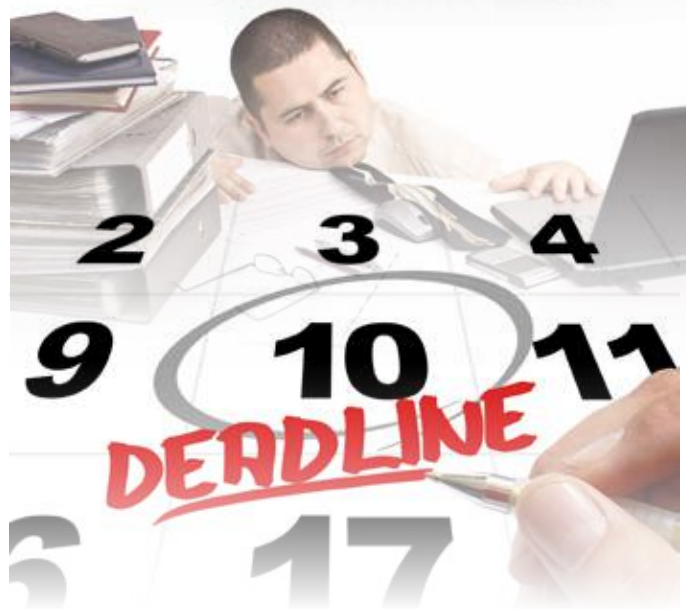
Deadlines to get those winter tire orders in months before the first winter storm. Real deadlines that affect the discount you receive on product and deadlines that result in extra costs if a payment is missed.

Deadlines that affect whether or not you receive your product delivery in time for the customer's appointment. No matter where you look in business, there are deadlines.

Deadlines, the necessary evil of businesses. Deadlines that give us the structure of when and how we do business with the manufacturers; our distributors; the bank; the government; our employees; and our customers.

Deadlines become a part of our every day routine and help us make sense of our world.

So are deadlines a cause of stress? Most of the time. Just writing



this article about deadlines is bringing me stress.

So as we enter into this winter season, we do so knowing that deadlines we met ensure we have product to sell over the next few months to our customers. And when you drill down, that is what everything is really about. Our customers.

I hope everybody has a great winter season.



The Tire Industry Association (TIA) hosts Global Tire Expo in conjunction with the SEMA show in Las Vegas November 1-4, 2016. If you have the opportunity to go, it is worth attending. Most tire and wheel manufacturers display their newest products. Equipment manufacturers try to outdo each other with tools that should make our technicians more productive. Along with all the performance parts, industry supplies and special events offered we try not to miss it. TIA utilizes the Tropicana Las Vegas as their host hotel. Industry meetings start there October 31, 2016 with a Tire Industry Honours Awards Ceremony and reception that evening. Further information is available at www.tireindustry.org

We Offer a Complete Line of Specialty Tires.

A Broad Selection of Carlisle Specialty Tires for Outdoor Power Equipment, Golf, ATV/UTV, Agriculture, Construction, Industrial, Lawn, Garden, Turf Care and Maintenance.

Lawn, Garden and Golf Tires

ATV/UTV Tires

Agriculture/Construction Tires

Trailer Tires

Skid Steer Tires

CARLISLE

carlisletire.com



Safety Rules

Ray Geleta
Executive Director, WCTD

The other day, in Edmonton, a commuter had a lucky escape. A loose tire came flying across the median on Whitemud Drive. It all but destroyed a car, bouncing off the hood and crushing the passenger side windshield and a good part of the compartment. Had it hit on the driver's side, unquestionably, the impact would have been fatal

Luckily, the driver was able to maintain control and bring the vehicle to a stop. There were Twitter reports a light truck was spotted not far away missing a rear wheel.

That incident serves as a scary reminder, yet again, of just how important it is to double down on proper torque procedures and overall safe shop practices. Our customers rely on us to send their vehicles out the door confident that they are in the safest possible condition.

As I take over the role of WCTD Executive Director, I'm keenly aware of the importance of safety in every aspect of the organization. It's a major part of what we do and how we can really make a difference.

In this issue of The Tracker you'll find quite a lot of Safety content, including an excellent list of questions you should be asking your snow tire clientele from our good friend Matt White, director of TIA Tire Service. I encourage you to review some of the topics he raises with your staff.

We are currently working on inviting Matt back to present OTR and CTR Train the Trainer courses, although no dates are confirmed as yet.



Shocking commute: Tire smashes windshield on Whitemud Drive

Photo courtesy CTV News Edmonton

However, we really need a firm commitment from our members before we can finalize these programs. Please, let us know if you or someone in your organization is interested in attending. There is no substitute for making sure your staff are working at the best level of safety possible.

In the last few years, the WCTD Safety Committee has worked hard to bring about legislative changes on major issues ranging from safe crane operations to making sure roadside service personnel stay safe, to cite just a couple of examples. We've had some challenges keeping the Committee going over the last few months but I'm pleased to say that efforts are under way to reinstate it and re-commence regular meetings. Hopefully we'll be back in full swing soon.

On that note, please remember to check wctd.ca for Safety Alerts, which are placed there with the assistance of Federated Insurance. These alerts are generated based on actual events happening in the industry; and they offer an indispensable guide to the kinds of problems and dangers that you should be watching out for.

Wishing you a successful—and safe—winter tire season.

NOTABLES & ANNOUNCEMENTS



- **I'm very pleased to welcome Ralph Stoll to the WCTD board, as the Tirecraft representative. Ralph brings many years of experience to the table from various aspects of the business.**
- **We are still looking to fill board vacancies to represent BC and Saskatchewan. If you are interested in what goes down in your industry and would like to help to really make a difference, I can tell you there's no better way to get involved than to serve on the WCTD board of directors. Please get in touch with me asap if you would like to step up and make that commitment.**

GLADIATOR

OFF ROAD TIRES

Gladiator
QR 900



**STRENGTH
DURABILITY
STABILITY**

**AGGRESSIVE TREAD DESIGN
FOR MAXIMUM TRACTION
AND PERFORMANCE IN ALL
OFF ROAD CONDITIONS**

AVAILABLE IN ALL POPULAR OFF ROAD APPLICATIONS

15" • 16" • 17" • 18" • 20" • 22"

 **Formula Distributors**

7205 Brown Street, Delta, BC Canada V4G 1G5

TOLL FREE 1-800-663-5603

Phone: 604-940-3399 Fax: 604-946-6827

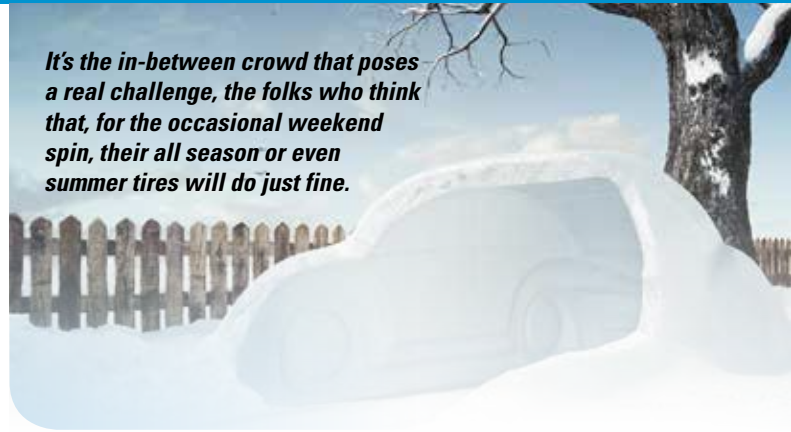
fdlsales@aol.com formuladistributors.com



Sliding into Winter

Tim Pawsey
Editor, WCTD Tracker

It's the in-between crowd that poses a real challenge, the folks who think that, for the occasional weekend spin, their all season or even summer tires will do just fine.



One of the more embarrassing moments I experienced as a neophyte tire sales rep happened on a sunny, January day in North Vancouver.

It was another of those brilliant, clear Vancouver winter mornings, the North Shore Mountains sparkling in bright sunlight, following a fresh snowfall. Crossing Lions Bridge, I was already plotting to go night-skiing at Grouse...

Life was good. And the driving was easy. Besides, recently arrived from Montreal, I figured the mild and only occasionally snowy, often as not slushy, slopes around Vancouver would pose little or no challenge for someone used to the full on, eastern Canadian winter experience.

Then I turned off the main road, onto a hilly side street in North Van.



As my brand new Cutlass slithered gently down and across the snow packed street, almost brushing parked cars and mercifully coming to rest against an obliging vacant stretch of curb, I realized how wrong I was. A victim of misplaced over-confidence, I instantly gained new respect—not only for the need for proper snow tires (yes, I did have them on) but also for unexpected winter conditions that can occasionally make the west coast driving experience extremely interesting.

The Myth of Lotusland

Back in the day, it was fashionable to make fun of Vancouver drivers—and maybe it still is. There was a more than good chance of at least a couple of major snowfalls each year and the national TV networks would air, with great glee, the familiar footage of buses and cars gliding down hills, resultant collisions, people pushing cars out of ditches, startled pedestrians or whatever.

The rest of the country would laugh at what they generally regarded

as the Lotuslander's inability to drive, period, but especially when it came to even the slightest hint of winter.

In fact, they were wrong. And still are. As anyone who makes the move from points east to the balmy coast quickly finds out: winter driving in and around Vancouver or coastal BC is anything but straightforward; weather and temperature can change in the blink of an eye.

But is it really cold?

Freezing levels fluctuate rapidly on the coast, with road icing that can be caused by any form of moisture, from fog to flurries or refrozen slush. While Vancouver enjoys relatively mild daytime temperatures, those 40 or so winter days and nights a year where the mercury hovers just above or below zero can prove problematic.

Especially at night, outside of the downtown peninsular icy conditions occur at higher levels, and even in lower areas, where cold air collects.

Also, temperature readings broadcast by media are gathered from equipment usually 1.75 metres above ground, and don't reflect the actual surface temperature, which can be 1° to 2° C cooler, an overlooked fact that can be critical.

The information gap

Most drivers still think of 'snow' tires purely from a traction standpoint. They remain uneducated as to the importance of winter tire tread compounds and extra siping, whose cold weather performance truly enhance safe driving.

A 2015 Tire & Rubber Association of Canada (TRAC) report confirmed **"... that misconceptions still persist about the value of winter tires. Sixty-three percent of consumers still believe that all-season tires are sufficient in winter conditions."**

The same report noted a 35 percent increase in Manitoba winter tire shipments, following its introduction of its low interest rate financing program; and reported a 25 percent increase in Ontario, after the government introduced a mandatory insurance discount program for users of winter tires. You have to wonder if a Manitoba style of program wouldn't make sense for BC.

continued on page 15

WEST LAKE TIRES

SW606

Go Fearless

GET A GRIP

with the Studdable
V-shaped pattern
Winter Tire



Find out more at www.WESTLAKETIRE.ca



First It's Hot Then It's Not!

*Matt White
TIA Director of Tire Service*

Back a few months ago, I was addressing the extremely hot spring and summer that we have been having, and the effects that heat has on tires and their performance. Now we have just passed the first day of fall and, yes, it's finally here, my favourite time of year: Winter Tire Season!

By now, with the first snow in the forecast, tire centres are all extremely busy; and hopefully it just gets busier! In this article I would like to discuss some of the many questions that come with the selling of winter tires.

I think that one of the first issues to be addressed should be...

Is the customer a good fit for winter tires?

In most cases in Canada the answer is YES. With that should follow a discussion on the rules governing winter tires in that province where they're being sold, and also in any province where the consumer could be travelling during the winter season.

Some other things to consider would be: Are studs a good fit? And if so, in what provinces can they be used and in which was can they not?

When can winter tires be put on and when must they be removed?

Are there any laws that make it *mandatory* to have winter tires on the vehicle and if so what is the period that they must be on and must be removed? In Quebec, any vehicle registered in Quebec—including taxi cabs, rental cars, mopeds, motorized scooters and motorcycles—from December 15 to March 15 must have winter tires. As in the case of BC, from October 1 to March 31, some roads require the use of tire chains on commercial trucks; or passenger and light trucks could be required to have winter tires installed with the M + S designation or be marked for severe winter use by a mountain and snowflake symbol.

It's always best to check all provincial laws pertaining to the use of winter tires.

Does the vehicle require two winter tires or four?

One of the best references for this would be the owner's manual or



TIA has created consumer videos on the use of winter tires and the importance of air pressure. They can be found on YouTube simply by entering into the search engine "TIA tire videos."

to consult the car and or tire manufacturer. Another question would be the possibility of purchasing an extra set of steel or aluminum wheels to make the seasonal changeover easier and in the long run a better value.

Is the vehicle equipped with TPMS?

If so, what are the procedures to switch the sensors over and the required procedures to reset the system? Although TPMS is not required on vehicles for a first time sale in Canada as in the US, many vehicles come equipped with TPMS as an added safety feature. An explanation of its benefits should always be introduced.

How about air pressure?

As Air pressure is the foundation of any tire, air pressure management should also always be discussed. A change in temperature results in a change in tire pressure. It's possible that a tire could lose 2 to 3 psi monthly—if not more—depending on temperature. According to the owner's manual, it should be checked a minimum of once a month. *If you sell nitrogen, what are the benefits?* Plus, if the vehicle is equipped with TPMS explain why the service packs should be replaced.

These are just a few of many discussions that should be brought up this winter tire season. TIA has created consumer videos on the use of winter tires and the importance of air pressure. They can be found on YouTube simply by entering into the search engine "TIA tire videos."

Wishing you a very successful Winter Tire Season and many more to come.

Remember, as always... Tire Safety begins with the Tire Technician!



NATIONAL TIRE DISTRIBUTORS

More inventory. More Selection.
We are Western Canada's largest wheel distributor.



Envy 546

- Titanium Gun Metal finish
- 15"-18"
- Over 50 direct OE Hub Centric and OE lug centric fitments available.
- Multi-fits also available.

Winter Alloy Wheels



Envy ET2



R01



R02



D01



BOXED STEEL WHEELS
Booking programs
available.



NTD Wheel Division
1-866-557-9279

NTDCONNECT.CA

What to consider before purchasing business insurance



Knowing
your business
matters.

Richard Frost
Loss Prevention Consultant
richard.frost@federated.ca

Purchasing insurance for your business is a significant investment. As with any investment, you want to make sure you're getting the most value for your dollar. Before you purchase coverage, a great amount of time, effort and research should be invested to ensure you obtain the best coverage to meet your business' needs. Below are some tips to consider and some questions you'll want to ask before you insure your business.

Understand your risks

No one knows your business better than you. Ask yourself: What are your needs and who can best fulfill them? What makes up your operations? Where do your jobs take place? How long is the duration of the project you're working on? What are the common risks in your industry? There are multiple companies out there offering a variety of coverages. Each answer could affect the amount of insurance you will need.

Shop around

There are many factors that affect your insurance premium. Your own loss experience and industry losses are just two considerations. When shopping for insurance, shop smart by asking yourself what your needs are and doing your research. There are multiple insurance companies offering a variety of coverages. It is important to compare apples to apples when determining what to do. Look at what the policy covers in detail including exclusions, endorsements, limits and deductibles to see which ones best fit your business' needs. Above all, ask yourself which one allows you to sleep peacefully at night knowing that your business and assets are protected.

Review your policy limits

As your needs evolve, so will the needs of your business. That's why it's important to review your policy regularly and see if your coverages still meet your needs. Insurance companies offer a wide range of coverage limits. Ask yourself: What limits do your contracts require? How much is enough? Keep in mind that if your actions cause injuries or loss of life, large claims could occur so you'll want to be insured to cover those costs. Consider bundling several policies with one insurance carrier. Layering and umbrella insurance are some ways to get the most from your coverage while controlling your costs. Deductibles are also important to consider since they can affect your premium and may allow you to purchase more insurance where it is better needed.

When shopping for insurance, shop smart by asking yourself what your needs are and doing your research.



Once you have a good understanding of your needs, here are some questions to ask your insurance specialist...

- What is the expertise of the insurer in your industry?
- What is the financial rating of the insurer? Have there been any recent changes?
- Does the insurer have access to all the types of insurance that your company requires?
- What are the limits on coverages?
- What are the exclusions and endorsements?
- What payment options are available?
- How will service issues be managed and escalated?
- How will the renewal process be handled?
- Who do I contact if I require Certificates of Insurance for multiple projects? Are there any restrictions on the number of certificates that I can request? What is the cost, and how long does it take to get one?
- What's your claims process?

continued on page 15



NEW STYLES



372 Raptor
16x8, 17x8, 17x9, 18x9.5, 20x9.5
Gloss Black Mirror Face
Phantom Chrome, Matte Black



400 Incline
17x9, 18x9, 20x9
Matte Black



NEW 421 Cannibal
20x9, 20x12
Gloss Black Machined Lip



397 Rage
17x9, 18x9, 20x9, 20x12
Gloss Black Milled Spokes
Phantom Chrome



411 Arc
17x9, 18x9, 20x9, 20x10
Gloss Black Milled Spokes



NEW 422 Prowler
17x9, 18x9, 20x9, 20x12
Gloss Black Machined Face



398 Manx
15x8, 16x8, 17x8.5, 18x9
Gloss Black Machined Lip
Matte Black



413 Valor
15x7.5, 16x6.5, 16x8, 17x8.5, 18x8.5
Gloss Black Machined Face



NEW 423 Manic
17x9, 18x9, 20x9, 20x10
Gloss Black Machined Face



399 Fury
17x8.5, 18x8.5, 20x9, 20x10
Gloss Black Milled Spokes
Phantom Chrome



420 Locker
17x9, 18x9, 20x9
Gloss Black Milled Spokes



8724-53 Ave
Edmonton, AB. TGE-5G2

For more info contact
Lorne Peters and his sales team at
780-638-1799 • Toll Free 1-800-346-9722
www.visionwheel.com

TIM'S TRAVELS

continued from page 9

The BC Government adds to the confusion by focusing mainly on the need for winter tires at higher elevations. The only major roads in the Lower Mainland are the Sea to Sky highway and the eastern portion of Highway 1 towards Hope. On eastern Vancouver Island, winter tires are required only on the Malahat portion of Highway 1, ignoring the icy and often snowy conditions that occur around Nanaimo and north to Campbell River, on Hwy 19.

The Insurance Corporation of British Columbia (ICBC) offers a cautious response to the question:

Will driving without winter tires void my insurance?

“No. Driving without winter tires will not void your insurance if you have a claim. It also won't mean you're automatically at-fault in a crash. However, if you get in a crash where winter tires could have helped, not having them may affect whether—or how much—you are at fault.”

However, ICBC is a firm advocate for M+S tires for those who “only encounter winter conditions such as ice, slush, or hard packed snow on a limited basis” and strongly recommends four Mountain / snowflake marked tires for people who “live in an area that regularly receives snow, go skiing often or enjoy other winter sports.”



The majority of “active”, outdoors inclined drivers have no problem getting their vehicles properly equipped for winter.

Winter tire roulette

With a succession of milder winters in recent years, drivers have been lulled into complacency. This month, Farmer's Almanac, while predicting a particularly harsh winter for the rest of Canada, forecasts that BC will have a milder and drier winter than usual. No doubt the people who hear that forecast will file it away as yet one more reason not to bother with the hassle or expense of buying snow tires.

The majority of “active”, outdoors inclined drivers have no problem getting their vehicles properly equipped for winter. However, it's the in-between crowd that poses a real challenge, the folks who think that, for the occasional weekend spin, their all season or even summer tires will do just fine.

BUSINESS INTEL

continued from page 13

Here are some insurance terms that you should understand when researching your insurance needs and coverage.

Insurance: is the sharing of loss by the few individuals within a group, amongst the many members of that group.

Insurance policy: is a contract between the insurer and the insured, which determines the claims which the insurer is legally required to pay in exchange for payment.

Declarations page: provides the name of the insured, policy period, coverage, limits, and deductibles, and premium.

Policy wordings: tell you what is covered and what is excluded.

Endorsements: can add or deny coverage, add or delete conditions, change payment limits, and add additional named insureds.



Knowing
your business
matters.

Co-insurance clause: requires the insured to have an equal or greater amount of the stated coinsurance percentage of the insurable value of the covered property.

Umbrella insurance: is excess coverage over and above the general liability and automobile policies.

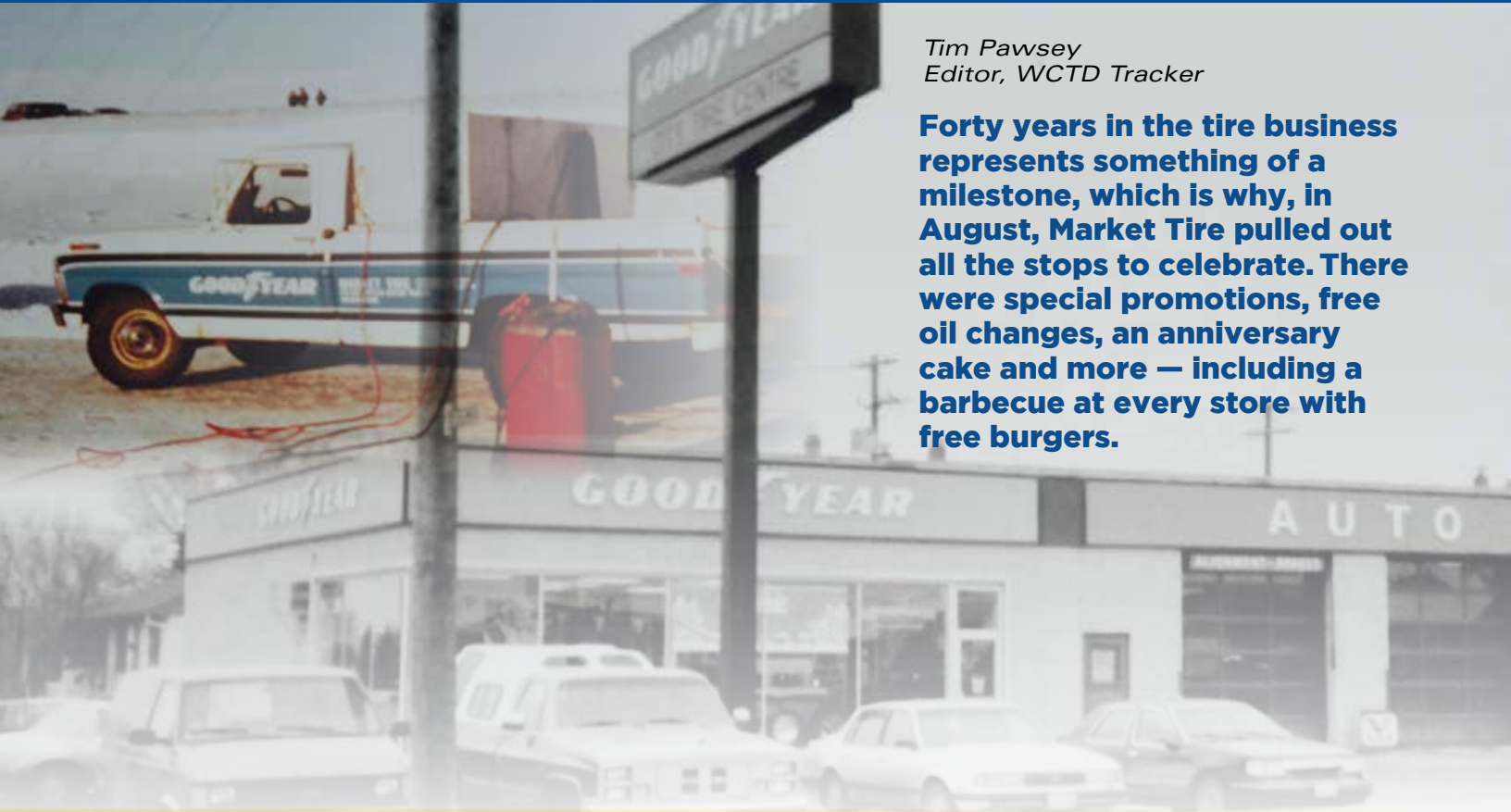
Deductible: is the portion of the loss that the insured pays. There are a variety of amounts and can have a significant effect on the cost of the coverage.

Certificate of insurance: is a document issued by an insurance company to provide evidence that an insurance policy is in force. You can request this of subcontractors to ensure they have insurance and they can be requested from you to prove that you have insurance.

Market Tire Saskatoon Celebrates 40 Years

Tim Pawsey
Editor, WCTD Tracker

Forty years in the tire business represents something of a milestone, which is why, in August, Market Tire pulled out all the stops to celebrate. There were special promotions, free oil changes, an anniversary cake and more — including a barbecue at every store with free burgers.



City Tire Centre aka Market Tire on 8th street in the early days.

Market Tire was established in 1976, when Brian Hoiness purchased the original single retail outlet on Idylwyld Drive which used to be called Market Square.

“There had been a tire shop of some kind there since the 1940s,” says Brian’s son, Greg Hoiness.

“In those days farm service was the specialty, when farmers would bring their tires into town to be worked on.”

“Over the years other retail stores were added: in Saskatoon on 8th Street, one on 51st Street and one in Rosthern, about 45 minutes north of Saskatoon, as well as a commercial and OTR specialty store on 60th Street.

Most recently established, is a store in a business park on Packham Avenue, on part of the Muskeg Lake Cree Nation urban reserve.

According to the Saskatoon Star Phoenix:

The business park contains the Federation of Sovereign Indigenous Nations (FSIN) headquarters, a dry cleaning business, law firm and other tenants. Anyone is welcome to use the services. First Nations people can work and do business there tax-free. In lieu of property taxes, Muskeg Lake pays an equivalent “service fee” each year.

The store is co-owned with Market Tire by Sheldon Wuttunee, a former Red Pheasant Chief, who started the business with Brent and Greg Hoiness. The three were childhood friends and hockey team-mates. “It’s a very positive partnership, especially in light of some of the things which have been happening,” says Hoiness, referring to the shooting of Red Pheasant Cree Nation member Colten Boushie.

“Greg (45) and Brent (43) grew up in the tire business but went their separate ways. Greg taught for 12 years in Saskatoon and came back into the business about eight years ago. He now manages the company’s wholesale division, Arrow Tire Distributors. Brent travelled to the United States, to Brown University on a hockey scholarship, played Junior Pro for a while and came back about 12 years ago. He manages the 8th Street store.

The 40th anniversary is “a huge milestone and a sense of great pride for us,” says Greg.

“My Dad has dedicated his whole life to the tire business and to the community. Not only can you see how much it means to him but you can see it in lots of long-time employees. Some have been here since the beginning or shortly after. When we were celebrating at the locations, our staff was so excited to be part of it. For all the long-time staff and for the whole family it’s a pretty big deal.

... a huge milestone and a sense of great pride!



Fay and Brian Hoiness at the 40th Anniversary celebration.



Left to right: Brent Hoiness, Brian Hoiness and Greg Hoiness.



"Of course, much has changed in the past 40 years. Even though there's still lots of farm business that goes down at the original location, it's not the same, not quite as personal as it used to be."

- Greg Hoiness



**Rob, Mechanical Technician
Market Tire 51st Street**



**Shelly, Media and Safety Coordinator
Market Tire**



**Larry, Shop Foreman
Market Tire Idylwyld**



**Jesse, Manager
Market Tire Commercial & OTR**

Of course, much has changed in the past 40 years. Even though there's still lots of farm business that goes down at the original location, it's not the same, not quite as personal as it used to be.

"We had such a direct relationship with those small farmers they were almost like family ... but with the switch to much larger farms it's more like dealing with big business," says Greg.

Another change is the shift in demographic, who buys tires.

"A lot of women purchase tires now and look after their own vehicles, so we are learning how to best serve them; and market our services to women. We need to constantly look at that and improve all the time."

"We have more women on staff now, even though the service end

is still male dominated," he adds, noting "We think it's important to follow equitable hiring practices."

"The First Nations initiative is also huge, it's a big part of doing business here in Saskatoon. For us to offer a business tied into the First Nations Community is a big change for us.

The highlight of the 40th Anniversary celebrations, Greg says, was when he was helping to cook burgers at the 8th Street store. "When my dad came by (he had decided to visit all the locations) and just to see how excited he was talking to everybody. For him that's what the business is all about: people. He's a phenomenal people person. And you could see how much it meant to him."

WEST LAKE

www.WESTLAKETIRE.ca

TIRES

SL369

Smartway-Verified

CM980

Smartway-Verified

RP18

Smartway-Verified



Made by China's largest tire manufacturer - the 10th-largest tire company in the world.

That's good.

Maximize ordering efficiency by combining with PCR, LTR, TBR, Industrial and OTR products in the same container.

That's good.

EPA Smartway-Verified Low Rolling Resistance Tires for steer, drive and trailer positions.

That's good.

Learn how Westlake Tires will enhance your profitability and increase your customers' satisfaction. email info@westlaketire.ca for more information.

WCTD is on Facebook



We update our page regularly with stories that range from general automotive related topics to association news and more. If you're not following us, please do so. **LIKE US on Facebook!**

Here's a little of what you missed in the last few months...



Top Gear's Ollie Marriage drives Scandinavia's 'utterly bonkers' answer to the Ferrari LaFerrari.

THE NEW REGERA, FROM SWEDISH BOUTIQUE SUPERCAR MAKER KOENIGSEGG, is an exercise in excess, with a mid-mounted twin-turbo 5-litre V8 engine and a trio of electric motors that together produce a completely outrageous 1,479 horsepower and 1,465 pound-feet of torque — all of which is delivered to the tarmac through the rear wheels. The Regera — of which only 80 will emerge from carmaker's small factory in Ängelholm, Sweden — is a hybrid hypercar in the idiom of the McLaren P1, the Porsche 918 Spyder and the Ferrari LaFerrari, but trumps all of them in power, performance and panache.

On its acceleration:

...I still can't get my head around how fast that is, but I do know the Regera is vastly faster. Christian believes it might wheelspin up to 150 mph. I have never experienced anything that bonfires its tires like the Regera. Anything. Despite the best tractive efforts of the vast 345-width rear Michelins, they're as nothing in the 1,465 lb-ft torque deluge. It's another world first for Koenigsegg — the first land-based cumulo-nimbus production facility.

Read the whole story at:

<http://www.topgear.com/car-news/big-reads/world-exclusive-drive-koenigsegg-regera>

[facebook.com/westcantire/](https://www.facebook.com/westcantire/)

Despite Low Oil Prices, Electric Vehicle Sales Keep Rising

by Leon Kaye

EVs SUCH AS THE CHEVY BOLT will give consumers more options in the coming decade.

The two-year slump in oil prices has some analysts worried, and others crowing, that electric cars are in for a murky future if prices for vehicle fuel remain low. But several recent reports suggest that, if anything, sales of electric vehicles (EVs) and cars not built with the conventional internal combustion engine (ICE) are actually on the rise.

Read more at: <http://www.triplepundit.com/2016/08/despite-low-oil-prices-electric-vehicle-sales-keep-increasing/>



Secrets of the Two Second Pit Stop How do Formula 1 pit crews service racing cars so quickly?

by Ewen Hosie

A FORMULA 1 RACER IS IN THE MIDDLE OF A RACE, dozens of laps to go. Everyone's zooming over 300kph. But it's time for repairs and tyre changes — time for a pit stop. The racer pulls in. Close to two dozen workers swarm on the vehicle. The car rises on jacks, all four tires are changed, the driver's helmet visor is cleaned, the jacks drop and the car bolts away.

The most amazing part of all this — beyond the sheer precision and coordination required — is that the entire process is carried out in less time than it takes to read this sentence. In a pit stop, every millisecond counts, and even one extra could spell win or loss for the team.

Read more at <http://www.bbc.com/autos/story/20160725-secrets-of-the-two-second-pit-stop>

Prevent & Protect



Knowing
your business
matters.

Richard Frost
Loss Prevention Consultant
richard.frost@federated.ca

IMPROPER RIM INSPECTION



Safety Alert

On two occasions, the shop was airing up a tire and it blew off the rim at around 90 psi. The tires had been placed inside a certified cage and a locking air chuck attached to an extension hose with an inline pressure gauge was used. All technicians had received appropriate TIA training. Good news – no one was injured.

Findings

- A certified cage was used, thus preventing any physical injuries.
- The rims were not adequately inspected before being reused.
- The rims had been exposed to excessive heat causing damage to the rim and making them unfit to be used.

Learning opportunities

- The use of the cage prevented potential bodily injury and property damage. This is why a cage is always used.
- All rims need to be checked for damage, such as excessive heat, chips, warping, bent, etc. before being reused.
- Alcoa rims have safety features:
 - Prior to 2009, they have a sticker that if exposed to heat will be charred.
 - After Jan 2009, they have a 1" clear round heat indicator located next to the roll stamp on the inside as well as a 1" clear round heat indicator on the tire side drop well.
- For more information on Alcoa rims, please refer to their **Wheel Service Manual**.

A few words about us

We're Federated Insurance, a **100% Canadian-owned** direct writing commercial insurance specialist that has been serving Canadian businesses of all sizes for over 90 years. That's nearly a century of building relationships based on trust and integrity.

Visit us at www.federated.ca to learn more.

Let's be careful out there.

[3584-017-ed01E | 01.2016] | © 2015 Federated Insurance Company of Canada ("Federated Insurance"). All rights reserved.

This document is provided by Federated Insurance Company of Canada ("Federated") for informational purposes only to augment your own internal safety, compliance and risk management practices, and is not intended as a substitute for assessment or other professional advice by a qualified person or entity. Federated makes no representations or warranties regarding the accuracy or completeness of the information contained in this document. Federated shall not be responsible in any manner for any loss, or any direct, indirect, consequential, special, punitive or other damages, arising out of your, or any other person's, use or reliance on the information contained in this document.

Richard Frost, CIP, CRM, is Federated Insurance's Loss Prevention Consultant for National Accounts and Associations. [SA-0081 ed. Jan 2016]

What sets us *apart?*

PHONE

Easy to reach and ready to help.

HEART

Embraces our values of respect, passion and excellence.

FEET

Always responsive to your needs.



MIND

Getting the best value for customers is always top of mind.

WATCH

Takes the time to know your business.

BRIEFCASE

Customized insurance solutions.



Put a Federated Insurance Commercial Insurance Specialist to work for you today.

Visit us at www.federated.ca



Uniroyal unveils winter Tiger Paw tire

Michelin North America Inc. has launched the Uniroyal Tiger Paw Ice & Snow 3 tire — designed for all winter conditions, ice, snow and wet — initially for Canada only.

The Uniroyal Tiger Paw Ice & Snow 3 features premium tire components, such as 3-D interlocking shoulder sipes and a high-silica winter compound, at a lower price, the company said.

The tire features linear biting edges from a high number of sipes and wide lateral grooves and a compound infused with silica to improve performance in sub-zero temperatures by providing grip on ice and snow, the company said. The DuraShield construction technology provides long-wearing tread life and reliable performance in winter conditions.

The tire, molded for #12 studs, sports the three-peak-mountain snowflake label, meeting the Tire and Rubber Association of Canada snow-traction performance requirements, Michelin said.

The Tiger Paw is available in the Canadian market in 24 sizes ranging from 13 to 19 inches in rim diameter. Eleven more sizes will be added in 2017 covering 68 percent of passenger-vehicle fitments in the Canadian market, Michelin said.



The tire may be introduced in the U.S. in 2017, a spokesperson said.

The tire will be eligible for a \$40 mail-in rebate winter promotion, starting Oct. 7 and running through Dec. 23, when consumers purchase four Uniroyal passenger tires from participating retailers.

“The Uniroyal Tiger Paw Ice & Snow 3 gives value consumers exactly what they’ve been looking for in a winter tire — smart technology that is budget wise, plus dependable performance in all winter conditions, ranging from rain to ice and snow,” said Cécile D’Ittièle, business segment manager for winter tires, Uniroyal Tires.

For more information, visit www.uniroyal.ca.

New Jersey Committee Approves Rule on Used Tire Sales

Modern Tire Dealer

The New Jersey Assembly’s Consumer Affairs Committee has approved legislation on the sale of used tires. The bill is supported by the Rubber Manufacturers Association (RMA).

The bill, A 3896, would prohibit the sale of worn-out, damaged or improperly repaired used tires. The RMA, the New Jersey Gasoline-Automotive Association and the New Jersey Civil Justice Institute testified in support of the bill.

Under the bill, a used tire could not be sold if it:

- has a tread depth of less than 1/16 inch measurable in any groove;
- has any damage exposing the reinforcing plies of the tire, including any cuts, cracks, bulges, punctures, scrapes, or wear;
- has any improper repairs, including, but not limited to: any repair to the sidewall or bead area; any repair made in the tread shoulder or belt edge area; any puncture that has not been sealed or patched on the inside and repaired with a cured rubber stem through the outside of the tire; or any puncture repair of damage larger than 1/4 inch;
- shows evidence of prior use of a temporary tire sealant without evidence of a subsequent proper repair;
- has a defaced or missing tire identification number;

- has inner liner or bead damage; or
- shows indication of internal separation, such as bulges or local areas of irregular tread wear.

“A 3896 seeks to weed out those tires that every tire professional can and should know poses an unreasonable risk to motorist safety,” the RMA said in written testimony. “Simply put, if you’re in the business of selling tires, you should know not to sell tires that match the conditions listed in this legislation.”

The penalty for selling an unsafe tire would be \$500 for the first violation, according to the bill. Additional sales would count as violations of the consumer fraud act and would carry stiffer penalties.

Dan Zielinski, RMA senior vice president of public affairs, testified at the Sept. 8 hearing. He says, “This is common-sense regulation to help protect consumers from high-risk tires that are too readily available in the market. We are grateful to the bill sponsor, Assemblywoman Shavonda Sumter, and to the Consumer Affairs Committee and Chairman Paul Moriarity for their efforts to advance this important pro-safety, pro-consumer bill.”

WCTD Announces 2016

Scholarship Winners

Every year the Association awards four scholarships, each of \$2,000. Eligible to apply is any immediate family member (son, daughter of spouse, or legal ward) of anyone who is a full-time, permanent employee (for at least one year) of a current member of the WCTD (and member in good standing for five years).

The WCTD Board of Directors cannot over-emphasize the value of this scholarship program, which gives back to the Association membership in a tangible manner.

Please make sure that your employees and colleagues are aware of it, as well as next year's deadline: July 31, 2017. For full details and application form go to: <http://www.wctd.ca/members/member-benefits/>

The measure of gratitude is apparent in the thanks and comments received from this year's successful applicants.

WCTD congratulates this year's recipients...



McKenna Claeys

University of Manitoba
Sponsor: Integra Tire St Rose Du Lac

"I would like to take this opportunity to thank the WCTD Scholarship Award Committee as I am truly honoured to have been selected to receive this award. As a rural student having to move away from

home to attend university, this award will not only help with tuition and books, but also the cost of relocating. I am so grateful, as this scholarship helps to alleviate the financial burden, allowing me to focus more on my studies and helping me to succeed."



Madeline Pereira

Red Deer College
Sponsor: Kal Tire Red Deer

"This scholarship will help me greatly in achieving my goals in reaching medical school. It is the next step to my educational career and I am very thankful to Western Canada Tire Dealers for believing in me."



Kari Miedema

Trinity Western University
Sponsor: Tirecraft Kelowna

"This scholarship from WCTD has gone towards my tuition at Trinity Western University in Langley, BC. I am majoring in Intercultural Studies and hope to pursue a career in the realm of social justice with a non-profit organization."



Daniel Buckmeier

Medicine Hat College
Sponsor: Kal Tire Medicine Hat

"I'm very grateful for the scholarship. I'm studying University Transfer Science. It will really help with my tuition and books. Those costs add up, so it greatly helps towards getting my degree, not just in this one year but in future years too."



Shercom rebuilding update



Shercom Industries Inc. announces secondary operation in Regina. In line with Shercom's drive to reduce the carbon footprint of hauling whole tires, Shercom is planning to set up a tire drop off compound and shredding operation in Regina with the use of our portable shredders. By setting up a satellite operation in Regina, Shercom will be better able to serve the tire retailers, the tire collectors, and the environment.

Shercom requires additional tires to meet the growing demand of consumers who recognize the benefits of using Shercom recycled rubber products. Shercom is committed to adding value to this Saskatchewan resource, and is focused on providing a Saskatchewan solution to Saskatchewan scrap tires.

Please feel free to contact our General Manager, Garry Gelech, at 306-933-0600 if you have any questions or require further information.

Helping to keep a legend on the road

Bridgestone to develop new tires for the XJ220.

Thanks to a coming together of minds, Bridgestone has started working with Don Law XJ220 in the UK to develop a new generation of tires for the legendary Jaguar XJ220.

The original collaboration in the development of the tires for the XJ220 is well documented. However, tires of the size required for the car went out of production some years ago.

Through a chance meeting, Don Law opened discussion with Bridgestone Europe on the possibility to produce new tires meeting the original demanding specification. Thanks to a network of enthusiasts for the car, the two companies have now brought together a team which includes the original chief development engineer, test driver, and also the famed chassis number 004 pre-production model.

"It's very important to keep such iconic vehicles running today and supporting people like Don Law and his team of expert technicians.



Technology has moved on significantly in the last 25 years and we believe we will be able to produce a tyre that will keep the smile on the face of the enthusiast drivers of the XJ220" says Christophe de Valroger, Vice President Consumer OE at Bridgestone's Europe.

The project is moving fast, and the aim is to have the XJ220 celebrate its 25th birthday with a new pair of Bridgestone shoes in 2017.

Nexen Earns 1st OE Fitment on a Porsche

The Nexen N'Fera RU1 will be original equipment on the 2017 Porsche Cayenne. Travis Kang, CEO of Nexen Tire Co., says it is the company's first Porsche fitment.

"As Porsche is a representative luxury carmaker with prestigious design and performance, this approval for the Porsche Cayenne proves the superior quality and advanced technology of our products."

The N'Fera RU1 was designed with cornering ability and high-speed handling in mind. It received a European Union Labeling grade of A for its excellent wet grip, and a grade of Noise Level 1 -- the lowest noise level.

The tire features two technologies:

- 1. 3D-Nano Grip Technology**, which maximizes the braking capability of a sports vehicle at high speed;
- 2. Fast Reversible Technology**, which optimizes the steering response and durability.

The tire was built using aramid hybrid cap-ply cord and special bead filler compound that enhance handling stability.

"Nexen Tire plans to take this momentum as a great opportunity to boost the brand value by supplying original equipment tires to the premium car manufacturer," says Nexen. "The company will also promote corporate identity and implement premium marketing activities, as well as endeavor to expand supplies of original equipment tires to other Porsche car models."



For more information, check out the Nexen Tire homepage or Facebook page. To learn more about Nexen products, visit Nexen Tire America Inc. (Modern Tire Dealer)



Is your **Signature** on your business' future?

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

Your **Partner** and **Advocate** with Major Brand Tire and Auto Part Suppliers

Maintain Your Independence

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

Complete Automotive Service

- Equipment programs
- Oil program
- Parts programs

Multiple Tire Brands / Daily Services

- Broad selection of major and associate brand tires
- Winter wheel program
- Online ordering
- Experienced customer service consultants

Business Support Programs

- Web based Health & Safety program
- Message on-hold
- Workwear program and more!

Identification

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



Brand availability may vary by market.



To inquire about a membership, please contact:

British Columbia

Gary Kopiak
gkopiak@ntdcanada.com
250-300-1643

Alberta

Rob Labossiere
rlabossiere@ntdcanada.com
587-341-5655

Saskatchewan / Manitoba

Dan Johnson
danjohnson@ntdcanada.com
587-337-6848

Vancouver Island *Luxury Track* Spreads its Wings

A new race track is taking shape in the Cowichan Valley, on Vancouver island. The German Auto Import Network (GAIN) has unveiled a 19-hectare luxury automotive resort. The 2.3 km. track was designed by Germany based Tilke Engineers and Architects, with the first phase now underway.

Although the development is not unlike the Area 27 project taking shape in Oliver, BC, it will cater to owners of high performance luxury brands such as vehicles sold by Three Point Motors, BMW Victoria, Porsche Centre and Audi Autohaus, as well as similar dealerships in Nanaimo.

Recently the group acquired the former luxury resort hotel, The Aerie (with its dramatic location above the Malahat Highway) as a companion to the project, which features a 15,000 sq. ft. complex, with clubhouse, observation deck, pit garages and more.

When at capacity, the club will play host to 499 members, who will be able to fly in to drive their vehicles already prepped to track ready by partners Rudi & Company and Coachwerks.

Speaking to Victoria's Times Colonist newspaper in 2015, GAIN President Peter Trzewik said:

"True luxury is time, and the one thing [prospective members] don't have is time," says. "The idea is to make it tempting to people here and places like Calgary, Kelowna, Edmonton and Toronto, an attraction for Victoria and Nanaimo, with mountains, ocean and lakes. Everything's waiting for you and the question is how do we fill your weekend with the best activities you could possibly want?"

The newspaper reports that the club launch (in June 2016) featured "facility tours, on-track experiences, gourmet food and beverages, the opportunity to view a showcase of classic and modern motorcycles and automobiles and the screening of a documentary chronicling the resort's progress."

TRACK FACTS AT A GLANCE (VIA TIMES COLONIST)

- Maximum incline: 12.5 per cent between corners 14 and 15
- Maximum slope: 11.5 per cent between corners 4 and 5
- Track length: 2.3 / 4.2 kilometres
- Track width: 10 metres
- Nineteen turns: 7 left, 12 right
- Top speed: 211 km/h (street-legal sports cars)
- Number of short cuts: 4
- Track layout combinations: 6
- Hanging and banked corners in all sections
- Run-off areas designed with the newest technology and standards preventing damage to cars and bikes, enabling drivers to correct and return safely onto the track.



Conti rolls out 'iTyre' range with digital tire check

Conti's iTyre range comes factory equipped with the company's ContiPressureCheck sensors.

Tire Business

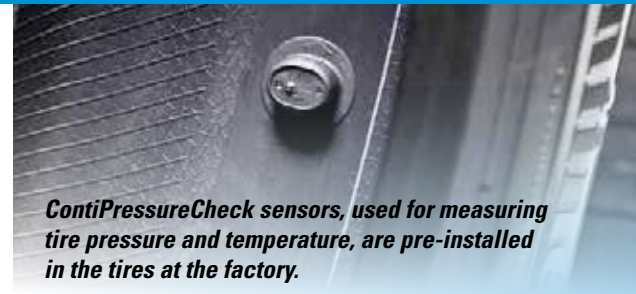
Continental A.G. has begun shipping a limited range of truck tires, dubbed "iTyre" smart tires, that are fitted with what the tire maker calls a "user-friendly" digital tire check system.

ContiPressureCheck sensors, used for measuring tire pressure and temperature, are pre-installed in the tires at the factory. This, according to Continental, saves fleet operators installation time and mounting costs.

Conti introduced the tire pressure monitoring system (TPMS) in 2013 as a device that could be purchased and installed by users.

The iTyre range consists of 22 sizes of Conti's Hybrid and EcoPlus radial truck tire lines.

Data measured inside the tires is continuously recorded and displayed



ContiPressureCheck sensors, used for measuring tire pressure and temperature, are pre-installed in the tires at the factory.

to the driver on a screen. If the tire pressure deviates from the target value, ContiPressureCheck alerts the driver immediately, allowing for measures to be taken that could resolve the problem and return the tire pressure to its normal value.

The ContiPressureCheck system is also compatible with a range of telematics systems, which means that tire pressure and temperature data can be viewed on an integrated display and transmitted to external devices. For fleets, this results in instant transparency and improves tire management.

Continental Completes 2 Acquisitions, Including 1 U.S.

Continental AG is acquiring Hoosier Racing Tire Corp., as well as an 81% stake in Zonar Systems Inc., a fleet management company.

Tire Review

Financial terms of neither deal is being disclosed, Continental says.

For the past seven years Hoosier Racing Tire, based in Lakeville, Ind., and Continental have collaborated on several technical and motorsport projects. The acquisition was completed Oct. 3, 2016.

Nikolai Setzer, executive board member for Continental's tire business, says, "This acquisition showcases the consequent execution of our long-term growth strategy Vision 2025, characterized by strategic planning and systematic implementation of technological progress. The acquisition of Hoosier Racing Tire is an exciting next addition to our product portfolio and will support our growth strategy, especially in the ultra high performance segment."

Jochen Etzel, CEO of Continental Tire the Americas LLC says: "Hoosier's management team has built an impressive business. We believe Hoosier Tire is well-positioned to continue its strong growth, and we look forward to supporting that development through our complementary knowledge and extensive footprint. Hoosier's management team will continue to run the racing tire business. We are committed to the employees, and the communities in which Hoosier operates. We look forward to the future of working together to accelerate growth."

Hoosier Racing Tire was founded in 1957 and "has a legacy of technical product knowledge, quality manufacturing, outstanding service, and consistent performance," Continental says. The company supplies tires

for most racing applications throughout the world and employs nearly 500 people.

Joyce Newton, CEO and president of Hoosier, says: "Continental and Hoosier share a similar vision for continued growth and sales excellence. Hoosier has fantastic brand recognition, a high-performing team, established customer relationships and a great lineup of products. This acquisition will provide a stronger and more sustainable organization for Hoosier moving ahead."

Joyce and her late husband Bob Newton co-founded Hoosier Racing Tire. Bob died in 2012.

The Zonar deal

Continental also is acquiring a majority stake in Zonar, a smart fleet management technology provider. Continental takes over majority ownership, about 81%, while Daimler Trucks North America LLC maintains its minority stake of about 19%.

The contract was signed on Sept. 23, 2016, and has obtained the required vote of Zonar shareholders, but remains subject to final approval of the U.S. Federal Trade Commission and U.S. Department of Justice. The share acquisition is expected to be completed in the middle of the fourth quarter of 2016.

Zonar, headquartered in Seattle, is a technology solution provider that offers a range of fleet management offerings to public and private commercial vehicle fleets in North America. The company employs more than 300 people.

Continental says, "the two enterprises will combine their complementary strengths to become a major supplier in the sector and further expand both companies' portfolios to offer additional smart fleet solutions to the market."

Winter Tire Innovations

Focusing on the design of sipes in modern winter tires

Rich Ashley - Tire Review

Winter tires have been around since 1934, when Finnish tiremaker Nokian introduced them for trucks. Two years later, Nokian added sizes for passenger cars. This was during a time when there were still many horses and carts on the roads, and motor vehicles didn't have today's handling and braking capabilities. Tires that helped keep trucks and cars under control had a real impact on keeping drivers, pedestrians, and horses safe.

After Nokian introduced its first dedicated winter tire, other manufacturers followed with their own offerings. In the 1960s, studded tires were common offerings from major tire manufacturers. While they certainly helped control in wintry conditions, the noise and road damage studded tires created have reduced their popularity and led to legislation limiting, or prohibiting, their use.

When first introduced, winter tires featured a unique tread design for the time. Most tires up to that point had minimal tread patterns, usually no more than circumferential grooves or "ribs." The new bias ply snow tires featured a new style that we'd call "knobby" today, with tread blocks designed to help the tire bite into the snow. It offered improved traction in snowy conditions.

The tire industry's original definition of snow tires was based on the geometry of the tread design. The designation "M+S" was created to differentiate the knobby tires intended for use on muddy or snow-covered roads from straight rib tires.

Unlike recommended practice for modern winter tires, the original snow tires were usually only installed on the rear axle (back then the drive axle of almost all vehicles). Tires with tread designs that meet the industry definition (essentially a measure of the amount of void in the tread pattern) may be branded, still today, with the letters "M" and

"S" in several different ways (e.g., M&S, M+S, M/S, MS, etc.) at the discretion of the tire manufacturer.

Radial tires, largely because the radial plies kept the tread pattern more open, also delivered better snow traction than straight rib, bias ply tires. This led tire companies to create radial tires that qualified for the M+S designation and to introduce them as "all-season" tires. These new all-season tires were supported by advertising campaigns that suggested that they offered traction for all seasons, including winter snow. While the idea of an all-in-one tire proved very popular, the geometry-based M+S designation doesn't guarantee adequate traction on snow or ice.

To help drivers easily identify tires that provide a higher level of snow traction, the Rubber Manufacturers Association (RMA) and the Rubber Association of Canada (RAC) agreed on a performance-based standard for passenger car and light truck winter tires in 1999. A three-peak mountain / snowflake symbol branded on the tire's sidewall identifies tires that attain a traction index equal to or greater than 110 (compared to a reference tire that is rated 100) during the specified American Society for Testing and Materials traction tests on packed snow.



WINTER TIRES TODAY

There are three basic categories of modern winter tires (note that the term is "winter tires," not "snow tires" because they have evolved to offer performance advantages in all winter conditions). First are the more or less self-explanatory studded winter tires. These have metal studs inserted in the tread to provide maximum grip on ice. Next are studless snow-and-ice tires, which are increasingly popular because they provide the most traction possible without noisy studs that are illegal in many places. The most recent category is performance winter tires. Generally rated for higher speeds (some up to 168 mph), they are offered in lower-profile sizes, and are typically constructed with asymmetrical tread patterns.

Performance winter tires sacrifice some traction on packed snow and ice, but deliver improved performance in mixed conditions, or on the cold, wet, slushy roads.

Given that, in their simplest form, tires are just a mixture of natural rubber, synthetic rubber, polymers, steel belts, fibre belts, binders,

silica, carbon black and oils that are mixed and cured in a mold, how do tire manufacturers develop effective winter tires? Engineers look at the inherent conflicts in winter tire development: snow performance, ice performance, handling, wet grip noise and rolling resistance. Then they turn to special technologies that strike a balance among the conflicting demands. These include softer and more flexible tread compounds, the shape of the contact patch, specially designed grooves, advanced sipe technology including complex 3-D sipes, and distinctive tread designs.

Tread compounds all harden as temperatures drop – the compound determines the rate of that hardening. To provide good grip in winter conditions, winter tire compounds are pliable and maintain flexibility in low temperatures. Some compounds even alter their elasticity depending on the level of energy involved – reacting as changing speeds create variations in centrifugal forces and heat.

Compounds with silica offer improved wet performance and have been included in the winter tire offerings from many manufacturers. Some new silica compounds have added exotic materials such as naturally derived carbonic bamboo powder. The bamboo powder helps absorb the water layer that develops between the tire tread and an icy surface. Others use crushed walnut shells incorporated into the tread compound. Walnut shells are among the hardest natural substances in the world and provide added control by scratching into ice.

Similarly, next generation multi-cell compounds add bite particles for traction and hydrophobic channels designed to absorb water from road surfaces. Engineers have been able to create compounds with micro-flexibility that interlock with dry roads and produce better dry traction. They also increase force transmission for shorter braking distances and improved grip – combined with minimal rolling resistance at high handling levels. New belting techniques help optimize contact patch pressure while increasing the actual contact area and helping the tire shed water.

THE DESIGN OF SIPES IN MODERN WINTER TIRES

Improved sipe designs provide a more efficient wiping effect that decreases the liquid layer between the tread and the road surface. Increased drainage from multi-channel sipe technology removes water from the tread area. Some tires have added shallower sipes to provide extra traction when the tire is new, while 3-D sipes work to maintain wet traction throughout the tire's life.

Maximum wet grip combined with excellent winter performance on snow and ice appears to be a priority in the design of winter tire treads. Modern winter tires have treads with directional patterns, no circumferential grooves and increased numbers of block edges. They offer improved snow handling due to the increased number of blocks. In many tires, 3-D groove structures act as additional grip edges. Vertical channels guide water flow to the tire's horizontal drainage system where the water is removed from the contact area by the pattern grooves.

Claw-like features incorporated in some tread designs provide added traction in deep snow while also enhancing block rigidity. The result is an improvement in both wet and ice traction. Recently some manufacturers have added a "buttress" to the tread to help maintain control on rutted winter roads by providing improved feel when traversing in and out of ruts in both snow and slush conditions.

WHAT'S COMING

Nokian looks like they're trying to re-invent the winter tire with a unique stud technology that brings the studs out only when they are needed. With a press of a button, the driver can bring out the studs. When not needed, the studs can be retracted back into the tire.

The idea of the combined non-studded and studded tire is that the driver can make the switch as conditions change. On dry or merely wet roads, the studs remain retracted, but they can quickly be activated in icy weather. The studs on all four tires raise and lower at the same time. The body of the stud remains in place, and the moving part is a hard metal pin in the middle of the stud.

Coming from a different direction are the new "all-weather" tires now appearing in Canada. The rationale for the all-weather offerings sounds a lot like the original arguments for all-season tires. However, proponents say they are a proper winter tire as well as a superior summer tire. They claim the all-weather is what the all-season wanted to be, before it became a cliché. It's probably not surprising that Nokian has pioneered this new class of tires.

Unlike all-season tires, all-weather tires carry the three-peak mountain/snow flake pictograph. All-weathers are typically a bit noisier than all-seasons and, since the passenger car sizes often have higher speed ratings, ride may suffer. Although this class of tires can handle most winter conditions, even their advocates say that if you are the one driving to the snowplow to clear the highways, you may still need dedicated winter tires.

Maybe it's time for more tire companies to start producing all-weather tires, but in any event, it is clear that winter tires have improved tremendously and will keep getting better. The funding for winter tire research and development is considerable and seems unlikely to change significantly in the immediate future.

Let it snow, let it snow.

We hope you have found this issue of The Tracker both 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)...

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



Goodyear now accepting nominations

for **HIGHWAY HERO** Award

AKRON, Ohio – Goodyear is reminding the industry that nominations are still open for the company's Highway Hero Award, which honors professional truck drivers who put themselves in harm's way to help others.

September 21, 2016 - Truck News

The 34th Highway Hero Award winner is to be announced next March at the 2017 Mid-America Trucking Show (MATS) in Louisville, KY.

Past Goodyear Highway Hero Award winners include a truck driver who rescued a law enforcement officer who was being strangled by a prisoner he was transporting, a driver who saved a woman from a gun-wielding attacker, and others.

"The Goodyear Highway Hero Award honors truck drivers who put their lives at risk as they travel the roads and highways of North America," said Gary Medalis, marketing director, Goodyear. "Over the last 30-plus years, we've heard hundreds of stories about the bravery of truck drivers. If you know of a truck driver who has performed a heroic act, please let us know."

To be considered, **Goodyear Highway Hero Award** candidates:

- Must be a full-time truck driver;

- Must reside in the U.S. or Canada;
- The heroic incident must have happened in the US or Canada;
- Nominee's truck must have had 12 wheels or more at the time of the incident;
- Nominee must have been on the job – or on the way to or from work, in his or her truck – at the time of the incident; and
- Incident must have taken place between Nov. 16, 2015, and Nov. 16, 2016

A panel of trucking industry judges will ultimately select the **34th Goodyear Highway Hero** from a list of Goodyear Highway Hero Award finalists.

Goodyear is accepting nominations for its 34th Highway Hero Award at the following website – www.goodyeartrucktires.com/. Fill out the nomination form, and press the "submit" button, which will send your nomination directly to Goodyear. The deadline to nominate a driver is November 29, 2016.



Sizing up SEMA

If you're serious about the tire and wheel business, or involved in any segment of the auto industry, it's a must: Head for SEMA (November 1 - 4, 2016)

No surprise, it's one of the biggest gatherings of automotive equipment, technology and overall industry expertise in the world. But the celebrated Las Vegas hosted show is also a whole lot more than its 2,500 new products and 2,400 exhibiting companies that cover over one million square feet of the Las Vegas Convention Center.

It's about real opportunities to take your business to the next level. Attending the largest collection of automotive products under one roof can certainly help you keep up-to-date and offer your customers the best and latest in technology. But beyond the four halls and Performance Pavilion, there are plenty of other reasons to attend, from a chance to rub shoulders with industry celebs and take in a few of the wealth of informative seminars on offer.

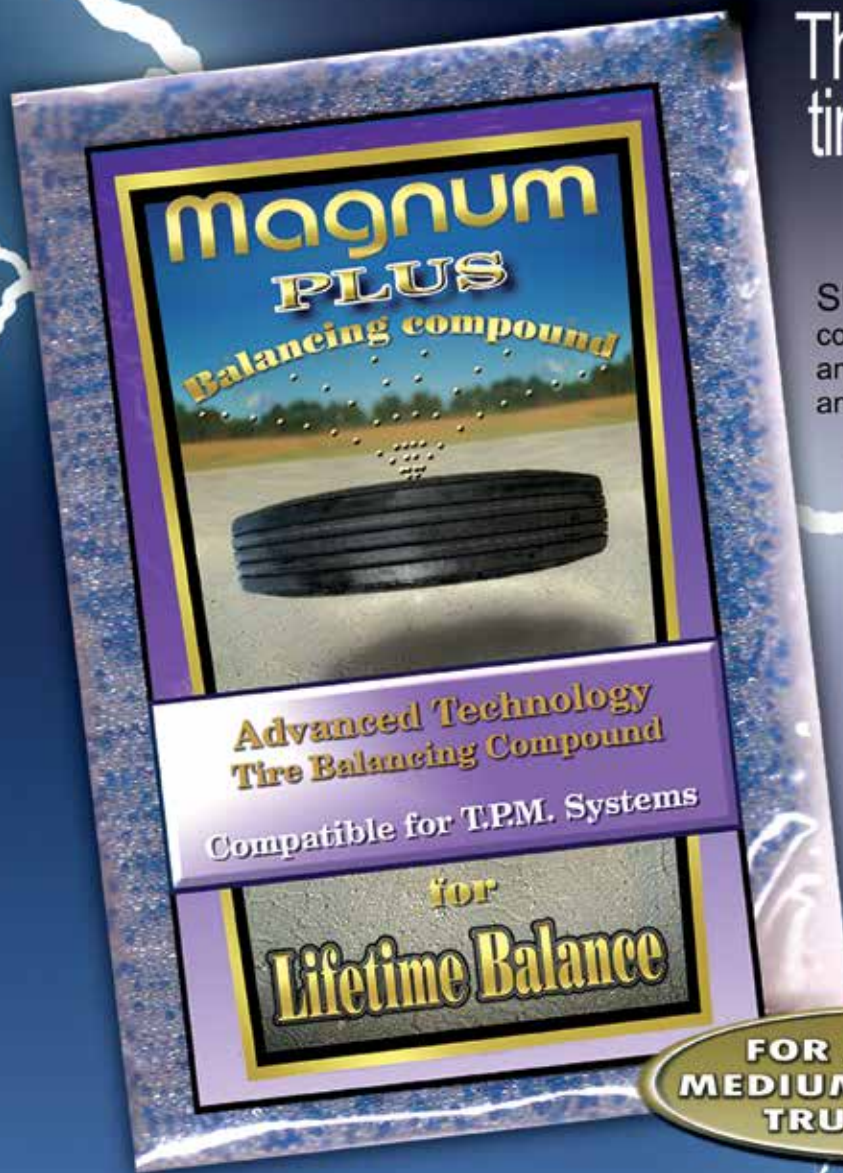
You'll also meet like minded people from around the world, maybe renew old business connections or make new ones, and have a chance to talk with industry leaders and tap into the Next Big Thing.

Find all the info you need, plus registration details at www.semashow.com



Magnum PLUS

The better
tire balancing compound



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

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

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

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

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

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


PREMA Man East
PREMA Man West
PREMA West
PREMA Sask East
PREMA Regina
PREMA Calgary

PREMA MidAlta
PREMA Southern Alberta
PREMA Edmonton
PREMA Edmonton East
PREMA Edmonton East
PREMA Central

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

WESTERN
CANADA
TIRE
DEALERS

65 Woodbine Road
Sherwood Park, AB
T8A 4A7

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



Proudly made in Alberta!

Quick & Efficient • Safer & Cleaner
Uses Less Shop Space
Guaranteed to Find Slowest Leak

**THE LEEKSEEKER SYSTEM
INCLUDES EVERYTHING
YOU SEE HERE...**



Call 403.330.6347

leekseeker@gmail.com



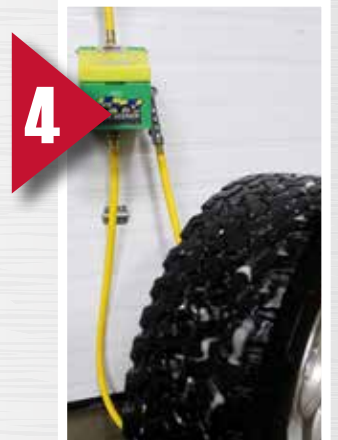
1
**ATTACH LEEKSEEKER TO HOSE
BIB, TURN ON WATER TAP**



2
**POUR SPECIAL FORMULA LEEKQUID
INTO THE LEEKSEEKER**



3
**SPRAY TIRE DOWN
ON ROLLER BASE**



4
**BUBBLES SHOW
TIRE LEAKS**

www.leekseeker.com