

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

## The Road Ahead

Millennials present tech, social  
media challenges for businesses

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**Rubber Price Rollercoaster • Sask Scrap Tire Report**  
**How to Fight Credit Card Fraud**





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# THE TRACKER

April - June 2017

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b. Retreader	2. Manufacturer
	3. Exporter or Mfg. Rep.
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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES NO (CIRCLE ONE)
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## My final thought on tire recycling concerns the role of all tire retailers.

Paul McAlduff  
President, WCTD



After a long winter selling season, I hope you are all busy changing tires back to the summer set-up and preparing your customers for the warmer weather. The 2017 TIA torque charts are now available for purchase and members have access to the wonderful tire tech training that TIA offers. Along with our 'best practices' guidelines, WCTD locations should be the retailers that consumers can rely upon.

**T**he Annual General Meeting in April went well and has resulted in improvements for the members. We can now offer alumni membership to past members in good standing who have retired from the tire industry. We hope there will be some interest from past members to stay connected with us. Please submit any requests to our Executive Director, Ray Geleta (rayg@wctd.ca).

With OK Tire membership renewals exceeding 50 stores, they qualify for their own group director representative within WCTD. We need suggestions or nominations for that position. Contact Ray Geleta for details.

There have been some changes occurring in the Saskatchewan scrap tire industry lately. It is amazing that there has not been a concerned tire dealer member able to offer their time for the Saskatchewan WCTD director position. I would think that tire dealers there need to have representation from their own province to monitor this important part of tire retailing. We are also seeking to fill a BC dealer director's position on the board.

I was able to attend an advisory committee meeting of Tire Stewardship B.C. It seems that WCTD support and input to TSBC has helped maintain their success in tire recycling in BC. Since each province has a different view on tire recycling, the WCTD is trying very hard to keep on top of the issues.

My final thoughts on tire recycling concern the role of all tire retailers. Any location that supplies a product must share the responsibility to correctly dispose of the scrap generated. If they cannot, they should not be selling tires. This could easily be applied to retailers of batteries, electrical components, oil or any other product that results in a residual scrap that may harm our environment.

By the way, who's the old guy in the suit in the picture above? That's not what I remember myself looking like.

Regards,  
Paul McAlduff

**WE NEED  
YOU!**

The WCTD Board of Directors is seeking to fill two vacancies - BC and Saskatchewan Dealer Representatives.

- **Are you a Dealer Member in good standing of the WCTD?**
- **Are you motivated and passionate about your industry?**
- **Do you care about issues that directly affect your business?**
- **Do you live and work in BC or Saskatchewan?**

If you answered 'yes' to the above and would like to contribute your time and expertise, please call Ray Geleta at 780-554-9259.

**Members of  
WCTD actively  
support  
tire recycling!**



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## The Real Rubber Cost ROLLERCOASTER

Ray Geleta  
Executive Director, WCTD



Prices and tires go hand in hand. It's a fact of life that many, if not most consumers shop based on price alone. It's also our task, as informed professionals, to explain to our customers the need to examine the benefits of investing in quality and performance over products produced purely to a base line cost.

Over the last couple of years tire manufacturers had numerous price realignments bringing the price of their product down. Much of these were made possible by cheap oil, which has proven beneficial for tire manufacturers on several fronts. Lower gas prices have added to higher demand for cars and also increased miles driven—meaning an increase demand for product. But because oil is one of the prime and costliest tire components its reduced cost has also helped considerably their bottom line.

Already, 2017 is proving to be a very different story. Pretty well every manufacturer has announced a price increase this year. In fact, some have even announced a second increase. I would anticipate at least one or two more increases by the end of the year.

What is driving these price increases? Basically, now that economies are improving, the demand for tires has grown worldwide. The exchange rate of the Canadian dollar versus the US dollar, and the rising price of materials used to produce tires and are all factors. But the price of materials remains the biggest component.

The price of high tensile steel used in the manufacturing of tires has gone up. The rising price of crude oil compared to the last couple years is driving the price up. The price of crude oil has an impact on the price of carbon black used in tire production. Carbon black is used to reinforce the tire and increase its stability.

By far the largest component, which is about twenty five percent of the raw material costs, is the price of natural rubber. Due to the higher demand and the flooding in Thailand the price of natural rubber has increased approximately forty percent. As for synthetic rubber, a one percent increase in crude oil prices translates to .6% increase in synthetic prices.

I know that all this is likely not new to you. But, as dealers, the people who have to contend with these market shifts on the front line or retail, it's imperative we make sure we're informed immediately of any upcoming price increase. At times like this it's even more vital to take advantage of any booking programs and purchases a manufacturer makes available prior to any price increases. Equally critical is to be sure to immediately update pricing in the P.O.S. system as soon as the price increase takes effect.

In times like this it's even more important to protect your bottom line.

Let's not give it away.

Ray

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### The 2017 WCTD Board of Directors



From left to right: Ralph Stoll, Ray Geleta, Neil Shymko, Paul McAlduff, Clem Collet, Andrew Boulton, Jed Broten



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)...

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## WCTD Safety Committee To Reconvene

**T**he Board of Directors has agreed, as a priority, to reinstate the WCTD Safety Committee, which has been in hiatus over the last year.

Originally established in 2011, the committee met face to face quarterly and conferenced by phone and email regularly. The meeting frequency for the new committee has yet to be established.

**!** If you or your organization are interested in playing a key role on the new committee, please contact Ray Geleta, Executive Director, at your earliest convenience. (rayg@wctd.ca)

### A wide range of solutions

During its previous tenure the committee addressed a broad scope of topics and issues ranging from preventing wheel-offs, zipper ruptures and proper use of pry-bars to TPMS standards, emphasizing correct cage use, clarifying bolting down of mountain equipment and skill requirements for service/crane truck drivers.

**The committee is comprised of a group of professionals that comes from all sectors of industry. As a team they are dedicated to the safety of all workers, regardless of their company.**

### Transparency at all costs

This group has always prided itself on its transparency as a collective resource that is more than willing to help the competition with a safety procedure, policy, or even provide assistance. If pertinent information exists that is critical to maintaining or improving safety, they are always more than willing to share it.

Around the table are some of the best minds in the industry. Make no mistake about it, the companies at the table represent the lions' share of the business—and probably account for 9 out of every ten truck tires sold and installed in the country. And there's no need to mention just how keenly contested that business is.

But the tone of the Safety Committee meeting has always been unmistakably friendly, commonly driven and, above all, trusting.

Information flows freely, driven by a common concern for life and limb, although there's also a keen understanding that safety also pays dividends. Witness the presence of Federated Insurance at the table.

### How it works

The WCTD Safety Committee's goal is to ensure the safety of workers and to share information—including incidents that occur—to increase awareness to others in the same industry, thus keeping everyone safe, regardless of their employer. By sharing incidents by way of safety alerts, we can educate all workers and make others aware of potential hazards.

### Safety as a right

Not only is safety legislated by the government but it is a way of doing business and a part of what we do in our everyday lives. Simply put

***The committee is comprised of a group of professionals that comes from all sectors of industry. As a team they are dedicated to the safety of all workers, regardless of their company.***



safety is a procedure that is designed to keep you from harm. Under safety legislation all workers have 3 basic rights: the right to know (about hazards in the workplace), the right to participate (in safety meetings, inspections, etc) and the right to refuse (unsafe work).

However, employers have obligations too. Employers are required to: ensure that workers are aware of the hazards that they are being exposed to, train and educate workers.

### A tireless quest

The search for safety and best practices never really ends—at least it shouldn't.

In accordance with occupational and workplace safety agencies' policy, WCTD is a firm supporter of formalized safety programs being in place for all members, updated and reviewed regularly. It's no coincidence that every one of the companies who sit on the safety committee have such programs. The critical factor, however, is the collective mass of information; how quickly it can be obtained, analyzed and put to good use.

Members will attest that if there's a problem with a product or procedure that's occurring at one place, chances are very good that it's also an issue elsewhere.

The other key to building on the practical value of the association's safety program is you. If your company has a success or concern that could be of interest, please be sure to share.

***It might even be a matter of life and death.***

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## Synthetic rubber suppliers face a crude hard truth

### Rubber & Plastics News

**When crude prices go up, everything goes up.**

**T**his observation—by Yuka Kimoto, director of marketing for Lion Elastomers—is the accepted wisdom in the synthetic rubber market, and with good reason. Prices for a wide swath of synthetic rubbers have gone sharply up in the past few months, sparked by equally sharp increases in butadiene, methanol and other petrochemical feedstocks.

Considering oil prices alone, there is no reason to believe that feedstock prices—and, with them, SR prices—are coming down any time soon. As of March 30, futures for both West Texas Intermediate Crude and Brent Crude were at a three-week high, at around \$50 or so per barrel, indicating bullish prices for anything based on petroleum.

However, according to authoritative sources, butadiene prices are starting to fall.

The reason is another well-known factor, in SR and in every other commodity: supply and demand. In the case of butadiene, there was another issue: location, location, location.

Scheduled and unscheduled maintenance shutdowns for butadiene facilities in Asia and Europe placed limits on the availability of butadiene, according to sources who spoke to Rubber & Plastics News and European Rubber Journal.

An unexpected surge of demand for butadiene in China, starting in the fall of 2016 and continuing into 2017, caused Asian butadiene prices to soar as high as \$3,000 per metric ton. North American and European prices, though never as high as in Asia, rose accordingly.

"I wouldn't say there was panic buying, but there was desperation throughout the industry to get the material and do whatever they had to do to get it," said Bill Hyde, senior director, olefins and elastomers for IHS Markit.



**Prices for a wide swath of synthetic rubbers have gone sharply up in the past few months, sparked by equally sharp increases in butadiene, methanol and other petrochemical feedstock**

"The raw materials price situation has gone absolutely crazy," said Frank Lueckgen, director, BU Tires & Specialty Rubbers, Global Marketing Tires, for Arlanxeo.

The pricing situation caused raw materials suppliers to shift more butadiene to Asia, where they could get top dollar for it, according to Lueckgen. This stresses the importance of long-term contracts for SR manufacturers, he said.

A shift from SR to NR in Asia is causing butadiene prices to fall, according to Hyde. We probably can expect SR prices to follow, but once again we've been taught the lesson: the only certainty in SR and petrochemical feedstocks is uncertain.

## Meet Richard Bender President of TDAC

**WCTD congratulates Richard Bender on his appointment as president of the Tire Dealers Association of Canada.**

**M**r. Bender (who replaces Eric Gilbert of Ericway Tire) has enjoyed a career spanning some 50 years within the Canadian tire industry. His current position is vice president of business operations for Tire Discounter Group Inc.

"We look forward to working with him on a number of various issues which directly impact our industry," says Bob Bignell, executive director of TDAC.



**Tire Dealers  
Association of Canada**



*Richard Bender  
President,  
Tire Dealers Association of Canada.*

TDAC's primary mandate is maintaining a strong liaison with provincial tire associations across Canada. The association recently announced it will be hosting a national trade show and convention in Toronto, September 15-18, 2018.



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# SASKATCHEWAN 2016: A Year in Perspective

## SCRAP TIRE CORPORATION

As we put the lids on the last of the 2016 file boxes it becomes evident that the SSTC had a fulsome year.

**W**e started out the year with our Black Gold Rush program, our obligated clean-up of historic scrap tires found on private lands, as per the Scrap Tire Management Regulations. With the sixth year of the program on the books, we are happy to report that over 229 RMs have had 592,504 scrap tires cleaned up from their communities. The SSTC uses program surplus dollars to fund this program. There are 69 RMs still waiting for tire clean-up under the Black Gold Rush program.

The SSTC worked to develop the new Collection Zones, a much needed solution to growing retailer concern with inconsistent tire collections, to ensure a level playing field for all tire retailers in the province. These new Collection Zones create a better, more effective tire collection service for both you the retailer as well as the tire collectors. The Collection Zones, which were to become effective on April 4, 2017, have been postponed at the request of the Minister of Environment until the work of the Advisory Committee has been completed.

An increase to the consumer paid Tire Recycling Fee (TRF) was scheduled for implementation on January 1, 2017. This was the second phase of the increase that was approved in 2013, with the first phase being implemented in 2014. As you all know, this increase did not move forward. The fees remain unchanged. The SSTC website is a great source of information, and details on the TRF Rate, the Classification Table, and all Remittance Forms can be found at [www.scraptire.sk.ca](http://www.scraptire.sk.ca).

The Scrap Tire Management Regulations underwent some major amendments late in the year. This came as a surprise to the SSTC, challenging us to understand the impact to the tire retailers, and to the scrap tire program as a whole. The regulation amendments included:

1. *Managing Greenhouse gas emissions related to the collection and transportation of scrap tires in a manner that will result in the smallest possible amount of GHG emissions;*
2. *Obtaining approval of all scrap tires being transported for processing and storage;*
3. *Requirement to report the locations and volumes of all tire recycling activities and stockpiles;*
4. *Removal of responsibility of the SSTC for the "processing" aspect of the program, the responsibility of which was taken over by the Ministry of Environment.*



*Managing a scrap tire program is truly a balancing act between meeting the requirements of tire retailers and the needs of the recycling industry while delivering a cost effective program that meets the expectations of consumers.*

The SSTC has concerns with some of these amendments and the manner in which they were handed down because of the direct impact to the obligated party – the tire retailer. The SSTC is the approved tire recycling management program, which offers a program to the tire retailers (we make the retailer compliant with the regulations), and in the absence of the SSTC, the retailer would have to directly comply, which means that every retailer would be responsible to find disposal options for scrap tires left at a retailer location.

**The Minister of Environment struck an Advisory Committee to conduct a review of the scrap tire recycling program in the province.** The review will examine the legislation and regulations relating to the collection and recycling of used tires in the province. As 2017 unfolds, we will fully understand the direction that these amendments and the work of the Advisory Committee will take.

*continued on page 15*





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# SSTC 2016: A Year in Perspective

continued from page 13

The SSTC's Community Demonstration Grant program was another success in 2016. Twenty applications were received, and nine communities were awarded with grants totaling \$35,419.50. Over the course of ten years, the SSTC has "given back" a grand total of \$296,107.65 to over 150 communities in our province that made the choice to use recycled scrap tire materials and products in their community initiatives!

2016 COMMUNITY DEMONSTRATION GRANT
<b>City of Prince Albert</b> (pour-in-place rubber)
<b>Hague Parks &amp; Recreation</b> (nugget play surface, eco-borders, and bark mulch)
<b>Rotary Club of Melfort</b> (rubber surfacing)
<b>The Family Place in Weyburn</b> (rolled rubber surface)
<b>Town of Eastend</b> (rubber pool decking with colour)
<b>Town of Lafleche</b> (pour-in-place rubber with colour)
<b>Town of Lashburn</b> (pour-in-place rubber)
<b>Town of Moosomin</b> (rubber surface with colour)
<b>Village of Vanguard</b> (rubber surfacing)

The SSTC is very pleased with the impact that the program had across Saskatchewan, and we are thrilled that the communities will have their projects for the years to come.

A tire recycling fee (TRF) is attached to the sale of every new tire sold in the province, and the larger the tire, the higher the fee. Tire retailers collect the TRFs from consumers, and remit those fees directly to the SSTC. The TRFs assigned to each tire type is reflected.

The SSTC also collects and delivers other tire types into the recycle stream, for which there are no TRFs assessed, such as tires from bicycles, wheel chairs, wheelbarrows, recapped and retread tires, as well as tire tubes.

The TRFs collected and remitted to the SSTC by the retailers fund the SSTC and its programs.



A snapshot of the 2016 Tire Sales & Collection activity for the year is shown below. This is based on the tire sales information provided by retailers and the scrap tire collection information provided by the SSTC collectors. Tire sales decreased overall on average by 8% year over year. Scrap tire collections were also down.

With a recovery rate of only 67%, it is important for the retailer to capture scrap tire waste at the point of sale of new tires; this is the key to keeping tires out of landfills. The SSTC will continue to work with retailers, emphasizing the importance of recovering scrap tires from consumers.

2016 TIRE SALES vs. COLLECTION	PLTT	MTT	AG	OTR I	OTR II	TOTAL
<b>Tires Sold (as reported by Retailers)</b>	990,893	173,334	31,932	4,559	1,093	1,201,811
<b>Scrap Tires Collected</b>	683,331	110,247	10,901	1,398	136	806,013
<b>Recovery Rate</b>	<b>69%</b>	<b>64%</b>	<b>34%</b>	<b>31%</b>	<b>12%</b>	<b>67%</b>



The overall objective of the SSTC is to collect scrap tires from consumers that are at the end of their useful life for delivery into the recycle stream; therefore, eliminating the need for retailer disposal in local landfills.

The ultimate benefit of the SSTC is that communities throughout the province can see the lifespan of most landfills extended by many years, and in doing so, this relieves communities of the economic burden of sending waste to landfills

# MILLENNIALS

## are presenting tech, social media challenges for businesses

Kathy McCarron, Tire Business

Your best Millennial customers may also be your best word of mouth advertising. Ask them to create proof-packed testimonials for the company website and social media platforms.

**T**ire dealerships and auto repair shops that are reluctant to adopt the latest technology and social media soon will be forced into it by their growing population of Millennial customers and employees.

The Millennial generation, considered to be those ages 19-35, now outnumber Baby Boomers (ages 52-70) and Generation X (ages 36-51) in the workplace.

They also are a growing force in the consumer population, according to Ryan Jenkins, a researcher, columnist and blogger who specializes in helping businesses hire and market to Millennials.

Last year was the first year Millennials outnumbered Baby Boomers and GenX in the workplace, representing 35 percent of the workforce vs. GenX at 33 percent and Baby Boomers at 29 percent, he said.

Millennials also are the largest generation in the U.S. and globally. And for the first time, there are five generations in the marketplace and workplace because people are working and living longer, Mr. Jenkins said. In the future, there may be even more generations working together.

"So the tension that you and I experience leading, communicating, selling across generations will only intensify moving forward," he told attendees at the Automotive Aftermarket Parts Expo in Las Vegas last November.

Each generation takes a different approach to buying products and services, he noted.

"One of the best ways to build a bridge across generations and to alleviate some of the friction that happens when you are trying to sell across generations, is to have a better understanding of that generation," Mr. Jenkins said.

Millennials who grew up with the Internet, social media and mobile devices, for example, expect to communicate and buy through these media.

He said there are three keys to marketing to the younger generation: Know and understand the needs and demands of the Millennial generation; provide proof of the quality of the product or service; and engage in swift communication across digital platforms.



**"Millennials cannot remember a time where a mobile device has been out of arm's reach. This is with them all the time, and it is how they experience their world."**

### Know your customers

**Millennials grew up playing video games; researching and buying items on the Internet; communicating with people around the world in chat rooms, Facebook and Twitter; and doing multiple tasks on their cellphones.**

They consider the Internet the authority and thus think and approach problems differently — so the sales cycle should be different, he said.

**Their communication has and will continue to be shaped by technology, especially on iPhones.**

**"If you're trying to communicate with this generation, if you're trying to sell to them, if you're trying to get their attention, you've got to think mobile, and you got to think swift and faster communications," Mr. Jenkins said.**

Millennials are persuaded by their peers, and they demand transparency from their leaders, employers and brands, he said. They want more transparency in sales and in what a product does, where it comes from and whether it is socially responsible.

Mr. Jenkins advised businesses to survey their Millennial customers and create a detailed buyer profile.

On the business-to-business side of sales, about 73 percent of Millennial workers are involved in decisions to purchase products or services for their company or business, and 34 percent of Millennials are the sole decision-maker regarding purchases, according to Mr. Jenkins.

He also noted that 36 percent of Millennials will weigh the opinions of friends and family before deciding to buy B2B products and services.

This behavior extends to their personal purchases, as well.

"They have very robust social networks so, of course, they are going





to lean into that to figure out the products or services they should buy," Mr. Jenkins said.

**Provide proof**

About 84 percent of Millennials claim user-generated content on company websites has at least some influence on what they buy, Mr. Jenkins said, especially if it involves images and customer success stories.

He noted that the preferred channel or format for Millennials to research products and businesses is video, such as on YouTube.

"So use video whenever and wherever possible," he advised. YouTube is a great platform and a familiar platform, he added.

He suggested dealers ask their Millennial customers to create proof-packed testimonials for the company website and social media platforms.

He noted that 70 percent of Millennials are willing to create some type of review if

they have a good or bad experience with a business.

**Be Mobile**

Millennials who grew up with the Internet, social media and mobile devices, for example, expect to communicate and buy through these media.

Mr. Jenkins noted that more than four out of five Millennial B2B buyers claim mobile devices are important when researching new products and services.

"Millennials cannot remember a time where a mobile device has been out of arm's reach. This is with them all the time, and it is how they experience their world," Mr. Jenkins said.

The average open rate for SMS messages is 98 percent vs. 22 percent for emails. About 62 percent of all email is first opened on mobile devices, he said.

When it comes to websites, 70 percent of consumers will wait only five seconds for a website to load on their mobile device before abandoning the site, he said. Nearly half of visitors said they won't return to a website that doesn't load properly on their mobile device.

"If your website isn't mobile-responsive and I have to pinch and zoom and swipe, that's a terrible experience, and you're not going to have me there long," Mr. Jenkins warned.

He encouraged businesses to "ensure mobility throughout the sales process and that all communications are mobile-friendly."

"So any sales copy, any collateral you send, anything, make sure to hack it yourself," Mr. Jenkins suggested. "Send an email to yourself, look it up on your own device, and hack it. Is it a good experience? Am I scrolling too much?... Is it too small? Is it not visual enough? Those are all things that are going to tick off the Millennial generation."

# MILLENNIALS, Brands & Digital Content

## Millennial Consumers: THE FACTS

**BRAND AFFILIATION:** Brand loyalty is very strong: 79% feel that once they find a company or product they like, they keep coming back.

70%

58% are willing to share personal information about themselves with a trusted brand in exchange for greater access or more relevant content such as coupons, free samples, or sneak peeks at product reviews.

58%

**Millennials:** mil-len-ee-ahls (n.pl). Individuals born between the mid-1970s and the late 1990s, who have grown up during the current golden age of digital technology.

Also known as **digital natives**, they are now in their mid-twenties to mid-thirties, are highly connected on social networks, know how to interact with technology and are comfortable using it to their advantage. By 2017, millennials will have more spending power than any other generation in America. *Source: PwC Research*

**PEER NETWORKS:**

75% of Millennials have created a profile on a social networking site, with 55% visiting those sites at least once a day.

60% connect to the Internet wirelessly when they're away from work or home, and 88% text each other *more frequently*.

65% of Millennials are disconnected only one hour or less per day.

Friends and family are top sources of information that Millennials seek in making major decisions.

Family	77%
Friends	64%
Search engine	21%
Expert website	21%
Co-worker	20%
Social networks	13%
Go it alone	8%

**INFORMATION IS POWER:**

51% OF MILLENNIALS CONSULT 4 OR MORE SOURCES WHEN DECIDING WHICH PRODUCT OR SERVICE TO PURCHASE.

Implication for marketers: Brands have to ensure that they're part of the conversation when these decisions are being made.

**TIP!** Since Millennials have increased access to product information, brands have to find ways to communicate with them both directly and indirectly through colleagues and influencers who transcend personal networks!

**INTERACTION WITH BRANDS:**

82% Millennials who have joined a brand-sponsored online community such as a Facebook Page, 47% have joined more than three.

47% Millennials who have written about positive experiences with products or companies online.

39% of them write about negative experiences with products or companies online.

74% indicated that they have talked to a friend about a favorite brand in the past week, and 54% have talked to a friend about a product they didn't like.

**KEY TAKEAWAY:** Millennials are forcing marketers to re-think everything. What was once a one-way conversation is now a multi-faceted, 24/7, 7-days a week dialogue between brands and consumers, and between consumers and consumers.

*What will you do about it?*

Information sourced from: PwC Research by Edelman/StrategicOut



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***That's good.***

## \$20,000 Tire scam loses traction, goes on road trip

### *A cautionary tale of credit card fraud for small businesses*

Edmonton Police Service

During Fraud Prevention Month, the Edmonton Police Service (EPS) warned businesses not to take credit cards over the telephone after a credit card fraud reportedly made its rounds at auto shops.

“Sadly, when the fraud didn’t work at one shop, they just went down the road,” says Det. Linda Herczeg with the EPS Economic Crimes Section. “This is a cautionary tale for retailers to only accept credit cards from people standing in front of you, and only when the name on the card matches picture identification.”

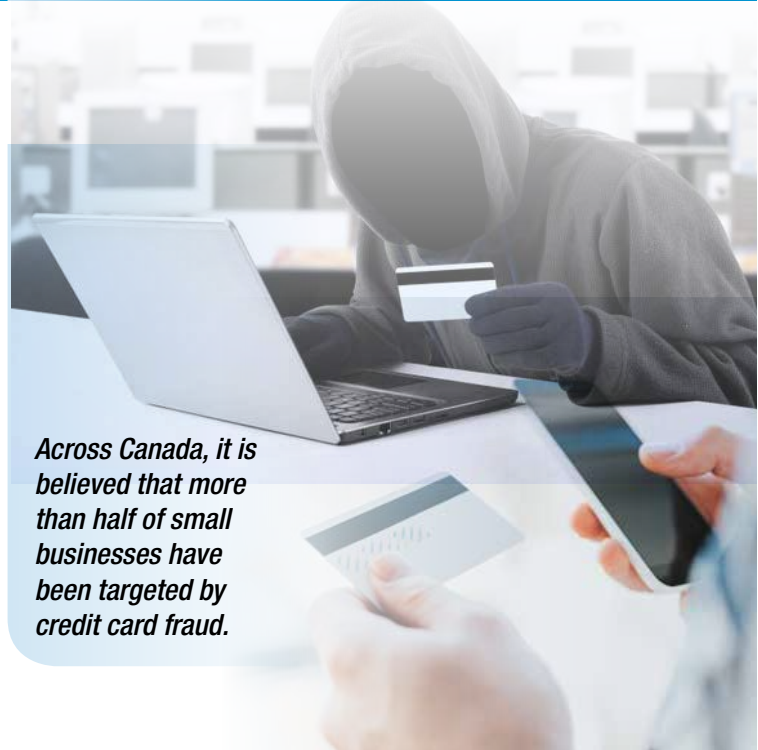
**J**ust prior to Family Day long weekend in February 2016, Lloyd Darius, the owner of Award Automotive in Edmonton, was contacted over the telephone by an unknown man who needed to purchase 52 specialized off-road truck tires for an oilfield company. The man claimed he needed the tires as soon as possible because most businesses would be closed over the long weekend, and he would provide a credit card number over the phone for the purchase and send a courier to pick up the tires.

Any business would have jumped at the opportunity, as the order required very little effort and would be worth well over \$20,000. But Lloyd thought it was unusual, so he decided to do his own research.

Lloyd called the local tire supplier and coincidentally there were exactly 52 of those tires in stock. He wondered why any business would use a credit card for such a bulk purchase, so he called the alleged company to check. The company did exist, but the credit card number did not.

When the man called back about his order, Lloyd confronted him about the credit card, and the man said Lloyd must have written the number down wrong. The caller continued to pressure Lloyd and wanted to send a courier ASAP to pick-up the tires, however, Lloyd declined. The caller said, “If you don’t want our business, we’ll take it elsewhere,” and hung up.

***After the long weekend, Lloyd spoke to his tire supplier and learned that another shop in the area purchased those same tires for a customer, but was on the hook for the cost of the tires because the credit card was stolen.***



***Across Canada, it is believed that more than half of small businesses have been targeted by credit card fraud.***

***“It’s possible for a business to absorb a smaller fraud, but a loss of \$20,000 to \$30,000 in one day could bankrupt your business,” says Lloyd. “You might think you’ve won the lottery with the sale, but if it’s too good to be true, it’s probably a scam.”***

The EPS investigated eight cases of fraudulent credit cards being used for bulk tire purchases in 2016, with losses to retailers totalling \$70,485. One local shop lost \$36,000 on one purchase, and another shop was hit twice the same month for a total of \$8,360.

Police continue to investigate the crimes and believe the same individuals may be involved with similar tire scams across Alberta, including 13 fraudulent purchases in Boyle worth a total of \$141,000 in 2016.

“This type of fraud, usually known as card-not-present, cost Canadians over half a billion dollars in 2015, a number that has been steadily climbing and is expected to continue,” says Const. Sean Milne with the RCMP Serious and Organized Crime Financial Integrity Unit.

Across Canada, it is believed that more than half of small businesses have been targeted by credit card fraud. Here in Edmonton, credit card fraud is up a staggering 50 per cent from 664 reported incidents in 2015 to 995 in 2016.

Det. Herczeg adds, “Fraudsters can attain lost or stolen credit cards, skim legitimate credit cards, intercept credit cards in the mail, and even acquire new credit cards through identity theft. There are many ways you can fall prey to credit card fraud, but with some due diligence, businesses

*continued on page 21*



# A monster milestone.



It's official, with the help of Western Canada Tire Dealers, Alberta has recycled 100 million tires! If they were still around today, those tires would weigh as much as 150,000 tyrannosaurs. That's big...T-Rex big.

**Congratulations Alberta!**

For more information visit [albertarecycling.ca](http://albertarecycling.ca)

  
**100**  
**MILLION TIRES**  
RECYCLED... AND COUNTING!

**Alberta**  
**recycling**



## A cautionary tale of credit card fraud

continued from page 19

can avoid financial losses and help police catch the thieves.”

### How to reduce the risk of credit card fraud...

- Do not take credit card payments over the phone. Opt for chip cards with PIN whenever possible.
- Ask for customer identification to verify the credit card.
- Be cautious of multiple transactions on the same card or multiple card use.
- Watch out for orders of big ticket items, orders of more than one of the same item, or larger than normal orders.
- Be alert to long-distance orders, especially if that is not common for your business.
- Keep payment terminals secured. Install video cameras at your point-of-purchase and pick-up locations.
- Do not be afraid to stop the transaction and alert your supervisor if you suspect fraud.
- Report suspicious activities and frauds to police as soon as possible.



**CRIME STOPPERS**  
ASSOCIATION OF EDMONTON AND NORTHERN ALBERTA

For additional fraud and crime prevention tips, please visit [www.edmontonpolice.ca/crimeprevention](http://www.edmontonpolice.ca/crimeprevention).

A variety of fraud awareness resources are available to the public from Service Alberta, the Competition Bureau, the Canadian Anti-Fraud Centre, and Scam Detector.

The Edmonton Police Service reminds citizens that fraud prevention is ongoing – we need to recognize it, report it, and stop it. If you are the victim of a fraud, or have knowledge of an economic crime, please contact the EPS at 780-423-4567 or #377 from a mobile phone. Anonymous information can be submitted to Crime Stoppers at 1-800-222-8477 or at [www.tipsubmit.com/start.htm](http://www.tipsubmit.com/start.htm)

## Kal Tire Acquires Tyre Corporation South African Operations

Kal Tire Mining Tire Group has announced a major expansion of its presence in South Africa, through acquisition of the operations in that country of Tyre Corporation.

“Tyre Corporation is a recognized market leader in underground mining tire services and sales and we’re excited to bring their capabilities and strengths to Kal Tire,” says Dan Allan, senior vice president, Kal Tire’s Mining Tire Group.

“We’ve been building our business in parts of Africa since 2009, but this acquisition goes a long way for us to ensure a long-term sustainable business in South Africa,” says Allan.

Tyre Corporation has been operating in South Africa for 12 years with fully equipped branches throughout the country. In order to continue their growth, access to capital was essential. Tyre Corporation is confident that Kal Tire is the right organization to acquire its South African operations and continue to build on the strong reputation they have developed.

“We are very pleased to be joining forces with a company like Kal Tire who has such a strong reputation in the industry and understands the mining tire business as well as they do,” says Patrick Brown, sales director, Tyre Corporation. Daan Badenhorst, Tyre Corporation’s OTR operations director, adds, “Knowing they believe in customer service with the same passion as we do, our customers can be assured of the high level of service they will continue to receive.”

Kal Tire provides full-service customized mining tire solutions across five continents. With 45 years’ experience in every type of mining operation, and

**KAL TIRE**



a strong balance sheet, the organization is positioned to properly support and fund the working capital needs of a venture of this magnitude as well as continued growth.

More than 800 Tyre Corporation team members across 80 South Africa mine sites will be welcomed into Kal Tire. “We believe every team member in our organization is the key to our success and we know our new team members joining us from Tyre Corporation bring invaluable experience with them,” says Robert Foord, president, Kal Tire. We ensure all team members at Kal Tire have the proper training and learning opportunities available to them. In addition, our new team members will now be able to share experiences and collaborate with our current 5,600 team members in many countries around the world.”

When it comes to safety, training, and code of conduct, Kal Tire has a global standard across all its operations. Its online Learning Management System contains both international training standards set by the Tire Industry Association and the company’s collective experience from around the world. ‘Journey to Zero’ is Kal Tire’s safety commitment to every team member to go home safely every day. And the organization’s ethics and code of conduct brings the highest standards for all team members to uphold.

— Source Kal Tire



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*Trailer Tires*



**THE CARLSTAR GROUP**



## Loss Prevention



Knowing  
your business  
matters.

## CLOSING TIME INSPECTION

Bruce Burton, CIP, CRM  
Federated Insurance  
Loss Prevention Technical Specialist

Taking the time to ensure your building is safe before leaving for the night increases your chances that it will be safe when you return. It's important that all staff members responsible for closing the business carefully check for potential fire hazards prior to leaving for the night.

Most fires that occur after closing could have been prevented if an inspection was completed and the unsafe condition corrected, such as unplugging all equipment. Many businesses have informal closing time inspections, but making the inspection a formal activity can help ensure that the facilities are checked thoroughly and on a consistent basis. It's a good risk management strategy to include a closing time inspection procedure in your safety policy and to check for potential loss prevention issues before leaving for the night.

Crime prevention, including vandalism, theft, break and enter, etc. is also important to include in your closing activities. Extra protection or precautions should be used for rims and tires. Remember, even though all the necessary theft protection practices may be in place, they won't be effective if they aren't used consistently. Most thefts are thefts of opportunity. They occur when employees forget to lock a gate; neglect to chain and lock a piece of equipment; or leave it outside the building when it is usually kept inside, etc.

However you assign the task, the employee or manager needs to have a clear understanding of why they are doing it, what they are looking for, and what they are going to do about anything they find or see.

Using a **Closing Time Inspection Checklist** is an effective loss prevention strategy. It acts as a reminder to staff of all the areas and activities that they need to look at. The following checklist is a sample of what you can use. Your safety committee can tailor the checklist as necessary to meet your specific needs.

### FIRE PREVENTION

- Is all equipment turned off and unplugged?
- Are all flammables stored properly?
- Are combustibles stored away from heat sources?
- Has a fire watch been completed?
- Has at least 30 minutes passed since the end of any hot work?
- Has a fire inspection of the hot work area been completed?
- Have oily rags and other material that may spontaneously combust been stored correctly?
- Has temporary heating equipment been unplugged/shut off?
- Other: \_\_\_\_\_

### CRIME PREVENTION

- Are the interior lights in the sales area on?
- Are the exterior lights operational?
- Have all doors and windows been locked and the padlocks secured on all doors?
- Has a walkthrough been done to ensure no one is inside the building?
- Has the security system been activated?
- Has all equipment, customer property and stock been properly secured?
- Are all cash and valuables secured?
- Other: \_\_\_\_\_

**To keep your business, property and the livelihood of you and your employees safe, proper formalized closing time processes and procedures should be created and implemented. It's critical that the time is taken to fully understand the objective of the walk through, to understand the risks or issues that could be encountered, and what the potential risk management or loss prevention actions are that will help prevent the loss. The walk through should be thorough, yet efficient, and documented.**

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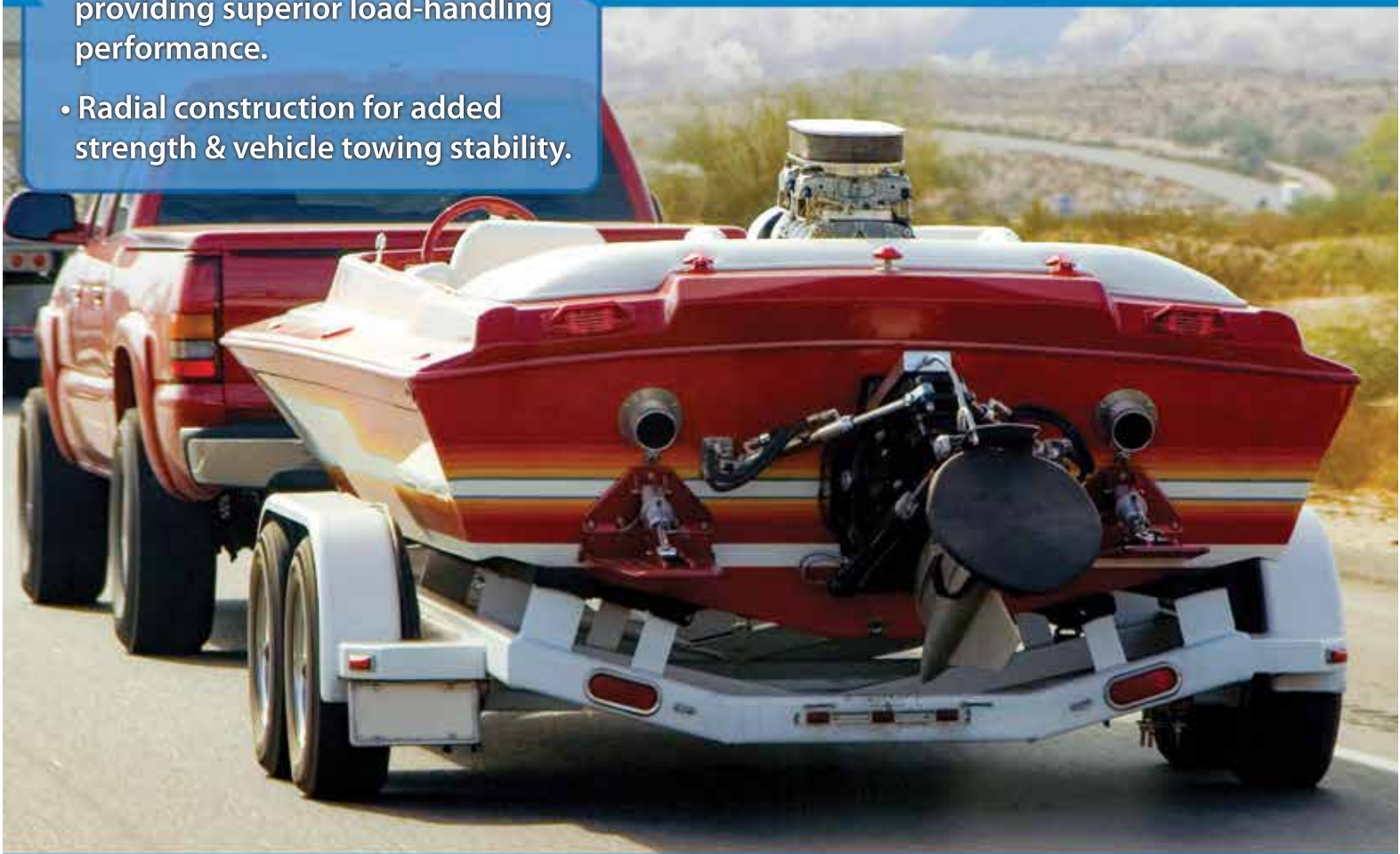
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# Auto Manufacturers Put Women in the Spokesperson Spotlight

Brandy A. Schaffels, Askpatty.com

Last year, Buick tapped quirky actress Ellie Kemper to promote their vehicle lineup in a series of lighthearted and humorous videos. The goal was to "attract a younger audience that may associate the Buick brand to that of the past, not realizing the amazing car right in front of them may actually be a new Buick," said Molly Peck, the brand's director of marketing.

**B**ack in the late 1980s, Ford used Lindsay Wagner (best known for her role as the Bionic Woman), BMW and Cadillac used the voice talents of Patricia Clarkson and Kate Walsh. Mercury used Jill Wagner in 2009. And Kristen Bell is now promoting Enterprise rental cars.

This year, British screenstar Minnie Driver has become the new voice of Lexus, starting with an ad that aired during the Super Bowl to promote the elegant new 2017 Lexus LC 500 flagship luxury coupe. Featuring movement artist Lil Buck and music from chart-topping recording artist Sia, the commercial titled "Man and Machine" signals the first official use of the brand's new global tagline, "Experience Amazing."

"Minnie is an esteemed actress with a recognizable voice that commands gravitas. Her voice lends a modern, sophisticated tone to the brand for global appeal," says Lexus spokesperson Leigh Anne Sessions. "In addition, a strong female voice represents a departure for the brand and further signals the greater brand shift."

**Statistics show women buy 54% of the cars in the United States, influence 85% of all vehicle purchase decisions, and represent 65% of the customer base that bring cars into the dealership for service.**

Within the past year, Lexus has launched several initiatives focused on their female audience, including an aggressive program for its dealers, called "the Lexus Difference," aimed at enhancing the guest experience at Lexus dealerships, to attract and exceed the expectations of women, millennials, and multi-cultural guests.

The company has also recently become the exclusive automotive corporate sponsor of The Women Presidents' Organization (WPO). According to Marsha Firestone, Ph.D., WPO founder and president, "Women entrepreneurs are developing and leading highly competitive companies that are growing at greater rates than ever. As Lexus builds its commitment to women in business, this sponsorship underscores the significant impact that women-led companies have on the economy, by generating revenue and creating jobs."

According to Peggy Turner, Vice President, Lexus Customer Retention and Satisfaction, "This partnership with the WPO is a win-win relationship for our brand. Not only are we passionate about empowering people to make the world a better place, but by supporting WPO events and community involvement, Lexus will gain insights it can use to refine its dealership environment to appeal more to women while providing a superb overall guest experience."



**Women have become a powerful force in the automotive marketplace, and it's exciting news that Lexus has chosen a woman's voice to promote their brand. "Machines don't have emotions," says Driver in the commercial voiceover, "but the rare few can inspire them." Oscar-winner Driver is a woman of influence, with an elegant recognizable voice, regardless of whether she is speaking with her native British accent, or using an Americanized inflection.**

She replaces Maurice LaMarche as Lexus USA's in-ear talent and will return in future spots; there is no plan to show the actress. In early April, Lexus released a new spot for the GS 350 F Sport and GS model, in which Driver declares "The road can change in an instant," and then lists exactly how the GS delivers what the road demands. To view the commercials, visit [YouTube.com/Lexus](http://YouTube.com/Lexus).

"Lexus' newest models reaffirm the brand's performance, engineering, design, and craftsmanship prowess," says Brian Bolain, general manager, Lexus Marketing. "The LC and LS were built from the ground up to satisfy the most demanding and discerning luxury buyers, and reflect a brand ethos that aligns with the world's best luxury lifestyle brands."

Previewed as the LF-LC concept in 2012, the LC 500 performance coupe arrives in Lexus dealerships this spring powered by a 471-horsepower, V-8 engine mated to a 10-speed automatic transmission and bears an MSRP of \$92,000; its sibling LC 500h features a new 354-horsepower (net) hybrid powertrain and an MSRP of \$96,510. Lexus debuted its 2018 LS 500 F Sport performance sedan at the recent New York Auto Show. Powered by a twin-turbocharged 3.5-liter V-6 engine making 415 horsepower and 442 lb.-ft. of torque paired with a 10-speed automatic, the rear-wheel-drive performance sedan boasts carefully applied specific chassis tuning enhancements, as well as a 0-60 time of 4.5 seconds.

**The bionic woman may have been an appropriate salesperson for the sporty Mustang, and Kemper's adorable personality may have been effective for the relatively more-affordable Buick brand. The question remains: Will Driver's elegant voice be enough to drive shoppers to buy a high-performance car with an amazing price tag approaching \$100,000?**



AskPatty.com provides online automotive maintenance advice specifically tailored to women. Jody can be reached at 888-737-8599 ext. 6 or via email at [jdevere@askpatty.com](mailto:jdevere@askpatty.com).

Jody's website is [www.certifiedfemalefriendly.com](http://www.certifiedfemalefriendly.com).

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## Michelin gains 3 'supercar' OE fitments

### Tire Business

Group Michelin has gained OE fitments on three recently launched ultra-high-performance sports cars, two of them exclusive.

The fitments are with the latest version of the Porsche 911 GT3, Aston Martin Valkyrie hybrid "hypercar" and Renault Alpine two-seat mid-engine sports car.

**M**ichelin said recently it will equip 80 percent of the 2017-edition 911 GT3 road / track sports car with specially developed Pilot Sport Cup 2 N1 UHP tires, size 245 / 35 ZR20 front and 305 / 30 ZR20 rear.

Michelin said its co-development of these tires with Porsche A.G. took two and a half years, during which time the partners went through 350 prototypes at tests carried out at Michelin's test center in Ladoux, France, and the Nürburgring and Nardo circuits in Germany and Italy.

Michelin claims the Pilot Sport Cup 2 lasts up to 50 percent longer on track than its predecessor, the Pilot Sport Cup+, while offering faster lap times and improved aquaplaning resistance. It credited developments in compounding and precise placement of different compounds on inner and outer sections of the tread for the performance gains.

British car maker Aston Martin Lagonda Ltd. will fit its Valkyrie — a two-seat, mid-engine hybrid being co-developed with technical help from the Red Bull Formula 1 team — with Pilot Sport Cup 2 tires in size 265 / 35ZR20 front and 325 / 30ZR21 rear.

The Valkyrie uses an Aston Martin V-12 as its basis power plant, supplemented by a hybrid system. The tires will be mounted to lightweight magnesium alloy wheels featuring race-specification center-lock nuts to reduce unsprung mass further, Aston Martin said.

Aston Martin plans to build no more than 150 road-going version of the Valkyrie in addition to 25 race-prepped versions. Deliveries to customers should start in 2018.

French car maker Renault S.A. said it will equip all 1,955 production



*Aston Martin Valkyrie hybrid "hypercar"*



*Porsche 911 GT3*

models of its Alpine A110 First Edition with Pilot Sport 4 tires in size 205 / 40ZR 18 front and 235 / 40ZR 18 rear.

The Alpine, powered by a turbocharged four-cylinder developed by Renault Sport, is portrayed as a direct competitor to the Porsche Cayman. Renault claims a 0-62 mph time of just 4.5 seconds.

## Bridgestone Rolls Out Heavy-Duty Dueler Tire

### Tire Review

Bridgestone Americas Inc. has introduced a new, heavy-duty light truck tire – the Bridgestone Dueler H/T 685 – to its Dueler tire line.

“The Bridgestone Dueler H/T 685 tire is a great addition to our best-in-class Dueler tire line,” said Erik Seidel, president, consumer replacement tire sales, U.S. and Canada. “This new tire will combine several original equipment fitments into one go-to tire, allowing our dealers to capture more first and second replacement tire sales in the heavy-duty pickup truck segment.”

**D**esigned for towing and hauling heavy loads, the Dueler H/T 685 features heavy-duty steel belts, two-ply polyester construction, and can handle heavy-duty applications ranging from towing a

boat to moving loads, Bridgestone said. The tire also features a new tread-to-road contact footprint that allows it to adapt to the load and promotes even tread wear, the tiremaker adds.

Additionally, the tire is optimized to retain traction in snow and the tread pattern has wide grooves to channel water away from the tire in wet conditions.

The Dueler H/T 685 is backed by a 50,000-mile limited treadwear warranty and is available in 17 sizes, covering 96% of pickup trucks on the road.



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WCTD 2017/18



## Academic Scholarship Applications NOW BEING ACCEPTED



### Eligibility

The applicant is the immediate family member (Son, Daughter or Spouse) or legal ward of a person that is a full-time permanent employee, for at least one year, by a company that is a current voting member of the WCTD and has been a member in good standing for the previous five (5) years.

The applicant has been accepted to attend an accredited Canadian postsecondary institution and has registered for classes for the upcoming semester.

### Application

All applications submitted must include the applicant's Social Insurance Number.

The applicant must submit a résumé, not to exceed three typewritten pages, outlining their education to date, any involvement in extra curricular activities, any academic honours or any community or volunteer work that they may have done. The applicant must also submit reference letters that confirm their involvement or achievements. Reference letters cannot be from family members and must speak to the achievements of the applicant.

The applicant must submit a letter from a WCTD member confirming the current employment of an immediate family member.

The applicant must have a complete transcript of all courses and grades sent to the Scholarship Committee no later than August 1 of the year the application is submitted. Transcripts must be submitted directly by the educational institution.

The applicant must submit a confirmation of registration along with a tentative course schedule from an accredited post-secondary institution.

### Awarding of Scholarship

The Scholarship Committee will pay the lesser of the total amount of the successful applicant's tuition for two consecutive semesters commencing in September of the year the scholarship is won or the value of the scholarship that is won.

The scholarship will be paid directly to the post-secondary institution that the successful applicant has enrolled in.

### Application Deadline

**The deadline for applications is July 31 of the year the application is submitted.** Applications must be at the Scholarship Committee's office on or before this date. No applications will be accepted after that date. Incomplete or illegible applications will not be considered.

### Freedom of Information and Privacy

**The information collected in this application is to be used for the sole purpose of assessment and evaluation of the WCTD scholarship and will not be used for any other purposes.**

### MAIL, FAX OR EMAIL APPLICATIONS TO:

WCTD Academic Scholarship Committee

65 Woodbine Road, Sherwood Park, AB T8A 4A7

Phone: 780-554-9259 Email: rayg@wctd.ca www.wctd.ca