

JANUARY - MARCH 2017

THE TRACKER

**THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS**

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B & H Tirecraft Marks 60 Years • TRAC Winter Tire Report
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THE TRACKER

January - March 2017

Published by Western Canada Tire Dealers
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Cover Image: Nokian / SnapScan
The SnapScan system delivers technology to instantly scan and transmit tread depth and other conditions.

Calendar

Thursday, April 13, 2017
WCTD Annual General Meeting
Edmonton Delta South • 11:00 am • 4404 Gateway Boulevard, Edmonton, AB

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Welcome to the New Year!

Paul McAlduff
President, WCTD



Let's make 2017 a great year for the Independent Tire Dealer.

At the November 2016 Global Tire Expo, sponsored by the Tire Industry Association (TIA), Ray Geleta and I attended meetings that focused on the Independent Tire Dealer. TIA, an 8000+ member organization across North America, promotes tire safety through their tire and educational programs. All Independent Tire Dealers who are members of Western Canada Tire Dealers have the opportunity to become a member of TIA at a special WCTD membership rate and hence have access to the tremendous training opportunities they have to offer.

I was able to be able to attend TIA's annual member and "TOP SHOP" awards this year. I have some great stories to tell about the recipients of these awards. But I will save that for a future issue.

A topic that resonated among the association executives was the future of the Independent Tire Dealer. Questions like: "who is an independent tire dealer nowadays"; and "how can Independent Tire Dealers survive in a retail arena when distributors and manufacturers want to sell direct to the consumer?"; "What about those car dealers?"; and, the big one, "are tire associations relevant?".

Are Tire Associations Relevant?

The last one gets me every time. The answer I have in response is "How could any networking association be irrelevant to a business owner?" From personal experience, my growth as a retailer expanded ten-fold when I could interact with other like-minded business owners.

Having access to the WCTD and TIA membership expanded my ability to provide and attain high quality training. Having access to the discounted Federated Insurance program gave me piece of mind.

As president, I appreciate even more what WCTD provides. There is definite strength and value in membership. There are scrap tire program issues that we are facing in Alberta and Saskatchewan. It's an issue that will affect ALL tire dealers across Western Canada. All members should stay informed of these proposed changes.

Even if I didn't use any of the benefits (like discounted insurance, discounted payment processing, training, access to The Tracker) I know I have the strength of a large association behind me to speak on my behalf on matters concerning the tire industry. Well worth the price of membership \$100 a year (plus tax).

That's less than 30 cents A DAY or less than \$2 a week. I consider that a great investment. By the way, it is time to renew your membership—and time to let other dealers know they too should belong to the WCTD.

Cheers!

Paul

"From personal experience, my growth as a retailer expanded ten-fold when I could interact with other like-minded business owners."





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Do You Truly Value Yourself?

Ray Geleta
Executive Director, WCTD



Another busy season has come to an end; the Christmas holiday season is behind us; and the New Year is here. This is the time when most tire dealers are reviewing 2016 and determining the needs and wants for 2017.

Here are a couple of items that I feel we should be thinking about...

Tire dealers have a tendency to sell themselves short. Above and beyond, we are the professionals. The dedicated tire dealer is by far the most knowledgeable, best trained, and most properly equipped to look after the needs of the tire customer.

Some tire dealers have a tendency to discount their product rather than sell the very real qualities of their professional services. If you do this it becomes a definite spiral to the bottom.

'Profit' when combined with service excellence is not a bad word.

Even though I know, at one time or another, that everyone has been told this, here's what discounting does to your bottom line.

At 30% gross profit if you discount an extra 10% you would need to increase your unit sales by one and a half times to maintain the same gross profit dollars.

Here's an example for easy figuring:

- For 100 tires sold at \$100 each at 30% gross (cost \$70) GP would be $100 \times \$100 = \$10,000$ less cost $\$7000 = \mathbf{\$3,000 \text{ Gross Profit}}$
- For 100 tires sold at an extra 10 % discount ($100 \times \$90 = \$9,000$ less $\$7,000$ cost, the GP drops to $\$2,000$.
- In other words to make the same GP, you will need to sell 150 tires: ($150 \times \$90 = \$13,500$ less cost $\$10,500 = \mathbf{\$3000 \text{ Gross Profit}}$

It's critical that the professional tire dealer focus on selling services and benefits rather than price, which brings me to my next point.

Credibility is the key to service

'Credibility' means different things to different people. By true definition, credibility is the quality of inspiring belief within others. To have credibility means that others think highly of you and your organization. This is a condition that usually means repeat business. Trust is a by-product of credibility. Without credibility a company does not last long.

Credibility is not something people are born with. It's an acquired trait that has to be cultivated.

There are a number of ways to increase your personal credibility. First, your behaviour must be consistent. You must be predictable in what you do and say. People want to know that you will act and respond

today the same way you did yesterday with no surprises. They want to know that they can count on you to help them out.

Customers want to know that they will always be treated with respect, sincerity, and honesty whenever they do business with you and your company—and with no hassles.

Follow-through is key to establishing credibility. Carry out your promises. Do things when and how you say you will. Follow through on stated plans and never make empty promises just to get customers off your back.

Make reliability your top priority.

Be aware of your clients' needs and wants. Communicate this awareness to your customers. People look up to the person who is willing to listen; and who seems to understand them. Make yourself available to help your customer. Send the message that their needs far exceed your own.

Capitalize on your unshakeable integrity. Some customers may ask you to make exceptions for them for you to keep their business. Stick to your company policies. To habitually make exceptions sends a message that your company treats customers inequitably.

Anticipate obstacles that stand in the way of outstanding customer service. Try to develop ways to overcome them. Approach problems in a realistic way rather than succumbing to wishful thinking (on your part or the customer's). A determination to streamline your service exemplifies your dedication to the company and its customers.

Thank you for supporting Western Canadian Tire Dealers!

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting of Western Canada Tire Dealers will be held at 11:00 AM on Thursday, April 13, 2017 at the Edmonton Delta South 4404 Gateway Boulevard, Edmonton, Alberta. A quorum shall consist of eligible voting members present or represented by proxy, or in the case of a corporate body, by its duly appointed representative. Members can call in via teleconference or attend in person.

Voting members may make submissions, but these must be in writing and forwarded to the Association office, to be received by Friday, March 10th, 2017 in order to be placed on the agenda.

Printed agendas will be available at the meeting.

The directors request your attendance / participation and input }to help them direct the business of the association.

For more information please contact: rayg@wctd.ca

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Terrific Tire Technology

Tim Pawsey
Editor, WCTD Tracker

We scour information and news for The Tracker from various sources, in the hope of always covering topics that are relevant and useful to your business.

These days, however, there's one theme that dominates every aspect of our day to day activities both inside the office and out: Technology

From TPMS to rapid manufacture of new tread designs, Facebook-generated leads and more, the impact of technology on the tire industry is immeasurable.

Every week brings new developments and advances.

A Tire Check-up Breakthrough

One recent item to cross my screen announced the launch of SnapScan.

"In an effort to prevent tire-related accidents," reports Tire Review, "Nokian Tyres has partnered with tire and service chain Vianor to launch the new tire monitoring technology, SnapScan, in Finland."

SnapScan is a classic example of highly developed technology at work in the tire industry. Its 3-D process performs a variety of analyses

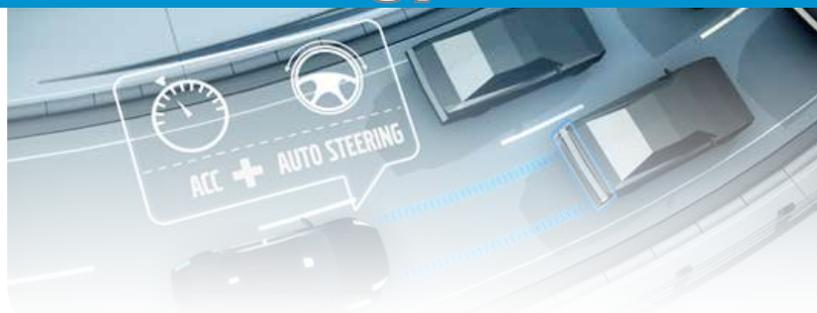
as a vehicle drives over a scanning plate. A camera records the vehicle's license plate number and the operator can receive up to the minute information via text or email regarding the tires' tread depths, pressures, axle loads and so on—even damage issues can

be detected. The system is also offered via a handheld scanner.

The installation of SnapScan at Nokian-owned Vianor outlets is significant. The chain is Scandinavia's largest tire and car service group, with over 1,400 outlets in 26 countries.

"Too many people are unaware of the condition of their tires, and the threshold for replacing tires seems to be high. We want to use this new technology to raise drivers' awareness of the condition of their tires by making it as easy to access as possible," says Vianor Retail Business Manager Ville Nikkola.

Nokia also points to a study which shows about 25 per cent of tire related accidents occur due to at least one tire's tread depth being



below the minimum level. Tread depth significantly affects driving safety, through characteristics like breaking distance and aquaplaning resistance. Driving with tires in good condition gives the driver and other road-users more time to react. The SnapScan technology makes it quick and easy to monitor tire safety, as the information is sent to the vehicle owner electronically.

The technology behind SnapScan is patented by Britain's Sigmavision, which has evolved its laser technologies to specialise in supplying offline and online laser profiling systems and laser measurement systems to major tire manufacturers, such as Bridgestone and Nokian. The lead products to date are the TreadReader Hand Held scanner and TreadReader Drive Over ramp.

The first SnapScan system is being installed on the approach to one of central Helsinki's busiest underground car parks. In time, several more scanners are planned for numerous Finnish locations as well as in all more locations in Finland, including in all Vianor outlets.

The implications of such a system are profound. Much in the way that strategically placed tailpipe sensors laid the groundwork for identifying excessively polluting vehicles, it's likely that systems such as SnapScan will enable safety agencies to quickly identify unsafe vehicles.

The SnapScan system and others like it also has significant potential for fleet and heavy duty industrial applications, as well as in retail settings in North America, where Nokian says it will be introduced 'in forthcoming years.'

The same technology is used in the British developed WheelRight drive-over tire safety system, which has been tested on the busy M6 motorway. Company founder and CEO

John Catling says WheelRight could radically improve safety on U.S. roads by reducing the 35,000 fatal accidents that occur every year, which (according to the company) are commonly caused by tire failure.

Georgia at the Fore

In mid December the WheelRight drive-over technology was unveiled at The Ray in the State of Georgia. The Ray (named for environmental pioneer Ray C. Anderson) has been dubbed "The Highway of the Future," a highly developed 18 mile stretch of Interstate 85, which aims to show that zero deaths, zero waste and zero carbon can be achieved on US highways.

continued on page 13

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B & H Tire / Tirecraft Marks 60 Years

Six decades in any industry is impressive. But 60 years in the tire business is a milestone. B&H Tire / Tirecraft in Chemainus, B.C. marked their 60th Anniversary in September 2016—and to celebrate there was a two-day open house with burgers, hot dogs, smokies, drinks, a birthday cake and more.

Ray Geleta
WCTD Executive Director

The weather was warm and sunny. And an impressive number of customers showed up to enjoy the party, which also boasted a large amount of giveaways at the spin and win wheel. Not to mention a number of draw prizes, including a free set of tires. Everyone went away with something.

One of the open house visitors, George Ferguson (pictured) was at the original grand opening 60 years ago, when he purchased two front tires from B & H founder Rex Hollet for his 1946 Ford Business Coupe. He has been buying his tires there ever since. He now lives in nearby Duncan but still travels to Chemainus to visit.

B & H is now run by Rex's son Tim Hollett, out of the same location in which Rex and his family started up in 1956.

The building has been added on to a couple of times but the offices are still part of the original structure. The Holletts rented the premises at first and eventually purchased prior to building an addition.

For the first 30 years they focused solely on tire sales and service. Then, in 1986, B & H added mechanical services, primarily under-car. Initially they sold Kelly, Seiberling and BF Goodrich tires. However, today they have access to almost every brand.

Tim Hollett started working for his dad at age 14. Now both his son Justin and nephew Nathan work in the business. Tim does have an exit strategy—and his family are very much part of it.

When asked the secret to their success over the years, Tim says...

"We treat our customers like they're part of our extended family. We also treat our staff like family and we have very little or no staff turnover."

And then he points to the poster he says they live by, which reads... ***"Old Fashioned Values Never Get Old"***.



Tim, Justin and Nathan Hollette of B & H Tires



George Ferguson, a B & H long-time customer.

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Terrific Tire Technology

continued from page 9

Hailed as the first publicly available installation of the system anywhere in the U.S., at the one mile mark, results of tire pressure and tread depth measurements will be provided automatically on all tires within seconds via a touch-sensitive kiosk at the West Point Visitor Center.

"The adoption of our tire monitoring technology at the visitors' center," says Catling, "puts us alongside driverless cars, smart solar-powered roads and bio-energy projects, all of which all prove the exciting future awaiting sustainable highways."

In addition to the tire and tread reader, some of the highway's attributes include attractive, translucent sound barriers that also function as solar panels, solar paving panels, repurposing toxic hog manure as a replacement for the binding agent in asphalt and electric vehicle charging stations.

In working with The Ray, the folks behind WheelRight solution are hoping to prove their point that their system is ideal for smart city applications. With an installation that will see it exposed to some 750,000 drivers and passengers annually, the news should travel fast.

It's noteworthy that these innovations hail from Europe. And it should come as no surprise that Finland and Helsinki are at the leading edge. The Finnish capital has a history of groundbreaking transportation ideas, including a multi-agency, regional transit pass that interconnects all vehicles, including trams, buses, the metro, commuter trains, Suomenlinna ferry and more.

The city has also developed a 'Mobility on Demand' app that makes it possible to call up a bus, taxi, shared car or bike just as needed. In fact, a flat fee of 249 Euros a month buys unlimited car rental, taxi and transit rides.

While it may not happen this year, my hunch is that laser tread scanning is about to become big part of all our lives —and businesses—sooner rather than later.

Time and Tide—and Technology—wait for no man.

In addition to the tire and tread reader, some of the highway's attributes include attractive, translucent sound barriers that also function as solar panels, solar paving panels, repurposing toxic hog manure as a replacement for the binding agent in asphalt and electric vehicle charging stations.





The Feminine Touch

Jody De Vere,
Special to Tire Business

One of the basics I've learned about marketing to women is that marketing, in the traditional sense, is just one step. You can create a fantastic advertisement or marketing promotion, even incorporate compelling features based on feedback and input from women, but if the experience at the shop is uncomfortable or stressful, you won't get their business, or they'll never come back.

In their book *"Waiting For Your Cat to Bark?: Persuading Customers When They Ignore Your Marketing,"* co-authors Brian and Jeffrey Eisenberg help marketers understand how to deal with the reality that the customer is in control. They suggest becoming your own customer and going through your own mystery-shopping process. For example, pretend that you're a prospect just at the beginning of a purchase, searching for information. Which search terms would you use? Which stores would you visit? Which questions would you ask the shop? Then, ask yourself how your business lines up with those criteria.

Shop owners who want to succeed – and which of them don't? – must take every interaction into account and understand that for today's consumers, action, not words, motivates people, especially women who make 80 percent of the family's purchasing decisions. "The experience has become the brand," write the authors. "It's about the experience ... theirs," and I couldn't agree more.

According to the Eisenbergs, today's consumers are independent, unpredictable and finicky – like cats. But many marketers still approach them as if all they have to do is create a compelling message and consumers will come to them like Pavlov's dog. But that's wrong. So here are some simple-but-effective suggestions for attracting and retaining women customers.



Shop owners who want to succeed – and which of them don't? – must take every interaction into account and understand that for today's consumers, action, not words, motivates people, especially women who make 80 percent of the family's purchasing decisions.

Jody's Top 10 Marketing Tips

Be Patient

Women are a lot more cautious and careful than men, and they usually take longer to make decisions. Women will bring their car to your shop if they're happy. And happy women are very loyal. So refrain from high-pressure closing tactics, be patient and don't rush their decision-making process.

Listen

Women buyers like to tell their "whole story" at the counter. Having outstanding listening skills helps build a relationship, and understanding their needs creates a friendly, enjoyable experience.

Build Trust

Women represent nearly every family's chief purchasing officer. They look for a shop that wants to become a member of their other highly recommended service providers. They want to do business with a shop that shares their values regarding honesty, respect and trust.

Go Green!

Eco-conscious living is on everyone's mind, particularly women's minds, and it should be a part of your marketing strategy every day.

As an automotive service professional, you're already practicing green principles just by recycling your tires, engine oil, plastics and metals. Extend that practice into your community by organizing a recycling drive. Couple this event with a car checkup that includes all of the components that govern fuel efficiency and emissions, and you've got a noteworthy green event.

Support a Cause

To boost your brand image and broaden your shop's exposure in the local community, a cause-related marketing effort will virtually guarantee drawing some much-desired attention and help earn the trust and respect of your current and potential customers. Especially with women, who are 28 percent more likely to purchase from companies that support causes that resonate with them. Whether you're supporting a local organization, a national charity or just a great idea, cause-related marketing serves as a powerful tool that can redefine the way your business is perceived as a brand throughout your community.

Use Social Media

Four out of 10 women believe the primary benefit of social media is to connect with family and friends. But 37 percent of them think



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TIRE EXPLODES

Safety Alert

An employee was installing a 14.9 x 24 tire onto a rim. While inflating the tire, there was a rupture resulting in an explosion, with the tire landing on top of the roof and injuring the employee.

The employee had the required TIA training and 25 years' experience.

Findings

- A number of procedural errors combined to cause this incident.

Learning Opportunities

Always:

- Use a certified tire cage,
- Use a locking air chuck on an extension hose with an inline pressure gauge,
- Wear the proper PPE – safety glasses, hearing protection, and safety shoes/boots, and
- Stay out of the trajectory zone.

UNLOADING TIRES

Safety Alert

A lone employee was unloading an OTR 2400 x 35 tire from a trailer. The employee lost control of the tire and was pinned between the tire and trailer wall.

The employee was fatally injured.

Findings

- The employee tried to unload the tire by himself,
- No one was in the immediate area to respond, and
- A forklift, although available, was not used to unload the tire.

Learning Opportunities

The employer is working closely with Occupational Health and Safety (OHS) to enhance the OHS program. Areas that should be looked at are:

- Safe Work Practice – Loading and Unloading OTR tires
- Safe Work Procedures – Loading and Unloading OTR tires
- Working Alone Policy
- Job Hazard Assessments

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A Driver's Guide to Cold Weather Conditions



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your business
matters.

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

We have all listened to weather reports and perhaps wondered exactly what was meant by what was said. If you drive for a living, or if you are on the road a lot, it is important to know what you may be encountering.

Because you can't usually choose the weather that you will be travelling in, knowing the conditions in advance can help you prepare and may provide the warning you need to avoid a dangerous situation. The following cold weather terms from Environment Canada should help you determine the meaning of the reported weather, when travelling in Canada.

Blizzard Warning – When winds of 40 km/hr or greater are expected to cause widespread reductions in visibility to 400 metres or less, due to blowing snow, or blowing snow in combination with falling snow, for at least four hours.

Blowing Snow Warning – When blowing snow, caused by winds of at least 30 km/hr, is expected to reduce visibility to 800 metres or less for at least three hours.

Freezing Drizzle Warning – When a period of freezing drizzle is expected for at least eight hours.

Freezing Rain Warning – When freezing rain is expected to pose a hazard to transportation or property; or

- When freezing rain is expected for at least two hours (Nationally except Maritimes);
- When freezing rain is expected for at least four hours (Maritime Provinces).

Flash Freeze Warning – When significant ice is expected to form on roads, sidewalks or other surfaces over much of a region because of the freezing of residual water from either melted snow, or falling/fallen rain due to a rapid drop in temperature.

Snowfall Warning – When 15 cm or more of snow falls within 12 hours or less (Eastern Canada and parts of BC). When ten cm or more of snow falls within 12 hours or less (Prairie Provinces, NWT, Nunavut and parts of BC).

Winter Storm Watch – When conditions are favourable for the development of severe and potentially dangerous winter weather, including:

- A blizzard;
- A major snowfall (25 cm or more within a 24 hour period); and
- A significant snowfall (snowfall warning criteria amounts) combined with other winter weather hazard types such as: freezing rain, rainfall (over coastal BC only), strong winds, blowing snow and/or extreme wind chill.



Knowing the conditions in advance can help you prepare and may provide the warning you need to avoid a dangerous situation.

Winter Storm Warning – When severe and potentially dangerous winter weather conditions are expected, including:

- A major snowfall (25 cm or more within a 24 hour period); and;
- A significant snowfall (snowfall warning criteria amounts) combined with other cold weather precipitation types such as: freezing rain, strong winds, blowing snow and/or extreme wind chill.

Blizzard conditions may be part of an intense winter storm, in which case a blizzard warning is issued instead of a winter storm warning.

Weather Warning – A generic weather warning may be issued for extreme weather events for which there is no suitable warning type, because they rarely occur. For example: a major fog event.

A generic weather warning may also be issued for other weather events during situations where the environment is vulnerable due to pre-existing conditions and any further weather could result in a significant hazard. For example: 50 km/hr winds following an ice storm which could cause structural wind damage. A generic weather warning may also be issued for situations where the event is not expected to reach warning criteria values, but there is a special reason for the warning. For example: the first event of the season, or an off-season event.

For more information on all weather terms and definitions please visit the Environment Canada website at <http://www.ec.gc.ca/meteo-weather/>

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Canada banning asbestos-containing products

Bill McLauchlan, Crain News Service

The Canadian government will ban the “manufacture, use, import and export” of asbestos-containing products – including brake pads – by 2018.

That makes Rick Jamieson, president and CEO of Guelph, Ontario-based brake pad manufacturer ABS Friction Inc., a happy man as the decision comes hard on the heels of his recent ABS Asbestos Offensive campaign to ban the importation of asbestos-laced brake pads.

“This news was most heartening to us,” Mr. Jamieson said. “While the ban is long overdue, we are thankful it is finally going to happen. We have twice seen ‘ban asbestos’ private-member bills reach second reading, only to stall for one reason or another.”

The ban of the cancer-causing material comes after lengthy campaigns not only by ABS Friction but others including Unifor, the country's largest private-sector union representing Canadian autoworkers, and the Automotive Recyclers of Canada (ARC).

Although asbestos mining ended in Canada in 2011, import and export of asbestos was allowed, despite bans by 58 other countries such as Australia, Japan, Sweden and Britain. The Canadian government announced the ban in December in a statement issued jointly by Ministries of Science; Health; Environment and Climate Change; and Public Services and Procurement.

“For years, Unifor has been fighting for this ban as a first step, and while we’ve stopped future use, the government must continue to work to address the damage that has already been done,” said Unifor National President Jerry Dias.

By removing asbestos from braking systems, the new legislation also addresses a health risk to employees of more than 400 vehicle-recycling companies and dismantlers who handle about 1.6 million end-of-life vehicles a year in Canada.

Steve Fletcher, managing director of ARC said, “For an auto recycler there is no way to know whether a brake pad contains asbestos or not.” When pads need to be removed “there is inevitably going to be some release of asbestos particulate into the air.” Fletcher added the announcement is “a tremendous step forward. This policy change could not have come soon enough.”

Asbestos is by far the top on-the-job killer in Canada, accounting for almost 5,000 death claims since 1996, according to Statistics Canada.



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But that doesn't reflect the true scope of its effects; it may take 20 to 50 years after exposure to materialize.

“We have seen the effect of asbestos exposure first hand on mechanics and auto trades people,” said Joe Schmidt, Director of Research and Development and co-founder, ABS Friction. As a Canadian manufacturer who has made asbestos-free brake pads since its beginning 20 years ago, “it's time to put this issue to bed.”

In addition to banning asbestos, Mr. Jamieson is also urging the government to ban chromium, mercury, copper, cadmium, lead and zinc for their toxic properties.

According to the website asbestos.com, Canada imports of asbestos-containing products totaled \$8.2 million in 2015, predominantly in the form of friction materials such as brake pads and brake linings. The major sources were the U.S., South Korea, China, Chile and Peru, the website states, citing Canadian Labour Congress data.

According to the Canadian government's statement, asbestos was declared a human carcinogen by the World Health Organization's International Agency for Research on Cancer in 1987. The Government of Canada introduced in April 2016 a ban on the use of asbestos-containing materials in all new construction and renovation projects under the purview of Public Services and Procurement Canada (PSPC).

Bill McLauchlan is a reporter with Automotive News Canada, a Windsor, Ontario-based sister publication of Tire Business.

January 2017 – Directors Report – BC

Let's Clear Up the M/S Issue Once and For All

Every winter, tire retailers are left to explain the differences and benefits of installing ice and snow rated tires.

Our job is made more difficult by regulating bodies that accept the information from manufacturers' marketing departments, in setting safe standards for road travel, rather than the advice of tire professionals. The old M/S designation means very little to safe driving ability below 7 degrees Celsius. I even read a Vancouver Sun article by the president of the New Car Dealers Association of BC confusing the M/S on tires as being a safe choice for winter driving conditions.

Everyone who is affected by cold weather driving should be aware of what characteristics are necessary to accomplish reasonable traction and stopping abilities below the 7-degree Celsius threshold. Our job would certainly be easier if the Tire Manufacturers could re-look at the designations and markings put on the sidewall of all the tires that we sell.

M/S is outdated and causes consumer confusion. It would be interesting to gather input from all affected tire dealers. Any input can be sent to the Tracker. Subject Line "M/S".

Paul McAlduff, Past Director WCTD, British Columbia
(BC replacement director required – contact Ray Geleta)

TRAC: Winter Tire

Use on the Rise

Canadian drivers are adopting winter tires in record numbers, according to a new survey commissioned by the Tire and Rubber Association of Canada (TRAC).

Outside Quebec, where winter tires are the law, 61 per cent of Canadian drivers now use winter tires. The survey's findings, when compared to an identical study in 2014, show double-digit or near double-digit increases in all regions outside of Quebec.

Winter tire use by region, excluding Quebec, is as follows:

- Nearly half (49 per cent) of British Columbia drivers now own winter tires, compared with 38 percent in 2014;
- Alberta's usage rate is now 55 percent vs. 45 percent in 2014;
- In Manitoba and Saskatchewan usage has climbed 11 percentage points to 50 percent;
- 65 percent of Ontario drivers now use winter tires, up from 56 percent in 2014;
- In Atlantic Canada, where winter tire usage is traditionally second only to Quebec, usage has risen eight percentage points to 81 percent.

Among the 30 percent of drivers still not using winter tires, the belief that all-season tires provide sufficient traction (48 per cent) and cost (23 per cent) are the most common barriers to adopting winter tires.

To support consumer education efforts, TRAC has released a report detailing winter tire use in Canada and the latest market and test data. The full 2016 TRAC Winter Tire Report can be viewed by visiting the association's website.

Rising usage rates for winter tires are the result of significant improvements in tire technology, particularly in tread design and rubber compounds, TRAC said. These advances have improved traction performance

Factors driving winter tire usage include consumer education by industry and government and provincial financial incentives — such as Manitoba's low interest winter tire financing program and Ontario's mandatory auto insurance premium discount.



Michelin '2 in 1' Ag Tire Wins SIMA 2017 Innovation Gold Medal

Michelin North America Inc.'s "2 in 1" ag tire has earned the 2017 Innovation Gold Medal at SIMA, the Paris International Agri-Business Show.

The "2 in 1" tire adjusts pressure and usage to allow farmers to operate more efficiently, Michelin said. To change its shape and footprint, the tire can transform from working at ultra-low pressures in the field, with a contact patch that increases up to 20% to reduce soil compaction, to high pressures on the road so the central continuous tread band grips the pavement for a safe, smooth, vibration-free and fuel-saving ride, Michelin said.

"It is a privilege to receive the SIMA Innovation Gold Medal on behalf

of the dedicated, hardworking teams at Michelin," said Emmanuel Ladent, Director of Michelin's Agriculture Business Unit. "The '2 in 1' tire' is a real game-changer. This is the latest in the line of innovative new tire technologies brought to the market by Michelin, such as Ultraflex technology and the Connected tire, and we eagerly anticipate the first presentation of this '2 in 1' tire' at SIMA in March 2017."

The SIMA 2017 Innovation Awards is judged by a group of international agriculture professionals and recognizes new developments by the show's exhibitors that demonstrate design and innovative features for user benefit.

For more information in the "2 in 1" tire, visit MichelinAg.com.



across all tire categories, but especially for winter tires.

The softer tread compounds in today's winter tires retain their flexibility even in extreme cold. At temperatures at or below 7 degrees Celsius, winter tires provide significantly better traction than all other types. The result is significantly greater control on all cold-weather road surfaces and shorter stopping distances.

Factors driving winter tire usage include consumer education by industry and government and provincial financial incentives — such as Manitoba's low interest winter tire financing program and Ontario's mandatory auto insurance premium discount.

"Drivers adopting winter tires in record numbers is fabulous news because it means Canada's roadways in winter are becoming significantly safer," said TRAC President Glenn Maidment.

"However, the fact that three in 10 motorists still do not own winter tires poses a threat to all motorists. This is why outreach to educate drivers continues to be needed. Every motorist needs to know that today's high-tech winter tires radically outperform all-seasons in all cold-weather driving conditions and offer potentially life-saving benefits."

Since Quebec introduced mandatory use of winter tires in 2008, the provincial government has studied the impact on road safety and personal injury accidents. A study released in 2011 found that universal use of winter tires was responsible for a 5-percent decline in winter road-accident injuries.

This research concluded that 574 people were spared being involved in a personal injury accident because of universal winter tire use. The study also showed a 3-percent drop in deaths and serious road accident injuries.

A survey of 1,518 Canadian motorists was completed online between Oct. 17 and 20, 2014, using Leger's, LegerWebpanel. A probability sample of the same size would yield a margin of error of ± 2.5 percentage points, 19 times out of 20.

70th anniversary of the radial revolution!

Anyone who's been in the tire business a certain number of years might recall when the bias tire still ruled and radials were the New Big Thing.

Last year marked 70 years since, in 1946, Michelin invented what today remains the most game changing invention in the history of tires: the radial structure.

After the idea of inflatable tires took hold (in the latter part of the 19th century) Michelin took out a patent on the removable tire. Other developments up to the second world war included the introduction of carbon black (first used in 1915), which changed the colour and made it more light resistant. The inner tube became optional in 1930, with the first tubeless tire, and the metal frame first appeared in 1937. However, overall, tire structure and architecture remained the same. The tire design was called a diagonal or "bias" structure because the frame was always made of steel or nylon threads which intersected at an angle of 30 to 40°.

In 1946, Michelin engineers had a radically new idea.

They added an extra thread to the existing diagonal structure to make a 90° angle with the tire's median axis. The radial tire was born! There were no disadvantages. The the tread surface—the part of the tire in contact with the road—was more rigid providing better grip and greater resistance. The sides remained flexible but their load-bearing capacity increased, which improved driving comfort. Deformations were reduced, limiting energy loss and therefore fuel consumption... Basically, the radial tire was safer, more pleasant to drive with, more resistant and more economical! It's easy to understand how it quickly replaced other car tires.

But Michelin didn't stop there. Over the years, the company's engineers not only improved the radial tire, they also investigated its application on other vehicle types. 70 years after its birth, radial technology is now used on all wheels from tractors to motorbikes, HGV trucks to planes and has even left its tracks on the Moon!

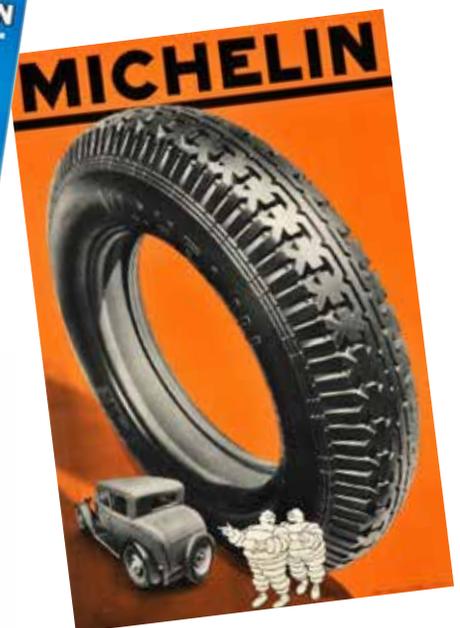
(Courtesy info Michelin)

Basically, the radial tire was safer, more pleasant to drive with, more resistant and more economical! It's easy to understand how it quickly replaced other car tires.



MICHELIN

A better way forward



Dow's new Tire Taxi declared "Best New Product" in the Tool & Equipment category at 2016 AAPEX Show.

"We have been excited about the Tire Taxi from the beginning and being selected 'Best New Product' at AAPEX confirmed we have a real winner. The tremendous exposure from this award will greatly enhance the Tire Taxi launch currently in progress," said Joe Dease, president of JohnDow.

The Tire Taxi is equipped with four heavy-duty casters and a load capacity of 265 pounds – equivalent to eight tires or five wheel assemblies.

The Tire Taxi is also available in an extended height version – the Tire Taxi EX. With an overall working height of 23 inches the Tire Taxi EX creates a more ergonomic working height for the technician, JohnDow said.



Hankook Insight Forum Honors

University of Cincinnati Students

Hankook Tire recently welcomed four students from the University of Cincinnati's Industrial Design program to the Hankook Technodome, the company's newly opened R&D center in Seoul, Korea, for the company's Design Insight Forum. The four are winners of Hankook's Design Innovation 2016, which encourages design students to create futuristic yet realistic concept tires.

Under the theme of "Connect to the Connected World," the students developed designs for self-driving and connected vehicles and their optimized tire systems for a future mega city. The designs focused on compact cars for ride sharing, as well as minivans and driverless taxis. The winners of Hankook's Design Innovation 2016 are:

- **Cameron Bresn**, who designed a concept tire to introduce lateral movement with maximized cornering grip
- **Hayden Lapiska**, who developed a concept tire using multiple tread sections that can expand and contract to handle different urban environments
- **Ian McGillivray**, who designed a space-saving personal transit system with varied tire specs that is built into the ground to provide on-call transportation
- **John Piper**, who designed a system of autonomous and self-driving tires to function as an in-wheel drivetrain responsible for steering, braking and handling



**Hankook Technodome
Seoul, Korea**

Each of the winners sourced their inspiration from preexisting mechanics simplified and repurposed for the road. Each design works to tackle a different problem with an innovative solution granting the tire more responsibility than simply traveling in a forward or backward direction. Being able to change size, shape and adapt at will provides a more convenient and efficient way to travel for both public and private transport.

"The Design Insight Forum at the Hankook Technodome is a meaningful opportunity to experience the fine works of young designers developing future tire innovations at our new and state-of-the-art R&D center," said Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire. "Hankook Tire expects to further create synergy with the future leaders of industrial design in collaboration with Hankook Tire's technological leadership through the Design Insight Forum."

Recycling Milestone

Alberta Recycling | January 2017

Alberta's tire recycling program has reached a significant milestone. One hundred million tires have been recycled since the program's inception in 1992.

“This achievement shows Albertans' commitment to protecting the environment is stronger than ever,” said Shannon Phillips, Minister of Environment and Parks. “It means that in every community there is a determination to do the right thing. Through Alberta's tire recycling program, valuable material is diverted from landfills and recycled, creating jobs and new products that come back full-circle into our communities.”

Alberta has one of the first tire recycling programs in Canada. It is very successful, with approximately six million tires recycled annually.

“Albertans, municipalities, tire and vehicle retailers and the province's recycling industry should be proud of this achievement and their contribution to eliminating tires from landfills and stockpiles. They have all played a key role in having those 100 million tires recycled into products such as sidewalk blocks, roofing tiles and playground surfaces,” said Bob Barss, Chairman of Alberta Recycling.

There are 350 collection sites across the province set up by urban and rural municipalities and First Nations and Metis Settlements that



accept tires for recycling. Since 2000, Alberta Recycling's municipal grant programs have provided over \$12 million to communities.

The recycling of 100 million tires was celebrated in Lethbridge at the grand opening of the new playground at Gilbert Paterson Middle School which was attended by Minister Phillips, MLA for Lethbridge-West, and Lethbridge-East MLA Maria Fitzpatrick, as well as other local dignitaries.

Rubber crumb made from scrap tires was used for the playground surface, a decision that Rebecca Ash, President of the Gilbert Paterson Tiger Society, said was easy to make. “Our society is so happy with the playground design and the use of rubber crumb. We now have a fully accessible and safe place for not only our middle school students, but the entire community to enjoy.”

Michelin Suspends Mobile Tire Installation Pilot Program

Tire Review

“Michelin has decided to suspend its market test for Michelin OnSite in Raleigh, N.C.,” said Brian Remsberg, director of consumer public relations for Michelin. **“But we will continue to evaluate future possibilities, as the test revealed a number of interesting options.**

“While we are disappointed that unit volumes did not meet expectations, we're pleased with the enthusiastic response we received from consumers who want a concierge approach to purchasing tires.”

The program was piloted in the Raleigh-Durham market, but was never expanded elsewhere. Consumers were able to purchase tires online and then schedule installation at a time and place of their choosing. The service was offered via branded vans with the Michelin man and the message “we come to you.” The concierge service



offered tire mounting and balancing, servicing of tire pressure monitor systems, tire and brake inspection, disposal of old tires, and reminders to schedule tire rotations. The cost: \$169.

At the time of its launch in August 2015, Michelin said the service helped address the growing “on-demand” needs of consumers who wanted a convenient, fast, and simple way to purchase tires.

Since then, Michelin has announced another foray into online sales. The company in August 2016 said it would begin selling BFGoodrich-branded tires direct to consumers online.

Sears Auto Center Uses Artificial Intelligence to Put Personal Touch on Tire Shopping

Provided by Sears Auto Center via PRNewswire

Sears Auto Center introduced the pilot launch of the "Digital Tire Journey", a web app that relies on IBM Watson Natural Language Classifier service to help Sears Automotive customers identify the appropriate tires to fit their driving preferences within the following categories: **Comfort Warrior, Value Seeker, Off-Roader, High Performer, Safety Seeker and Winter Warrior.**

Choosing the right tire can be tough for drivers when there are thousands of different tire brands, makes and models. Typical ecommerce websites selling tires often limit users to a drop-down menu of pre-selected tire terms without considering the driving and lifestyle preferences of shoppers. To find the best tire, consumers need to consider not only their vehicle's make, model and tire size, but also how it supports their everyday routines and hobbies.

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The Sears Auto Digital Tire Journey is being created to provide tire recommendations based on the driver style through a customer's response to the question, "When it comes to tires, what's most important to you?" A soccer dad may answer, "I am concerned about driving my kids safely" so tires that have higher safety ratings are presented. After the user types in an answer, the Digital Tire Journey shows what type of driving style they have with the help of the Watson Natural Language Classifier service. The tool then recommends tires with consumer ratings to assist drivers in making an informed purchasing decision.

"Our vision is to put our members' lives in drive. We do that by investing in people, products and technology to keep them moving safely on the road of life," said Brian Kaner, president of Sears Auto Centers. "The Digital Tire Journey is an innovative service that helps customers cut through the clutter while integrating digital, mobile and online with in-store shopping."



The Sears Auto Digital Tire Journey is being created to provide tire recommendations based on the driver style through a customer's response to the question, "When it comes to tires, what's most important to you?"

Getting tire results is easy – simply enter a license plate or make/model of the vehicle to view tires from top brands that are right for the driver, along with objective ratings from previous customers. Users have several purchase options: buy the tires online, schedule an appointment for installation at the nearest Sears Auto Center or reach a call center agent to ask additional questions and purchase the tires by phone.



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)...

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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 August 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: info@wctda.ca www.wctd.ca