

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

## BE TIRE SMART!

Canadian drivers have glaring gaps in their knowledge about how to maintain proper tire inflation. PAGE 9

**PLUS** Tariffs: not Terrific • Train with TIA • TDAC in TO  
Michelin Talks Worn Tires • Olive Storey Remembered





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**integratire.com**

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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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### PLEASE FORWARD TO:

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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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## Tariffs: Not Terrific

Paul McAlduff  
President, WCTD

It seems that you can't read a newspaper, listen to the radio or watch TV without being overwhelmed by the subject of tariffs. The United States has proposed and established tariffs on various raw materials and finished goods. Canada has countered with retaliatory tariffs on specific goods. Conversations about a possible trade war have begun. How these tariffs will affect a tire dealer is not perfectly clear.

**A simple example might be this:** *A Chinese manufacturer is accused of 'dumping' tires into the U.S. at less than market value; The US government imposes a tariff (penalty to be paid to the government at importation time). The penalty increases the landed cost of goods to the distributor. The objective of the tariff is to give a better profit advantage to domestic manufacturers. But does it work?*

### Tariffs and Tires

Let's follow the path further using our favourite product, tires. The tire importer will not absorb the increased cost of goods. The tire distributor (if different from the importer) will not absorb the increase. We, the tire retailers would like that, but we know that wouldn't happen, So the increased costs would be passed down to the retailers. In theory, the retail price should increase proportionally but that doesn't always happen. Some tire retailers believe that their goal is to offer the cheapest prices on tires in their market area. If that is the case, then the 'tariff' acts like a 'tax' that is collected by the government to try to equalize a market. But that 'tax' is passed on through to the retailer and the consumer. Everyone gets squeezed except the person who has collected the tariff.

In Canada, we might see some of the effects of this scenario because a lot of product is shipped through the U.S. to Canadian distributors. We are seeing an increase in traditional brands manufacturing tires in Asia, and shipped to the U.S. and Canada.. So it is not just the 'Chinese' tires that might have tariffs added.



Lisa@2010-3-2 Daily Wash Post/NewsGroup



**For whatever reason, it has seemed that tire stores feel the need to absorb increased costs. But in reality, that is not the only cost increases retailers must incur.**

### The Real Cost of doing business

For whatever reason, it has seemed that tire stores feel the need to absorb increased costs. But in reality, that is not the only cost increases retailers must incur. As a service provider, you can't stay in business if increased costs are not passed on. I have known tire stores that ended up closing down because they felt in order to stay in business they needed to absorb the cost increases. Those stores couldn't make it. If you absorb the increases, you close up or decrease service. Either choice is not good for your customer. Retailers also have little or no control over increased taxes, utilities, equipment, product costs and so on... And don't forget wages and employee costs. But the one thing retailers do have control over is customer service.

My point is: tariffs are tariffs—and we have no real control. Adapt and carry on. Our customers still need tires installed and the professional knowledge we can share. My job as the retailer is to make sure I can offer the choices and service to keep them coming back.

You could say, we truly do "live in interesting times."



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## Summertime... and the Livin' is (or should be) Easy

Ray Geleta  
Executive Director, WCTD

### The summer holiday season is upon us!

The busy summer travel season can sometimes be taxing on our business and staff, as a lot of customers do not get properly prepared ahead of time for their holiday road trips. They come in hoping for almost immediate service as their families are waiting to go on their next adventure. And then there is the family with a breakdown in the middle of their holidays. The kids can be restless and the parent might just be a little more irritable. The key, of course, is for staff and management to take a big breath, stay calm, and take control – while at the same time helping the customer in any way that you can.

In the final analysis, however, no matter what the pressures that present themselves, it's vital to remember that a strong consideration and respect for safety must prevail at all times.

At the end of the day it's important to remember what the season is really all about. Don't forget to appreciate the pleasant and grateful people you helped. You've contributed to making their holiday travel a happier one.



**Also remember to take some time to spend with your own families during these glorious summer months. AND don't forget that summer is yours to enjoy as well!**

### Why it's Critical to Keep Skills Current

Do you ever wonder, as I do, about the speed of technology – and how challenging it is to keep up with the pace of change. In the tire business, just like any business – perhaps more than in other industries – it's vital to stay on top of things. One of the most important aspects of any successful business is making sure your employees are fully qualified.

As an association, we work hard to help you keep your employees technically current. In our industry it's even more crucial that we can depend on our technicians to be not just qualified but technically aware and competent at every turn. The only way to achieve that is to make sure your lead employees attend regular training sessions.

Details of the 2019 WCTD / TIA Training Courses are listed at right. Please make a note of them now and make your reservations accordingly. We expect there will be plenty of demand.

Once again, these sessions are very much the product of the knowledge and professionalism of TIA Director of Service Matt White. If you or your staff have never attended, I highly recommend you speak to somebody who has. Believe me, you will

wonder why you didn't participate before. They're truly an indispensable part of what we do as an association.

#### 2019 WCTD / TIA Training Courses

- **Advanced OTR Training** March 4 - 7, 2019 in Vernon, BC
- **Advanced ATS Training with a large focus on TPMS** March 11 - 13, 2019 and a second class March 13 - 15. This will be held in the Vancouver area.
- **CTS Level 400 Training** April 8 - 12, 2019 in Edmonton, AB

Please contact Ray Geleta to book any of these sessions.  
Phone: 780-554-9259 or e-mail rayg@wctd.ca

#### Lug Nut Torque Charts

Just a reminder that **2018 Lug Nut Torque Charts** are now in stock. Contact me for your needs.

I wish you all a truly relaxing and enjoyable summer. I also look forward to seeing many of you at the TDAC National Convention & Trade Show, September 13-15, 2018 at the Delta Marriott Airport Hotel and Conference Centre in Mississauga, Ontario. See reservation forms and agenda in this issue.



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# BE TIRE SMART!

## Tire Inflation Survey a Wake-up Call to Drivers

BTS Canada

**According to a new driver-study from the Tire and Rubber Association of Canada, Canadian drivers have glaring gaps in their knowledge about how to maintain proper tire inflation. With today's rising gas prices these knowledge gaps can be costly.**

**T**he average motorist can improve their gas mileage by 0.6 per cent on average – up to 3 per cent in some cases – simply by keeping their tires inflated to the proper pressure.

While nine-in-ten drivers surveyed believe motorists have a responsibility to make their vehicles as fuel efficient as possible and 96 per cent say proper tire inflation is important, the survey also finds:

- *Only 30 per cent measure their tires' inflation pressures monthly, a practice essential to fuel economy, road safety and protecting the environment*
- *65 per cent are unaware inflation pressures should only be measured when tires are cold. (A vehicle should be stationary for at least three hours or not have been driven more than two kilometers prior to checking tire inflation. Measuring pressures when tires are warm gives an inaccurate reading.)*
- *37 per cent refer to the air pressure stamped on the tire's sidewall when identifying the correct pressure for their tires. (The imprinted sidewall pressure is the maximum pressure a tire can contain under maximum load, not the recommended inflation level. Prolonged driving at this inflation pressure may result in uneven tread wear and reduced traction, particularly on wet surfaces.)*
- *22 per cent rely on visual inspections to determine if their tires are inflated properly. (A tire can be underinflated by 20 per cent or more and look normal.)*

Among motorists who say proper tire inflation is important to them, top reasons cited include: vehicle safety (84 per cent) followed by longer tire life (74 per cent), fuel economy (73 per cent) and improved vehicle handling (71 per cent).

Other positive news emerging from the study is that 61 per cent of drivers use a personal air pressure gauge when measuring tire pressures. As well, 86 per cent report they rotated their tires in the past year and 66 per cent had their vehicle's tire alignment checked in the past 12 months.

A  
BETIRESMART.ca  
GUIDE

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and  
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To help motorists improve their fuel-saving know-how, TRAC is providing an informative '**Get Fuel Fit**' Guide – a free, online informative resource to help you build better fuel fitness habits through easy-to-adopt shopping, maintenance and driving tips.

If you find the **Get Fuel Fit Guide** helpful, be sure to spread the word. You can follow the conversation on social media by following Be Tire Smart and checking out the hashtags: #BeTireSmart and #FuelFit.

To learn more about how to save gas by rolling on Low Rolling Resistance tires visit **What you Need to Know About the Latest Fuel Saving Tire Technology**. If you are ready to switch to LRR tires, visit [www.fuelsavingtires.ca](http://www.fuelsavingtires.ca) and find the tire that fits your needs.

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# Celebrating another year with Tirecraft and Integra Tire

**T**irecraft and Integra Tire both celebrated milestones during their Annual General Meetings in Victoria, BC this past March.

Tirecraft dealers from across western Canada came together to celebrate Tirecraft's 50th Anniversary from March 11 – 13 and Integra Tire dealers came to celebrate Integra Tire's 10th Anniversary from March 15 – 17.

The week launched with a welcome reception that allowed all the Tirecraft dealers to connect and reminisce about the past 50 years in business - the first Tirecraft location was opened by Jack Peters in 1968 in Vernon, BC and has now expanded to over 200 locations across Canada!

The next few days were filled with networking; a marketing update from the Tirecraft National Marketing Team; a teaming building scavenger hunt; and a supplier tradeshow. An exciting announcement was also made about the new *My Tirecraft Rewards* program and app, which allows customers to earn points with every purchase made at participating Tirecraft locations across Canada. The dealers also enjoyed a presentation from Dr. Patrick Moore, who discussed CO<sub>2</sub> emissions and the lack of evidence connecting them to global warming, and a presentation from Esther Stanhope, who taught the dealers how to make an impact with their customer interactions.

The three day event ended with an awards ceremony honouring Tirecraft dealers, including a special presentation to Rob and Matt Vanderhorst of Peters Tirecraft in Vernon for their 50th Anniversary.

The banquet opened with an exciting new award, the Tirecraft Brand Ambassador Award, that honoured the Tirecrafts who had shown dedication to the Tirecraft brand through their support of the approved supplier programs, the design of their store's interior and exterior, and willingness to grow with the Tirecraft brand.

The event was a great way for the Tirecraft dealers to connect with one another, share new business ideas, and help to continue to grow the brand across Canada. With the expansion of the My Tirecraft Rewards program and the continual brand recognition being received across Canada, Tirecraft is expected to see continued growth in 2018.

The Integra Tire dealers arrived in Victoria on March 15 and they had a great time reconnecting and sharing stories about the last ten years with Integra Tire. In 2008, Integra Tire started with only 40 locations and the tally has now grown to over 100 locations across Canada!

The Integra dealers spent the next few days learning about new programs, including an exciting new Extra Mile Points program. They also learned about new marketing trends, and they were able to network



*Integra 10th Anniversary Dealers*

at a show-stopping tradeshow that showcased tire manufacturers and auto suppliers, such as Hercules, NTD, Toyo Tires, Michelin, Yokohama, Continental, Cooper Tires, Hankook, Falken Tire, Napa Auto Parts, Lordco, Bumper to Bumper, and more! Furthermore, they got to enjoy a night at the Royal BC Museum where they got to take in the spectacular exhibits and enjoy some local BC delicacies, like fresh oysters. Finally, the Integra group opened their hearts and wallets to raise over \$1800 through a 50/50 draw with funds going to the Mustard Seed in Victoria.

The week ended with an awards banquet that honoured the 40 original Integra Tire locations and celebrated some of the outstanding contributions Integra Tires have made to their communities.

Integra Tire saw incredible growth in 2017 with 15 stores added and they expect to see exponential growth in 2018 and beyond!

Tirecraft and Integra Tire are both growing their brand recognition across Canada and those who have joined the brands are reaping the benefits of being part of a national community. The ideas that are shared during these Annual General Meetings are invaluable and Tirecraft and Integra Tire are grateful to everyone who played a part in its success and are looking forward to what's to come in 2018!



*Tirecraft Booth*

*cont. on page 12*

cont. from page 11



**Tirecraft Brand Ambassador Awards**

- Tirecraft 100 Mile House
- Tirecraft Aldergrove
- Tirecraft Barriere
- Tirecraft Clearwater
- Tirecraft Lumby
- Tirecraft Kelowna
- Tirecraft Port Coquitlam
- Tirecraft Sorrento
- Tirecraft Vernon Hilltop
- Tirecraft Vernon Peters
- Tirecraft Whistler
- Tirecraft Edmonton Ellerslie
- Tirecraft Stony Plain
- Tirecraft Spruce Grove
- Tirecraft Kamloops
- Tirecraft Steinbach

**Growth in Sales Award**

Tirecraft 100 Mile House

**Customer Experience Award**

Tirecraft Edmonton Ellerslie

**Emerging Dealer of the Year**

Tirecraft Steinbach

**Dealer of Excellence Award**

Tirecraft Stony Plain

**Humanitarian Award**

Tirecraft Sorrento



*Tirecraft Brand Ambassadors*



*50 Years Award  
Rob and Matt Vanderhorst of Peters Tirecraft Vernon*



*Award of Excellence  
Troy and Angela St. Pierre of Stony Plain*



*Customer Experience Award - Peter Hart of Tirecraft Ellerslie*



*Emerging Dealer - Kelsey Penner of Steinbach*



**Integra Tire Dealers Awards**

**Growth in Sales Award**

Integra Grenfell

**Customer Experience Award**

Integra Sherwood Park

**Emerging Dealer of the Year**

Integra Bow Island

**Dealer of Excellence Award**

Integra Trail

**Humanitarian Award**

Integra Edson



*Integra Growth in Sales Award  
Darren Shclamp of Grenfell*



*Integra Customer Service Award  
Craig Platz of Sherwood Park*



*Integra Emerging Dealer Award  
Frank and Margaretha Loewen of Bow Island*



*Integra Dealer of Excellence Gerry Woodhouse of Trail*



*Growth Award - George Eburne of 100 Mile House*



*Humanitarian Award - Dustin Harasym of Sorrento*

# Michelin hopes to spark 'dialogue' on worn tires

Bruce Davis, Special Projects Reporter  
TIRE BUSINESS

**LAURENS, S.C. — Are consumers working with only half a deck, so to speak, when it comes to choosing which tires to buy?**

It's no secret that tires exhibit widely varying degrees of performance when new, but how do the same tires perform when half-worn, both compared with themselves when new and with competitors' products, new and used?

That's the crux of a business and technology position Group Michelin has been advocating the past few years.

Now Michelin North America Inc. is taking up the mantle as well under the umbrella #thetruthaboutworn tires, a campaign that the tire maker hopes will "start a dialogue" among tire companies to provide consumers with more complete information about how their tires will perform over time.

Consumers today arguably are better informed than ever before about how new tires perform, but how well do those desirable new tire attributes hold up when the tires are 50-percent worn? Seventy-five-percent worn? At or near to the 2/32nd inch minimum legal tread depth in most states and provinces?

Those attributes can change drastically as tires wear, Michelin contends, meaning that consumers make purchase decisions based on factors that become less and less relevant over time. Although safety may be subjective from one driver to another, Michelin said, braking distance — especially wet braking — is recognized by most as the best indicator of safety in the automotive and tire industry.

Most published tire tests show braking performance among new tires is not equal. Michelin's internal testing shows that worn tires can be even more unequal in their braking performances. In some cases, one company's worn tires may even outperform another's new tires.

Such was the case recently when Michelin invited dozens of journalists, bloggers and "influencers" to its Laurens Proving Grounds in rural South Carolina, about 60 miles south of Spartanburg.

During that event, Michelin set up wet braking and wet handling demonstrations, comparing new and worn Michelins against new and worn competitor's tires. The "worn" tires were ones Michelin had buffed to 3/32nd inch; the tire maker opted for buffed tires to ensure full-width tread patterns for more equitable comparisons.

The wet braking test pitted four identically prepared 2018 Toyota Camrys, two with new tires and two with tires worn to 3/32nd inch. The test was a full-force stop from 45 mph.

On average, the new Michelin stopped in 78.4 feet on the wet concrete;

**Most published tire tests show braking performance among new tires is not equal. Michelin's internal testing shows that worn tires can be even more unequal in their braking performances. In some cases, one company's worn tires may even outperform another's new tires.**



— Tire Business photo by Bruce Davis

**Michelin's Tom Carter shows the cumulative results of one day's "testing" of new and worn tires by journalists at the company's Laurens Proving Grounds in South Carolina.**

the competing brand took 104.5 feet. When worn, the Michelin increased that distance to 87.5 feet, a 12-percent jump, and the competing brand needed 121.2 feet, 16-percent farther.

The test was repeated with Ford F-150s; the Michelin went from 90.5 feet new to 120.3 feet worn (33 percent longer), while the competing brand jumped from 109 feet to 141 (29 percent).

The wet-handling course test — featuring Nissan Jukes — was more subjective, with the assembled drivers experiencing reduced control with the worn tires but with measurably different, and predictable, results.

Michelin has been making noise about worn-tire performance since 2014, since the launch of the Premier A/S with EverGrip technology, which combines a unique rubber compound designed for enhanced wet grip, hidden grooves that emerge as the tire wears down and expanding



— *Tire Business* photo by Bruce Davis

***The wet-handling course test — featuring Nissan Jukes — was more subjective, with the assembled drivers experiencing reduced control with the worn tires but with measurably different, and predictable, results.***

**While some would question Michelin's strategy as revenue-impairing in the short term, the company argues that serving consumers needs increases the chances of winning them over as repeat customers, which in turn results in increased business long-term.**

rain grooves that widen over time.

At that time, then Michelin COO Scott Clark said the Premier A/S tire represented a "significant breakthrough in automotive safety" and a break in the "traditional paradigm" of tire performance over time.

Michelin set up wet braking and wet handling demonstrations, comparing new and worn Michelins against new and worn competitor's tires.

Michelin's message has evolved over the intervening four years to include economic (removing tires prematurely costs drivers more than \$25 billion globally) and ecological (early tire removal takes roughly 400 million tires a year worldwide out of service needlessly) reasons in addition to the safety and performance issues.

Citing this combination of issues, Mr. Clark — now chairman and president of Michelin North America — called on the global vehicle and tire industries at the North American International Auto Show to consider adopting testing procedures for partially worn tires.

Mr. Clark at that time acknowledged that moving from Michelin-derived testing to independent third-party testing and eventually to an accepted industry standard will be a long and complicated process — a position a number of Michelin's competitors shared.

Nonetheless, Mr. Clark said the issue is "something Michelin believes all of us need to start thinking about."

The Michelin leadership reiterated and expounded upon that message during the recent testing at the 3,500-acre Laurens Proving Ground.

While some would question Michelin's strategy as revenue-impairing in the short term, the company argues that serving consumers needs increases the chances of winning them over as repeat customers, which in turn results in increased business long-term.

*Tire Business* asked Michelin's major competitors to weigh in on the matter.

Bridgestone Americas said it shares Michelin's belief in the quality and performance of its tires, both at the time of purchase and throughout their life on a vehicle, as well as a commitment to helping consumers make informed purchase decision.

"We do have concerns about the data quality and repeatability of the testing other tire manufacturers currently are proposing," according to Dave Johnson, chief quality officer.

"Artificially prepared worn tires do not duplicate real-world wear and tire performance, and there are other criteria beyond braking distance to consider such as performance in seasonal conditions and driving in deep water, for example."

Tire performance over time is influenced by a number of factors, including driver behavior and proper tire care and maintenance, Mr. Johnson said, noting that many consumers "are unaware of the critical role proper maintenance plays in ensuring tire safety and performance over time."

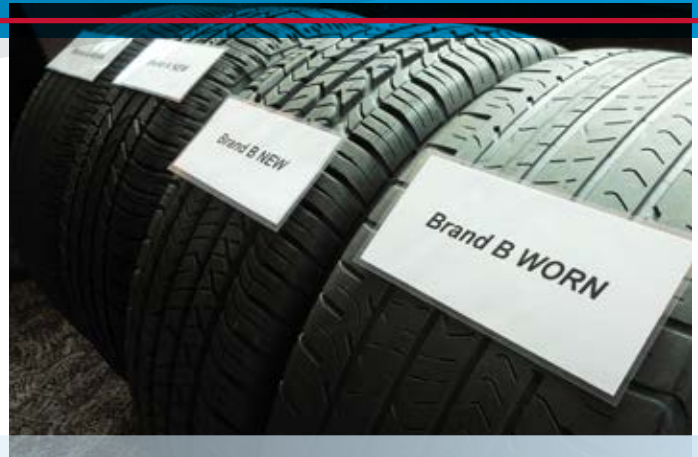
Bridgestone recently re-launched its consumer education website, [TireSafety.com](http://TireSafety.com), to provide information on such matters.

Sumitomo Rubber North America (SRNA) views later life tire performance as a "hot topic" for the future of the industry, considering the impact worn-tire performance could have on automated vehicle reliability.

The change of tire performance as the tire wears is due either to the change of rubber thickness as the tire wears or from chemical changes to the internal components used in the tire, according to Rick Brennan,



– Tire Business photo by Bruce Davis



**Michelin set up wet braking and wet handling demonstrations, comparing new and worn Michelins against new and worn competitor's tires.**

vice president of marketing for SRNA/Falken Tires, who said later life performance is a major project for Sumitomo Rubber Industries Ltd.'s R&D group.

Looking beyond tire performance in isolation, Mr. Brennan noted the development of future materials as well as tire design must be integrated with the electronics of the next vehicle generation to optimize performance attributes such as braking performance, traction in bad weather and fuel economy over the life of the tire.

"Developing a structure to communicate differences between tires to the consumer is a much different story," he said. "Creating an information system will require developing testing standards, both for methods and surface requirements, as well as a generally acceptable rating system."

He pointed to struggles the industry has gone through with rolling resistance labeling as an example.

"Although an admirable project to undertake for the consumer, there are many complexity obstacles that need to be overcome," he said, such as what items should be measured and who would do the testing?

Getting some kind of accepted system up and running would be an enormous project, he added, one that likely is not feasible given the number of manufacturers that must participate to make it worthwhile.

Goodyear noted that because a tire must deliver on so many different performance attributes and is subjected to so many differing experiences as it wears, "efforts to meaningfully measure and compare worn-tire performance between tire brands and types have not proven reliable, either in natural wear or shaving tires to simulate natural wear."

Goodyear questioned the use of shaved or buffed tires for comparison testing, asserting that "naturally wearing tires to 2/32nd-inch tread depth before testing is a lengthy and costly proposition, with lots of difficult-to-control variables, like vehicle, alignment, climate, surface, loading, etc."

The tire maker also pointed out that performance differences exist between tire brands and types as they wear due to the unique chemistries of different compounds and sensitivities of different designs.

To help consumers decide, Goodyear said it's important to understand what the tread pattern and depth does in terms of tire performance in different weather conditions — such as on wet, slushy, snowy, icy or gravelly road surfaces, where the tread pattern and depth play a big role in maintaining traction.

Other major manufacturers either declined to comment, did not reply to Tire Business' request or deferred to the U.S. Tire Manufacturers Association to comment.



**To help consumers decide, Goodyear said it's important to understand what the tread pattern and depth does in terms of tire performance in different weather conditions — such as on wet, slushy, snowy, icy or gravelly road surfaces, where the tread pattern and depth play a big role in maintaining traction.**



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# Olive Storey: A Memory



Tim Pawsey, Editor, The Tracker

**A** Celebration of Life was held for former WCTD Executive Director Olive Storey (who passed away on January 22, 2018) in Vancouver on June 1, 2018.

When I was transferred to Vancouver with Michelin in the 1970s, Olive Storey was one of the first dealers I met. Her company, Advanx Tire, was close to where I lived, so I would often drop in on the way home...

I like to think we had more of a friendship than a purely business association. Olive was the kind of person who really took the time to get to know you.

She was well ahead of her time. In those days, as the sole woman executive and owner in an entirely male dominated industry, she was a breath of fresh air. Although I didn't realize it at the time, in hindsight she made an immense impression on me. She very much laid the groundwork for the respect that I have today for women in the workplace.

Little did I know how much of an impact she would have on my life almost a decade after I left the tire business.

In 1987, Olive phoned me. She asked if I would be interested in writing the Western Canadian Tire Dealers and Retreaders Association newsletter. I jumped at the chance ...

In those days prior to computerized layout we did everything by hand. I collaborated with a good friend and graphic artist whose partner's dad, Don Tyrell, published Boating News. Everything was cut and paste in those days and we worked out of Coal Harbour, where all the marine supply people were. The first thing we did was rename the Western Canadian Tire Dealers and Retreaders Association Newsletter to The Tracker!

That year—still in the pre-laptop age—I loaded my entire computer, keyboard, monitor and all into my car and drove through the snow to my



**Olive Storey, R.I.P. 1927 - 2018**

***Olive was well ahead of her time. In those days, as the sole woman executive and owner in an entirely male dominated industry, she was a breath of fresh air... She very much laid the groundwork for the respect that I have today for women in the workplace.***

first WCTDRA convention, in Penticton. It set the tempo for every issue of the Tracker thereon.

Olive and I had many meetings planning the various editions at her dining table on Osler Street. She was the consummate hostess, always impeccable dressed and mannered. However, first and foremost she was a strong executive director, who had a firm hand on the association's



***"It is my opinion there has not been anyone before or after who has contributed more, including financially, to the success of WCTD than Olive Storey... She put WCTD on the map."***

***- the late Don Blythe***

tiller. And she didn't take any guff from Don (Blythe). There was immense respect between them... Together, they proved to be a powerhouse.

Those meetings often found us looking for topics and ideas that would be pertinent and useful to present to the membership. We placed renewed emphasis on safety. We were among the first of any tire association newsletter to publish what were sometimes graphic coroners' reports in the hope of galvanizing the tire companies into action. I like to think we succeeded in some small measure. We had a great working relationship—and quite a few laughs along the way.

We also took on sexism. For example, in those days the conventions (every two years) featured two agendas. The 'business' program, and the pleasure one, which was called the 'Wives' Program'. That soon became the Spouse's Program. Often, especially in the case of the smaller independents, the woman played a vital but all too easily overlooked role in the business. We worked hard to rectify that.

We went looking for women in the tire business and featured them on the cover, wherever possible. Our subjects ranged from an all female auto service business to the accountant and tow truck driving wife of a dealer in Boston Bar.

We also went to town on the topic of cleanliness. Tire shops—especially those which handled truck as well as passenger and light truck—had a reputation being pretty dirty work places. Olive knew from her prior experience with Advanx—but also later, especially as more women became customers—that this really had to change, so we spearheaded that mission: encouraging dealers to keep at least the waiting room clean and welcoming. Not to mention the toilet...

Over the years Olive helped me build the Tracker into what remains a flagship for the Association in the North American industry. In a big way it reflects what Olive and those founding pioneers achieved in making the WCTD into one of the most successful tire associations anywhere. I'm so pleased that she



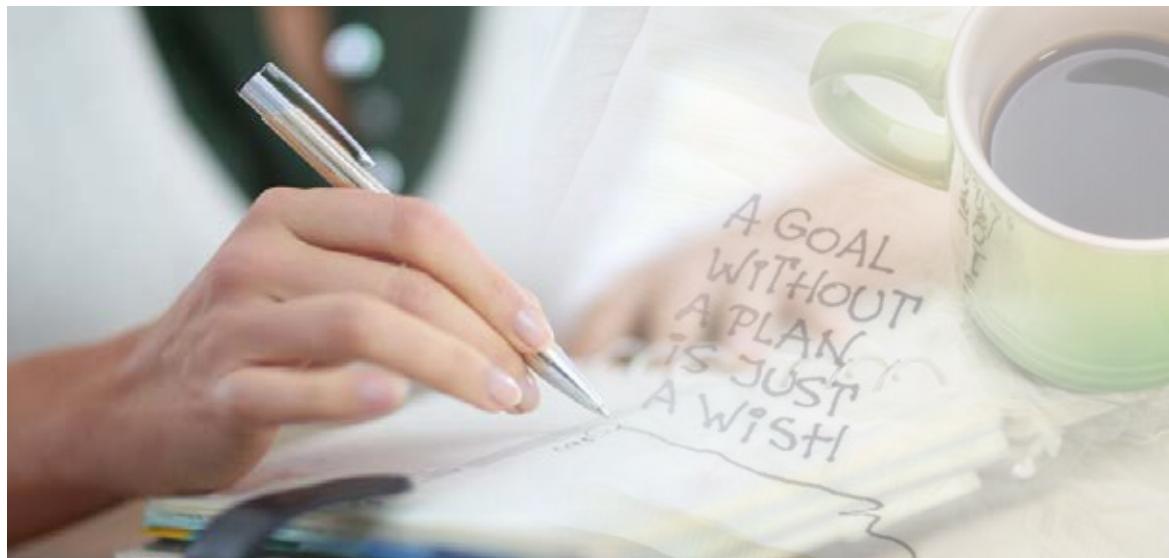
received the recognition she deserved for her role, as executive director for 15 years, when she and Gord Storey were inducted into the Tire Dealers Hall of Fame, in Quebec City in 2011.

I always made a point of telling Olive how I appreciated her making that call to work on the Tracker. But I don't think she realized just how much it really meant in terms of providing a regular gig in the often unpredictable world of freelance writing.

However, the memory that I will always keep dear is Olive's sense of compassion and genuine interest in people.

***Thank you so much, Olive. You truly were an amazing person. And you will continue to inspire all of us for years to come.***

***Olive and I had many meetings planning the various editions of the Tracker at her dining table on Osler Street. She was the consummate hostess, always impeccable dressed and mannered. However, first and foremost she was a strong executive director, who had a firm hand on the association's tiller.***



# TSBC Establishes

## Don Blythe Scholarship

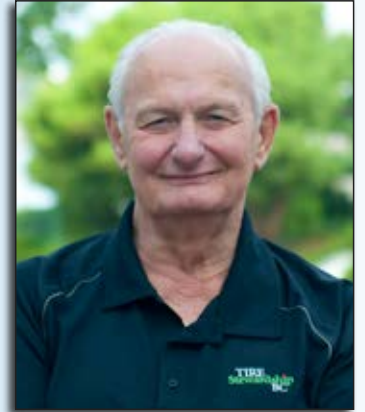
**W**e are pleased to announce that TSBC has generously added another scholarship to our existing four scholarships. This scholarship is for \$2000.00 and is in the memory of Don Blythe for his contribution to Tire Stewardship BC and to the tire industry in general.

Rosemary Sutton, TSBC Executive Director, comments:

*"On January 5 of this year, TSBC and the tire world lost an industry giant, Don Blythe. Don was instrumental in setting up Tire Stewardship BC and held the position of Chairman of the Board since TSBC's inception on January 1, 2007. In honour of Don, and as a thank you to his significant contribution to TSBC and others, the TSBC board has set up a scholarship in Don's name in the amount of \$2,000. We know Don will be pleased with our decision to help further someone's education."*

*The scholarship will be known as the TSBC Don Blythe Scholarship.*

**TIRE**  
Stewardship  
New value from old tires  
**BC**



***"It can't be all take: there has to be some give" – Don Blythe***

### DETAILS REGARDING ELIGIBILITY ARE AS FOLLOWS:

- Only BC dealers may apply. Applicants must be supported by a registered BC tire retailer (though not restricted to WCTD members), also registered with TSBC for more than three years and be in good standing with no compliance issues.
- Applicants must also meet qualifications as detailed at [wctd.ca](http://wctd.ca), as follows:
- 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 the company that is a registered BC tire retailer (though not restricted to WCTD members), also registered with TSBC for more than three years

and be in good standing with no compliance issues.

- The applicant has been accepted to attend an accredited Canadian post- secondary institution and has registered for classes for the upcoming semester.
- **Deadline for submission is August 15, 2018.**

#### Applications should be forward to:

Ray Geleta, Executive Director  
Western Canada Tire Dealers  
65 Woodbine Road  
Sherwood Park, AB T8A 4A7  
Email: [rayg@wctd.ca](mailto:rayg@wctd.ca)

### 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 TSBC 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 15th of the year the application is submitted. Transcripts can 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.

WCTD 2018 / 19



# 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.

## Mail 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**

## 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.

# INSURANCE

## EMPLOYEE DISHONESTY AND HOW TO PREVENT IT



by Reza Kamrani, Account Representative  
www.federated.ca

**W**hen running a business, preventing theft is always a top priority. So, vaults are purchased, locks are installed, and fences are built. But the threat isn't always coming from where you might think it is. Surprisingly, some of the people you should be most concerned about may already have keys into the building.

Employee theft should be a major concern for business owners, a bigger concern than some may realize. And since it's such a big issue, it's vital that business owners learn the details of employee theft and take the appropriate precautions to prevent it.

### Employee theft basics

Just how big of a deal is employee theft? Well, a 2012 study by the Association of Certified Fraud Examiners found that 25 per cent of internal fraud cases result in losses of a million dollars on average.

In fact, employee theft costs Canadian businesses about \$1.4 billion every year, according to the Retail Council of Canada, a non-profit that represents more than 45,000 retail stores across Canada.

On average, the Council found, employees steal about \$2,500 in cash or goods from their employer before they're caught, while customers only steal about \$175. Normally, the \$2,500 isn't stolen all at once but rather over time. The council also believes there are approximately 566,000 employee thefts that go undetected each year.

So how does all of this dishonest activity within an organization play out? It can take many forms, including cargo theft, forgery, data theft, cyber-related embezzlement, and theft of cash, cheques, business equipment or client property.

### How can you prevent employee theft?

Because employee theft is such a widespread issue, it's important that all business owners, ranging from small businesses to large companies, take the appropriate precautions against it. Here are some tips that may help:

#### Establish a pre-employment screening program.

The program should include reference checks. You may also want to perform criminal and credit checks depending on the position you're hiring for.

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#### Create security guidelines.

The guidelines should outline the company policy for employees who are caught stealing.

#### Use human resource programs.

Develop programs designed to build employee loyalty and align employee and company goals.

#### Ensure that company merchandise or property isn't easy to steal.

This could include a number of tactics ranging from locking up merchandise to installing a surveillance system.

#### Establish controls.

The controls should be for petty cash disbursements, bank deposits, withdrawals, issuance of cheques, payrolls, reconciliation of bank statements, and payment of invoices.

#### Ensure no one employee has control over all parts of a financial transaction.

Separate responsibilities and functions so more than one employee deals with any given financial transaction, and organize workflow to ensure one employee verifies the work of another.

#### Perform regularly scheduled and random inventory checks.

A program should be implemented to manage these checks.

#### Monitor the premises with closed circuit television (CCTV) surveillance.

Be sure to keep in mind any applicable privacy law requirements with respect to surveillance.

#### Check merchandise records.

All incoming merchandise should be checked against purchase invoices and all outgoing merchandise against shipping documents.

#### Being firm is important. But so is being friendly and fair.

If you treat your employees with respect, they're far more likely to return the favour.

By following these tips, you can start to relax knowing you've taken steps to protect your business from employee dishonesty. But sometimes, despite all of your precautions, your efforts just aren't enough. That's why the appropriate insurance plan is so important, so that you can ensure you're covered should the worst happen.

### A few words about us

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

Visit us at [www.federated.ca](http://www.federated.ca) to learn more.

Let's be careful out there.

# USTMA expresses 'disappointment' in tariff decision

— TIRE BUSINESS

WASHINGTON — The U.S. Tire Manufacturers Association (USTMA) became the latest group to criticize the Trump administration's decision to impose tariffs on steel and aluminum imported from Canada, Mexico and the European Union.

On May 31, various news outlets — including Bloomberg, The Guardian and Reuters — reported that the Trump administration intends to impose the tariffs after delaying the decision earlier this year.

Anne Forristall Luke, president and CEO of the USTMA, said the group is deeply disappointed in the decision.

"Already we are seeing swift retaliation and proposed countermeasures from our closest trading partners which is harmful to America's manufacturers, the U.S. economy and our global relationships," she said in a statement.

"In addition, our members have been clear about the impact of such tariffs on the growing U.S. tire manufacturing industry. These tariffs could undercut future domestic growth, limit the availability of high-quality steel and impact American tire manufacturing jobs."

The Motor & Equipment Manufacturing Association (MEMA) expressed similar sentiments on May 31.

Ms. Luke said the \$27 billion U.S. tire industry puts more than a quarter of a million people to work in the U.S.



"(USTMA-member) companies operate 57 tire-related manufacturing facilities in 18 states. We have enjoyed years of sustained growth, expanding our footprint across the U.S.," Ms. Luke said. "It's vital we maintain this domestic growth and economic impact, and yet this action today has the real potential of decelerating these positive trends."

She said high-quality steel is critical for the production of tires.

"U.S. tire manufacturers depend on grades of steel which are unavailable domestically to produce tires," she said. "This is why effective trade policies with countries like Canada and the EU are vital to our business operations."

In 2017, USTMA said its members accounted for 82 percent of the 316 million passenger, light truck and truck tire shipments in the U.S.



**"U.S. tire manufacturers depend on grades of steel which are unavailable domestically to produce tires," she said. "This is why effective trade policies with countries like Canada and the EU are vital to our business operations."**



# AAA: Worn Tires Put Drivers At Risk

— TIRE REVIEW

**A**fternoon downpours could spell disaster for millions of road trippers this summer, thanks to an unlikely suspect – tires. New research from AAA reveals that driving on relatively worn tires at highway speeds in wet conditions can increase average stopping distances by 43% or an additional 87 feet.

With nearly 800,000 crashes occurring on wet roads each year, AAA is urging drivers to check tread depth, replace tires proactively and increase following distances significantly during rainy conditions.

“Tires are what keep a car connected to the road,” said John Nielsen, AAA’s managing director of Automotive Engineering and Repair. “Even the most advanced safety systems rely on a tire’s basic ability to maintain traction, and AAA’s testing shows that wear has a significant impact on how quickly a vehicle can come to a stop in wet conditions to avoid a crash.”

In partnership with the Automobile Club of Southern California’s Automotive Research Center, AAA conducted testing to better understand performance differences at highway speeds between new all-season tires and those worn to a tread depth of 4/32-in. on wet pavement. AAA research found that compared to new tires, tires worn to a tread depth of just 4/32-in. exhibit an average increased stopping distance of 87 feet for a passenger car and 86 feet for a light truck. It also showed a 33% reduction in handling ability for a passenger car and 28% for the light truck on average.

“AAA’s testing demonstrates the impact that tire tread has on safety,” said Megan McKernan, manager of the Automobile Club of Southern California’s Automotive Research Center. “If tested side-by-side at 60 mph, vehicles with worn tires would still be traveling at an alarming 40 mph when reaching the same distance it takes for vehicles with new tires to make a complete stop.”

While AAA’s research found that tire performance does vary by brand, price is not necessarily an indicator of quality. In fact, worn tire performance deteriorated significantly for all tires tested, including those at a higher price point.

AAA isn’t the only organization to perform tests on worn tires. Michelin North America launched a worn tire testing initiative this year, saying that worn tires should be tested to determine



**AAA says driving on worn tires increases stopping distance and puts drivers and pedestrians at risk.**

their long-lasting performance. Measuring this, Michelin said, can help save customers money because it allows them to choose a tire option that’s cost-effective and long-lasting. Michelin North American did not immediately respond to requests for comment on AAA’s findings.

AAA advises shoppers to research options carefully before selecting a replacement tire for their vehicle and to never choose one based on price alone.

Current industry guidelines and state laws and regulations frequently recommend that drivers wait until tread depth reaches 2/32-in. to replace tires. AAA says this recommendation jeopardizes a driver’s safety and minimizes manufacturer warranty costs. AAA says tires should be replaced once the tread depth reaches 4/32-in. when stopping distances have already begun to deteriorate significantly.

The full report, fact sheet and other information regarding this study can be found on the AAA NewsRoom.



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# Michelin researchers win patent award for 'auto-regenerate' tire



**P**ARIS — A pair of Group Michelin researchers have earned European Inventor of the Year recognition by the European Patent Office (EPO) for the company's "auto-regenerate" truck tire design, which allows the tire's tread design to evolve as the tire wears. The award is in the industry category.

At a June 7, 2018 event in Paris, Michelin researchers Agnès Poulbot and Jacques Barraud were recognized for their work on a new generation of tires, marketed as the "Regenion" tire technology.

Ms. Poulbot is described as a specialist in 3D design simulation programs, while the late Mr. Barraud was a senior expert in tire design and production for heavy vehicles. He died in July 2016.

The tread design, carried out by 3D metal printing, includes several distinct layers of tread within the same tire.

As the outermost layer is worn down, a new tread will emerge to be in contact with the road surface. This can extend the tire's lifespan by up to 20 percent, Michelin said.

Additionally, Michelin claims tires with the Regenion design offer reduced rolling resistance and thus help to increase fuel efficiency.

According to the EPO citation, upgrading a vehicle to Regenion tires reduces that vehicle's CO2 emissions by nearly 8,120 pounds over the life of the tire or compared with conventional models.

The EPO noted that passenger cars and heavy-duty vehicles are responsible for around 12 and 5 percent, respectively, of total European Union emissions of CO2, the main greenhouse gas, according to European Commission data.

Michelin also noted its Regenion-based truck tires achieved an "A" grade for rolling resistance.

The patent was awarded in 2013, and Michelin has produced and sold truck and passenger tires with the technology since 2013 and 2016, respectively.

In announcing the award, Michelin also noted the contribution of its metal additive manufacture, or 3D metal printing, as a key contributor in bringing the technology from concept to reality.



*Agnès Poulbot was one of two Michelin researchers to receive the European Inventor Award 2018 in the industry category.*

The concept debuted in North America in 2014 in the Michelin Premier A/S tire with "EverGrip" technology.

The EPO awards were given in five categories of industry, research, non-EPO countries, SMEs and lifetime achievement.

Also winning the industry awards were Lego's programmable robots and ASML Netherlands' latest ultraviolet lithography (EUVL) advances in producing microprocessors.



# Michelin to acquire Camso in \$1.45 billion deal

— Rubber & Plastics News



**"Michelin and Camso have many values in common," Michelin CEO Jean-Dominique Senard said. "This acquisition is a wonderful mutual opportunity. Michelin will benefit from all of Camso's skills in the off-the-road mobility markets and Camso from the full range of Michelin's expertise in the specialty markets."**

**M**ichelin has struck a deal to buy Camso Group, the Magog, Quebec-based off-road tire and rubber track producer, and plans to combine the business with its own OTR tire activities into a new division to be based in Quebec.

Michelin has agreed to pay \$1.45 billion for Camso, which the French company said represents an enterprise value of \$1.7 billion, or a multiple of 8.3 times EBITDA after synergies. The transaction will not impact Michelin's financial position.

Michelin said the deal—subject to "customary approvals"—will create a leader in OTR mobility solutions, with 26 plants, roughly 12,000 employees and annual sales exceeding \$2 billion.

Through studies and discussions with Camso, Michelin has identified significant opportunities to increase sales and reduce costs, thereby unlocking up to \$55 million in synergies by 2021.

"Michelin and Camso have many values in common," Michelin CEO Jean-Dominique Senard said. "This acquisition is a wonderful mutual opportunity. Michelin will benefit from all of Camso's skills in the off-the-road mobility markets and Camso from the full range of Michelin's expertise in the specialty markets."

Camso Executive Chairman Pierre Marcouiller called the deal a "fantastic opportunity for Camso because of the similarity of our cultures as well as our growth potential.

"Camso will achieve its ambition to become the global off-the-road market leader and will contribute its dynamic teams, its technical and manufacturing assets and its customer-focused mindset. The transaction has received the backing of all Camso's shareholders."

The business will benefit from the expertise of Camso's management team and Michelin's long-standing presence in Canada, both in Laval, Quebec, and in Nova Scotia, Michelin said.

Formerly known as Camoplast Solideal Inc., the Quebec company relaunched itself in 2015 as Camso and unveiled an identity campaign pitching itself as the "Road Free" company.

With annual sales of \$1 billion, Camso is a market leader in rubber



tracks for farm equipment and snowmobiles, and in solid and bias tires for material handling equipment. It also ranks among the top three players in the construction market, in track and tire solutions for small heavy equipment, according to Michelin.

The company has more than 7,500 employees in 27 countries at 24 manufacturing plants—including tire plants in Argentina, Brazil, China, Sri Lanka and Vietnam—four research and development centers and dozens of distribution offices in more than 100 countries. Its U.S. headquarters and primary tire distribution center are in Charlotte, N.C.

The company traces its roots to 1982 when a pair of entrepreneurs formed Camoplast and acquired the track business of Bombardier Ltd., focusing on snowmobile track systems. It's been expanding at about 7 percent a year since 2012.

If successful, this would mark the third major acquisition for the French tire maker in nine months.

In October, Michelin acquired Lehigh Technologies L.L.C., the Tucker, Ga.-based producer of "Micronized Rubber Powders" (MRP) as part of Michelin's drive toward more sustainability.

In May, Michelin finalized the acquisition of Fenner P.L.C., a Hesse, England-based manufacturer of conveyor belts and reinforced polymer products for the mining and general industrial markets.



Tire Dealers Association of Canada



**Toronto 2018**  
**Thursday, Sept. 13 - Saturday, September 15**  
 Delta by Marriott  
 655 Dixon Road,  
 Toronto, ON M9W 1J3  
**Trade Show and Conference Agenda**

Conference Sponsor - **Federated Insurance**  
 Hall of Fame Breakfast and Presentation Sponsored by **Bridgestone Canada Inc.**  
 Trade Show Sponsored by **Suppliers Council To The Canadian Tire Industry**  
 Coffee Breaks Sponsored by  
 Industry Clinic 1 Sponsored by  
 Industry Clinic 2 Sponsored by  
 Industry Clinic 3 Sponsored by  
 President's Reception Sponsored by  
 Registration Desk Sponsored by  
 Closing Dinner Sponsored by

Time	Description	Location
<b>Thursday September 13, 2018</b>		
1:00 - 6:00 pm	Trade Show Set-Up	International ABC
1:00 - 6:00 pm	Delegate Registration	International Foyer
1:00 - 4:00 pm	Regional Board Meetings	Meeting Rooms
4:00 - 5:00 pm	Regional AGMs	Meeting Rooms
5:00 - 6:00 pm	TDAC General Meeting	New York Meeting Room
7:00 pm - 11:00 am	President's Reception	Terrace
<b>Friday September 14, 2018</b>		
9:30 - 10:30 am	Hall of Fame Breakfast	Mississauga ABC
10:30 - 10:45 am	Hall of Fame Presentation	Mississauga ABC
12:00 pm - 8:00 pm	Delegate Registration	International Foyer
2:00 pm - 8:00 pm	Trade Show	International ABC
Woodbine Shuttle	Free Night	
<b>Saturday September 15, 2018</b>		
9:00 am - 12:00 pm	Group Meetings	Scheduled Locations
10:30 am - 11:00 am	Industry Clinic	New York
11:00 am - 11:30 am	Industry Clinic	New York
11:30 am - 12:00 pm	Industry Clinic	New York
12:00 pm - 5:00 pm	Trade Show	International ABC
7:30 pm - 12:00 pm	Closing Dinner & Entertainment	Mississauga ABC

**Register & Attend to win BIG Draw Prizes!**

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*Bob Bignell*  
Executive Director

*Richard Bender*  
Co-Chairman

**Tire Dealers Association of Canada**

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**Taking Care of Business 2018!**



# DELEGATE REGISTRATION FORM



**Tire Dealers  
Association of Canada**

**National Trade Show  
& Conference**

**Thurs. Sept. 13 - Fri. Sept. 14 - Sat. Sept. 15, 2018**

**Delta by Marriott - Toronto, Ontario**

*Program Highlights*

**Thursday Sept. 13, 2018:** Regional Meetings; TDAC General Meeting; Presidents Reception

**Friday Sept. 14, 2018:** Bridgestone Hall of Fame Breakfast; Awards; Trade Show

**Saturday Sept. 15, 2018:** Group Meetings; Industry Clinic; Trade Show; Closing Dinner

**Delegate Names:**

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____

Delegate Registration	_____	x <b>FREE</b>	=	_____	<b>FREE</b>
Closing Night Dinner (Sat., Sep. 15)	_____	x \$50	=	_____	
Bridgestone Hall of Fame Breakfast* (Fri., Sep. 14)	_____	x \$20	=	_____	

Sub Total= \$ \_\_\_\_\_

HST #88074 2739RT 13% \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

**Payment Method:**

Visa  Cheque\*\*

MC  \*\*cheques payable to OTDA

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

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Contact	Title	
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## Crumb rubber modified asphalt (CRM) has viable path forward

— Miles Moore

**D**ry process crumb rubber modified asphalt (CRM) is the way forward if rubberized asphalt is to be a viable recycling technology in the future, according to a speaker at the 34th Clemson University Global Tire Conference.

"The window of opportunity is open, but it won't remain open, because more aggressive industries will beat us to it," Redmond Clark, president of Asphalt Plus L.L.C., said at the conference held April 18-20 at Hilton Head, S.C.

With more than 50 percent of all recycled rubber being used in non-sustainable markets, CRM using crumb rubber from recycled tires seems like a natural choice for all stakeholders, according to Clark.

Over the years, CRM has proved to last longer than regular asphalt. Clark said it provides a quieter pavement, better traction, lower maintenance and a great return on investment.

"Asphalt could consume all recycled tire rubber globally," Clark said. Potential U.S. demand for recycled crumb rubber in the asphalt industry is about 6 billion pounds annually, which is the same amount U.S. waste tire operations could generate annually.

Nevertheless, only about 120 million pounds of recycled rubber is used for CRM every year—2 percent of the market potential.

Clark said there are multiple reasons for this. CRM has never really lived down the debacle of the Intermodal Surface Transportation Efficiency Act in the early 1990s.

ISTEA required state highway agencies to use an increasing percentage of CRM in highway projects as a prerequisite of receiving federal highway funds. However, states tried pilot projects without really understanding the technology, and the results were so disastrous that highway officials rebelled.

The rubberized asphalt provisions of ISTEA were repealed after a few years. "Rubber has been burned with a black mark ever since," Clark said.

The "terminal blend" CRM technology from ISTEA days remains unpopular with customers, according to Clark.

"The mix sticks to their equipment, and they have trouble keeping the rubber particles suspended because they can't melt," he said.

Meanwhile, tire industry suppliers are selling styrene-butadiene-styrene polymers for use in hot-mix asphalt, and SBS has become much more popular than CRM, according to Clark. SBS is less expensive than terminal blend CRM, performs as well in asphalt and melts easily in the mix.

"Terminal blend asphalt can't compete," he said.

To get recycled rubber into asphalt, the rubber recycling industry needs to listen to the customers, according to Clark.

"What the customer is saying is, 'Give me pavement performance at least as good as SBS, make the material compatible with my plant, and charge less than SBS,'" he said.

Fortunately, dry process rubberized asphalt addresses those customer needs. Clark said it uses a chemically engineered crumb rubber that is added like an aggregate during asphalt mix production.

"Like a fine sand, the crumb rubber is blown into the process," he said. "Plants see no difference in processing from regular asphalt."



The dry process uses the heat from mix production to activate the rubber. The process improves the mix quality, eliminates the need for special handling, and is dramatically less expensive than either terminal blend or SBS.

Among other things, dry process mix is more workable at low temperatures than other technologies, according to Clark. "We can extend the season when we can lay asphalt," he said.

Dry process CRM has been in the field 15 years, approaching 4 million tons placed to date, Clark said. The material now covers about 1,000 lane miles of interstate highway plus thousands of miles of state and county roads in a wide range of environments and mix designs.

The material has made 60 percent penetration into Georgia's rubberized asphalt program, and 70 percent of pavement work on the Illinois Tollway will use dry process rubber, Clark said.

Eight states are in advanced stages of permitting dry process rubber, as are the European Union, China and some countries in the Middle East, according to Clark. Dry process manufacturers are getting increasing market support from the U.S. Tire Manufacturers Association and its members; Clark singled out the USTMA's John Sheering for praise.

"The marketplace is telling us we hit the sweet spot," he said.

Nevertheless, the tire recycling industry must make a united effort to make sure dry process, and not SBS, becomes the industry standard, according to Clark.

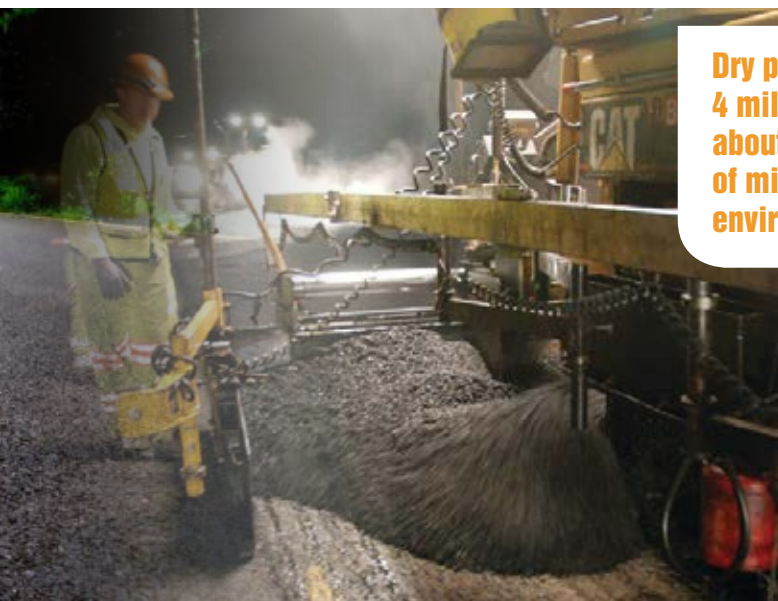
"We should be looking at ways for the tire industry to accelerate the adoption of this technology in the marketplace," he said. "The specifications get changed because individual players band together and demand change."

### ETRMA: Europe recycling 94% of its used tires

European nations are collecting and treating 94 percent of the used tires they generate, according to the latest figures from the European Tyre and Rubber Manufacturers' Association.

After casings for retreading were removed, there were 3.29 million metric tons of end-of-life tires generated in Europe in 2016, up 100,000 tons from 2015, according to the ETRMA.

Of these tires, some 1.9 million tons went for material recovery and



**Dry process CRM has been in the field 15 years, approaching 4 million tons placed to date,... The material now covers about 1,000 lane miles of interstate highway plus thousands of miles of state and county roads in a wide range of environments and mix designs.**

1.1 million tons for energy recovery, the association said. Granulation accounted for 75 percent of material recovery, and cement kilns for 81 percent of energy recovery, it said.

Granulation of scrap tires increased 9.3 percent in 2016 over 2015, and energy recovery increased by 2 percent, according to the ETRMA.

However, the use of whole or shredded scrap tires in civil engineering projects fell by 3 percent, and the use of scrap tires as blasting mats or dock bumpers declined 15 percent, it said.

European countries are rapidly adopting extended producer responsibility (EPR) programs for tires, according to the ETRMA. As of 2018, 23 European nations have tire EPR programs, with Slovakia, Ireland and the Czech Republic the latest to adopt them, it said.

"The tire industry clearly supports the EPR model when it is backed by clear statutory requirements and provides a separate line on the invoice, showing the environmental contribution for ELT management, ensuring full transparency for both national authorities and to the end consumer," ETRMA Secretary General Fazilet Cinaralp said in a May 2 press release.

The ETRMA said it based its used tire figures on management data from all 28 European Union countries as well as Norway, Serbia, Switzerland and Turkey.



## Hankook Tire Wins Corporate Social Responsibility Award from Groupe Renault

— Tire Review

**H**ankook Tire received global auto brand Groupe Renault's Corporate Social Responsibility Award at its Supplier Award ceremony.

**Groupe Renault holds the Supplier Award ceremony annually to award its global partners for their most notable value. This year, it awarded 12 enterprises in five sectors: best service; design; innovation; purchasing; sustainability, and quality.**

Hankook Tire was selected as an outstanding company in the purchasing sustainability sector. This sector is evaluated on a wide range of factors that are related to corporate social responsibility, including the environment, health and safety, human rights and ethics management, actions against climate change, etc. In particular, Hankook Tire received the highest score in social contribution, nominated as highest supplier and recognized for its global commitment in sustainable management.

"Hankook Tire will continue to form strategic partnerships with global automotive manufacturers based on global top-tier technology and continuous innovation," said Hyun Jun Cho, head of the company's OE division. "Furthermore, we will consistently enhance efforts to resolve environmental and social issues as a sustainability management business."

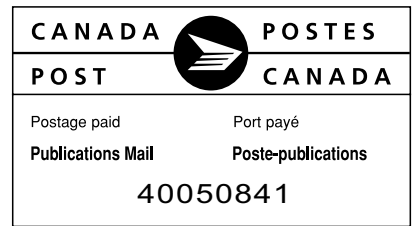


*Hankook OE account director Europe Jae Seock Ryu (centre) accepts the Groupe Renault award.*

In addition to the partnership with Groupe Renault, Hankook Tire is currently supplying OE tires to approximately 310 models of 45 global vehicle brand. It is supplying OE tires to luxury sports cars, such as: Ford's all-new Mustang and the new Audi TT; premium SUVs such as BMW X5, BMW new X3, Audi Q7, Citroen C3 Aircross; world's best-selling vehicles such as Toyota Camry and Honda Accord; high-end brands such as Porsche, and premium sedans such as the all-new BMW 7 series.

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