

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



Playground Plaudits

SURREY'S BOUNDARY PARK:

A TRIBUTE TO DON BLYTHE

PAGE 8

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gkopiak@ntdcanada.com
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Ray Lehman - North AB
rlehman@ntdcanada.com
780-903-3980

Dwayne Ray - South AB
dray@ntdcanada.com
587-337-3551

Dan Johnson SK/MB
danjohnson@ntdcanada.com
587-337-6848



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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)...

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

WCTD EXECUTIVE 2019

- PRESIDENT - NEAL SHYMKO
- PAST PRESIDENT - PAUL MCALDUFF
- VICE PRESIDENT - TBA
- EXECUTIVE DIRECTOR - RAY GELETA
65 Woodbine Road, Sherwood Park, AB T8A 4A7
Phone 780-554-9259 Email: rayg@wctd.ca

DIRECTORS 2019

British Columbia

- PAUL McALDUFF - TIRELAND PERFORMANCE CENTRE
300 East Esplanade, North Vancouver, BC V7L 1A4
Phone: 604-980-1578 Email: tirelandperformance@telus.net
- TIM HOLLETT - B&H TIRECRAFT CHEMAINUS
PO Box 240, Chemainus, BC V0R 1K0
Phone: 250-246-4731 E-mail: bh tire@shaw.ca

Alberta

- ANDREW BOULTON - KAL TIRE
PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 780-910-4650 Email: andrew_boulton@kaltire.com
- NEAL SHYMKO - TIRE VILLAGE LTD.
8805 - 156 Street, Edmonton, AB T5R 1Y5
Phone: 780-484-1184 E-mail: tirevillage@shaw.ca
- RAY LEHMAN - TIRECRAFT / INTEGRA TIRE
14404 - 128 Avenue, Edmonton, AB T5L 3H6
Phone: 780-903-3980 E-mail: rlehman@ntdcanada.com
- JAMES WATT - OK TIRE STRATHMORE
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Phone: 403-934-3408 E-mail: james@oktirestrathmore.com

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9 MacDonald Street, Starbuck, MB R0G 2P0
Phone: 204-735-2327 E-mail: tbtire@mymts.net

COVER PHOTO: Tim Pawsey, Editor, The Tracker



WCTD MEMBERSHIP APPLICATION

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

Annual Dues \$120.00 incl. GST per calendar year, per location.

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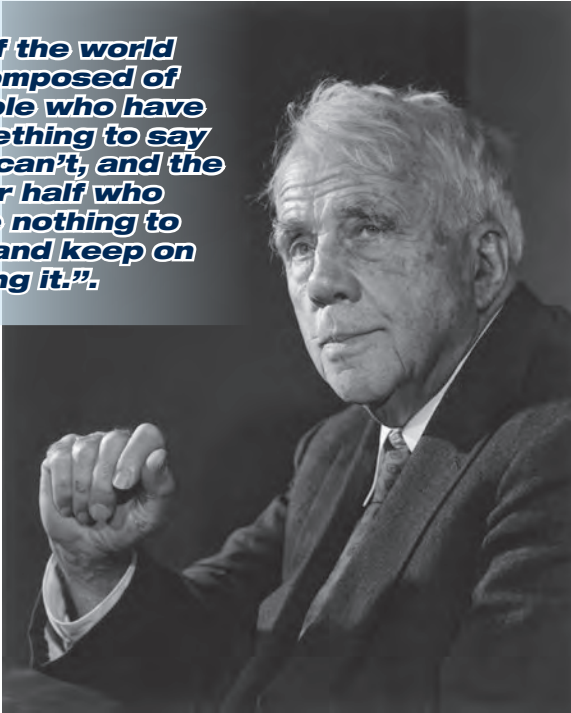
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Keeping in Touch



“Half the world is composed of people who have something to say and can’t, and the other half who have nothing to say and keep on saying it.”.



Celebrated poet Robert Frost nailed it. But I wonder what he would think of how the modern world of communications has evolved. These days it’s not even ‘what’ we say but ‘how’ we say—or write—it.

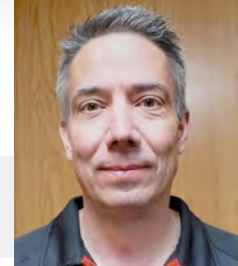
The way we communicate has certainly changed immensely. Not only between our friends and family but also with our customers, suppliers and peers within the automotive & tire industry. Texts and brief emails are the new norm. They are quick, efficient—and often quite impersonal.

Face to face meetings are becoming less and less frequent; conventions and trade shows decreasing greatly in frequency and in size.

Our ‘one on one’ time interacting with our business peers has greatly eroded over the years. Once a regularly tapped source of information—and even advice and assistance—it has become less common, especially for the independent dealer. So, how do we best gather knowledge, insight and information that directly affects our livelihood and future?

Well, one of the best ways is through an organization that was made specifically for you, the independent tire dealer. That organization is our own Western Canadian Tire Dealers.

As an entity dedicated to the independent tire dealer we stay on top of current trends and changes taking place within the tire and automotive industry. Our proactive stance and regular communication with suppliers, manufacturers and government agencies is truly a valuable asset for all of our members.



Neal Shymko
President, WCTD

Our proactive stance and regular communication with suppliers, manufacturers and government agencies is truly a valuable asset for all of our members.

Make sure to reach out to us and contact us with any questions, concerns or even suggestions. We have the ability to help you find answers to a wealth of different industry related issues, from member benefits to training and safety programs—and so much more.

Don’t forget, we are here for you. To help the independent dealer become stronger, better informed and up to date on everything happening in our industry.

The contact information for your local directors is listed in every Tracker magazine and is also available on the WCTD website. Don’t hesitate to reach out to us for any reason, no matter how large or small. Don’t forget, we are here for you!





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or visit www.premacanada.ca



TPMS: It's the law. Or should be.

Welcome to what is for sure our busiest time of year. The snow has already been flying in many parts of Western Canada and I am sure that all of our members are working non-stop to keep their customers happy—and safe.

Safety, as is appropriate, should always be carried out in the customer's best interests. It touches on so many areas. Indeed, it touches on every area.

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

In the meantime we feel it's important to emphasize to the customer that if their vehicle arrives with the TPMS system intact and operational it must leave in the same way. To further clarify: The stance that the WCTD is taking is that if a vehicle comes in with working TPMS, it should leave with working TPMS. If it comes in with working TPMS and leaves without it working, this would mean that you have knowingly disabled a safety feature. We understand that this can be a hard sell in a lot of cases. But then—so was selling 4 snow tires, a few years back.

Safety. Safety. Safety.

Matters of safety extend to all areas of our operations but especially in the shop. Please take note of the Saskatchewan Motor Safety Association bulletin on page 23 of this issue. This incident underscores the importance of checking equipment and making sure that correct safety procedures are followed in every instance.

This situation could well have had a different, if not fatal outcome for the employee involved. Please read it and check that your safety program could have (first and foremost) prevented what transpired. But also that your personnel are able to respond to such an accident in the proper manner.

That incident serves as a frightening reminder, yet again, of just how important it is to double down on equipment checks and overall safe shop practices.

On the continuing topic of safety, I am pleased to advise that we have confirmed TIA Director of Service Matt White for our 2020 training schedule.



Matt White,
TIA Director
of Service



Ray Geleta
Executive Director,
WCTD

Please note the following dates and advise me of your attendees as soon as possible.

**March 10, 11, 12 Commercial Tire Service –
Level 400 (Train The Trainer) in Vernon, BC**

**April 14, 15, 16 Commercial Tire Service Training –
Level 400 (Train The Trainer) in Edmonton, AB**

**June 9, 10, 11 Earthmover Tire Service Training –
Advanced installer training in Edmonton, AB**

Safety. We need your voice.

We are moving ahead to reinstate the WCTD Safety Committee. In the past we were successful in bringing about a range of legislative changes on major issues, ranging from safe crane operations to making sure roadside service personnel stay safe, to cite just a couple of examples. If you would like to contribute your time and feedback by being on the committee, please let me know.

We plan to conduct meetings by conference call, most likely every three months. However, for this initiative to be of value we need your feedback from the field. The sooner we are able to identify recurring incidents or specific issues, the more quickly we can move to address them.

Staying ahead of the game.

Technological changes are coming to the Canadian automotive aftermarket. Knowing what's in store and how it will affect you will make all the difference as to whether or not your business thrives in this new environment.

As the busy season comes to an end, dealers should be looking at bringing their staff up to speed on the technical changes coming our way. One valuable area to consider: parts suppliers and manufacturers along with equipment manufacturers all offer valuable training sessions of which we should be taking advantage.

Thank you for your support—and have a great winter tire change-over season.

Wishing you all the very best for the holidays.

TSBC & WCTD CELEBRATE DEDICATION OF BOUNDARY PARK TO DON BLYTHE

— STORY AND PHOTOS BY TIM PAWSEY

A healthy crowd of industry friends and neighbours turned out in late September to witness the re-opening of Surrey's Boundary Park playground. Now completely renovated, the park is not far from the home of the late Don Blythe and his wife, Laura. Don was a major player in the tire industry. He was a former executive director of Western Canada Tire Dealers and instrumental in founding Tire Stewardship BC (TSBC). Laura was on hand to cut the ribbon with TSBC Board Chair Glen Ringdal and City of Surrey Councillor Brenda Locke.

Don gave selflessly to many causes in which he believed. Even in 'retirement' he continued to work for those organizations to which he had dedicated much of his life. When he passed away, in early 2018, he was still active as the chair of Tire Stewardship BC (TSBC), which he was instrumental in establishing, as well as several other tire recycling agencies across this country.



TSBC chair Glen Ringdal suggested that the number of people who attended showed "the the impact that Don had on everybody he touched."

"We are so excited that we are able to remember Don Blythe in this way—by dedicating this park that's made for children," said Ringdal.

"That was the whole purpose of our (TSBC) investment in this project. And we did invest some money (along with other people). It was so we could we celebrate the life and the contributions of Don Blythe. He was a Surrey resident for very many years. He was a giant in the tire retailing in the tire recycling industries in British Columbia."

"After a very successful career in the tire industry, including as an OK Tire Store owner, Don Blythe took on the challenge of chairing the inaugural board of directors of newly chartered tire stewardship BC, a not for profit body, mandated by the provincial government to collect and recycle every single scrap car and truck tire in the province," Ringdal explained.



He continued: "Under Don's leadership, TSBC became highly regarded as the most effective agency of its type in Canada. We can confidently state that all program tires in this province are efficiently collected and transformed into new materials for new products, including the soft and safe rubber base you see here in this playground."

"Don remained chairman of TSBC until his passing at the age of 80... and earned the respect of everyone in the industry, as well as government and more."

"In addition to his tireless efforts in this realm, Don, along with his dear wife of 54 years, Laura, was devoted to serving his community as a volunteer and benefactor. It was with this in mind that TSBC—along with Western Canada Tire Dealers (which he represented on our board), and the various industry partners represented here today—chose to contribute the effort and wherewithal to transform the time-worn old play park what that was on this land into this lovely and functional park we see here today."

Before cutting the ribbon to officially dedicate this park to the children and families of the Surrey neighborhood, Ringdal acknowledged and thanked project partners: the City of Surrey and Parks Board, Marathon Surface Installers, Western Rubber Products, Habitat Systems and Western Canada Tire Dealers, as well as other TSBC directors.

City of Surrey Manager of Parks Neal Aven offered some background.

He explained that Boundary Park is a large neighbourhood park which has been serving the community for several decades. It includes a beautiful pond surrounded by forest.

"The original playground had received several several renovations over the years. And it did finally reach the end of its useful life and was on top of the city's list for replacement and upgrade," said Aven.

"In late 2018 Tire Stewardship BC formed a partnership with the City of Surrey to undertake the much needed replacement. Tire Stewardship BC donated \$90,000 towards the replacement of the equipment and rubber surfacing. And the city rounded out the rest of the project for a total of \$120,000," he noted.



“We’re looking at a significant investment in the park for the community. The design conceived by Tire Stewardship BC and their suppliers represents an incredibly exciting upgrade. We expect it will be very popular with the community kids. A special thank you from the City of Surrey to the Tire Stewardship BC for their contribution to the project. It is these kinds of partnerships that helps the city accelerate our ongoing playground replacement program.”

Above: Slide testers give thumbs up. Insets: Detail of the rubber surfacing designs conceived by Tire Stewardship BC.



Laura Blythe with Glen Ringdal

A plaque at the park reads as follows:

Don Blythe 1938 - 2018

Founding Board Chair of Tire Stewardship BC.

The sound of playing children. The beauty of nature. The value of a sharing community. These were important to Don Blythe. Don earned his living in the tire business but earned his joy by giving to others in his industry and his neighbourhood. He would be thrilled that children of his beloved Surrey will find fun and laughter in this play park, which was built thanks to a generous donation from Tire Stewardship BC to recognize his dedication to this community.



WCTD Board (l-r) Ray Lehman, Neal Shymko, Tim Hollett, Ray Geleta, Andrew Boulton, Paul McAlduff.

WCTD CONGRATULATES

2019 SCHOLARSHIP WINNERS



WCTD is proud to announce the recipients of the 2019 Academic Scholarships. This year's program attracted more applicants. However, it seems there remains a significant number of WCTD members who are either unaware of the scholarship program, or who have not notified those eligible to apply.

The association is pleased to be able to assist these dedicated students in pursuing their goals. The scholarship program is one of many tangible benefits the association offers. We encourage you to check out its details at wctd.ca—and consider somebody deserving within your company or family who might apply in 2020.

Congratulations to our winners!



Theodosa den Brok

I am a first year student at the University of Saskatchewan. I plan on obtaining a business degree and hope to join my family's tire business or start my own business. Thank you to the WCTD Scholarship Committee for this generous gift.



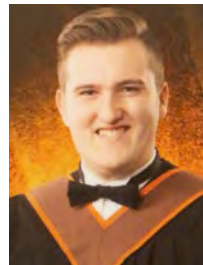
Lindsay Martens

Thank you so much for the scholarship it is greatly appreciated. It will help me pay for my tuition and books. I am studying for my Bachelor of Science, a four year program at Grant MacEwan University.



Halle Dyck

I am very fortunate to have received the WCTD scholarship for 2019. I am currently enrolled in my first year of my engineering degree at the University of Manitoba and the scholarship funds are really helping me out to cover the financial requirements of this first year. Knowing that I have the WCTD scholarship helps to lessen my financial worries and allows me to focus on doing the best I can in all of my classes. Thank you for choosing me to receive this scholarship.



Andrew Yeadon

I am very grateful to be a recipient of the WCTD Scholarship. I am in my first year of Pre-Dentistry at the University of Saskatchewan - my first of seven years. The WCTD scholarship will help me to extend the money saved for university, one semester further.

TIRE STEWARDSHIP BC DON BLYTHE SCHOLARSHIP

TSBC generously supports this \$2,000.00 scholarship in memory of Don Blythe for his contribution to Tire Stewardship BC, and to the tire industry in general. It is awarded each year to a new qualifying candidate for a total of five years.

Congratulations to this year's recipient:



Colby Petrie

I am so grateful to have won the Don Blythe Memorial Scholarship. I was born and raised in Kamloops, BC and my parents have owned OK Tire on the Halston in Kamloops for 28 years. They knew Don Blythe personally and speak only highly of him; to win this scholarship is an honour. All money will go towards my tuition for the Thompson Rivers University Bachelor of Science in Nursing program (BScN), in which I am currently a first year student. I look forward to the future and I am so excited to continue pursuing my education! Thank you.

IN REMEMBRANCE**Miles Primrose - 1937 - 2019**

WCTD was truly saddened to learn of the passing of Miles Primrose, in Victoria, BC, on September 18, 2019.

Miles was a former board member and long time supporter of Western Canada Tire Dealers. He and his wife Frances (Fran) were extremely active in the association, attending many, if not all, of the conventions over the years.

Fran and Miles established Tires Unlimited, which quickly became well known for its service standards and was a beacon in the independent tire dealer community. It's a tradition that's been continued by Sidney Tire, to whom the couple sold in 2012.

We went into the Tracker archives to find the notice of that sale and thought it worthy of reproducing here, as it gives a sense of the personalities and dedication involved. Not to mention a genuine concern for their staff and team going forward.

From: Miles Primrose - President- Primrose Holdings LTD
- August 30/12

Re: Fran, Sally and I are retiring from **Tires Unlimited** after 25 years of having fun selling tires/wheels one, two or four at a time and have decided to sell a whole bunch at once to Sidney Tire Ltd. It has been a hoot! selling tires/wheels and related services with the best staff any company could have - now we are taking the boot!

So: As of **September 1st, 2012 Tires Unlimited** will change ownership. It will keep the same name, but will be run as a **subsidiary of Sidney Tire LTD**

Sidney Tire is a very well respected company that has been in the business for many years. **Paul Rimmer** my present long and loyal manager will have a vested interest in the new adventure. All my present staff will retain their status quo employment, which I'm very happy for as they are all family. With the resources in place between the two companies the future looks bright. I wish them well!

Thanks to everyone of you for your past and future business.

Please note if you presently have an account with us and it is in good order it will continue to be there for you. Thank you for the past business and for keeping your account up to date. Hoping the merge will be seamless as possible.

Again from higher management Fran, Hands on Sally and I, we thank you from the bottom of our hearts.

**An excerpt from the Times Colonist obituary:**

Dad (Miles) was actively involved in his community through sponsorship of youth sports teams, the Gordon Head Kiwanis, Camosun College Foundation Board, Saanich Police Board, and Sidney Anglers. He was a 1955 Mount Doug grad and continued to meet his classmates for lunch every month.

Being an experienced automotive mechanic with good business sense, Dad bought Gordon Head Shell from Mel Dennstedt, and carried on with the gold standard Mel had set for customer service, for the next 30 years. Miles employed many of the local kids, often being their first boss, sometimes twice!

Miles and Fran then went on to create Tires Unlimited, with a very loyal and hardworking team, for the next 25 years. Through their membership with Capital City Yacht Club, they had years of boating. Great years were spent at their cabin on Piers Island. He was one of the many active volunteers and donors on the PIA and the PIID. Miles was proud of his granddaughter, Charlie. He believed strongly in education and supported not only her goals, but those of many others.

Condolences may be offered to the family at www.mccallgardens.com.


The association extends its sympathies to Fran and the Primrose family.

XCOMP TIRES

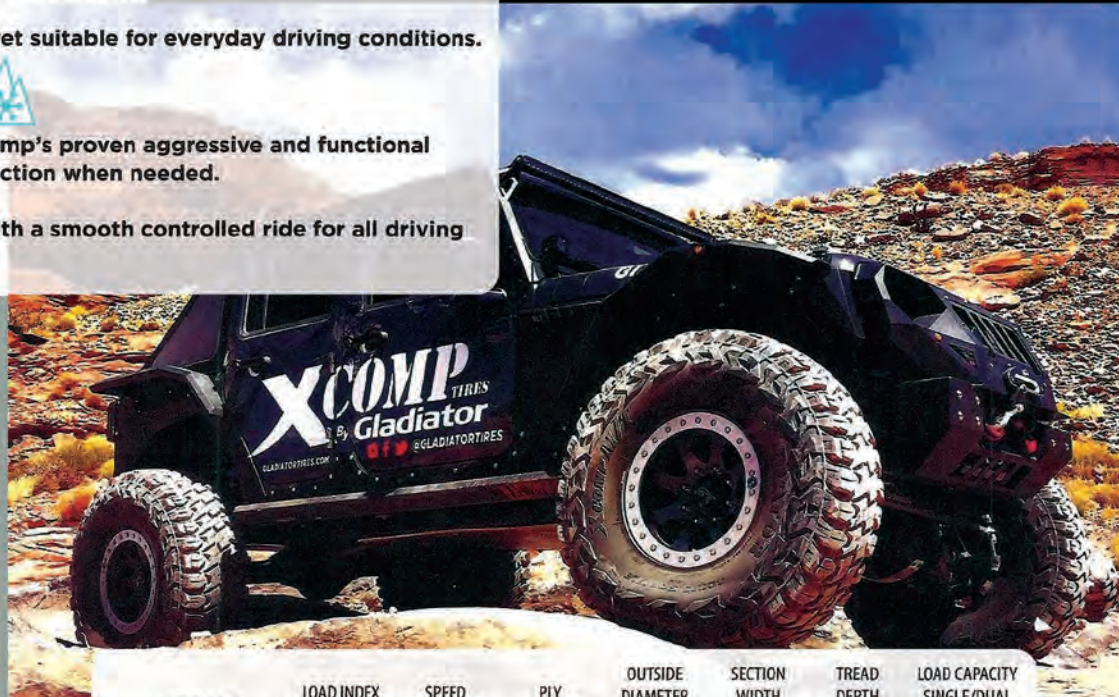
By **Gladiator**

AT

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- This new cutting edge tire design has all the advantages of the X Comp M/T and ATR, with some very subtle changes.
- The tire casing has two full plies of polyester with full sidewall turn up, to enable a more comfortable ride, yet very strong and durable.
- The tread area is an aggressive design, yet suitable for everyday driving conditions.
- The AT is all season and snowflake rated. 
- The tire shoulder area incorporates X Comp's proven aggressive and functional design, giving drivers protection and traction when needed.
- In summary, this new tire is very quiet with a smooth controlled ride for all driving conditions on and off road.

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LT285/75R16	126/123	Q	10	32.8	11.3	16	3750/3415
LT285/70R17	121/118	Q	10	32.8	11.5	16	3195/2910
33X12.50R17LT	126	Q	10	32.5	12.5	16	3750
35X12.50R17LT	126	Q	10	34.5	12.5	16	3750
37X13.50R17LT**	131	Q	10	36.5	13.6	16	4300
40X13.50R17LT**	131	Q	10	39.5	13.6	16	4300
LT275/65R18	123/120	Q	10	32.1	11.0	16	3415/3085
33X12.50R18LT	118	Q	10	32.5	12.5	16	2910
35X12.50R18LT	123	Q	10	34.5	12.5	16	3415
P275/55R20 XL	117	T		31.9	11.2	13	2835
LT285/55R20**	122/120	Q	10	32.4	11.7	16	3305/3000
LT285/65R20**	127/124	Q	10	34.6	11.5	16	3860/3525
33X12.50R20LT	114	Q	10	32.5	12.5	16	2600
35X12.50R20LT	121	Q	10	34.5	12.5	16	3195
37X13.50R20LT**	127	Q	10	36.5	13.6	16	3860
40X13.50R20LT**	131	Q	10	39.5	13.6	16	4300
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FEDERATED INSURANCE

Liability Pricing Factors



by Reza Kamrana
Account Representative,
Associations, Federated Insurance

For this issue, we will briefly touch on liability pricing factors and the claims process in general. Inevitably, when I have the opportunity to chat with the WCTD board or individual tire dealer members, the topic of pricing comes up. So, I decided to ask our own Commercial Insurance Specialists for their thoughts.

I've summarized their feedback here and would strongly encourage you to review with your own agent for the application to your business.

1. **Fire sprinkler report:** For tire dealers who own their building, a current fire department report confirming that sprinklers are in good working condition will usually result in a significant premium rate reduction. The logic is simple: lowering the risk of loss equals lower premium.
2. **Report the sub-contracted out portion of your work:** sometimes due to circumstances beyond your control (equipment breakdown, employee calls in sick, etc.) you may find yourself with more customer vehicles to service than you can handle. One solution is to refer the excess business to another trusted tire dealer (verifying they also carry liability insurance). Now, it is their insurance policy that will respond first if something goes wrong as result of the work.
3. **Tire technician training:** certified technician programs (TIA) and COR certification are recognition of companies who develop and implement health, safety and injury management systems that meet industry standards. The liability rate reduction is dependent on the dealers or number of technicians that have achieved these designations.

In the previous article I talked about the Federated Insurance service excellence and industry leading coverages. Fact is, the quality of an insurance policy is largely determined by the customer claims experience.



Knowing
your business
matters.

To help, Federated clients have access to our expert Risk Services team, who are located throughout the country. They have in-depth knowledge of risks faced by multiple industries and best of all, this service is included at no additional cost with your Federated Insurance policy.

Of course, the best claims experience is to have none.

Regardless of how good a relationship you may have with your broker or agent (sometimes they are even family members), during a claim their role is not much more than moral support.

The insurance policy is a legal contract and the claims process is taken over by the adjuster. They investigate the circumstances of the loss and determine if it is covered under the policy. Contract law, common law, precedents, tort and contributory negligence are only some elements taken into account by the adjuster.

We all want the best product at the lowest price, but, how often does that happen?

We all want the best product at the lowest price, but, how often does that happen? It is easy to talk service and liability rate reductions. However, how much does that really matter when your business experiences a significant insurance loss? Is the excellent service you received over the years or even the premium dollars you paid what is really on your mind at that precise moment? Chances are you just want to be treated fairly in a timely manner.

A unique approach to disputes

Where Federated is unique is in the dispute resolution channel available to all WCTD members. As the WCTD recommended Insurance supplier, all member clients can let the Association know of any concern (not limited to claims situations). The Federated Association Partnerships team is then notified. Our objective, in turn, is to bring speedy resolution to any insurance related concerns. Although it is not something that I look forward to, Ray Geleta (WCTD), Robert Labossiere (Tirecraft, Integra and Signature Tire), John Sotham (OK Tire Stores) all can call me and say, "Hey Rez, what's going on with my dealer's claim?". There have been multiple cases where this process has achieved its intended purpose.

Federated's claims handling process is a major contributory factor for our 95% industry leading customer retention rate.

Why take a chance with your livelihood? Consider allowing our agents to review your current policy (my colleague recently reviewed a tire dealer policy that did not even meet the minimum insurance guidelines required by the franchisor's corporate office). They can also create an easy to understand comparative spreadsheet that shows you what coverages you currently have versus what Federated can do for you.



Knowing your business matters.

The risks you face as a tire dealer are unique.

Federated Insurance can design specialized and comprehensive programs specific to the needs of you and your dealership.

Call **1.844.628.6800** and speak to a Commercial Insurance Specialist today.

federated.ca/tdac



Recommended insurer of the WCTD

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[3706-017 ed01E | 06-2019]

FEDERATED REPORT

Snapshot of Canadian claims data

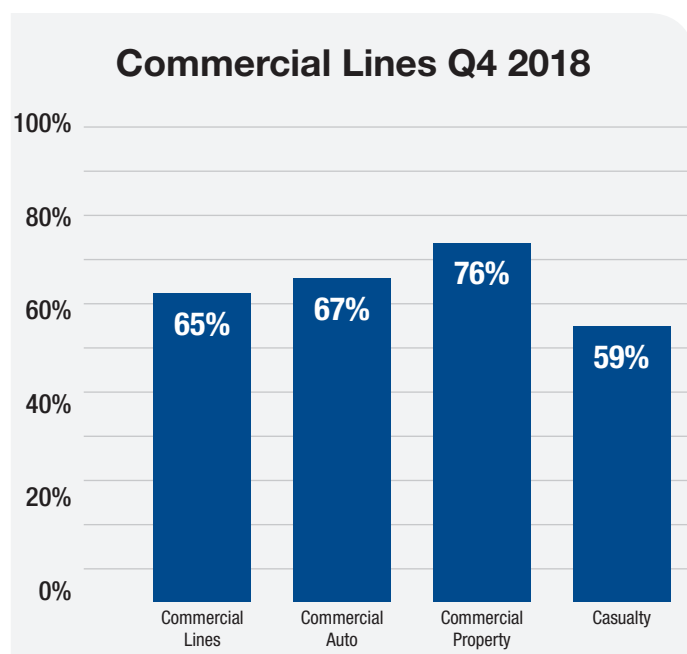
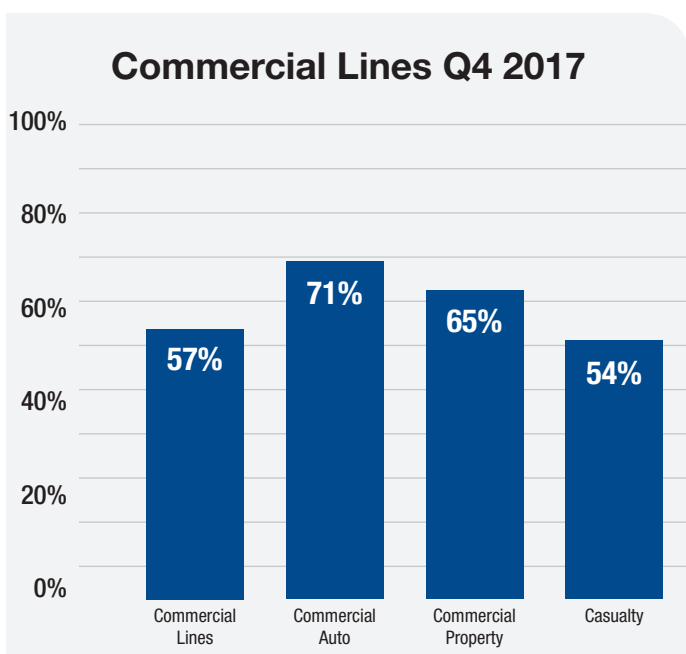
These are challenging times for Canadian businesses and the insurance industry is no different.

This year's Bank of Canada's annual report card that explores key weak spots and risks impacting Canada's financial system has flagged, for the first time, climate change as an important financial risk.

With another quarter of multiple severe weather events, the Insurance Bureau of Canada has revealed that total insured damage across Canada has reached \$1.4 billion in 2018. This marks the 6th time in 8 years that insured damage in Canada has exceeded the billion dollar mark.

In Canada, insured damage to property and infrastructure averaged about \$1.7 billion per year between 2008 and 2017, which is 8.5 times higher than the annual average of \$200 million from 1983 to 1992.

The following two charts show the recent Loss Ratio trends (basically, claims over premium).



All statistics are from MSA Research. Canadian P&C Industry data excludes government insurers.



Knowing
your business
matters.

A few words about us

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

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TIRES**

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- Reliable dry and wet traction
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- Ride comfort
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SL369

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- Comfortable riding tire
- Treadlife
- Value for the lower cost



SA57

- New generation of directional
- Circumferential V-grooves
- Strong center ribs
- Improve SILICA



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WCTD / STAPLES PREFERRED VENDOR PROGRAM

Western Canada Tire Dealers is pleased to present the STAPLES Preferred Vendor Program available to all Association members.

This Preferred Vendor Program offers several business solution tools to make purchasing your business supplies quick and easy. With over 300,000 items including paper, ink/toner, stationary basics, furniture, technology, break room / kitchen, cleaning / sanitation, health / medical supplies, retail store supplies/display, personal care, and household items the Staples PVP will have something for all Association members.

Program basics:

- No fees, No penalties, No contracts
- Enrol with 1 phone call
- Web and phone based ordering systems
- Pricing incentives – up to 25% off when purchasing items in the Bulk Center
- Free gift with orders of \$150.00 or more
- Earn Air Miles rewards



This Preferred Vendor Program offers several business solution tools to make purchasing your business supplies quick and easy.

To apply for the Staples PVP, members are to call the Staples PVP Customer Department at 1-833-597-1515, speak with a Business Development Representative and reference the WCTD PVP program.

Members can also find additional information on the WCTD website in the Members Only section

Michelin earns SmartWay Excellence Award from EPA

— TIRE BUSINESS

Michelin North America Inc. earned a SmartWay Excellence Award recently from the Environmental Protection Agency (EPA) for outstanding environmental performance and leadership.

Michelin was one of 17 shipper and logistics companies — and only tire company — to receive this distinction at the American Trucking Associations' (ATA) recent Management Conference & Exhibition in San Diego.

The award — which recognizes the best environmental performers among SmartWay's 3,700 partners — is the EPA's highest recognition for leadership in freight, supply chain, energy and environmental performance, achieved by improving freight efficiency and contributing to cleaner air throughout the supply chain.

"At Michelin, we innovate passionately to make road mobility safer, more convenient and environmentally friendly in all areas of our business," MNA Chairman and President Alexis Garcin said.

This is the second time Michelin has earned the SmartWay Excellence Award for outstanding environmental performance leadership.

"This honor affirms the industry-leading positions Michelin has in sustainable mobility," Mr. Garcin added.



As part of its sustainability efforts, Michelin continually analyzes shipping routes to optimize freight flow and reduce empty miles and has developed the Michelin Environmental Footprint indicator, which helps the company reduce greenhouse gas emissions, water and energy consumption, and material impacts on the environment.

Michelin said it strives to reduce power consumption, optimize the layout and favor multimodal solutions at each factory and warehouse to reduce the impact on the environment.

The companies selected for the award this year are the top 2% of environmental performers among all SmartWay Partners, according to Sarah Dunham, EPA director of the Office of Transportation and Air Quality.

"They are redefining best practices for freight transport by reducing fuel costs and improving the public health of the communities they serve."

On the product side, Michelin makes a portfolio of SmartWay-verified tires and retreads as well as the new EnergyGuard aerodynamic trailer system, allowing the transportation industry to operate more efficiently.

SALES OF 17-INCH AND LARGER TIRES GROW TO HALF OF U.S. REPLACEMENT MARKET — NPD

— TIRE BUSINESS

Demand for larger rim-diameter passenger/light truck tires has grown sufficiently the past three years to the point where 17-inch and larger tires now account for nearly half of all consumer tires sold in the U.S., according to NDP Group Inc. research.

“We’re seeing a greater number of bigger vehicles on the road today and in manufacturers’ new lineups,” Nathan Shipley, automotive industry analyst at NPD, said.

“Sedan sales have slowed dramatically over the last few years, as SUVs/CUVs are growing in popularity. Larger rim diameter tires are performing well as a result of this shift.”

“Sedan sales have slowed dramatically over the last few years, as SUVs/CUVs are growing in popularity. Larger rim diameter tires are performing well as a result of this shift.”

Based on data from NPD’s Retail Tire Tracking Service, sales of replacement passenger and light truck tires were up 4% over the 12-month period ended Aug. 3, NPD said.

Overall, replacement tire sales have grown 4.5% over that same period, although the value of sales has grown more slowly, up 3%, NPD said.

“The fundamentals of the automotive industry couldn’t be stronger,” Mr. Shipley said. “Miles driven annually is currently at its highest level; more drivers and vehicles are on the road than ever before; and the unemployment rate has been trending at historical lows, meaning consumers are driving to work.

“All of these things point to a very healthy automotive industry, which includes the tires business.”

NPD Group’s data coincides with the latest industry forecast from the U.S. Tire Manufacturers Association (USTMA) for replacement car tire shipments, which is predicting an increase of nearly 6% this year to a record 223.9 million units.

The trade group — which represents a dozen tire makers with manufacturing capacity in the U.S. — provided no explanation for its changed forecast, which represents a swing of 6.4 million tires from earlier projections.

The Federal Reserve Bank of St. Louis reports total miles driven by U.S. vehicle owners is steadily rising, hitting an annualized rate of 3.24 trillion miles in May.



According to the USTMA, six of the 10 best-selling aftermarket passenger tires were 17-inch sizes, accounting for nearly 15% of all aftermarket shipments. On the OE side, the top 10 sizes shipped to vehicle makers in 2018 were all 17 inches or larger in rim diameter.

The 2019 USTMA forecast is on top of a 2.5% increase in aftermarket passenger tire shipments in 2018, to 214.9 million units.

According to the USTMA, six of the 10 best-selling aftermarket passenger tires were 17-inch sizes, accounting for nearly 15% of all aftermarket shipments. On the OE side, the top 10 sizes shipped to vehicle makers in 2018 were all 17 inches or larger in rim diameter.



TIRE INDUSTRY SHOULD PREPARE FOR MEGATRENDS – BRIDGESTONE EXEC

— KYLE BROWN, RUBBER & PLASTICS NEWS

Robert Asper describes how tire engineers need to be able to “do the math” to bring future tire megatrends to reality in his Tire Society meeting keynote.

While the tire industry is watching developing megatrends like electric and autonomous vehicles, it should focus on realistic usage and bringing in new skill sets, Robert Asper, director of core system engineering and product development for Bridgestone Americas Inc., told those attending the Tire Society meeting in Akron.

Mr. Asper described how the industry can approach these trends in his keynote “Will the Tire Society Rise to Meet the Challenges Created by Future Mobility?” delivered at the 38th Annual Tire Society Business Meeting and Conference on Tire Science and Technology. The event took place Sept. 10-11 at the Hilton Akron/Fairlawn in Akron.

that manufacturers need to understand how to collect good data and use it effectively through machine learning. Tomorrow’s mobility will require the same skill set as today’s, along with entirely new challenges.



“It’s not just the technology in the tires that’s going to change, it’s the way they’re designed that’s going to change.” – Robert Asper

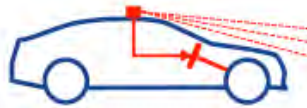
“It’s not just the technology in the tires that’s going to change, it’s the way they’re designed that’s going to change,” he said.

The tire industry should build bridges with universities to connect with and train the next generation as they pursue technical degrees, he said.

Four Megatrends in Mobility



connective services



autonomous vehicles



shared mobility



electric vehicles

Four of the megatrends in mobility worth noting are connective services, autonomous vehicles, shared mobility and electric vehicles, he said. Though some might seem like these trends are right around the corner, the technology might take much longer to be fully integrated into consumer products, he added.

For example, electric vehicles (EVs) are a growing part of the auto industry, but commercial EVs have been in production since about 1910. They were more reliable vehicles, but fuel for internal combustion engines (ICE) was cheaper and more easily accessible. As technology has changed, that balance is starting to shift.

“Change happens fast, but it’s not instant,” Mr. Asper said.

Tire industry professionals also need to be able to “do the math” to apply real-world situations to new technologies. That means understanding what forces those megatrends will have on future tires, and how they can be modified to deal with them, Mr. Asper said. Tire manufacturing may see a split in the market going forward for both EVs and ICE vehicles, and the weight of a car may change with additional batteries or fewer batteries as they become more efficient.

“These things have to work in the real world,” he said. “We’ve got to understand the math and physics on how these vehicles are going to work.”

Engineers, researchers and academics need to branch out to connect with new disciplines as more technology is integrated into tires, he said. In one form or another, sensors will be a part of tires in the future, which means

Continuing to learn means watching the megatrends as they develop and building a team that can plan solutions to obstacles. It also means being a part of regulation conversations to ensure that they’re based in science, and preparing for the unknown parts of those trends that are still unknown.

“What we are learning today between now and 2032 is going to help us deal with the challenges that all these megatrends are starting,” he said.

“If we flip the switch and everything was electric and autonomous, there would still be problems to solve. There’s still math to do. There’s still understanding that we need to do. It just changes.”



NOKIAN RAMPING UP ALL-WEATHER VS. ALL-SEASON INFO CAMPAIGN

— TIRE BUSINESS

Nokian Tyres Inc. is rolling out an advertising/information campaign ahead of the 2019-20 winter season that's designed to raise awareness about "all weather" versus "all season" tires.

"Nokian — which lays claim to being the inventor of the all-weather tire concept — has created a dedicated website, nokiantires.com/weather, where consumers can learn about the performance attributes of all-season versus all-weather tires.

"Unfortunately, the 'all-season' label is a misnomer in many areas of North America," Steve Bourassa, Nokian Tyres' director of products and pricing, said.

"While all-season tires don't adequately protect drivers on snowy, icy roads, . . . all-weather products are well-suited for areas with unpredictable winter weather."

All-weather tires carry the industry's three-peak mountain snowflake severe service emblem, which indicates they meet the necessary standards to be certified in winter weather. The symbol means the tires are legal for winter driving in places that require winter tires during that season, Nokian said.



Nokian Tyres — whose Hakkapeliitta winter tire range is often among the best in independent winter tire testing — is onto its fourth generation of all-weather products, the Nokian WR G4 and WR G4 SUV, which it promotes as being "well-suited" for locales like Colorado, which recently passed a state law extending the dates when drivers are required use winter-rated tires in the Rocky Mountains if they do not have four-wheel drive.

Nokian's complementary advertising campaign uses the tagline, "Forget the Forecast."

Catalytic converter thefts

All you have to do is Google 'Catalytic converter theft' to discover that the issue is a worldwide problem. The web is well populated with often brazen videos of people stealing catalytic converters right off cars—usually in just a couple of minutes

The thieves are selling them for their precious metals—usually palladium, which is needed to change pollutants such as carbon monoxide into carbon dioxide and water vapour. Apparently there's a healthy under the radar market that's paying big dollars for palladium, whose value has increased some sevenfold in the last decade.

Some vehicles are more vulnerable than others. Ironically, the Toyota Prius is much 'in demand'. Because hybrids have both an electric motor and an internal combustion engine their converters are used less frequently and the metals within are less likely to corrode. Hence the metal inside is usually less degraded and more valuable on the black market.

In the UK, around London and the home counties, Cat thefts from Prius cars have reached epidemic proportions, with thefts overall into the thousands this year. Since 2018 Toyota has reported a 2,000 percent increase in demand for converters and associated replacement parts. Thieves operate at lightning speed, jacking the vehicle up and often removing not only the converter but sometimes the entire system, in the name of expediency.

Signs are that the problem has now made its way to western Canada, with reports of thefts on the increase. However, there have also been individuals charged, in one case with no less than 61 converters stolen and recovered.

The advent of stricter emissions standards over the last few decades has significantly increased demand. The precious metal is used also in many other applications, from electronics to surgical implements. However, some 80 percent goes to converters, which are required to operate at higher efficiency to meet the more stringent emissions targets.

British police suggest the criminal gangs are increasingly more efficient and more bold, often traveling with hydraulic jacks to speed the process. Some gangs are carrying out multiple thefts every day, often in broad daylight and even in supermarket parking lots.

Britains AA (the equivalent to CAA) has warned that large 4x4 SUVs are the most at risk of having their catalytic converters stolen because they are higher from the ground, making it easier for thieves to get underneath the car.

Local police forces are implementing programs to encourage motorists to get their exhausts welded to the vehicle. Toyota has come up with its own anti theft casing for the catalytic converter. Owners may purchase the Catloc at cost (around \$400) including installation.

If you are aware of an increase in catalytic converter thefts in your area we'd be interested in hearing from you.

GREEN IS THE NEW BLACK FOR TIRE MAKERS

TIRE BUSINESS OUR VIEW

Despite the industry's best efforts, it's difficult to shake the common perception of a tire or a tire manufacturing plant.

The misconception starts and ends with the color black: A black product, manufactured using an environmentally unfriendly substance called carbon black, in a dank, dark facility.

As all of us know, that is far from the reality.

Today's tire industry, like many other industries that have a far better consumer reputation, is highly efficient, environmentally conscious, sustainability driven and technologically cutting-edge.

We would argue the tire is one of the most highly engineered products on the globe.

News breaks weekly that illustrates the industry's commitment to these high lofty standards. Just in the last few months, we learned:



Michelin North America Inc. earned a SmartWay Excellence Award for outstanding environmental performance and leadership from the Environmental Protection Agency (EPA). The tire maker was one of 17 shipper and logistics companies to receive the recognition.



Pirelli & C. S.p.A, Nokian Tyre P.L.C. and Hankook Tire & Technology Co. Ltd. were among tire manufacturers named in the latest Dow Jones Sustainability World and Europe Indexes, which is conducted annually by RobecoSam and S&P Dow Jones. Pirelli earned the top spot globally in the automobile and components sector with 85 points, nearly 50 points higher than the sector average of 36 points.



• **Nokian called its 830,000-sq.-ft. plant in Dayton, Tenn.** — which was inaugurated earlier this month — **“one of the most advanced tire production facilities in the industry.”** The factory, the first North American plant for the Finnish tire maker, uses state-of-the-art manufacturing equipment as well as the latest and greatest hardware and software.

As part of the plant opening, Nokian officials emphasized that the plant will operate under strict sustainability standards to minimize waste and emissions. Solar panels capable of generating 3 megawatts of electricity will be installed in the parking lot, and the company will recycle excess materials that result from production.

Tire makers continue to push the bounds of technology, especially as it pertains to alternative substances for use in tires.

These are but a few of the examples of tire makers not just talking the talk, but walking the walk of efficiency and sustainability. Most every tire maker, big and small, has devoted reams of resources to improving these very challenges.

Tire makers continue to push the bounds of technology, especially as it pertains to alternative substances for use in tires.

Goodyear, in fact, plans to replace petroleum-derived oils with soybean oil in its tires by 2040 and increase its soybean oil consumption 25% by 2020, as detailed in the company's most recent Corporate Responsibility Report.

The Akron-based tire maker said the green technology is more sustainable and can capture a growing section of consumers who factor environmental concerns into their buying decisions.

Most importantly, Goodyear said using soybean oil in the tire provides greater flexibility at lower temperatures, a perfect fit for production of all-weather tires.

These are just few examples of the ways the tire industry is working hard — perhaps leading the charge — to make a cleaner, more sustainable product.

While the manufacturers are quick to point out these advances — and rightfully so — dealers who sell these products not only should be aware of them, but also share that information repeatedly with customers.

It's going to take years to change the public's perception of the industry. But we think it can be done, one sale at a time.

WORKPLACE SAFETY

8 tips for managing external traffic



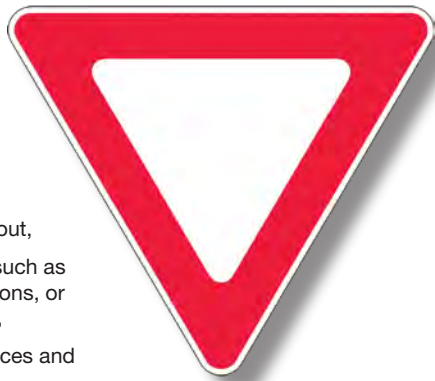
A mix of trucks, mobile equipment, pedestrians, bad weather, traffic jams and other potential hazards in your yard can spell disaster in the form of collisions between vehicles or vehicles and pedestrians. “If traffic is left haphazard or unpredictable, oftentimes you’ll see problems,” says WSPS Consultant Norm Kramer. Reigning in the chaos means putting an exterior traffic plan in place.

“Since a lot of factors come into play, there is no one-size-fits-all solution,” says Norm. “But there are best practices that can help you design your own solution.” He offers eight tips.

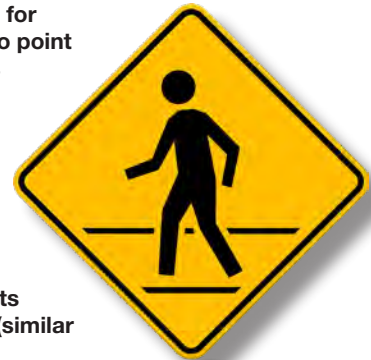
1. Start with a hazard assessment. “Sometimes companies will focus on hazard assessments inside the warehouse, but overlook the outside,” explains Norm. He suggests using the PEMEP principle to identify the unique hazards in your yard. How could People, Equipment, Materials, Environment and Process contribute to hazards?

2. In your assessment, consider these factors:

- traffic flow - where, when and how vehicles access and exit site,
- pedestrian routes and potential vehicle/pedestrian collision points,
- yard design and layout,
- impact of weather, such as icy or slushy conditions, or water accumulation,
- quality of road surfaces and lighting,
- signage and pavement markings,
- pedestrian program, communication, training, monitoring and enforcement.



3. **As part of the assessment, talk to anyone with insights on what happens in the yard, such as the shunt driver, gatehouse staff, drivers, workers and other pedestrians, and the joint health and safety committee.**
4. **Develop a two-way traffic system that mimics what’s used on outside roadways.** “Drivers are programmed to follow line markings governed by the Highway Traffic Act - stop signs, solid yellow lines, crossing areas, driving on the right, etc. They should automatically follow them in the yard.”
5. **Determine the safest places for people to move from point to point and create pedestrian paths so people move predictably, stay at a distance from trucks, and don’t walk in a driver’s blind spot.**
6. **Ensure potential danger areas where pedestrians and vehicles intersect are well marked. Use signs, lights and a crosshatched border (similar to roadway crosswalks).**
7. **Boost visibility. Ensure all pedestrians wear high-visibility reflective vests.** “And with trucks often moving in early morning and after dark, keep the yard well lit.”
8. **Configure the yard’s design and layout to accommodate overflow traffic, prevent bottlenecks and provide room for parking and reversing. Avoid congestion by monitoring scheduled pick-ups and drop-offs.**



Courtesy of Ontario Workplace Security and Prevention Services (WSPS) & OTDA.



BRENT HESJE - CEO, FOUNTAIN TIRE LTD. INDUCTED TO TIA HALL OF FAME



Brent Hesje, CEO, Fountain Tire

The Tire Industry Association (TIA) has welcomed Brent Hesje, CEO of Fountain Tire Ltd. into the TIA Hall of Fame.

The Hall of Fame Award is the tire industry's highest honor. It recognizes individuals who have contributed greatly to the growth and development of the tire industry or have demonstrated high standards, ideals and leadership in the management of their businesses and in the tire community and have achieved goals and success that distinguishes them from others.

TIA recognized this year's honorees at the Tire Industry Honors awards ceremony on Monday, Nov. 4 at Caesars Palace Las Vegas Hotel & Casino.

Western Canada Tire Dealers extends its heartiest congratulations.

MOTOR SAFETY ASSOCIATION SAFETY SHARE

WHAT HAPPENED?

A boat trailer had come into the shop for suspension repairs, as it had lost a wheel. The technician had removed a bent suspension mounting bracket. He was hammering the bracket straight with a ball peen hammer and a steel wedge block when the incident happened. On the third strike of the bracket, a chunk of steel from the hammer's face broke off and penetrated the technician's coveralls and torso, lodging in an artery. First aid was being administered when the seriousness of the injury was determined and 911 was called for an ambulance.

WHAT DID / COULD HAVE GONE WRONG?

The technician required surgery and was hospitalized for less than 70 hours. As this was a Dangerous occurrence according to (Saskatchewan) Occupational Health & Regulation 9(2), it was a reportable incident and was reported to Labour Relations and Workplace Safety (LRWS).

Had this Technician not received the immediate medical attention he did, he could have potentially died as a result of these injuries.

If there is any question with respect to the severity of the injury, call 911 and do not attempt to transport yourself. There are too many variables that could go wrong during transportation that we are not equipped to handle.

KEY LESSON FROM INCIDENT

During the investigation, the company found the hammer's face had previously been damaged and had stress risers in certain areas. The company's immediate response to this incident was to inspect all hammers. (ball peen, sledge etc.) They found several hammer faces to have unacceptable wear patterns, as well as damage to the handles. The company also inspected their chisels, pry bars and any tool that would be used in conjunction with a hammer. Any questionable hammers were disposed of and replaced with new brand CSA approved hammers (not the cheaper import hammers).



The company has since developed a policy that requires anyone using a hammer or grinder to wear a leather apron, full-face mask and gloves. The company has also implemented an inspection process to ensure all hammers and tools are inspected immediately prior to use, as well as once a month during their monthly shop inspections.

The company has also implemented the policy that if they deem it necessary to call an ambulance the employee must accept. The company will cover the cost of the ambulance.

This incident demonstrates the importance of inspecting your tools and equipment prior to being used, as well as knowing and practicing your Company's Emergency Response Procedures. Seconds can mean the difference between life and death, so know what you need to do in the event of an emergency situation.

OF SILICA AND SIPING

— SEAN PHILLIPS, TIRE REVIEW

In the past decade, tire engineering has seen two new technologies overtake the industry in the form of brand new ways of cutting sipes and a brand new way of compounding tire rubber. Together, these new technologies have caused a revolution in tire engineering as complete and far-reaching as any since the introduction of pneumatic tires.

Nearly every tiremaker in the world has been affected by this revolution; those that have chosen to avoid it have simply been left behind.

Unfortunately, these changes have been extremely complex and often badly explained by tiremakers who want to keep their technology as secret as possible. This has forced consumers and tire professionals alike to wade through a sea of tech jumbles in order to determine the correct tire for the job at hand.

A clear look at these twin revolutions in tire technology is necessary, and I will try to provide it here.

Siping Patterns



In 1923, a slaughterhouse worker named John Sipe took a sharp knife and cut a series of small slits in his rubber-soled shoes. Finding that these cuts in the rubber gave his shoes much better traction on wet slaughterhouse floors, he went down in history as the inventor of docksiders. And siping.

Some years later, Goodyear decided to try the same thing on their tires. Even though tires had grooves and channels to evacuate standing water from under the tread, there still remained a very thin and slick layer of water that interfered with sure grip. But when the tread blocks were cut with small sipes, the cuts opened up as the tread block flexed, creating an area of low pressure that sucked up that last tiny bit of water under the tread, allowing for much better grip. These “rain sipes” soon became a standard throughout the industry.

The next major advance in siping technology came from Nokian, which developed a zigzag siping pattern for winter tires. This “Hakka Sipe” allowed the tread block to flex much more than rain sipes, and created hundreds of angled biting edges that produced extraordinary grip in snow and ice. Nokian’s siping pattern was quickly copied onto nearly every winter tire in the world.

The disadvantage of siping patterns, however, lies in the fact that the denser the pattern of sipes that you cut into your tread blocks, the more they allow the blocks to flex, which leads to squishy handling and much faster wear. From this disadvantage has come the latest revolutionary advance in siping technology: 3-D Self-Locking Sipes.



Nokian’s Hakka siping pattern was quickly copied onto nearly every winter tire in the world.

Although known by many tire maker trade names, all share the same basic concept. Three-dimensional sipes are cut with an internal topology designed to lock the sipes together and prevent too much flex. This allows for very dense siping patterns while keeping the tread blocks stiff for good handling and substantially reducing tread wear.

Silica Compounds

The current revolution in tread compounding has mainly to do with the increasingly sophisticated use of silica as a filler material. Traditionally, rubber compounds have used carbon black as a filler, which gives tires their traditional (but not natural) black color and makes the rubber compounds somewhat softer.

Fillers also play an important role in allowing the various layers and types of rubber in the compound to bond together during the curing period when the rubber vulcanizes and takes its final form.

To understand the miraculous effects of silica, one must understand that since the development of pneumatic tires, engineers have lived by a simple and immutable law – soft tire compounds get more grip, but wear faster and have high rolling resistance, while harder compounds wear slower and have lower rolling resistance, but get less grip.



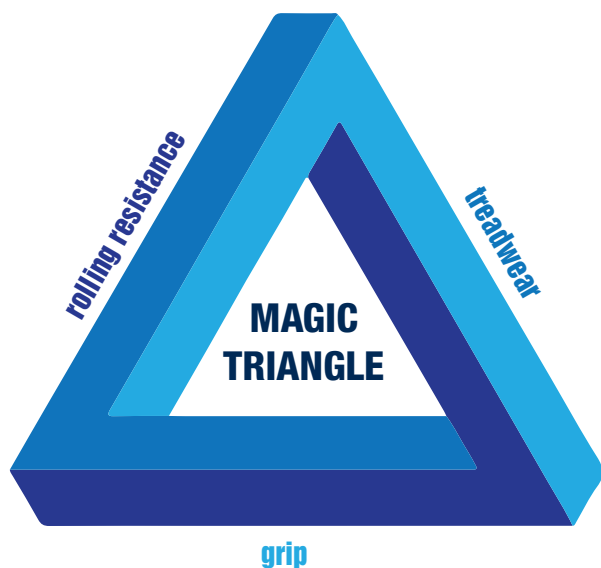
The inevitable tradeoff that engineers must make between grip, rolling resistance and treadwear is known as the “Magic Triangle.” Properly balancing these properties for a specific tire has been the goal of every tire engineer who has ever mixed a compound.



The issue is in the physical property known as hysteresis. Hysteresis is a measurement of how much energy an object returns when rebounding from a deformation. A good example of this is to imagine dropping a Superball and a hockey puck from identical heights. The Superball bounces back to nearly the height at which it was dropped, because it returns nearly all of the energy from the impact with the ground. This is considered low hysteresis. On the other hand, the hockey puck barely bounces at all, because it loses a great deal of energy by not deforming and rebounding. This is high hysteresis.

Most of the rolling resistance of a tire comes from the way in which it deforms and rebounds as the tire revolves under load, which is known as a low frequency distortion. If the tire compound has low hysteresis at low frequencies, it rebounds like a spring and loses less energy, meaning greater fuel economy.

On the other hand, tire grip is determined by how the rubber compound distorts around the unevenness of the road surface, which is known as a high frequency distortion. If the tire has high hysteresis at high frequencies, it conforms to the tiny gaps in the road rather than “bouncing” and gives better grip.



The inevitable tradeoff that engineers must make between grip, rolling resistance and treadwear is known as the “Magic Triangle.”

When tire engineers began using silica as a filler material, they came to understand that the silica-enhanced compounds definitely lowered rolling resistance, but in complete opposition to the Magic Triangle, they also enhanced grip while keeping wear constant. Somehow, the use of silica produces a rubber compound that has both low hysteresis at low frequencies and high hysteresis at high frequencies, allowing tire engineers to literally have and eat their cake too. The Magic Triangle has been blown to smithereens by the magic compound.

According to a paper on this issue in the journal *Rubber World*: “The use of silica can result in a reduction in rolling resistance of 20% and can also improve wet skid performance by as much as 15%, substantially improving braking distances at the same time. Silica also provides substantial benefits in winter tires and all-season tires. Compounds using

The use of silica can result in a reduction in rolling resistance of 20% and can also improve wet skid performance by as much as 15%, substantially improving braking distances at the same time.

silica are more elastic and flexible at lower temperatures, allowing better grip and braking during wintry weather.”

So between the use of 3-D sipes and silica-enhanced compounds, tire engineers have found ways to enhance grip, reduce fuel consumption and decrease wear to an extent that would have been thought not only completely impossible but utter fantasy just a decade ago.

The revolution has given us tires with 80,000-mile treadwear warranties, low rolling resistance tires that actually grip in the rain, and winter tires that drive like performance tires. New advances such as high-dispersal silanes, oil-free tires, wildly imaginative new siping patterns and silica derived from burnt rice husks are still coming at us year after year.

It’s hard to see where the revolution will take us next year, other than further down the road.



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GOODYEAR FINDS TRACTION WITH SOYBEAN OIL

— DAVID MANLEY, TIRE BUSINESS



Goodyear plans to replace petroleum-derived processing oils with soybean oil in its tires by 2040 and increase its soybean oil consumption by 25 percent by 2020.

The lofty goal, disclosed in the company's most recent Corporate Responsibility Report, has a number of benefits.

Using a green technology is more sustainable, the company said, and it can capture a growing section of consumers who factor environmental concerns into their buying decisions. And it will be a boon for the U.S. soybean industry.

"Using soy to replace petroleum-based raw material provides a more sustainable and renewable product," said Gregg Fujan, United Soybean board director. "That's a win for manufacturers and consumers while providing another market opportunity for farmers."

But most importantly for Goodyear, using soybean oil is about building a better tire. "It's all about performance," a Goodyear spokesman said. "It's a green technology. It's sustainable. . . . But in the end, when consumers look to the Goodyear name and brand, they will buy our tires because of the performance."

Soybean oil allows for greater flexibility at lower temperatures. Providing better traction in the cold made it a perfect fit for production of all-weather tires.

Currently, Goodyear has three tire lines produced with soybean oil: the Assurance WeatherReady, Eagle Exhilarate and Eagle Enforcer All-Weather.

THE BEGINNING

Goodyear started to develop the use of the soy oil in the tread compound of tires around 2011. While a number of different vegetable oils could be used, oil derived from soybeans became an obvious choice.

"Mostly because the U.S. is the largest producer of soybeans in the world," said Bob Woloszynek, a chief engineer with Goodyear. "It's abundant, and it's renewable."

"Most people don't realize that soy is primarily grown for protein meal for livestock feed," Fujan said. "That meal is about 80 percent of the bean; the balance is oil. When soybeans are processed, the meal is used mostly for animal feed, creating an abundant supply of oil."

Goodyear scientists, working with the support of the United Soybean Board, discovered soybean oil could improve tire performance at low temperatures. Soybean oil also mixed more easily with rubber compounds and reduced energy consumption in the mixing process, which can improve manufacturing efficiency.

"It was a multi-year process, and we found (soybean oil) is more compatible with other compounds, so there was a processing benefit," Woloszynek said. "It also had a very low glass transition temperature."

Woloszynek, along with Goodyear's Lauren Brace, gave a presentation on the firm's work with soybean oil during the recent ITEC in Focus: Green Tire conference in Cuyahoga Falls.

A low glass-transition temperature means increased flexibility at low temperatures, he said, helping the rubber to remain pliable in cold weather and enhancing traction in rain and snow.



Lauren Brace of Goodyear talks about adapting to soybean oil for use in the Assurance WeatherReady tire line during the ITEC in Focus conference in Cuyahoga Falls, Ohio, on Sept. 25.

“Fundamental development went quickly,” Woloszynek said. “Polymer development and commercialization sort of happened at the same time.”

Then, he added, it was a matter of finding the right application.

“There was a couple of ways that we could have leveraged soybean oil ... but (the Assurance) WeatherReady was the perfect combination,” Woloszynek said.

Commercial application

In 2017, Goodyear introduced the Assurance WeatherReady line, now available in 48 sizes. The Assurance WeatherReady is Goodyear’s Grand Touring All-Season tire designed for the drivers of family sedans, coupes, crossovers, SUVs and minivans.

The increased flexibility of the tire improves control in inclement weather. Assurance WeatherReady tires meet industry Severe Snow Service requirements and are branded with the industry’s three-peak mountain snowflake symbol.

Development of the Assurance WeatherReady allowed for soybean oil to replace petroleum-derived oil in the tread compound and a 60 percent reduction of petroleum-based materials in the whole tire, according to Woloszynek.

The success of the Assurance WeatherReady paved the way for development of the Eagle Enforcer All Weather and Eagle Exhilarate.

The Eagle Enforcer All Weather is a police pursuit tire designed to provide year-round, responsive performance.

“This tire is for law enforcement agencies that need the enhanced winter traction of a mountain snowflake tire and the reliability and responsiveness of a pursuit tire,” a Goodyear official said when the tire was announced in 2018.

Early in 2019, Goodyear introduced the Eagle Exhilarate line aimed at the ultra-high-performance market—drivers of the Ford Mustang, Chevrolet Camaro, BMW 3-Series and Porsche Cayman, for example. The Eagle Exhilarate is designed to offer better traction and handling for faster acceleration and more precise control, especially in wet weather.

Performance is key

A Goodyear spokesman said performance is ultimately going to be the best point tire dealers can make when selling their lines of soybean oil-based tires.

The Assurance WeatherReady is rated 4.5 out of 5 stars on TireRack.com, and No. 2 in the website’s “Grand Touring All-Season” rankings, just behind the Michelin CrossClimate+.

Consumer Reports ranks the Assurance WeatherReady as No. 4 in the vast “performance all-season” category with a score of 64.

Another point for tire dealers to consider is sustainability.

A heavier concentration of consumers are more interested in companies and products who are helpful to our environment

According to Nielsen Co. (US) L.L.C., a global measurement and data analytics company, 48 percent of U.S. consumers say they “would definitely or probably” change their consumption habits to reduce their impact on the environment. Since 2014, sales of sustainable products have risen 20 percent. By 2021, Nielsen expects consumers to spend \$150 billion on sustainable products.

“A heavier concentration of consumers are more interested in companies and products who are helpful to our environment, and as dealers think about selling tires to consumers, soy is certainly a value proposition that is unique to Goodyear,” the tire maker said.

Goodyear’s research and development efforts involving the use of soybean oil in tire tread compounds earned the Akron-based tire maker a Tire Technology International Award for Innovation in the “Environmental Achievement of the Year” category at the 2018 Tire Technology Expo in Hanover, Germany.

Looking ahead, Woloszynek said Goodyear will continue to evaluate the use of soybean oil in tire production across multiple applications.



Hunter partnering with van converter on mobile tire vehicles

— DAVID MANLEY, TIRE BUSINESS

Commercial vehicle customizer Bush Specialty Vehicles Inc. is teaming up with Hunter Engineering Co. to offer purpose-built mobile tire service and repair vehicles equipped with Hunter tire-servicing equipment.

Bush Specialty Vehicles featured a mobile tire service-prepped van, featuring a Hunter TC37 tire changer and SmartWeight Pro wheel balancer, in its booth at the Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nov. 5-8. The company also has posted a video online, showing its conversion options and process.

The partnership reflects what Hunter calls an “escalating number” of service providers that are incorporating mobile service and repair vans to provide services at a customer’s home or workplace, a convenience that better can serve customers’ tire needs, enhance customer retention and differentiate a service provider from the competition.

According to the Auto Care Factbook 2020 and IMR Inc., when motorists were asked about the reason for delayed maintenance on their vehicles, “Couldn’t find a convenient time” was the second highest response given on average at 20.2% of the time.

“We’re extremely excited to partner with Hunter Engineering to bring this mobile tire and repair van solution to the marketplace,” Larry Vanover,



Bush Specialty Vehicles Inc. is teaming up with Hunter Engineering Co. to offer purpose-built mobile tire service and repair vehicles.

president of Wilmington, Ohio-based Bush Specialty Vehicles, said, noting that his company offers lease-to-own options for the full solution — van, upfit and equipment.

Bush Specialty Vehicles, a division of Bush Trucks, works with Mercedes-Benz Sprinter and Ford Transit vans, as well as box trucks, the company says on its website.

BRIDGESTONE EXPANDING CAPACITY AT TWO U.S. WAREHOUSES

— TIRE BUSINESS

Bridgestone Americas Inc. is planning to expand warehouse capacity at its U.S. passenger and light truck tire plants in Aiken County, S.C., and Wilson, N.C.

The investment of approximately \$72 million will enhance operational excellence and further increase the company’s ability to serve North American tire dealers and customers, the company said.

In Aiken, the warehouse will be expanded from 512,000 square feet to 784,000 square feet at an estimated cost of \$34 million. The Wilson warehouse will be expanded from 465,000 square feet to 753,000 square feet at an estimated cost of \$38 million.

The new facilities are expected to open in 2020.

“These expansions will further strengthen our distribution footprint in the U.S. and improve our ability to get the right tires to the right place with speed and accuracy,” Erik Seidel, president, consumer replacement tire sales, U.S. and Canada, Bridgestone Americas Tire Operations, said.

“With their strategic locations and increased capability, the new warehouses

will enable the company to reduce transportation costs and shorten time-to-market to meet customer demands across North America,” Brad Blizzard, executive director, logistics, Bridgestone Americas, said.

BRIDGESTONE
Bridgestone Americas, Inc.

Bridgestone has operated the Aiken plant in Graniteville, S.C., since 1998, producing passenger and light truck tires for original equipment manufacturers and retail. Last month, Ford Motor Co. announced it the Ecopia H/L 422 Plus, which is made at the Aiken facility, as an original equipment fitment on select models of the 2020 Ford Escape SUV.

Bridgestone also operates a second factory in Aiken County, the Aiken County Off Road Tire Plant in Trenton, S.C., producing large and ultra large off-the-road radial tires.

According to the company, the Wilson plant is the single largest industrial employer in Wilson County. The site “has played a critical role in the Bridgestone Americas manufacturing group during its 45-year history.”

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MICHELIN NAMED OFFICIAL FIA WEC 'HYPERCAR' RACE TIRE SUPPLIER

— TIRE BUSINESS

PARIS — The organizers of the FIA World Endurance Championship (WEC) have selected Michelin Motorsports to be the exclusive tire supplier for the WEC's top endurance racing class, the "hypercar" class, for 2020-2023.



The hypercar class, set to debut in the WEC's 2020-21 season, will replace the current LeMans Prototype (LMP) class as the endurance racing series' top vehicle category. The WEC includes the prestigious 24 Hours of LeMans race, held annually in June.

The deal was announced this week by Automobile Club de l'Ouest (ACO), the commercial promoter of the FIA WEC. Financial terms were not disclosed.

"As supplier of the new Hypercar class, (Michelin) will be making a vital contribution to the bright new era of endurance racing," ACO President Pierre Fillon said, noting that Michelin has been active in the WEC for the past seven years.

The new hypercar class, according to the Federation Internationale de l'Automobile (FIA), is based on the car industry's development of exotic road-going supercars, such as the Aston Martin Valkyrie.

To be eligible for inclusion in the WEC Hypercar class, a manufacturer must produce at least 20 units of the particular model in a calendar year, the FIA said.

For WEC competition, hypercars will have a minimum curb weight of 1,100 kg and have a rated powertrain average total output of 550 kW (750 hp). If a manufacturer opts for a hybrid powertrain, the output of the hybrid powerplant is limited to 200 kW (270 hp).

For models based on road-legal hypercars, the hybrid powerplant can be used for all four wheels whereas it must be limited to the front wheels in a prototype design.

These regulations are designed to create a top class with a level playing field and limited impact of the budget on the performance to encourage teams to run two cars in a full FIA WEC season over a five-year campaign, the FIA said.

Thus far only Toyota Motor Co. and Aston Martin have committed to the Hypercar class, starting in the 2020-21 season.

The WEC's existing LMP2 prototype class — for which both Michelin and Goodyear offer tires — will continue to exist alongside the Hypercar class, albeit with performance restrictions designed to provide a distinct gap between the classes.

Scott Clark, executive vice president of Michelin's Americas region, said being selected as the Hypercar category's exclusive tire supplier "offers us new and particularly interesting challenges and also allows us to strengthen our partnership with exclusive vehicle manufacturers.

"As always, our goal is to develop tires that deliver the highest levels of performance and consistency over their life. Additionally, we look forward to bringing innovations that deliver sustainability solutions to the series" in alignment with Michelin's corporate strategies.

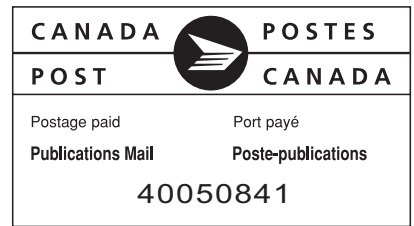
Michelin also is the designated tire supplier to the International Motor Sports Association (IMSA) WeatherTech SportsCar Championship, the endurance-racing series focused primarily on North America.

Goodyear, which only recently returned to international road racing under its own brand name, also expressed an interest earlier in the Hypercar tire contract. Just recently it secured the contract to supply the European LeMans Series' LM-GTE class for production-based supercars. The ELMS is distinct from but overlaps with the WEC.



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