

THE TRACKER

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FROM WESTERN CANADA TIRE DEALERS

Continental Pioneers **TIRE TESTS** with **SELF-DRIVING** **VEHICLES** PAGE 12



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THE TRACKER

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www.wctd.ca

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Calendar

NOTICE OF ANNUAL GENERAL MEETING

WCTD Annual General Meeting will be held at
10:00 am on April 26, 2019 at the Grand Pacific Hotel
463 Bellville Street, Victoria, BC.

Email rayg@wctd.ca for more information.



WCTD MEMBERSHIP APPLICATION

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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)
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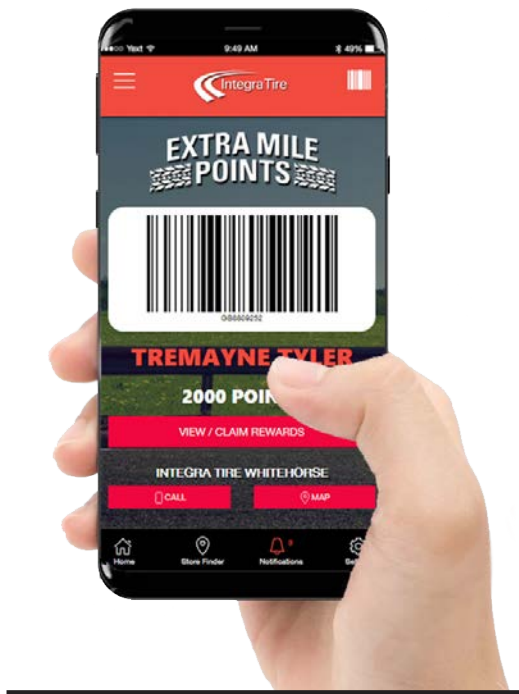
We hope you find this issue of The Tracker informative, educational and entertaining. We welcome your feedback and invite you to submit any ideas you have for upcoming issues. Feel free to drop us a line (or two)...

WCTD - The Tracker

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Integra Tire Revolutionizes the Tire Industry

Integra Tire is leading the way in the automotive and tire industries with their new Extra Mile Rewards program!

“Our loyalty program and app is one-of-a-kind,” says Integra’s Director of Marketing, Robert Labossiere. “We wanted to set ourselves apart from our competitors and we knew the best way to do that was to create our own loyalty program. It’s a way to incentivize our new customers,

with the referral portion of the program, and to reward our loyal customers. Our motto is ‘Experience Integraty’ so that’s why we’re going the extra mile to reward our customer’s loyalty.”

Integra Tire is the first in the industry to develop a proprietary rewards program that earns you a minimum of 1% back on every purchase you make on tires and mechanical services. You can even earn additional points by

referring friends to the program, watching for special codes in-store or on the app, and entering the fall sweepstakes contest!

To sign up for the program it’s as easy as downloading the app from the App Store or on Google Play by searching “Integra Tire” or visiting your local Integra Tire.

Download the app or visit your local Integra Tire to start earning points today!

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Become an Integra Tire dealer by reaching out today.**

British Columbia

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587-337-6848





Time Flies

Paul McAlduff
President, WCTD

Most of us have made it through our hectic winter tire selling season. We're left with random tire service and the occasional "I know I'm a little late, but what snow tires do you have for...?"

It's a good time to check inventory and return errors in ordering. Just when you think you have everything taken care of, sales reps will come knocking with Spring Booking orders that you "have to take advantage of". It is no wonder that tire store owners and managers try to get away sometime in February and March. We deserve a break.

Get ready for more great things to come!

That's my pre-amble to an invitation for all of you to join your hard-working Directors in Victoria, BC at the end of April for the WCTD Annual General Meeting. Now, this is going to be no ordinary meeting because I will be passing on the gavel and welcoming a new President for our Association.

The past three years have been great, and I am proud of what we have accomplished. I fully expect that with our new provincial Directors and incoming President, the momentum will carry forward.

At Tire Industry Association (TIA) meetings in the United States, and Tire Dealer Association of Canada Conventions here in Canada, the WCTD did not take a back seat to anyone. With your support, we will continue to be a strong presence.

See you in Victoria and beyond!

Victoria is a great place to visit in April. It will be nice to have representatives from all our member locations join us at the AGM where they can be brought up to date with the upcoming plans for 2019. A catered lunch will be served. Attendees are also invited to join us for a hosted reception following the meeting. A great opportunity to meet and greet! I am looking forward to connecting with all of you. Please let our Executive Director know if you are planning on attending!



Notice of Annual General Meeting

**The WCTD Annual General Meeting will be held at
10:00 am on April 26, 2019 at the Grand Pacific Hotel
463 Belleville Street, Victoria, BC**

A quorum shall consist of eligible voting members present or represented by proxy, or in the case of a corporate body, by its duly appointed representative. Voting members may make submissions, but these must be in writing and forwarded to the association office by e-mail to be received by April 8th, 2019 in order to be placed on the agenda. Printed agendas will be available at the meeting.

We need to elect a director for the independent dealers of Saskatchewan. You may e-mail your nominations for this position to the association office (rayg@wctd.ca) to be received by April 8, 2019. Nominations will also be called from the floor. **The directors request your attendance and input to help direct the business of the Association.**



Just Sayin ...



I see this almost every day. A car pulls up to the store on bald tires. We quote on replacement tires but the driver claims new tires are not affordable and drives away on the unsafe tires. Blows me away.

Our good friend Dale Parsons sent me a note with a link to Ohio's new law giving a definition of unsafe tires, and making it illegal to install an unsafe tire on a vehicle. It got me thinking about our regulations under the various Motor Vehicle Acts across Western Canada. I would assume there must be a description as to what constitutes an unsafe and therefore illegal tire mounted on a motor vehicle. That being the case, selling and installing a tire that does not meet the minimum requirements should already be illegal let alone disreputable.

But who upholds and enforces these laws?

Just yesterday, a customer came by looking for a 'used' replacement tire. He said the front end had a bit of a shake lately and the right front tire was worn out. But the reason he stopped by was the offending tire had started to leak. His tire was badly separated and we had nothing compatible to temporarily solve his dilemma. I offered to put on his spare because that front tire might 'let go' anytime. Even though I explained the danger of driving in that condition, he said he had run out of time and had to go. I commented as he installed his seat belt about being safe and he replied that he sure wouldn't want to get a ticket and fine for not wearing a seat belt. Wow!

We need serious consequences to convince drivers to get unsafe (illegal) tires off the road. A consumer would be less likely to install or drive on an unsafe tire if they knew it would result in an expensive fine.

Send your comments to the Tracker Editor, Tim Pawsey at... timp@wctd.ca



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A successful year only comes with a strong business plan

Ray Geleta
Executive Director, WCTD

I hope everyone enjoyed a great holiday season—and some down-time with their families. Let's welcome 2019 with open arms and make it an even better year than 2018.

A new year often means new ideas and new ways to implement them. In most businesses a successful year only comes with a strong business plan. It's a vital part of doing business in the best way possible. What's the best way to go about it? I recommend that every dealer takes some time to reflect on everything that happened in your businesses in 2018. That includes the good and the not so good. Celebrate the successes. But don't overlook the flaws. Be honest to yourself and set out a detailed plan as to what you have to change to make 2019 even more successful.

Be specific about what you want you or your management team to achieve. That means aggressively identifying precise objectives and—above all—tracking your progress. While a business might survive without a plan it certainly won't thrive. You owe it to yourself—and to your employees.

- 1. The first step?** Get a grip on your emotions and decide on what your goals are.
- 2. Make sure that you truly understand your cash flow**, where it comes from and how to improve it.
- 3. Evaluate your sales mentality** and make those changes you need to make before it's too late.
- 4. Above all, learn to anticipate and recognize the changes** in your business and adjust.

On the topic of planning... how's your 2019 Safety Plan coming?

The Saskatchewan Motor Safety Association suggests a "safety perception survey is a great starting point."

They go on to say: "The number one law in navigation is to know where you are right now. The perception survey can help acknowledge where you are so that you can chart the right course for your company."

Whether you manage quality, sales, production or people, safety always comes first. At least it should. In fact, it must. I urge you to make safety a priority, not just this year but every year. And it starts with Safety Perception ...

If you don't know what a safety perception survey is, I highly recommend you go to motorsafety.ca and download their form 'Perception Survey Questions.' When you read it, I guarantee that it won't take you more than a few seconds to honestly evaluate the true awareness of safety in your operation. Seriously.



On the topic of safety, WCTD / TIA Spring Training is right around the corner... and the time to register your employees is now!

TIA's Senior Trainer, Matt White, will again be the instructor. Matt travels widely and his time is valuable. Matt enjoys worldwide recognition for his dynamic approach and is highly regarded as the best in his field. Organizing these training sessions are costly but truly worthwhile. Remember these technical sessions are the best way to keep up to date in a rapidly changing and ever demanding environment. In a word, they are indispensable.

In cooperation with the Tire Industry Association (TIA), Western Canada Tire Dealers offers the following training courses for 2019. Training materials, lunches and coffee breaks will be provided. Attendees must bring their own

PPE (Personal Protective Equipment) (steel toed shoes, gloves, vests, glasses etc.) for the hands-on practical portion of the training.

Please contact Ray Geleta to book any of these sessions.
Phone: 780.554.9259 or e-mail rayg@wctd.ca

2019 WCTD / TIA Training Courses

Earthmover Tire Service (ETS) Advanced Installer Program
March 5 - 7, 2019 | Vernon, BC
Cost \$800 + GST

Prestige Inn 4411 - 32 Street, Vernon, BC. Call 250.558.5991 for Room Registration (Ref. Event E05580) Program starts at 8:00 am

Automotive Tire Service (ATS) Level 400: Train the Trainer
March 11 - 15, 2019 | Langley, BC
Cost \$600 + GST

Holiday Inn Express 8750 - 204 Street, Langley, BC.
Call 604.882.2000 for Room Registration

Two courses offered:

- **ATS A.** March 11 - 13 | 8:00 am to Noon
- **ATS B.** March 13 - 15 | Noon to 5:00 pm

Commercial Tire Service (CTS) Level 400: Train the Trainer
April 9 to 11, 2019 | Edmonton, AB
Cost \$800 + GST

Holiday Inn and Suites 11330 - 170 Street Edmonton, AB. Call 780.444.3110 for Room Registration. Program starts at 8:00 am

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1000008	ADVANTA 2.80R16	16" x 6.50"	35
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2019 WCTD Training Registration Form



REGISTRATION MUST BE RECEIVED AND ACCEPTED TWO WEEKS PRIOR TO COURSE START DATE.

Please fill out information in full and e-mail this registration to rayg@wctd.ca or mail to:

Western Canadian Tire Dealers Association - 65 Woodbine Road, Sherwood Park, AB T8A 4A7

- All Courses start at 8:00 am, except ATS B Level 400, which starts at noon on March 13.
- Manuals, lunches and coffee breaks are provided.
- All attendees need to bring their own PPE for the hands-on portion of the training.

Questions or concerns? Please call Ray Geleta at 780.554.9259 or e-mail rayg@wctd.ca

COMPANY INFORMATION

COMPANY		CONTACT NAME	
ADDRESS			
CITY		PROV.	POSTAL CODE
PHONE		EMAIL	

PAYMENT METHOD

CHEQUE
 VISA
 MASTERCARD

CARDHOLDER NAME	EXPIRATION DATE	CVV NUMBER
	/	

ATTENDEE INFORMATION

COURSE ATTENDING:

- Earthmover Tire Service (ETS) Advanced Installer Program

Attendee Name(s)

1.
2.
3.

- Automotive Tire Service (ATS) Level 400: Train the Trainer

Two courses offered:

- ATS A.** March 11 - 13 | 8:00 am to Noon
 ATS B. March 13 - 15 | Noon to 5:00 pm

Attendee Name(s)

1.
2.
3.

- Commercial Tire Service (CTS) Level 400: Train the Trainer

Attendee Name(s)

1.
2.
3.



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Skill + Tires = Happy Landings!

Tim Pawsey
Editor, WCTD

Any pilot will tell you that the most critical part of any flight is take off (acceleration past the point of no return) and landing, when any equipment failure on impact can be catastrophic, but especially of tires.

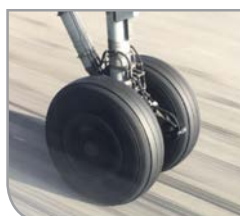
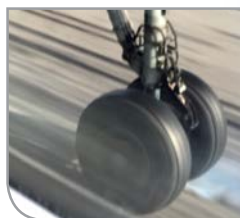
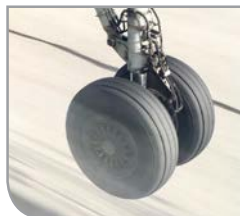
I've done a fair bit of flying in my time. Maybe it's a little less now. But when I do travel I still like a window seat. Even though getting to the plane can be a pain, the thrill of actually flying never fades. Nor does the excitement of being able to look out (weather permitting) as the world beyond unfolds. And, maybe, if you're like me you probably also find yourself looking at the wing occasionally, still marvelling at the technology and wondering just how those things manage to stay up in the air.

The other day, on a short hop to the interior of BC, I found myself on what we used to refer to (somewhat unflatteringly) as a 'puddle jumper'. Yes, it was a turbo prop, a Bombardier Q400. And it was a tad quieter, perhaps, than its Dash 8 forebear, those workhorse basic prop planes that in many cases still serve smaller communities across Canada.

On this occasion my place on the plane was a front row seat beside the landing gear. And, although it wasn't by any means the first time that I've witnessed it, I watched with keen interest as we taxied and took off, and then—even more so—as we landed. On a smaller plane—as opposed to a 777—you can really see the mechanicals at work, as the shocks and hydraulics do their thing. And by the way, because I know you're wondering, the typical load per tire on a full Boeing 777-300's main landing gear is 52,317 lbs., at 215 psi. with a contact area of 243.3 sq. ins.

Yes, it's (always) about the tires

The landing in particular was impressive as there, just a few short feet away, I again got a pretty good idea of how much an aircraft tire has to endure as the plane hits the runway still at considerable speed. Following the landing, of course, there's that sudden deceleration, and often some twisting and turning towards the gate. Needless to say, the small set of duals almost in front of my nose performed flawlessly. But it did get me thinking.



I was intrigued, especially at the moment of impact, when the tires flexed and distorted and the friction released that tell tale puff of smoke. Then the hard part, when traction becomes critical to hold the craft on course and allow it to slow to a stop.

Yes, airplane tires are a highly specialized field. They're designed to perform under and withstand extreme forces under almost any conditions. Any pilot will tell you that the most critical part of any flight is take off (acceleration past the point of no return) and landing, when any equipment failure on impact can be catastrophic, but especially of tires.

I can think of a few of my friends or family who definitely would not have wanted to watch what I was glued to—and with some fascination. But as the plane approached and then touched down I was intrigued, especially at the moment of impact, when the tires flexed and distorted and the friction released that tell tale puff of smoke. Then the hard part, when traction becomes critical to hold the craft on course and allow it to slow to a stop.

It got me thinking, of course, about car tires. And how, probably, I was the only passenger on the flight giving any thought to those (in this case) five not so large tires performing their hearts out to keep us safe.

And so it goes. Those airplane tires, while they need to be specially designed for those kinds of loads and conditions, are not that far removed from the tires on our cars or trucks. The only real difference is that they're relied upon for extreme performance more often than your typical family COV. They're maintained, of course, inspected and changed or serviced as the schedule dictates. Nobody wants a tire failure on a plane at any time. But especially at that critical moment... (Also, airline tire servicing is just as dangerous as truck tire servicing, sadly with occasional fatalities, due often to lack of safety cage use.)

By the same token, when it comes to your own vehicle, why wouldn't you want your tires—the only thing between you and the runway of the moment—to be doing the best job in keeping you safe they possibly can? Yet, we know that for many consumers it's price, not safety, that's their primary concern when buying tires. And we know also, when it comes to proper maintenance, a scary number of drivers and owners are, well, oblivious.

At the end of the day, whether on plane carrying scores of people or on a car carrying a few, a failed tire, or even a worn tire's inability to deliver in a split second manoeuvre—could prove devastating.

So, on this trip I found myself quietly thanking Westjet's Technical Operations Team—and the tire techs in particular—for my happy landing.

Here's to your—and your customers'—safe travels every day.

CONTINENTAL PIONEERS TIRE TESTS WITH SELF-DRIVING TEST VEHICLES

- Any tire test track can now be driven without a driver
- Automation allows for improved processes and more conclusive results
- Driverless tire tests based on prototypes of Continental's automated Cruising Chauffeur
- Continental Executive Board member Nikolai Setzer: "Project ensures premium quality"



Thomas Sych and his team of engineers and students have been working on the prototype for an automated tire testing vehicle. © Continental AG

Hanover / Uvalde (USA)

At its test site in Uvalde, Texas, USA, the technology company Continental has commissioned the first driverless tire test vehicle for a wide range of road surface types.

The aim is to make the test results for Continental's passenger and light truck tires more conclusive and minimize the impact of the test procedure on the results. The new test vehicle is based on Continental's automated Cruising Chauffeur, which was developed for freeways.

The test vehicle is controlled using a satellite-based navigation system. Equipped with camera and radar sensors, the car will be able to react immediately to people, animals, or other unexpected objects on the track, even without a driver. The development team from Uvalde is thereby contributing to making Continental's Vision Zero strategy for accident-free driving a reality.

"In critical situations, the tires' level of technology is the deciding factor in whether a vehicle brakes in time," explains Nikolai Setzer, member of the Continental Executive Board and head of the Tire division. "With tire tests which use an automated vehicle, we achieve highly conclusive test results and thereby ensure the premium quality of our tires."

Newly developed tire models must be tested under real conditions

One of the challenging tasks in tire production is to carry out quality tests while tires are in use. Newly developed rubber compounds and tire models have to be tested under real life conditions, showing how well they perform on gravel roads, for example. Driving the test vehicles places huge demands on the drivers, as even the smallest deviations on the test track can have a huge impact on the quality and comparability of the test results.

Since 2016, the team led by Thomas Sych, head of Tire Testing at Continental, has therefore been working on the tire test of the future in Uvalde. "We want to automate and thus standardize tire tests to such an extent that we can identify even the smallest differences in the tires," explains Sych. "The automated vehicle enables us to reproduce processes

"In critical situations, the tires' level of technology is the deciding factor in whether a vehicle brakes in time,"

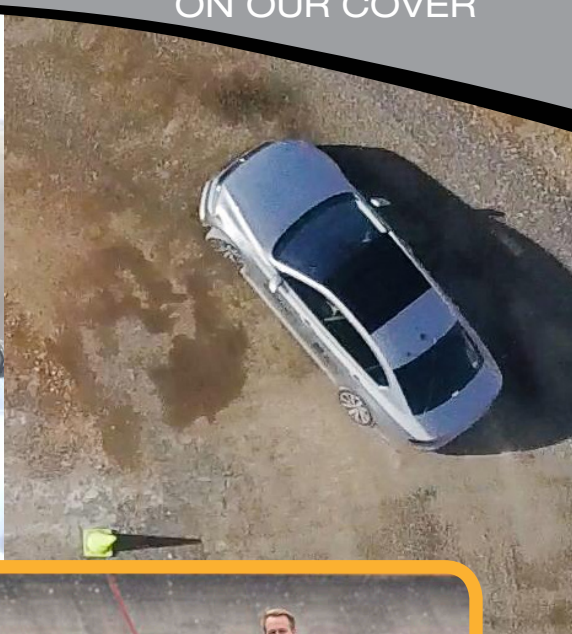
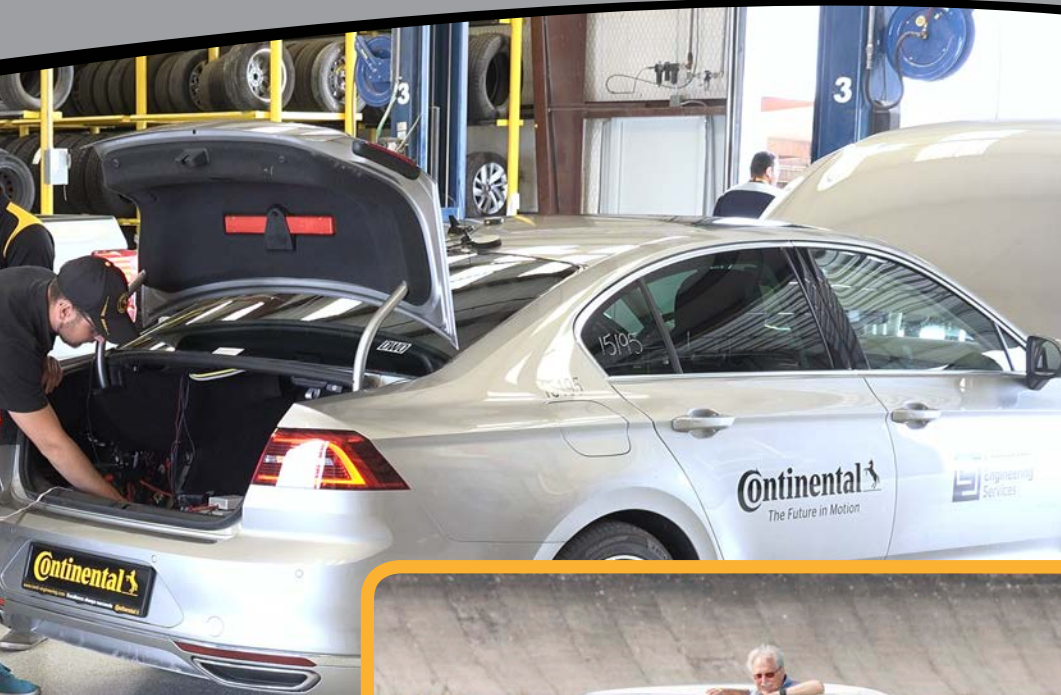
- Nikolai Setzer, member of the Continental Executive Board and head of the Tire division.

precisely, meaning that every tire in the test experiences exactly the same conditions. This way, we can be sure that differences in the test are actually caused by the tires and not by the test procedure."

For these same reasons, Continental engineers already developed an electronically controlled car to automate tire tests 50 years ago. Back then, the vehicle followed a wire that was glued to the track, which limited its use to asphalt test tracks. Today's prototype can also safely navigate along gravel roads without a driver.

In addition to the significantly improved comparability of the results, the tire test using automated vehicles will also reduce the maintenance work required for the test tracks. Because the vehicle is sent on a route that varies by just a few centimeters each time, the test track is subjected to less wear and tear, thus requiring considerably less maintenance.

"Thanks to close collaboration with colleagues from many different areas of Continental, we have made a lot of progress with our prototype for the tire test. Our focus now is on further developing the necessary camera and radar systems for this special case of off-road routes, so that the vehicle can react appropriately when people, animals, or other vehicles unexpectedly appear on the route," explains Sych. "We know from our own research, such as the Continental Mobility Studies, that trust is extremely important for the mobility of the future. We are fully aware of this responsibility when developing these new technologies."



Meeting of the Generations: former Continental engineer Herbert Ulsamer (left) with an historic “slash eight” and Continental engineer Dennis Scholl with his test vehicle “Cruising Chauffeur”. © Continental AG

The test vehicle is controlled using a satellite-based navigation system. Equipped with camera and radar sensors, the car will be able to react immediately to people, animals, or other unexpected objects on the track, even without a driver.



The automated vehicle does not only improve test results but it also subjects the test track to less wear and tear.



TPMS warning light awareness lacking, per Goodyear / Just Tires survey

—TIRE BUSINESS

Roughly four in 10 U.S. drivers are unable to recognize the tire pressure monitoring system (TPMS) warning symbol on their car's dashboard, according to a study commissioned by Goodyear Auto Service and its affiliated Just Tires retail network.

The lack of awareness of the TPMS symbol, an electronic system designed to monitor the air pressure of a vehicle's tires, is a clear sign that some drivers are in the dark on what the light means and what to do when it's triggered. Maintaining the correct tire pressure is critical to the safety, control and comfort of your ride—and can help save you money.

Possible causes for the TPMS light's illuminating include a tire puncture, leaking tire due to rim damage and fluctuating temperatures as seasons change, Goodyear said. Improper tire pressure can lead to uneven treadwear, decreased gas mileage and poor handling.

In the hope of attracting customers to Goodyear Auto Service and Just Tires, the Goodyear retail businesses are offering free tire care checks, including free tire, air pressure and TPMS inspections.

Goodyear Auto Service Study Shows Drivers are Much More Familiar with Emojis than Tire Pressure Warning Light

Younger drivers (millennial/Gen Z) are more than 1.5 times more likely to identify popular emojis* correctly than the tire pressure monitoring system (TPMS) warning symbol, revealed a new study commissioned by Goodyear Auto Service and Just Tires.

In fact, 49 percent of younger drivers and 39 percent of overall drivers were unable to recognize the TPMS warning symbol in the survey of more than 1,000 U.S. drivers.

The study also found that most drivers surveyed are not taking precautionary actions to prepare their cars for winter. Among drivers who live in areas with usually cold winters, fewer than half (42 percent) get their tires checked in advance of the winter season.

And almost two in five drivers in winter-weather regions (37 percent) do not take any action at all to prepare their cars for winter unless they have an issue. As a general rule of thumb, drivers should check their tires monthly, especially during temperature shifts of 10 degrees or more, Goodyear said.



DASHBOARD CONFESSIONS

TPMS: Stay Safe & Save Money

The correct tire pressure not only contributes to a smooth and comfortable ride, but also increases your car's fuel efficiency. The tire pressure monitoring system (TPMS) light warns drivers of an unsafe or inefficient tire condition -- yet two out of five drivers are still in the dark.

ALMOST 1/2
of young drivers (millennial/ Gen Z) are unable to recognize the TPMS warning symbol

LESS THAN 1/2
of winter drivers get their tires checked in preparation for colder months

Young drivers are almost **2x** as likely to correctly identify emojis versus the TPMS warning symbol

Learn more about maintaining proper tire pressure and in-store savings at GoodyearAutoService.com or JustTires.com

According to an Oct. 2018 survey by Zeno Research & Insights

Invaluable Tire Business SAFETY TIPS

— FEDERATED INSURANCE

When thinking about safety practices for businesses like tire retreaders, tire dealers, and auto dealers, there are a number of things that come to mind, ranging from liability protection to fire prevention methods. But when you think of tire business safety, housekeeping may not be a word that pops into your head. However, just like other industries, having some general housekeeping practices in place can mean the difference between a smooth-running business and a major loss that sets your business back.

Housekeeping is especially important now, as both the number of claims from tire businesses and the severity of those claims have increased between 2017 and 2018, according to Federated Insurance's internal claims data. Over the same respective time periods in 2017 and 2018, the total value of losses jumped from approximately \$126,000 to approximately \$1,377,000.

Taking the time to perform some essential checks and clean-up practices can be more than worth it in the long run. Here are some tire business safety tips...

General housekeeping

Housekeeping is an important part of any tire business' safety plan. It helps make your business more appealing to customers to ensure repeat business, helps control the spread of fires, aids in the maintenance and upkeep of the building, and helps limit slips, trips, and falls for both employees and customers.

Over the same respective time periods in 2017 and 2018, the total value of losses for tire businesses jumped from approximately \$126,000 to approximately \$1,377,000.

There are many slip, trip, and fall hazards that can cause injury to employees and customers, including uneven surfaces, holes, changes in surface heights, substances on the floor (ranging from liquids to mud or ice), frayed or curled carpets or runners, weeds, or garbage. To reduce some of these risks, your business' lot should be well maintained, and weeds and garbage should be cleaned up on a regular basis. Oil and grease on the floor are a common risk. To help reduce or control this issue, all spills should be attended to promptly using some type of absorbent. Signage should be put up to warn about the spill, and you should dispose of the fluids properly.

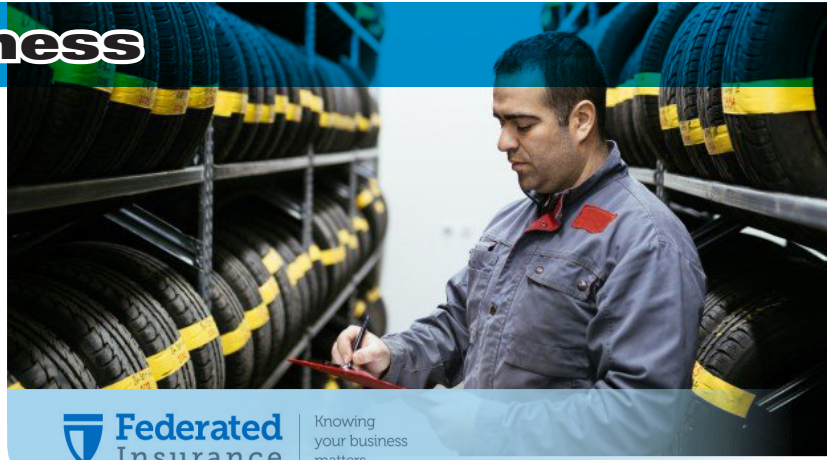
To further ensure nobody suffers an injury, tire warehouses and other tire businesses need to control their inventory during peak seasons and make sure that their aisles are kept clear. This also helps control the spread of fire, should one break out.

Tire dust and particle inspection

Tire dust and particles are created when buffing the casing of a tire to prepare it for retreading. Some dust and particles will accumulate in the work area, but the majority will be extracted by a cyclone system – a machine that uses vortex separation to remove particles from an air, gas, or liquid stream without the use of filters – and stored outside the building.

Tire dust and particles can be dangerous, as fires and explosions are more likely if there's a large amount of dust in the air or on the ground. Therefore, it's important that rubber dust is kept in a contained storage area and that your building is cleaned regularly, as well as areas around any cyclone or storage units outside.

Work station interiors should be cleaned daily, while exterior checks around the dust collectors and vacuum units should occur weekly. Your specific



Federated Insurance

Knowing your business matters.

equipment would also outline a recommended cleaning and maintenance schedule that should be followed closely.

Newer and larger cyclone systems will have a sprinkler system and fire and explosion safety built into them, because it's important that the fire or explosion doesn't blow back into the building. The potentially fatal danger means these safety features should be inspected as often as the manufacturer suggests.

Waste and scrap containers or tires

You may not think about it, but once you're done with a lot of the materials used in a tire business, keeping them on site and not properly stored can be a hazard. Here are some of the precautions that should be taken...

• Waste containers

Waste containers for garbage, recyclables, and used oil should be kept at the outside rear of the building and placed away from the exterior wall of the building. If this isn't possible, regular pickups should be scheduled.

This step is important, because if the containers were to be set on fire while located close to the building or inventory, the resulting damage could be extensive. Containers should be locked and secured, and a security system with cameras should also be installed, if possible. A fence with gates can offer another degree of protection, and a professional-grade padlock should be used. These steps, along with regular pickups, are important to deter any possible acts of arson or vandalism.

• Waste or scrap tires

If not handled properly, waste or scrap tires can be stolen and used by someone else, potentially causing damage or injury. A third party could also add their own waste or scrap tires to your collection, which means the cost of having the extra tires removed falls on you. Finally, too many tires on the lot can be a fire hazard.

To mitigate these risks, waste or scrap tires should be stored in a specific area or trailer that is 50 feet (15m) away from your business' building. The location of these tires should be secured with either a fence or security system, and tires should also be picked up and recycled on a regular basis. The frequency of tire recycling will depend on the size and volume of the business.

Outside storage

To keep any tire business safe, outside storage also needs to be taken into consideration. Pallets, tires, and combustibles should be stored away from the building. Combustibles need to be a minimum of 25 feet (7.6m) from the building, while tires need to be a minimum of 50 feet (15.2m) away from the building.

DIGITAL AGE changing how commercial dealers operate

— Peggy Fisher, TIRE BUSINESS

Technology is moving at an ever-increasing rate in the trucking industry.

Telematics, which involves sending data from a vehicle via satellite, cellular networks, Wi-Fi or any other means, has been revolutionizing the industry for more than 25 years, but its adoption rate has increased exponentially with the government's mandate of electronic logging devices (ELDs), which track hours-of-service. The mandate became effective in April.

Technology also is enabling fleets to diagnose a vehicle's problems remotely. Connected diagnostics provides fleets with access to fault codes and tire alerts and status information as well as guidance in rectifying the situation... This enables fleet managers to plan for service depending on location and information provided in the diagnosis, which increases uptime and improves productivity.



While most large truckload carriers already were using these devices, medium-sized and small carriers were dragged kicking and screaming into this new technological age. Many are now seeing the positive benefits technology can have on other areas of their operations and bottom lines.

One example of this is the use of electronic driver vehicle inspection reports (eDVIR) solutions. As you are probably aware, the Department of Transportation (DOT) requires that drivers inspect their vehicles before and after every trip to ensure they are roadworthy and report any deficiencies so that they can be properly repaired.

In the past, this has been done with paper and pen, and most fleets used DVIR log books for this purpose. Today, many ELDs also provide eDVIRs that are integrated into fleets' management software suites.

Drivers can download an app to their phones or use the telematics device in the truck cab to complete the report and fleet managers can access this data on the provider's web portal almost immediately.

Use of this technology makes real-time equipment decisions possible before a larger maintenance issue happens on the road or a CSA Inspector puts the vehicle out-of-service.

Technology also is enabling fleets to diagnose a vehicle's problems remotely. Connected diagnostics provides fleets with access to fault codes and tire alerts and status information as well as guidance in rectifying the situation. Some second-generation tire pressure monitoring systems (TPMS 2.0) even forecast how much time the tire has before it reaches 50 psi, which is considered flat. This enables fleet managers to plan for service depending on location and information provided in the diagnosis, which increases uptime and improves productivity.

Now that technology has overrun the trucking industry, fleets are expecting to see technology used to improve their tire programs and reduce costs. As fleets become more sophisticated, their need for accurate, real-time, actionable data is increasing.

As a result top-tier tire producers have been developing portfolios of outsourcing options from which fleets can choose. The implementers of these programs are, of course, commercial tire dealers.

The biggest cost items fleets have that stem directly from their tire programs are enroute breakdowns, lost vehicle and driver productivity, CSA violations and increased fuel consumption from improperly inflated tires.

According to Michelin, about one out of five vehicles inspected in its Michelin Tire Care program has tires with critical issues that require immediate attention to prevent an emergency breakdown or CSA out-of-service violation. Another 63 percent have issues that are not critical but that will result in additional long-term costs such as increased fuel consumption and irregular tire wear.

These results are very similar to a survey published by the Technology and Maintenance Council (TMC) in 2002. It was found that only 44 percent of 35,128 tires in the survey were inflated within +/- 5 psi of their targeted air pressure, 22 percent (4,786 trucks and tractors, 1,301 trailers and 1,500 motor coaches) had at least one tire underinflated by 20 psi or more, and 4 percent had at least one flat tire (50 psi below targeted pressure).

Obviously, not much has changed in 16 years. But it needs to and it will if technology is employed to address this dreadful situation.

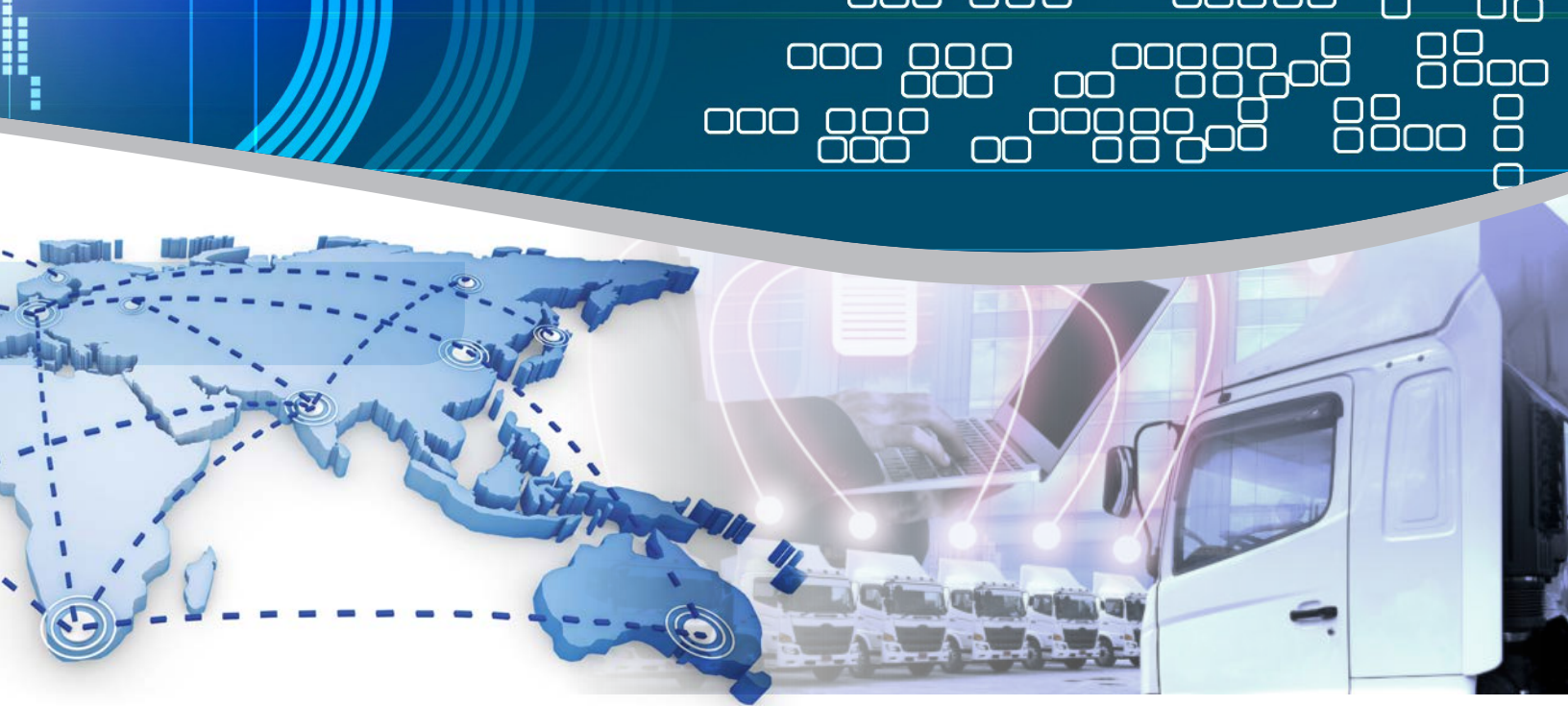
It could be said that until now commercial tire dealers have been rather reticent to jump on the technology bandwagon.

However, those dealers that want to provide customized tire maintenance programs that meet their commercial customers' budget requirements and provide them with timely data that can be used for effective decision making recognize the need to adopt technologies, such as those used in Michelin's Tire Care, Goodyear's Tire Optix and Bridgestone's BASys programs.

Most technicians measure tire inflation pressure and tread depth with a manual gauge and write it down on paper carried around the yard on a clipboard. Later they key the data into a computer in their office.

It can take days to relay this information back to a fleet or generate a report to present to the customer. However, with the technology available today, the task of taking a fleet survey is made much easier, and data analysis is much faster.

New products available today include scanning tools, PDAs and apps that



Use of this technology makes real- time equipment decisions possible before a larger maintenance issue happens on the road or a CSA Inspector puts the vehicle out-of-service.

collect and record tire pressure and tread depth data electronically and then upload this information automatically to a cloud-based platform in real time. Data can then be either downloaded or accessed by fleets on a web portal for immediate viewing.

You can use this technology to identify your fleet customer’s tire service requirements in real-time, schedule site visits, optimize servicing, modernize and streamline your service operations, and automatically generate reports.

You also can monitor your customers’ tire performance and costs, which can enable you to recommend the best tires for their operations in addition to forecasting and monitoring the inventory levels you should keep on hand for them. This not only improves fleet uptime and tire asset utilization but improves your company’s productivity, reduces your labor, enables you to provide more robust tire management programs and services and enhances the expertise you provide.

Some fleets are now running TPMS 2.0 systems that integrate TPMS with telematics. These systems monitor tire pressure and temperature continuously and send alerts to anyone, including the fleet’s tire dealer and call center when tire metrics cross alert thresholds.

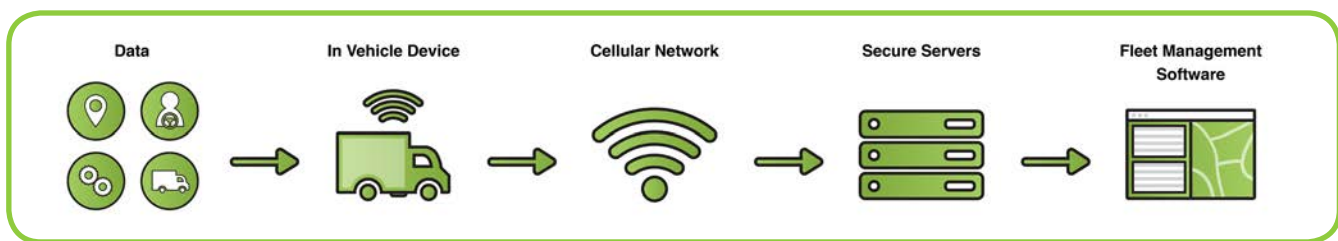
Some of these systems provide specific instructions for addressing each tire problem. Since tire data are stored in the cloud and accessible on demand, dealers who are given access to the app can see where vehicles with problem tires are, the severity of the problems and how much time they have until the tires reach 50 psi and will incur run-flat damage.

This helps prioritize service and dispatch technicians efficiently and effectively. It also ensures that service work is performed according to each fleet’s specifications as target pressures and the number of pounds of pressure to adjust tires to are provided eliminating poor quality service due to uncalibrated gauges.

Fleet-yard checks are made much more efficient since reports/work orders can be generated that advise technicians of all the vehicles in the yard that have tires with inflation issues.

Technicians still must inspect tires for treadwear and casing conditions but never have to gauge a tire again. This greatly increases technician productivity and generates more revenue per hour since no time is wasted hunting for underinflated tires.

I have noticed lately that more fleets are showing interest in tracking their



Identify your fleet customer’s tire service requirements in real-time, schedule site visits, optimize servicing, modernize and streamline your service operations, and automatically generate reports.

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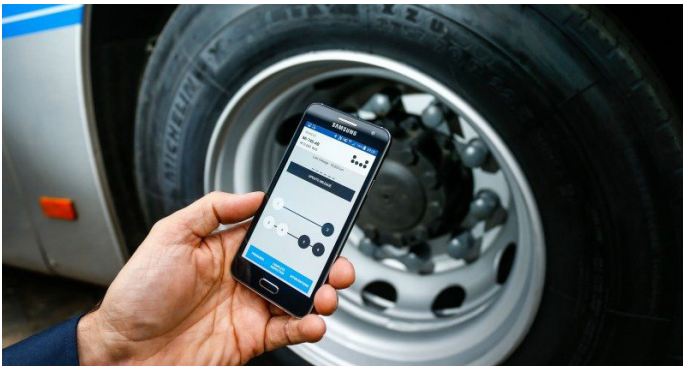
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Technology is going to make your life easier, give you visibility of tire problems, status and data that will enable you to run your business more efficiently, intelligently and successfully.



Just recently it was announced that a universal ISO standard for RFID (Radio Frequency Identifiers) tire tags is expected to be available by year-end 2019. An RFID tag has a chip that stores and processes information and an antenna to receive and transmit a signal.

tire assets in order to watch and reduce tire costs. Tracking tires is a real pain in the butt for fleets.

Historically, fleets have had to brand tires with a unique number, record the movement of tires from one vehicle to another, the costs of repairs, number and cost of retreads, and scrap tire costs. (This was originally done by hand and then by computer.)

For any fleet larger than five trucks, this is an enormous and almost impossible task that generates reams of data that some poor soul has to make sense of. As a result, most fleets don't even try to track tires anymore.

But technology is about to change that, too. Just recently it was announced that a universal ISO standard for RFID (Radio Frequency Identifiers) tire tags is expected to be available by year-end 2019. An RFID tag has a chip that stores and processes information and an antenna to receive and transmit a signal.

The tag contains the specific serial number of the tire. Tire tags are passive and do not have a battery. They can be embedded in the tire during the manufacturing process or embedded in a tire patch that is cold cured to the tire in the aftermarket. When a reader/interrogator sends a radio signal to the tag, it wakes it up and requests an answer. The tag then transmits back its unique ID number.

A complete tire tag solution includes a reader as well as software. There are readers on the market today that will read RFIDs, take tread depths and interrogate TPMS sensors to obtain tire pressures and temperatures. The

readers send this information wirelessly to a PDA, which then communicates the data to the fleet or a web portal.

Once the RFID number is entered into the software, a tire's mileage, associated costs, number of retreads, repairs it has received, its pressure and temperature history, tread depths and cause of failure, etc. can be linked to it so that fleets and/or their tire dealers are able to analyze all the data in the database to determine the best tires and retreads to run as well as make other informed decisions such as the number of times to retread, age limits on retreading if any, detect problems with particular tires, and if improvements in tire maintenance should be made.

Tire makers will use RFIDs to track tires through the manufacturing process, inventory and shipping to its final point of sale and end user. Tire dealers will use RFIDs to monitor and manage their tire inventories.

Fleets will use RFIDs to track each tire's history, which can be stored in the cloud hosted by the tire manufacturer or in the fleet's maintenance management software program. Retreaders can use RFIDs to track the tire from pickup at the fleet location through the retread process and delivery back to the fleet, since RFIDs have been proven reliable enough to retread numerous times. Technicians will scan the RFID on tires they work on to record onsite and emergency breakdown service. And when a tire recall occurs, it will make finding recalled tires so much easier.

RFIDs are creeping into regulations in countries around the world. There is a law now in the United Arab Emirates that requires individual tire production data be directly associated with a car and therefore its end-user.

RFID technology makes meeting this requirement easy. These regulations are expected to be implemented within several other regions around the world and will no doubt motivate tire companies to implement RFIDs sooner rather than later.

As you can see, technology is going to affect every aspect of the commercial tire industry and will change how you do every aspect of your business. For those of you who are fearful of change, there is nothing to be afraid of.

Technology is going to make your life easier, give you visibility of tire problems, status and data that will enable you to run your business more efficiently, intelligently and successfully.

And, oh, yeah, one more thing... your commercial fleet customers will demand you use it — or they will go to your competition, who is.

Peggy can be reached via e-mail at tirebusiness@crain.com. Her previous columns are available at www.tirebusiness.com



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Knowing
your business
matters.

5 TIPS**FOR BETTER
PASSWORD SECURITY**Knowing
your business
matters.

With the rising threat of cybercrime, information leaks, and data breaches, protecting your business is vital and a strong password is your first line of defense.

Despite the fact that 8 in 10 people say they're concerned about the security of their online accounts, passwords that are weak, old, or repeated are still used. Year after year, cyber security companies report that most computer users are choosing the same weak passwords. In fact, an annual list of the worst passwords of the year published by SplashData found that almost 10 per cent of people have used at least one of the 25 worst passwords on this year's list, and nearly 3 per cent of people have used the number one worst password, "123456."

Most web services force their users to follow best practices by only allowing passwords with pre-set criteria or by analyzing passwords to see if they're weak, fair, or strong. Most services require a password that's at least eight characters long and contains an uppercase letter, a number, and a symbol. While these requirements are useful, simply changing your password from "password" to "Password1!" doesn't solve the problem. Below, we outline five tips to help you come up with stronger passwords.

1. Choose a strong password

Cyber criminals gain access to accounts or data through social engineering. This is because many of us naturally choose a password that personally relates to our lives. These types of passwords are easy for your friends and coworkers to guess, and something that cyber criminals may be able to find with some social media research.

Don't choose passwords that include the name of your pet, car, kids, spouse, city you were born in, or your favourite sports team. On SplashData's list of the year's worst passwords, "starwars" joined the list this year at number 16. A password related to common terms from pop culture can also be dangerous.

Hackers can also crack passwords through brute force, using tools that guess many combinations at once. Using passwords that are at least 12 characters long and have a combination of letters, numbers, and other characters can help make your passwords more difficult to crack.

2. Create a password you'll remember

Many computer security companies offer websites or tools that can generate randomized passwords for you. While these passwords are much stronger and harder to crack, they can also be difficult to remember. Having a password that's difficult to remember usually means you'll have to change it again in the near future, or you'll have to write it down somewhere near your computer. Neither of these situations are ideal.

If you want to create a password that's easy to remember but hard to guess, try creating a password out of a phrase. Take a phrase that has meaning to you and use the first letter of each word to create the unique password. For example, the phrase "My dog is an 8-year-old black labrador retriever named Barkley!" would become the password "Mdia8yoblrmB!"

3. Use different passwords and change them often

Having a strong password that you'll remember is the easy part. The hard part is creating unique and strong passwords for each of your different online accounts. If you use the same password for multiple online accounts, you're

putting yourself at risk (especially if you're using the same password for your social media accounts as you are for online banking).

Having one account compromised could result in all your accounts being compromised. That's why it's important to create unique passwords for each account and change them often.

4. Be aware of password save features

Having a strong password means nothing if you're leaving your login information saved for your favourite websites. Most websites allow you to save your login credentials or automatically log in so that you don't have to enter your username and password every time you visit.

While this feature is convenient, it's also risky. Never use this feature on a computer that's shared with others, and even with your own computer, it's best to avoid doing this when possible. Inputting your password every time you log in can also help ensure you don't forget your password.

5. Be careful with password retrieval questions

Beyond passwords, it's important to think carefully about your answers to security questions asked when you create a new account. These security questions are used to verify your identification when you want to reset your password. Unfortunately, they're often standard and similar across websites.

Questions like "where did you go to school?", "where were you born?" or "what is your mother's maiden name?" are easy to answer. They're also relatively easy for cyber criminals to discover with a little social media research. If they can successfully answer these security questions, they could potentially reset your passwords and hijack your accounts.

When creating answers for security questions, try to come up with your own question rather than using the standard questions. That way you can use a question and answer that only you would know.

Insurance is here to help

Even if you're diligent about protecting your passwords and your accounts, sometimes things can go wrong. That's why it's so important to be as prepared as possible.

Insurance can help protect your business should something go wrong. With our insurance coverage specifically designed to help protect against cyber attacks and the consequences of these events, Federated Insurance is dedicated to helping ensure your business doesn't suffer a disastrous set-back.

A few words about us

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



Let's be careful out there.

by Reza Kamrani, Account Representative
www.federated.ca

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Business Planning Checklists for Tire Dealers

— COMPILED BY PATTI RENNER - EDITOR, TIRE REVIEW

You already know that running a business can be a challenge. It takes a lot of work to keep all of your plates spinning – balancing customers, employees, operations and cash flow against your long-term goals for growth. To help keep things moving forward in a positive direction, we offer you this special 2019 Business Planning Guide. Whether you use it as a reminder, a to-do list or plan of attack in preparation for the year ahead, we hope the information will further your success.

Website & Online Reputation Checklist

- Check through the pages to confirm your business information is current.** That includes hours of operation, services, employee photos, and the year and date at the base of the page.
- Check your links.** Make sure every live link on each webpage of your site is working properly. Confirm that your social links and additional information is on the website and working properly.
- Confirm site performance across device types.** Does your “click to call” functionality work if people are trying to call you from their mobile phone? Is your phone number actively linked and easy to send on your home page? Also, check out your website on across Android, iPhone, tablet and desktop computers (even across browsers (Chrome, Safari, Internet Explorer and Firefox) to be sure everything looks great and loads well.
- Look for ways to improve your SEO (search engine optimization) strategy and performance.** The world is becoming increasingly digital, and if you want to be found by customers, you need to be easy to find online when they’re searching for what you offer.
- Google your business name in all its keyword forms.** See what comes up and what may need addressed.
- Check your Google listing – what’s missing?** Are the hours current? Are the links accurate? Be sure it’s updated.
- Search your business across Bing, Yahoo, Ask.com and Yelp as well.** Update those as needed.
- Set up a Google Alert for your name, your business name, and other critical possible search terms.** That way you can see what others post about you and your business to take action to minimize any damage – and to thank them accordingly.

Business Value Checklist

- Review your supplier and partner contracts.** Are you being held hostage by having too few relationships? Are your terms as strong as they should be? Are your partners providing the level of value you need to remain successful?
- Map the competitive landscape.** Who poses a real or potential threat to your business? This includes other tire dealers, corporate- owned retailers, warehouse stores, car dealers – even online vendors. Identify the strengths and weaknesses of each and how your business is able to compete and win business over them. And if you’re not sure how to stay competitive against any one of them, determine the changes you need to make and get a timeline in place for it.
- Look at the numbers to identify trends in spending, fees, volume, etc.** Sit down to review your year-over-year, month-over-month numbers line by line to identify ways to “sharpen the pencil” to make adjustments as needed.
- Audit your pricing strategy.** Are you pricing your products and services appropriately? Be aware of the financial implications of your pricing strategy and determine if it still makes sense based on the current market conditions. Lowest price is but one factor in consumer purchase preference – what additional value do you provide (perhaps not promoting as much as you should be) that can help justify your current pricing strategy? Are your charges and fees in line with others in your area?

Facilities and Equipment

- Be sure you’re using your space to its full potential.** Look at the steps employees have to take to do routine tasks and amend ways to minimize production time and increase efficiency. Consider the cost benefit of new equipment to help you do more faster. If you don’t have the room or the funds to expand, squeezing more efficiency out of the space you do have can be like adding an extra bay.



It takes a lot of work to keep all of your plates spinning – balancing customers, employees, operations and cash flow against your long-term goals for growth.

- Inspect your equipment.** Identify units that need to be repaired, replaced or removed, then set up a timetable to do so.
- Review your partner agreements to make sure you're getting the most from your equipment provider relationships.** That might include taking advantage of training for your technicians, in-store displays, and other features or upgrades that may have been added since you bought what you have.
- Develop a maintenance schedule.** That includes everything from cleaning or painting the interior and exterior of your space, to performing maintenance on your major equipment, to optimizing your inventory levels and storage.

Tax and Legal

- Hold your annual meeting for your corporation or LLC.** It's a good idea to record written minutes of the meeting and any resolutions, which are then signed by your shareholders (corp.) or members (LLC).
- File your annual report.** Check with the secretary of state's office to see the due date for you to file to avoid penalties.
- Review your business plan, paperwork and incorporation documents.** Did you change your business name (like adding or removing a word), have changes to share distribution, or change / add locations? If so, check with your attorney to file an "articles of amendment".
- Confirm that your business structure still makes sense.** If you started small but have grown since, talk to your advisors about the best incorporation structure for your operation in its current form. Be sure that you're also positioned well when it comes to potential future events, like selling or passing the business to others.

Employee Handbook

- Review your employee handbook.** If you don't have one, you can check out NFIB Small Business Legal Center's Model Employee Handbook, which has policies your small business can adapt and use.
- Take an inventory of the required information you need to provide your team members.** At the very least, your handbook should contain:
 - Employment at-will disclaimer and statement on equal employment opportunity
 - Policy prohibiting unlawful discrimination and harassment
 - A section describing your policy for use of company property, privacy rules, and social media
 - A section on employment classification and overtime rules
 - A policy on family and medical leave (if you have 50 or more employees)
 - A section on safety
 - Disciplinary guidelines
- Be sure your company policies and procedures are updated.** In addition to privacy rules, drug use, and dress code, the handbook should outline explicitly what employees can and cannot do with company property, like equipment, tools, vehicles, telephones, computers, and software. Other commitments and statements in this section could include an updated social media policy, a drug / alcohol-free environment policy, and an open-door policy (where employees are free to bring forward any concerns or problems they might have). It should also include clear statements about disciplinary action that results if any parts of these policies are violated.
- Consider revising your leave and attendance policies.** First, be sure they are current with the daily-to-day practice within your organization. Second, are they appropriate to attract the types of workers you want? If you have a tough time attracting new employees, you might consider allowing for extime, job sharing and other considerations, then revise these policies accordingly.

Bridgestone Introduces New Winter Passenger Tire



Building upon a strong legacy as a pioneer of the studless winter tire, Bridgestone has engineered a new addition to its Blizzak line of tires.

The all-new Blizzak WS90, designed for sedans and minivans, will be available in May 2019 and will replace the WS80. Introduced to the media at a launch event January 19, 2019 at the Bridgestone Winter Driving School in Steamboat Springs, Colorado, the new WS90 features a number of improvements over the previous design.

All-new tread compounds

It's a thin layer of water on top of ice that makes it so difficult for the contact patch of a tire to grip. What the company refers to as "Multi-Cell Technology," Bridgestone engineers have developed the patented compound with millions of microscopic pores to attract that water and wick it away from the surface, allowing the tires to better grip in challenging conditions. The result is a consistent 14% improvement in stopping distances on ice compared to other leading competitors.

Improved flexibility

All tire rubber will begin to stiffen as the weather gets colder, which is why the latest generations of winter tires are specially designed to remain flexible even at extremely low temperatures. This flexibility, together with a tread design optimized for grip in winter driving conditions, allows them to conform to the road surface and maintain their traction. The new Blizzak WS90 is 3-Peak Mountain Snowflake rated and features "Nanopro-Tech," which helps ensure flexibility in cold weather conditions, optimizing performance with a more effective distribution of silica to increase grip and flexibility.

Enhanced tread design

Circumferential grooves help channel water and slush out of the footprint area to improve resistance to hydroplaning. Larger shoulder blocks (including an additional 15% of block edges compared to the WS80) offer greater stability and control when cornering. A variety of side designs are engineered to work together to enhance winter and wet performance. Interlocking sipes and 3-D sipes provide more edges for enhanced snow and wet performance and handling. Additional zigzag sipes improve snow and ice traction by increasing the number of biting edges. And the center "multi-Z" pattern improves drainage while adding biting edges for improved grip.

Increased value

Based on dealer feedback, the Blizzak WS90 has also been engineered to be more durable. With a 30% more block stiffness in its tread pattern, the



All tire rubber will begin to stiffen as the weather gets colder, which is why the latest generations of winter tires are specially designed to remain flexible even at extremely low temperatures.



Bridgestone's Blizzak WS90 at its Winter Driving School in Steamboat Springs, Colorado.

company says drivers can expect to get an extra winter season out of the new design when compared to its predecessor, the WS80. This is assuming that the snow season runs from mid-October to mid-April, and that an average user would drive approximately 1,200 miles per month. The additional stiffness also helps with control and responsiveness, further minimizing slip in the tire's larger contact footprint.

Conti, Double Coin truck tires score well in fuel-economy test

POINTE-CLAIRE, Quebec

Truck tires manufactured by Continental A.G. and Double Coin Holdings Ltd. ranked first and second in fuel-efficiency tests conducted by a Canadian non-profit that conducts research and technology transfer for the Canadian forest industry.

The tests were conducted recently by PIT Group, a third-party research organization that is a division of FPIInnovations, the Canadian-non-profit.

Tires manufactured by Group Michelin came in third.

PIT Group ran two comparison tests on steer, drive and trailer tires run on three identical tractors and trailers for what it called the Energotest Tire Challenge. The tests, one a line-haul test and the other a regional-haul test, were conducted according to Technology & Maintenance Council Fuel Consumption Test Procedure, Type III, RP 1103A.

A tractor-trailer combination was mounted with a set of steer, drive and trailer tires from each manufacturer in each test.

In the line-haul test, vehicles equipped with Continental tires achieved 7.35 miles per gallon (MPG), versus Double Coin at 7.23 and Michelin at 7.20, Double Coin said.

Conti tires used for the test were the EcoPlus HS3 on steer, HDL2 on drives and the HT3 on the trailer position. Double Coin tires used were the RR680, FD405 and the IM105 patterns, while Michelin tires tested were the X-Line Energy Z steer tires, the X-Line Energy D drive tires and the X-Line Energy T trailer tires.

The tires were put through a series of test runs on the track, and then tires and tractors, trailers and drivers were switched so any vehicle difference or driver difference would not influence test results, according to Double Coin.

The same method was in the regional-haul test, but with tires designed for regional applications from each manufacturer.

In the line-haul test, Continental-equipped vehicles achieved 7.26 MPG versus Double Coin at 6.86 and Michelin at 6.8, Double Coin said.



A tractor-trailer combination was mounted with a set of steer, drive and trailer tires from each manufacturer in each test.

The Michelin tires used in the regional test were the XZE2, XDN2 and the XZE2. The Double Coin tires tested were the RT606+, RLB1 and RR150; the Conti tires were the Hybrid HS3, HDR2 Eco Plus and HT3.

Tim Phillips, vice president of marketing and operations for Double Coin, said his company is pleased with the results.

"We wanted to go head-to-head with top-tier brands in order to prove that Double Coin tires are quality-engineered tire products that also deliver superior performance and exceptional value — more than is sometimes perceived in the marketplace.

These test results, plus Double Coin's seven-year, three-retread warranty on the tires tested, "means that our customers can be confident in quality tires that deliver an ongoing lower cost per mile throughout the life of the tire," Mr. Phillips said.

"These results validate what we have known for some time and what the rest of the transportation industry now knows as well."

Double Coin, whose portfolio includes TBR and OTR tires, are distributed in North America by Monrovia, Calif.-based CMA L.L.C., a subsidiary of China's Shanghai Huayi Group Corp. Ltd.



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Bridgestone to acquire TomTom Telematics

—RUBBER & PLASTICS NEWS

BRUSSELS, Belgium

Bridgestone Europe N.V./S.A. is acquiring Amsterdam-based TomTom Telematics B.V. in a move designed to accelerate Bridgestone's strategy of becoming a "mobility solutions" leader in Europe.

The acquisition, valued at \$1.03 billion, is expected to be completed by the end of the second quarter, subject to regulatory approvals.

"The combination of both companies' offerings will allow Bridgestone to cross-sell tires and solutions to a larger customer base," the company explained.

Furthermore, it said, the data-access will enhance Bridgestone's virtual tire development and testing as well as connected-tire innovations.

TomTom Telematics has an installed user base of 860,000 vehicles, more than two-thirds of whom are commercial users, Bridgestone noted.

The addition of these assets will create a "fleet-solutions powerhouse," said Paolo Ferrari, CEO and president of Bridgestone EMEA and executive vice president of Bridgestone Corp.

"We have found our perfect match in TomTom Telematics," Mr. Ferrari said. "Our companies' complementary assets and capabilities will create a fleet-solutions powerhouse and further strengthen Bridgestone's digital technology arm.

"We are now well-positioned in EMEA to enhance our core tire business, accelerate our data-driven business, expand our fleet customer base and seize fast-growing, profitable opportunities in the automotive mobility industry.

"There would be considerable benefits by complementing our offerings, allowing us ... to sell tires and solutions across our customers," Mr. Ferrari said.

Amsterdam-headquartered TomTom said the sales of its telematics business would make it "more focused on shaping the future of driving."

"We will continue to invest in our innovative map-making system, enabling faster map updates ... paving the road toward autonomous driving," TomTom CEO Harold Goddijn said.

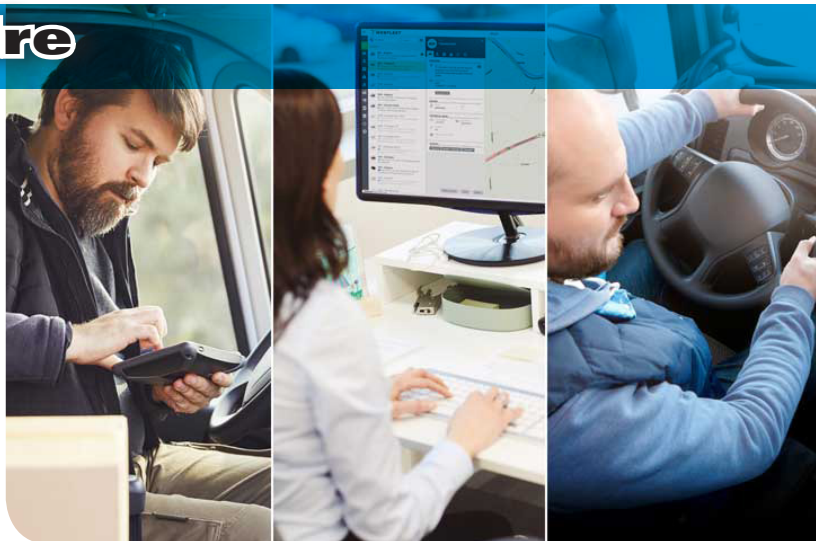
TomTom describes itself as the leading independent location-technology specialist, shaping mobility with maps, navigation software, real-time traffic information and services.

The acquisition builds on previous work at Bridgestone to strengthen its capabilities in data-collection from sensors, platforms and analytics.

Last year, Bridgestone reconfigured its new-mobility strategy to better align with automotive industry trends towards connected, autonomous and electric vehicles.

In that context, Bridgestone said it had identified digital mobility as well as fleet-solutions as a "strategic priority."

Bridgestone did not comment on the acquisition's potential impact on other geographical areas.

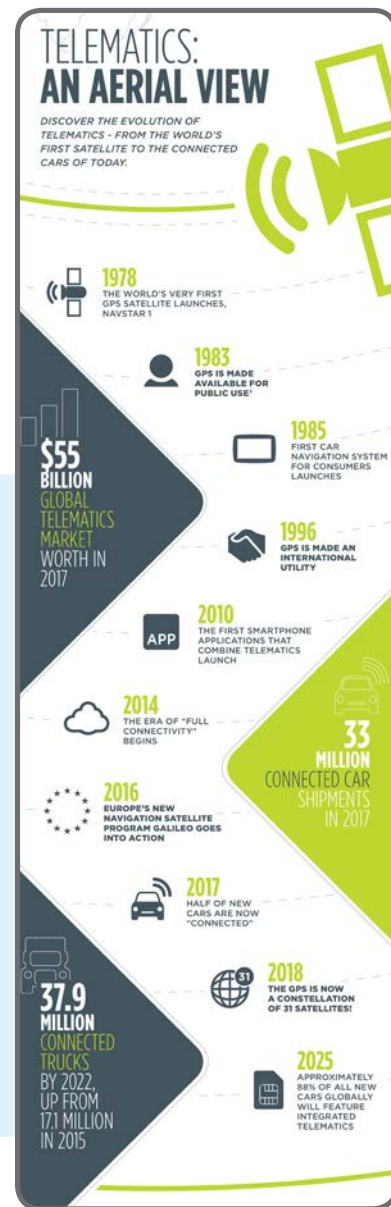


BRIDGESTONE

TOMTOM
TELEMATICS

"We have found our perfect match in TomTom Telematics," ... "Our companies' complementary assets and capabilities will create a fleet- solutions powerhouse and further strengthen Bridgestone's digital technology arm.

- Paolo Ferrari, CEO and president of Bridgestone EMEA and executive vice president of Bridgestone Corp.



Pirelli PNCS Reduces Road Noise by 25%



Demand for technology that silences tires has doubled in just one year.

“PNCS effectively means that there’s only noise from three tires: requested by premium and prestige carmakers.”

— PIRELLI NEWSROOM

Milan, January 22, 2019

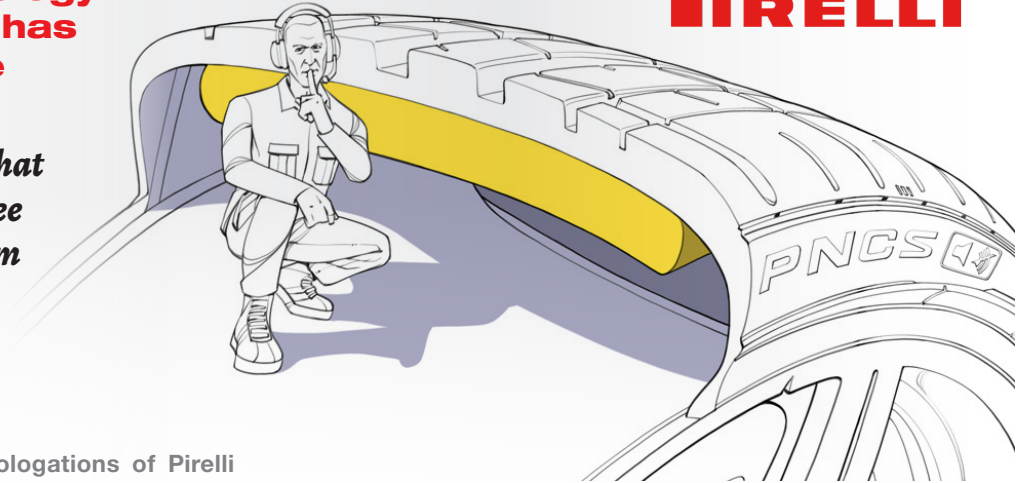
Demand has doubled: homologations of Pirelli tires equipped with innovative PNCS technology numbered 78 by the end of 2017. One year later, the figure increased by 100%, now making a total of more than 150. This system created by Pirelli has been on sale since 2013 and is increasingly requested by the world’s best-known carmakers, especially those in the premium and prestige sectors, to offer greater comfort to drivers and passengers.

How PNCS Technology Works

PNCS stands for Pirelli Noise Cancelling System. This technology is designed to reduce perceived noise on the inside of the car, derived from the interaction between the road surface and the tire itself. Thanks to Pirelli’s PNCS, this road noise can be reduced by up to 25%, as if the car were travelling on only three wheels.

It’s made possible thanks to the use of a specific sound absorbing material placed within the tire, which absorbs vibrations in the air that would otherwise be transmitted to the inside of the vehicle, creating annoying background noise. This ‘sponge’ is made from foam consisting of open cells that maximise the working surface of the material, intensifying the deadening of vibration, and therefore reducing noise.

Tires equipped with this technology can be recognized by special markings on the sidewall, which depict a speaker and soundwaves with a bar through them, next to the PNCS symbol. Owners of vehicles equipped with PNCS technology are advised to always buy appropriately marked tires specifically made for their cars, in order to continue to enjoy the advantages of this relaxing



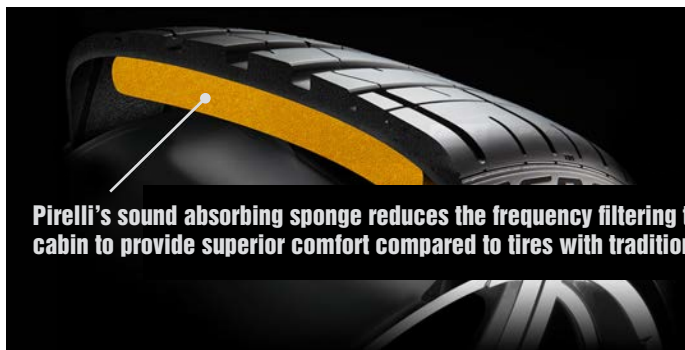
PNCS is made possible thanks to the use of a specific sound absorbing material placed within the tire, which absorbs vibrations in the air that would otherwise be transmitted to the inside of the vehicle, creating annoying background noise.

technology. Of course, it’s also important to look after the tires properly: maintaining the correct tire pressures as advised by the manufacturer also helps to contain road noise.

Maurizio Boiocchi, Pirelli’s Executive Vice President of Technology and Innovation, said: “Alongside tire development, Pirelli also works every day on technology designed to improve the lives of each and every motorist: Run Flat and Seal Inside minimise the risks associated with punctures, while PNCS improves comfort on journeys. These specialities are much in demand from premium and prestige carmakers, helping to ensure the highest standards of quality. Pirelli’s contribution can be seen from nearly 3100 homologations, of which more than 770 are linked

with these specialities, and more than 720 are marked tires that identify the actual car manufacturer.”

“The presence of technology such as PNCS within our products demonstrates to drivers the importance of choosing tires that have been specifically developed for their cars, when it comes to changing rubber. That’s the only way in which drivers can get the very best out of their cars, which will then continue to benefit from the characteristics built into them by the engineers responsible for the original design.”



Pirelli’s sound absorbing sponge reduces the frequency filtering through the cabin to provide superior comfort compared to tires with traditional technology



Blue lights could save lives, says tow trucking community

Christine Coulter · CBC News · Posted: Nov 23, 2018 9:01 PM PT | Last Updated: November 24, 2018

After a tow truck driver was killed helping a motorist near Castlegar, the Automotive Retailers Association of B.C. and the tow trucking community want to see the amber flashing lights on the top of truck changed to blue. (CBC)

There are renewed calls for changes to the colours of the flashing emergency lights on tow trucks after the death of a tow truck driver between Castlegar and Trail last weekend.

Wayne Kernachan was struck and killed while helping a motorist who had hit a deer. He was wearing the appropriate safety gear and had his truck's lights flashing at the time.

Now, the Automotive Retailers Association of B.C. and the tow trucking community is suggesting that flashing blue and white lights may do a better job of catching the eyes of passing drivers. CEO, Ken McCormack, says that people have become desensitized to the amber lights.

"There are laws in BC that state any time the motoring public sees flashing lights of any colour they're expected to slow down, move over and follow the rules of the road. Unfortunately that's not happening," McCormack told Chris Walker, host of Daybreak South.

McCormack says that when drivers see blue or red lights, similar to emergency vehicles, they automatically slow down.

Stuart Ady — who used to own a towing company in the area — agrees that drivers don't slow down for the amber flashing lights of a tow truck anymore.

Ady recalls being in some scary situations on the highways. He says blue and white lights could make a difference. "It was like Russian roulette. People wouldn't



Advocates renew calls for blue emergency lights after a tow truck driver was struck and killed

slow down," he said. "There's so many vehicles out there with orange lights, from ministries to contractors. And I think orange lights disappear; they don't see them anymore." "They need to be recognized"

McCormack says tow trucks often arrive on a scene before first responders, and their safety should be considered.

"It's important for us to stand up for the people that are out there protecting us on BC roads," he said

"They need to be recognized for what they are. They're the people rescuing the motoring public from the side of the road or worse."

Last year, the Automotive Retailers Association of B.C. sent a paper to the Ministry of Public Safety, calling for the changes. The Ministry told the CBC that those changes fall under the Motor Vehicle Act.

Moneris Announces Partner Updates

Visa, Interac, and Mastercard have recently announced updates to their interchange and assessment fees to take effect April 2019. As a result, Moneris will be making adjustments to eligible merchant accounts as needed. Key highlights of the upcoming changes are as follows.

April 1, 2019

- Visa will be increasing its assessment Fee from 0.08% to 0.09%, Moneris will update accordingly to applicable gross merchant sales volume processed on Visa cards acquired in Canada effective April 1, 2019.
- Visa will be increasing its foreign assessment fee for single-currency card-not-present transactions from 0.80% to 0.85%. A transaction is considered single-currency when the transaction is conducted in the currency of the Visa Card used.

April 2, 2019:

- Interac announced that merchants categorized in Bakeries (MCC 5451) and Dairy Product Stores (MCC 5462) will qualify for Tier 1 – Low ticket Merchants pricing effective April 2, 2019.

April 12, 2019:

- Mastercard is making the Humanitarian Program available in Canada to address the delivery of digital aid via prepaid products. Mastercard's Humanitarian Program will be passed onto applicable Merchant accounts.



- Mastercard's Enterprise Solutions - Freight Program will be passed onto applicable Merchant accounts.

In response to the above, Moneris will be communicating the pass through of the Visa, Interac and Mastercard interchange and assessment fee adjustments to impacted merchants as follows:

January 1, 2019:

- 180,000 Independent Business merchants will receive a Merchant Direct statement message.
- 1,200 National accounts will be sent an email.

Merchants will be asked to monitor their monthly statements for specific pricing updates and all other terms and conditions of their Moneris Merchant Agreement will continue to apply (including, but not limited to, all other fees not specifically described in the communication they receive).

We remain dedicated to providing transparent information for the costs associated with processing payments. Should your clients have additional questions, please refer them to Moneris at www.moneris.com or our Customer Experience Centre at 1-866-319-7450.

WCTD SCHOLARSHIPS



Call for 2019 - 2020 Scholarships!

WCTD Academic Scholarships

It's time to submit your application for the WCTD 2019 / 20 Scholarship program. If you're a member of the Association in good standing, don't delay to apply on behalf of your eligible family member!

www.wctd.ca/wp-content/uploads/2018/03/Scholarships-2018.pdf

TSBC Don Blythe Scholarship

In addition, Tire Stewardship BC (TSBC) has generously added another scholarship to our existing four scholarships. This scholarship is for \$2,000 and is in memory of Don Blythe, for his contribution to Tire Stewardship BC and to the tire industry in general. This scholarship is a separate application process, with different eligibility requirements. For complete details please go to:

www.wctd.ca/tire-stewardship-bc-establishes-don-blythe-scholarship/

WCTD Academic Scholarship Eligibility

- The applicant is the immediate family member (Son, Daughter or Spouse) or legal ward of a person who is a full-time permanent employee, for at least one year, of 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 must have been accepted to attend an accredited Canadian post-secondary institution and have registered for classes for the upcoming semester.

Application

- **The deadline for applications is August 15, 2019.**
- All applications submitted must include the applicant's Social Insurance Number.
- The applicant must submit a résumé, not to exceed three (3) 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 15, 2019. 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

Western Canada Tire Dealers is awarding four scholarships up to a value of \$2,000 each. The scholarship will be paid directly to the post-secondary institution at which the successful applicant is enrolled.

Application Deadline

The deadline for applications is August 15, 2019. 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**

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.

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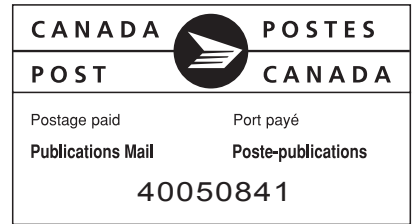
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