

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



**MANOEUVERING
COVID-19: WCTD
Best Practices**

PLUS

- Shymko: Maximizing the New Normal • Geleta: Canadian Tire Market Rebound
- Tim's Travels • Federated: Wildfire Plan and Protection





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

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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES NO (CIRCLE ONE)
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MAXIMIZING THE NEW NORMAL



I hope everyone is managing to enjoy our summer weather and getting a break of some sort. It is definitely a unique summer, with most travel plans centred around our own provinces—and almost certainly within Canada.

This has turned into a bit of a blessing in disguise as many of our local clients are not hopping on a plane and taking off for Disneyland, Hawaii or other places, but rather exploring their own backyards. Thankfully, this means that people are driving for their holidays and that equates to increased mileage and wear and tear on vehicles.

This is definitely a welcome development, especially after so many people have been working from home and not needing to take their vehicles to commute to work or run their kids to school. A customer of mine recently joked that she was getting two months to the gallon now. It looks like this will be our “new normal” for the foreseeable future anyway.

This ‘new normal’ will create new challenges and opportunities for the independent tire dealer. We need to be flexible for our customers who prefer contactless services and payments. We have to be vigilant and

WCTD is constantly monitoring for “best practices” and sharing any pertinent information with our members that could help guide them through this challenging time.



Neal Shymko
President, WCTD

constantly adapting for changes in the workplace for anything pertaining to Covid19, and the requirements we need to follow to stay open and to do so safely. That includes everything from frequent sanitizing to ensuring social distancing for both our customers and employees.

The last thing any tire dealer needs is to be shut down due to a Covid19 outbreak in the workplace. Could you imagine if this happened to you at the peak of the winter tire rush? It could be catastrophic. So, we need to get used to our new normal and be constantly on guard, protecting our employees, customers and livelihoods. Complacency and sloppiness could lead to a disastrous outcome; medically, financially or even both.

WCTD is constantly monitoring for “best practices” and sharing any pertinent information with our members that could help guide them through this challenging time. Once again, if anyone has ideas to share or experiences, whether positive or negative, please do so. As independent dealers we need to stand together, especially in times like these.

We can face our ‘new normal’ together—and come out on top.



Tire and Wheel Service Solutions



CANADA'S TIRE MARKET REBOUNDS



While the Canadian economy overall is still stuck in a Covid-19 slump, western Canada's retail tire market appears to have been rebounded almost to last year's level...

I have had conversations with a number of dealers and am hearing a lot of positives as far as the retail and farm tire sectors. May was still slower but June bounced back well—and, so far, July has been good.

The commercial market—which didn't take as great a hit when Covid-19 first took hold—still has not come back as strongly as the rest. But the automotive repair business seems to be rebounding nicely. Let's all make sure that we are following our respective public health guidelines to help curb this virus. That in turn will allow our economy to open to the fullest and rebound even further.

Holiday destinations outside of Canada at this time are pretty well nonexistent. But let's look at the positive side. This gives us a great opportunity to discover all those hidden gems in our western provinces. One of our Winnipeg members has been touring several of the small towns south of Winnipeg and is absolutely amazed at all of the history that he has been able to uncover. He says every small town has a story to tell. Let's all take advantage of our provincial amenities and enjoy them.

A couple of reminders

Moneris Agreement WCTD has signed a new agreement with Moneris. The new rates are even lower than before. The rates are posted on our website. If you are on the Moneris program please contact your Moneris agent to make sure that you are on the right program. If you are not you may want to contact Moneris and at least get a comparison to what you are on today. If you need any additional information please do not hesitate to contact me.

Scholarship Time. WCTD is again giving out four \$2,000.00 scholarships. We know this is a strange time with everyone not knowing if face to face classes will exist. On-line teaching will probably be the norm at first. But tuitions still have to be paid. Let us help you. Even if you missed this year's deadline, make sure to apply next year.

Training As before all face to face training is postponed until at least spring 2021. I do have the TIA basic training modules on hand if you require them



Ray Geleta
Executive Director,
WCTD

Chrysler Canada Chrysler has updated our program for the 2021 model year. The new program is listed on our web site.

2020 Lug Nut Torque Charts I do have the 2020 Lug Nut Torque Charts on hand. Please give me a call if you require one.

Anyone needing the log in and password for the dealer portion of our web site or any other information please give me a call at 780-554-9259.

The good news?

In closing, consider this: the numerous challenges brought by Covid19 also add up to no end of opportunities for WCTD members to underscore the professionalism for which we are renowned. Also, a resurgent demand for tire and under-car services equates to a valuable chance to grow your client base. Today's consumer is anxious for reassurance, eager to deal with people who are obviously Covid-savvy and, above all, compliant with safe-practices.



Be there for them today and they will be there for you tomorrow.

Wishing you a successful and healthy summer season,

Ray

Tim's Travels

— TIM PAWSEY - EDITOR, THE TRACKER

A Western Canadian Odyssey

There's nothing quite like a serious road trip for a healthy reset—especially in the midst of a pandemic. Recently my wife and I embarked on a 'physically distant' road trip to visit family, heading from the BC Gulf Islands to the heart of the prairies, Regina.

We were meticulous in our planning, provisioning for the entire trip and then isolating for two weeks before leaving. The last thing we wanted to do was expose them to any risk of Covid-19. We also decided to drive there as quickly and remotely as possible, again with minimal exposure. Camping for just two nights along the way we took Highway 513 across southern Alberta into southwestern Saskatchewan. If you're from those parts you'll know it's a stunningly beautiful part of Canada. The road from Milk River (with a detour to Writing on Stone) across to Eastend and beyond rewards with an abundance of wildlife, from Antelopes, Foxes, Coyotes, Hawks and plenty more. It also weaves its way through the farming communities that are Canada's heartland.

We didn't stop in as we were still isolating but just about every small town or hamlet is home to a tire shop—reminders of how vital a role our members play in keeping the economy going—at every turn. There's good reason why tire and auto service shops have been designated essential during Covid-19.

A few too many close encounters with ungraded gravel eventually destroyed some fasteners on our plastic gas tank shield, which was dragging on the ground as we turned in to gas up in Shaunavon. 'No problem,' said the savvy and very obliging teenager working at the CoOp Pioneer Gas Bar, grabbing a ratchet set before crawling underneath. 25 minutes later, eventually with the help of my trusty hacksaw, he (temporarily) alleviated the problem. In the

meantime at least two customers stopped to offer their assistance. And, in the end, our youthful helper firmly but graciously declined the healthy tip we offered him, insisting it was all in a day's work.

On the return leg we allowed ourselves two overnight hotel stays in lieu of camping in inclement weather, although we did tarp up to keep dry and soldier on through a classic Prairie thunder and lightning downpour in Cypress Hills.



Heading out of the hotel elevator in Saskatoon I was intrigued by the above archival image (LH-2087 Saskatoon Public Library). It's a great shot, in particular because it dates from the mid 1920's. I'm sure that some of our Saskatchewan members can let us know more about Ed's Service Station, The Gregory Tire & Rubber Co., or Gregory Balloon tires and the Flint Motor Co.

Did Ed's Service wind up becoming something else, perhaps emerging as one of the founding members of Western Canadian Tire Dealers & Retreaders in 1962? Please let us know if you have any info!

Some 4,500 kms later, we're back and refreshed. But also thankful and truly in awe of the amazing country in which we're so fortunate to live. This is the year for road trips and staying north of the border. So, before the fall (hopefully) busy season is upon us, I'd strongly encourage you to head out on your own adventures across Western Canada. I guarantee you it's well worth the effort.

Safe travels!



TRAC PRESIDENT ANNOUNCES RETIREMENT



Glenn Maidment, President

Incoming Board Chair, Tony Mougios, and Canadian Zone Director – Consumer Products Division, Michelin North America said, “Glenn has been a fixture in the industry and an instrumental figure on all the key files the industry has been working on for the past 30 years. On behalf of all the TRAC’s members: “Thank you, Glenn, for the decades of faithful service and your contribution. Congratulations!”

About TRAC:

The Tire and Rubber Association of Canada (TRAC; www.tracanada.ca) is the national trade association representing the interests of tire and other rubber manufacturers and importers of rubber goods into Canada, together with rubber recyclers and suppliers whose goods or services directly relate to our industry. The Association was established in 1920 under the name The Rubber Association of Canada, only recently changing its name to the Tire and Rubber Association of Canada to more accurately reflect the Association’s role within the industry and what it does for its membership.



STOLEN TIRE ALERT

On July 14, 2020 a tractor-trailer load of tires was reported stolen from the Shawson Drive area of Mississauga. On July 17th, the trailer was located. However, the shipment of tires was missing.

- The trailer contained 700 Goodyear Wrangler, light truck tires
- 275/65R18 116T, DOT stamped with 2620 or 2720
 - 2620 indicates a build date of week 26 of 2020 (June 22 - June 28, 2020)
 - 2720 indicates a build date of week 27 of 2020 (June 29 – July 7, 2020)
 - Canadian made (Goodyear Tire, Napanee Ontario, plant)
 - Black steel-belted with Kevlar

Anyone with information on this theft is asked to contact Bick & Associates, Investigative Services at (705) 487-3629 or the Peel Regional Police Service, Cargo Theft Unit, (905) 453-3311, ext. 3315.

TRAC President Glenn Maidment announces retirement after more than 50 years in industry

After leading one of the industry’s preeminent associations since 2001, Glenn Maidment announced at TRAC’s Annual General Meeting of members on June 9, 2020, that he will be stepping down and retiring at the end of 2020. He will continue to lead the Association, assist the Board in search for a new President, and ensure a smooth and seamless transition for the Association. TRAC’s Board is also setting up a committee to launch the search for the new President (interested candidates can find the position requirements here: <https://bit.ly/TRACPresident>, and should forward inquiries to HR@tracanada.ca).

“When people speak of the tire industry in Canada, they generally speak of Glenn Maidment,” says Paul Christou, TRAC’s Chair, and Controller at Goodyear Canada Inc.

“Celebrating TRAC’s first centennial feels like an appropriate time for me to pass on the reins to the next generation of leaders in the Canadian tire and rubber industry,” says Maidment. “I have had the distinct privilege of serving as President of TRAC for the past 19 years and believe we have accomplished much together, though there is always more to do. On a personal note, working for TRAC and our industry has been the most rewarding experience I could ever have imagined for myself and I thank our Board and Members for the opportunity to serve this wonderful industry.”

“When people speak of the tire industry in Canada, they generally speak of Glenn Maidment,” says Paul Christou, TRAC’s Chair, and Controller at Goodyear Canada Inc.

FEDERATED INSURANCE RISK INSIGHTS – ADVICE FOR YOU AND YOUR BUSINESS



by Reza Kamrana
Account Representative,
Associations, Federated Insurance



Federated insures over 300 WCTD members in western Canada. They range from small rural independents to national brands and buying groups.

Wildfire Plan and Protection

Wildfires destroy thousands of acres of land and hundreds of buildings annually. Damages sustained at your business are not only limited to fire damage, but also can include smoke and water damage to your property, as well as lost income when businesses are shut down due to evacuation orders.

As urban areas extend farther into forested lands each year, the amount of damage can likely increase. Despite a trend of increasing wildfire risk, there are steps that can be taken to protect property and mitigate damage. Building design, property access, and creation of a fuel reduction zone, can make a significant difference in whether your property survives a wildfire.

Before a wildfire event

Building design

- Ensure that roof coverings are made of fire resistant materials.
- Cover roof vents with fire and corrosion resistant screens.
- Have at least a 20-minute fire resistance rating on exterior openings, including windows and doors.
- Have at least a one-hour fire resistance rating on overhangs, eaves and balconies.
- Install spark arrestors on chimneys and vents to prevent sparks and embers from entering the building through these openings.

Best practices for pre-wildfire season

A. Fuel reduction area

- Create a fuel reduction area or safety zone to protect your property from fire.
- Maintain at least a 10 m (33 ft) separation between buildings, automobiles, fuel tanks, outside storage areas, and high grass or wooded areas. This open area should be limited to well-irrigated small plants and grass.
- Clear dry or dead brush, trees, grass, and other debris within 15 m (50 ft) of all buildings. For buildings on slopes, clear 60 m (200 ft) from buildings.

- The safety zone for trees on a property:
If trees are primarily deciduous (e.g. oak and maple), the safety zone should be at least 10 m (33 ft).
If trees are primarily coniferous (e.g. pine and fir), a safety zone should be at least 30 m (100 ft).
- Trim trees so that branches are a minimum of 2 m (6 ft) from the ground.
- Routinely remove deadfall and trimmings from open spaces.

B. Property access

- Ensure that driveways and access roads are well maintained, adequately sized and properly graded.
- Design roads and parking areas to accommodate fire department vehicles, having lengths up to 11 m (38 ft) and a turning radius of 14 m (48 ft).

C. Safe fire practices

Fire safety is important for all property owners, but extra steps are necessary to reduce the risk of fire in wildfire areas.

- Store combustible and flammable materials located outdoors at an acceptable distance from buildings, fences, and vehicles. Consult local authorities for specific laws and requirements.
- Store combustible and flammable liquids only in approved containers only.
- If your building is on a slope, store combustible and flammable materials and liquids lateral to the building, not uphill or downhill.
- Establish a safe outdoor smoking zone, such as a paved area, where dropped smoking materials cannot start a fire. Provide appropriate containers for discarding smoking materials.
- Avoid burning outdoors in dry weather or during the wildfire season.
- Store garbage in fire resistant waste containers with tight fitting lids.
- Keep roofs and eavestroughs free of leaves, branches, pine needles, and other debris that could fuel a fire.

D. Develop a wildfire plan

- Owners and managers/supervisors create a written wildfire response plan and make it accessible to all employees. Copies are to be readily available for staff.

- Hold regular discussions to ensure staff members know how to respond and communicate when a wildfire hits.
- Practice drills to give employees experience in properly reacting to wildfires in the event of an emergency.
- Know evacuation routes and practice travelling along them. Know the safest place to go if a wildfire burns and an evacuation becomes compulsory.
- Set up ongoing data backup for your computer systems so you can access data remotely in the event of an emergency.
- Reserve or make an agreement with an alternate location to continue business operations away from known wildfire zones during a wildfire event.

During a wildfire event

What to do under a wildfire advisory

- Tune into local news stations regarding evacuation notices and other directions from local authorities.
- Always obey directions given by local or provincial government. In addition, **Alert Ready** – Canada's emergency alerting system – delivers critical alerts to Canadians through wireless devices.
- Visit the **Government of Canada** wildfire website for up-to-date reports on the fire situation across Canada.
- Visit the **Canadian Interagency Forest Fire Centre** website for detailed fire information, situation reports, and interactive maps of active fires.
- Areas are evacuated at a moment's notice. If an evacuation notice is issued, you may not have much time to get ready to leave your business.
- Contact staff to advise them of a possible wildfire evacuation.
- Contact customers to advise them of possible interruptions. Contact suppliers to cancel any new shipments to sites impacted by a wildfire event.
- Keep windows and doors closed to limit your exposure to smoke and dust. Time permitting, covering vents, windows and other openings with duct tape and plywood.
- Wet the roof and property. Unless local authorities have restricted your water use, consider using a sprinkler to soak the roof and property.
- Ensure that all systems and computers have been backed up. If possible, move important equipment to an off-site location as this allows access to important documents, information and critical equipment while impacted by a wildfire.

During a wildfire evacuation

- Keep an emergency kit close at hand. This should include insurance information, vendor and customer information, contact lists and important personal documents.

- Initiate the plan early.
- Shut down building air intakes and close windows/building openings.
- Turn off the air conditioning.
- Turn off the electricity and gas services.
- Turn off backup generators in case they turn on any systems while you're away.
- Close all windows, doors and garage doors and leave them unlocked.
- Ensure all weather-stripping is sealed.
- If damaged, seal with duct tape.
- Remove combustibles from yard storage.
- Monitor local radio for updates.
- Contact your Federated Commercial Insurance Specialist for advice or to answer questions on policy coverage.
- Contact customers and suppliers to advise them of possible interruptions.
- Contact staff after the evacuation. Key contacts should be in a wildfire plan document.

After a wildfire event

Returning to your business

1. Before returning to business premises, try to gather these basic supplies:
 - Gloves • Goggles • Closed-toe shoes
 - A cell phone (with a camera) and a charger
 - A flashlight • Bottled water
 - Garbage bags • A first aid kit
2. Walk around the perimeter of the building before going inside. Look for out-of-place electrical wiring, gas smells or loose debris. If there are downed power lines or a gas smell, call the hydro or gas company before entering the building.
3. Assess damage and contact your Federated agent.
4. Survey the premises for hazards such as downed lines, collapse, or loose debris. Ensure site safety before permitting staff to begin operations.

Note: In some cases experts, such as electricians or gas fitters, may need to review the site.
5. Clean air intake units before turning them on.
6. Protect and salvage any goods that can be saved.
7. Take photographs of any damage before you begin cleaning up.

Preparation and planning can significantly improve the chances of a property surviving a wildfire. A preparedness plan should include knowing what to do when the threat of a wildfire is imminent. Local authorities can provide advice for affected areas.



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XCOMP A/T	285/65R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/60R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/55R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/50R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/45R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/40R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/35R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/30R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/25R18	2,500 lbs	110 mph	50,000 miles
XCOMP A/T	285/20R18	2,500 lbs	110 mph	50,000 miles
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Lives Lived

WCTD is saddened to advise that Gary Kirk (Kirks Tire Lethbridge) passed away on July 3rd, 2020. A longtime supporter of the association, Gary will be deeply missed. We extend our heartfelt condolences to his family.



Gary Kirk
April 1933 - July 2020

Gary Kirk parlayed his father's dream into a successful tire store enterprise, but it was the meaningful and lasting relationships he cultivated along the way that were truly a measure of his riches.

Those friendships allowed Gary to enjoy experiences beyond the wildest dreams of most, and far-removed from his humble beginnings. He passed away in hospital July 3 with family at his side, at the age of 87. Even as his health failed and his final days approached, Gary had no regrets and shed no tears. This was only fitting for the self-proclaimed "luckiest man in the world."

Gary idolized his father, Bill, who founded Kirks Tires in 1936 and later welcomed him as a business partner. While entertainment royalty and professional sports team owners called him the best of friends, it was his loving wife of almost 60 years, Loreen, whom he considered the most important person in his life. If there was ever such a thing as the perfect wife, Gary was sure she fit the bill.

Not only did they have three sons together, Loreen offered Gary the unbending support and freedom that allowed him so many adventures and resulted in so many friendships. Loreen passed away in 2012, and as his time ticked down Gary relished the prospect of their pending reunion.

Along with Loreen, Gary was predeceased by his parents and his sister Barbara Bosnak. He is survived by his sister Bonnie, his three sons, Richard, Kevin and Brad, and their extended families.

Born in Swift Current, Gary moved to Lethbridge with his father before he returned to Saskatchewan to attend Notre Dame School. Prior to joining Bill at the tire shop, his first jobs included baggage boy with Greyhound Bus Lines and newspaper delivery with the Lethbridge Herald.

Other than Loreen, Gary's greatest passion was the tire business. He saw the respect his father had earned in the industry and he in turn loved the relationships he was able to foster with his suppliers, his customers and his staff, many of whom he considered family.

Gary's most public friendship dated back almost 60 years, when he met a teenaged Wayne Newton after a concert. Gary would see 'Mr. Las Vegas' perform hundreds of times as his guest over the years, but he was much more than a fan. He served as best man at Wayne's wedding, and the entertainer not only performed two benefit concerts in Lethbridge on his friend's behalf, he brought Gary and Loreen to dine with the President of the United States and flew the couple to important medical appointments in his private jet. The hard work Wayne put into every performance inspired Gary to be a better businessman, husband and father and treat every friend like his closest.

Gary's involvement in sports also provided him with many lasting friendships. While he never considered himself a gifted athlete he would serve as a scout for the New York Islanders of the National Hockey League, due in part to his relationship with Earl Ingarfield. Gary was also co-owner of the Lethbridge Broncos. His time as business manager for George Wesley's White Sox senior baseball team in the late 1950s saw him bring north many U.S. college players.

Among those was a young Steve Schott, who would go on to become an extremely successful businessman and one-time owner of the Oakland Athletics Major Baseball League franchise. Their relationship took deep roots and continued a lifetime, with Steve flying Gary and Loreen to numerous games to join him in watching his A's in action, including an appearance in the World Series.

Gary's many contributions to the community were also recognized over the years, and he was awarded a Key to the City of Lethbridge in 2010.

At Gary's request, no public funeral service was planned. In lieu of flowers, donation can be made to the Humane Society, Gary's heartfelt charity since the passing of Loreen and her puppy Pecos.



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MEET YOUR DIRECTORS



James O'Reilly.

James grew up working for Remington Tire (12 years) throughout his early years, from 1996 until Remington went bankrupt in 2008. He started in the warehouse sweeping the floors on Saturdays, then moved to inside sales, later becoming a Territory Manager.

"I'm second generation in the tire business, as my father was in the industry for 40 years," says James.

After Remington, from 2010-2019, he worked for Trican Tire (which became NTD in 2015), first as a Territory Manager before being promoted to Director of Sales for BC and Alberta in 2014 and subsequently to Region President – Western Canada. He resigned to join Trail Tire Group.

"I took on this challenge to learn more about the retail tire network and growing retail stores. Our group consists of retail stores and e-commerce as well as distribution," he adds.

James attended Sauder Business School in Vancouver (2016-2018) where he studied Business management and other general subjects. WCTD and his fellow directors are delighted to welcome him to the Board.

COVID-19



Launches On-Demand Webinar: Infection Control 101

As provinces across Canada have started to reopen the economy, infection control has become a priority for all businesses. No matter the industry or size of business, a well-designed infection control protocol is critical for the health and safety of workers and customers.

To help your members be better prepared, Federated Insurance has partnered with VOHS Consulting Group, experts in occupational health and safety, to provide the WCTD free access to an infection control risk management training program.

This webinar is pre-recorded for viewing convenience and is open to all WCTD members, whether they're insured by Federated or another company.

What's covered:

- COVID-19 exposures and risks
- How to create a plan to control infection exposures
- Workplace infection control best practices

Participants also receive an online certificate upon completion, which can be posted on premises to demonstrate an ongoing commitment to health and safety.

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MILWAUKEE DESIGN TEAM TAPS USED TIRES FOR BIKE BARRIERS

— BY NATE BERG - FAST COMPANY

A used tire, a jigsaw, a drill, and a few bolts. Those are the basic components of a simple new barrier to separate car traffic from bike lanes.

The design is the winner of the Build a Better Barrier Challenge, a design competition to improve the flimsy and costly bike lane barriers used in many cities. The skinny plastic poles commonly used to create a barrier between car and bike lanes often end up like roadkill, flat on the ground after being driven over—and that's if they exist in the first place. Many cities barely have barriers between car and bike lanes, and some have no bike lanes at all. The design competition, sponsored by the shared scooter and e-bike company Spin, was intended to fill this gap by creating a cheaper and more durable version that cities can easily put in place. With the expansion of temporary road closures and the surge in cycling during COVID-19, this new barrier could be the quick solution many cities need.

The winning concept was designed by Caressa Givens and Arthur Talayko of Milwaukee. She's a program manager at statewide bicycle organization Wisconsin Bike Fed, and he's an industrial designer. The two met while studying at the Milwaukee Institute of Art and Design and saw the competition as a perfect combination of their interests.

Their design, called WeCLAIM, is based on a simple traffic-calming tactic Givens has used for community events with the Wisconsin Bike Fed. "I feel like I am the tire lady," she explains in an email. "We usually bring whole tires and just stack them up. They do work out well, they just kind of look like a junk parade."

Talayko says they wanted to build on that do-it-yourself simplicity, but with a little added refinement. "If we were going to do this from scratch, with no other involvement from anybody else, what can we actually make?"

A key principle behind the design was that it be something a company could manufacture but also something that community groups could make

and repair themselves, unlike the barriers in many cities. "You see a lot of them on the street that have either been knocked over or driven over or vandalized," Talayko says. "Usually, you have to wait for the city to do something about it. But in this approach, maybe it could be community driven and people could repair their own."

They proposed three different designs: an oval-shaped planter, a rainbow-shaped bump, and a vertical post. Each requires one tire, a few bolts, and some reflective tape for added visibility.

Their material of choice is ubiquitous. In the U.S., nearly 300 million tires become scrap every year. About 80% of them are reused or reprocessed into things such as fuel or ground rubber, but many still end up in landfills where they can take hundreds of years to decompose.

Spin and its parent company, carmaker Ford, are connecting Givens and Talayko with D-Ford, its internal design firm, to produce a refined prototype of the barrier. They're also going to help forge a partnership with a manufacturer who can explore how to produce the barrier at scale. That doesn't mean it will be rolling out in cities across the country anytime soon, says Kay Cheng, Spin's streets program director and city planner who notes the "nightmare" of government procurement processes. "But what it could do and has done is start to open up the dialogue of asking if there are other ways we can approach this design," she says.

Talayko and Givens plan to make the barrier assembly instructions open source, and are hopeful that people will take their design and start making their own barriers. Givens says the project is especially pertinent in her home city. "Milwaukee, like many cities, needs opportunities to experience the benefits of a well-connected micromobility network without all of the cost," Givens says. "For lack of a better term, I think we need to be on a warpath to back-engineer our cities so that they are people-centered like they were in the late 1800s, for example, but with 21st-century technology, and just a little less mud."

A few old tires could be a start.



WCTD COVID 19 COMMITTEE BEST PRACTICE RECOMMENDATIONS.



CORONAVIRUS

At WCTD's annual general meeting the Board of Directors set up a Covid-19 committee to oversee all matters related to Covid-19 and to develop initiatives as needed.

We decided it would be beneficial to share as much information as possible. Therefore we sent out an e-mail asking dealers for their feedback, in order to put together a list of Covid-19 best practices. Even though we received a limited amount of responses, here (in no particular order) are some worthwhile recommendations.

1

Routine workplace environmental, hygiene and sanitation

- a. Wearing a mask is recommended for all people when in contact with customers.
- b. Routinely clean all frequently touched surfaces such as counter-tops, door knobs, and customer waiting area.
- c. Wipe down credit card machines before and after each transaction. Whenever possible use tap.
- d. Provide hand sanitizer or disposable wipes to the customer and place them near commonly used areas such as door knobs, desks, counter area etc.
- e. Eliminate such items as magazines, coffee stations and any other items that may be shared in your show rooms or customer areas.
- f. If possible use disposable gloves when driving vehicles in and out of the shop. Change them after every vehicle. If not possible, use disposable wipes to wipe down all touch points in that vehicle.
- g. Use gloves or hand sanitizer immediately after handling customer's keys.
- h. Provide hand sanitizer to each employee for their individual use.
- i. Eliminate sharing of food and drink between employees. (Coffee, donuts, pizza etc.)
- j. Post clearly worded hygiene reminders in appropriate locations, especially in washrooms and change area.

2

Practice social distancing in the work place

- a. Encourage employees as much as possible to use phone, on-line conferencing, e-mail, or instant messaging to conduct business. If face-to-face meeting is unavoidable the time spent should be minimal and participants should remain at least 6 feet apart and be wearing masks.
- b. Avoid person-to-person contact such as hand-shaking.
- c. Do not congregate in lunchrooms, storage areas or other areas where people socialize
- d. Encourage employees to eat at their work station or away from others.
- e. Limit the number of customers in your showroom / customer waiting area and counter area
- f. Post signage asking anyone that is ill not to enter the premises
- g. Request that all employees and customers maintain social distancing both in the workplace and at home.

3

Strongly encourage sick employees to stay home

- a. If an employee is sick, ask them to stay home
- b. Ensure your sick policies are flexible and consistent with public health guidance
- c. Permit employees to stay at home to take care for a sick family member.

Additional information, best practices, and recommendations can be found on the government of Canada, CDC, and WHO websites.

- Canada Government Assistance programs
- Canada – Credit and Loan Availability
- Canada Emergency Business Account Program
- Business Credit Availability Program (BCAP)

Please make sure that you are aware of all of the programs and taking part in any that you qualify for. For additional information and the list of qualifications can be found on the government website at: www.canada.ca/en/department-finance/economic-response-plan.html#businesses

**WCTD COVID 19 COMMITTEE
BEST PRACTICE RECOMMENDATIONS.**

COVID-19 INFORMATION

OPEN FOR BUSINESS AND KEEPING YOU SAFE

*Be kind and be
considerate of
everyone's fears
and questions*

The safety of customers and staff of our business is a priority. That's why this business is committed to:

- Encouraging staff to stay home and away from others if sick
- Wiping down and disinfecting surfaces
- Providing access to hand sanitizer
- Cleaning regularly, especially in high traffic areas
- Help maintain physical distancing of 2 metres

Stay informed on how you can protect yourself and others from COVID-19.



KEEP
CALM
AND
WASH
YOUR
HANDS

MOBILE TIRE REPAIR SERVICES LOOK TO GRAB SHARE OF MARKET

—DAVID MANLEY, TIRE BUSINESS

If conditions are right — like when someone buys tires online and wants to have them installed without leaving his or her home — the mobile tire repair industry makes a lot of sense.

Above all, it's really convenient for the customer.

Those involved in the mobile repair industry say it is growing in popularity, especially with a new focus by businesses around the globe on limiting customer interaction in the wake of the coronavirus.

Others wonder if the mobile repair van's limited tools and inventory, along with myriad liability and logistical concerns, are too much of a hurdle to compete with a well-run garage.



A look inside a RepairSmith mobile repair truck.

On the grow

As social distancing becomes part of normal life, the mobile automotive repair industry is hoping it can turn a niche industry into something much larger.

"All the virus did was jump-start mobile to grow faster," Todd Ford, owner of mobile vehicle builder Custom Upfits, said. "Who's going to want to deal with going out and being exposed (to COVID-19) when they can just stay home?"

Mr. Ford also owns Premier Mobile Tire, a Sacramento, Calif.-based mobile tire-servicing business offering coverage in Northern California, Denver and Las Vegas.

Joel Milne, CEO of Los Angeles-based mobile repair fleet RepairSmith Inc., said the pandemic hasn't affected the business, one way or another. The company offers tire installation, oil changes and brake repair as well as a number of engine repairs, such as replacing fuel pumps, alternators, starters and batteries.

"We were growing as fast as we could before the pandemic, and that has not changed," Mr. Milne said. He added that the company did not have to lay off or furlough any of its 100 employees during the pandemic. Mr. Milne said the company is actively hiring in every market the company services.

He said the transition to "contact-free" service was easy because of the way the service was designed.

"RepairSmith was built as low contact and convenient — basically, how do we build this so (the customer) doesn't have to do anything?" Mr. Milne said. "Since that was our focus from the beginning, it was a very easy transition to contact-free."

RepairSmith, which started service in August 2019, operates mobile service vehicles in Los Angeles, Orange County, San Diego, San Francisco, Silicon Valley, San Jose and Sacramento, Calif.; Las Vegas; and, as of April, Phoenix.

In June, the company acquired More Automotive Group, a provider of mobile repair and maintenance services for fleets, property managers and corporate office parks in the Sacramento, Calif., and San Francisco Bay area.

Mr. Milne said the company will continue to expand — both to strengthen its current footprint and reach new areas.

At St. Louis-based Hunter Engineering Co., John Zentz, senior vice president of global sales, said his company has seen a growth in mobile repair services.

"We're certainly seeing it in multiple facets — mostly, organized from larger companies, like Tesla and Tire Rack," Mr. Zentz said.

"We're seeing this as an extension from our customers' businesses to provide better service. Larger tire dealers are trying to find more ways to help people buy tires."



A Premier Mobile Tire technician works on a tire in his service vehicle.

'Game of inches'

Mr. Zentz said Hunter, a wheel- and auto-service equipment developer with more than 300 invention patents, is not designing products specifically for the mobile repair industry, "but we have had a lot of equipment we sold to shops end up in vans."



RepairSmith photo

***“We were growing as fast as we could before the pandemic, and that has not changed,”
RepairSmith Inc. CEO Milne said.***

He said Hunter has developed its wheel balancers and tire changers as compact as possible.

“Balancers and tire changers really have a small footprint. We’re not specifically designing for (mobile), but what we have serves both purposes.”

On one job, mobile repair vehicle builder Custom Upfits was sent new, top-of-the-line tire equipment by its customer to be used in the new vans it was building. Turns out, though, the equipment was too cumbersome for a mobile repair van.

“They were good machines for the shop, somewhere with space, but it wasn’t going to fit in the vehicle,” Custom Upfits owner Mr. Ford said. “It really is a game of inches.”

Sacramento-based Custom Upfits turns cargo vans and trailers into mobile auto shops able to do services such as wheel repair, tire installation, oil changes (which use a vacuum system), automotive painting and even CNC machining.

The company, which started in 2011, has done conversions for a number of retail tire chains looking to expand their reach and offer a more convenient option for customers.

When it comes to building the vehicle, Mr. Ford said “saving on weight is everything, as it should not weigh so much that the driver would need a commercial licence.

“And, don’t forget, you are likely trying to do three to four jobs in a row, so you’re also carrying 12 or so tires, too.”

RepairSmith is backed by Daimler A.G., and Mr. Milne said they are able to leverage that relationship to outfit its Mercedes-Benz Sprinter vans.

“Daimler has been building out these vans for many, many years,” Mr. Milne said. “We got very fortunate that we have the engineers who build these vans for suppliers like Amazon.”

Online interest

Online tire retailer Tirescanner.com Inc. said its business grew 400% in the first quarter of 2020 over the same 2019 period, with sales continuing to be strong in April and May — though it did not disclose detailed earnings.

“Our growth demonstrates that although use of cars may have diminished, there is still a demand out there,” Tirescanner CEO Mike Welch said.

The company, founded in 2018, attributed its success to its initiative to recruit mobile tire installers to join the Tirescanner.com online-ordering system.

“Our growth demonstrates that although use of cars may have diminished, there is still a demand out there,” Tirescanner CEO Mike Welch said. “Drivers are shopping differently and looking for convenience, service and a safer way to shop for their tires, as well as great value.”

The service claims to have a network of more than 3,500 independent garages throughout the U.S., plus more than 150 mobile vans in 35 states recruited since early 2020.

The Tirescanner.com mobile model is designed to allow customers to receive next-day, at-home installation of any tire.

Walking a fine line

Mr. Ford said there are several challenges to manage in the mobile repair world.

He said when a customer pulls into a service shop, there is a built-in sense of trust and confidence upon seeing a busy shop at work. With mobile, you don't have that, so you need a vehicle that inspires customer confidence, he said.

"You only get one chance at a first impression," Mr. Ford said. "And if you make a bad impression, especially for mobile, it can kill it for you and the industry."

He added that a big key is being very specific with the customer about the appointment and services.

Mr. Milne at RepairSmith said they studied and "beta tested" RepairSmith for at least a year before starting service. What the company found was that the system worked better with an employed staff — as opposed to gig work, or independent contractors — and they had to find a way to avoid "a dead end" when it comes to service.

"Our biggest challenge is hiring and training the right tech," Mr. Milne said. "... Finding the right people is really important."

Because of this, all RepairSmith technicians are employees of the company, and it doesn't do same-day appointments. This allows the company to figure out the most efficient way to use their technicians.



"Customers love the convenience when it works," Mr. Milne said. He also said RepairSmith has relationships with a number of brick-and-mortar automotive service shops, and they will refer the customer to one of those shops if the work required is beyond what the technician is capable of doing from his or her service van.

If a vehicle does need to go into a shop, Mr. Milne said, RepairSmith may do the diagnostic work and the delivery and pick-up of the vehicle.

"Our biggest challenge is hiring and training the right tech," Mr. Milne said. "... Finding the right people is really important."

Mr. Milne noted how a mobile technician not only has to be able to diagnose and work on a vehicle out of their repair van, but they also have to interact with a customer in a more personal way than if the customer visited a brick-and-mortar shop.

Still niche for now

Independent retail tire dealers contacted by Tire Business about the emergence of mobile tire repair offered a variety of opinions. Many said they believed it could work in areas with a high population where access to additional inventory is close.

One tire dealer said the possible risk was too high for his business, and he preferred the controlled environment of the tire shop. He noted the possibility of "accidents, lack of proper tools or equipment, off-site contact with unruly or unpredictable customers, injury and even malpractice."

Another tire dealer said he believed mobile repair wasn't viable because "customers usually have multiple service needs that can't be answered remotely."

At Hunter, Mr. Zentz said despite growth, he believes mobile repair will remain an ancillary part of the repair industry. He noted how it was a good option for companies such as Tesla Inc., which is doing specific work on its own vehicles, and Tire-Rack.com, which doesn't offer repair service and was able to expand its business with the addition of mobile installation.

"Independent tire dealers really want the customers to come to them," Mr. Zentz said. "There are so many services performed when those tires are put on the car."

Mr. Ford said the mobile repair industry is changing quickly and for the better. He noted that the first generation of mobile repair vans look nothing like the mobile repair vehicles he's building today.

Mr. Ford said as technology improves and more services can be offered out of the vehicles, he believes more people in the automotive repair industry will find new ways to utilize mobile repair.

For instance, he said brick-and-mortar shops could use it to add another option for customers or to test out expanding into new territories.

Another tire dealer said he believed mobile repair wasn't viable because "customers usually have multiple service needs that can't be answered remotely."

BRIDGESTONE BRINGS NEW TECHNOLOGY TO VOLKSWAGEN ELECTRIC ID.3

BRIDGESTONE SAYS ENLITEN TECHNOLOGY IS BEING APPLIED FOR THE FIRST TIME ON TURANZA ECO TIRES ENGINEERED FOR THE ID.3.

—TIRE REVIEW

Bridgestone says it has collaborated with Volkswagen to bring lightweight tire technology to the car manufacturer's new, all-electric ID.3 vehicle.

Bridgestone says the environmentally friendly Enliten technology, which enables tires to have a super-low rolling resistance while requiring less materials to be created, is being applied for the first time on Turanza Eco tires engineered for the ID.3.

During the ID.3's development, Volkswagen sought a tire fitment that offered a high level of performance in both the wet and dry, good braking, long tire life and low rolling resistance, Bridgestone says. That's because rolling resistance can have a huge impact on fuel use and, in this case, the ID.3's battery power operating range.

Bridgestone responded to all these requirements with a custom-developed Turanza tire with Enliten technology. Bridgestone says Enliten technology tires demonstrate a rolling resistance that is up to 30% lower than a standard premium summer tire. This contributes, in a combustion

engine vehicle, to a reduction of fuel consumption and CO₂ emissions, and significantly extends battery life in an electric vehicle. In addition, tires with Enliten technology enable further fuel/battery conservation by being reduced in weight by up to 20% from equivalent standard premium summer tires, Bridgestone adds.

Bridgestone says the synergy between the unique materials used to create Enliten technology and a new mixing process has enhanced the technology's compound wear performance, without compromising on grip. This, combined with a cavity and full 3D pattern design that maximizes wet and wear performance, means that Enliten technology improves the vehicle's handling, the company adds.

The Turanza Eco tires with Enliten technology are available on Volkswagen's ID.3 in 18-, 19-, and 20-in. variants. The 19- and 20-in. tires are equipped with Bridgestone's B-Seal technology, which ensures temporary air retention in case of a puncture in the tread area, Bridgestone says.



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MICHELIN DEBUTS CROSSCLIMATE2 ALL-SEASON TIRE

MICHELIN SAYS THE CROSSCLIMATE2 IS THE CULMINATION OF MORE THAN 630K MILES OF TESTING AND RAISES THE BAR IN VEHICLE SAFETY.



—MARY DELLAVALLE,
TIRE REVIEW



Michelin North America held a virtual product event on July 22 to introduce the Michelin CrossClimate2 to its dealer network, ahead of the all-season tire's official launch on Aug. 3.

The culmination of science and innovation, and more than 630,000 miles of testing, the CrossClimate2 is “redefining the all-season tire,” said Alexis Garcin, chairman and president of Michelin North America, Inc. in his opening remarks.

With its ability to conquer rain, dry and snow conditions, and “grip to the last stop,” the CrossClimate2 raises the bar in vehicle safety, shortening stopping distances and increasing drivers’ confidence levels, Garcin added.

Scott Clark, member of Michelin’s executive committee, said the CrossClimate2 “fits this moment in time,” as our country turns its attention to recovery, with its inherent features that ensure safety, freedom, tire longevity and more mobility with less impact on society.

Professional driver Shannon McIntosh, and Anton Thomas, Michelin vice president of product performance, helped convey the technological attributes of the CrossClimate2 ahead of McIntosh hitting the track to put the all-season tire to the test in various wet handling/braking and dry braking exercises against leading competitors.

Andrew Meurer, Michelin vice president of sales, recapped the event touting the CrossClimate2 as a “break-through” product for the market and stressed its total value proposition, affirming for dealers that CrossClimate2 will help “drive consumers into your stores.”

In the Phase 1 launch, CrossClimate2 will be available in 25 sizes. The Phase 2 rollout in Q1 2021 will offer fitments for 80% of all passenger cars, CUVs and light trucks on the market, Meurer added, as he described the tire as “exactly the right product at the right time.”

Expressing an affinity for the Michelin dealer network, Meurer said, “You are the essential link between our business and the drivers who buy our tires.”

With its ability to conquer rain, dry and snow conditions, and “grip to the last stop,” the CrossClimate2 raises the bar in vehicle safety, shortening stopping distances and increasing drivers’ confidence levels, Garcin added.



FISHER: GET READY FOR ELECTRIC TRUCKS



by Peggy J. Fisher
Tire Business

If it seems to you that the trucking industry has been talking about electric trucks for years, that's because it has.

Electric powertrains have been around since 1888. Being an early technology adopter, the U.S. Postal Service tested electric trucks soon after. However, due to range limitations and charge times, they never were adopted.

In 1966 General Motors Co. introduced its Electrovan, the first vehicle to be powered by a hydrogen fuel cell.

Unfortunately, since the equipment required to power the van filled its entire cargo area and turned it into a two-seater, explosive incidents occurred during testing and the cost of the platinum used in it made it extremely expensive, the Electrovan was mothballed and never sold.

In case you don't know much about batteries and fuel cells used to power vehicles, the chemical energy in an electric vehicle battery usually comes from metals and their ions that are present in the battery. These batteries are typically lithium-ion batteries, are rechargeable and are designed for a high kilowatt-hour capacity.

A fuel cell used in an electric truck takes hydrogen gas that is stored in a tank and converts it into electricity, which then powers the vehicle. Fuel cells can produce electricity continuously for as long as hydrogen and oxygen in the air are supplied.

Fuelling a fuel-cell-powered truck is similar to pumping natural gas. An advantage of fuel cells is that they are lighter than lithium-ion battery packs.

However, hydrogen is expensive to produce, which is why it has not been as successful as batteries. A longtime joke in the industry is that hydrogen fuel cells are the fuel of the future — and always will be.

However, there is room in the trucking industry for both technologies, depending on the application.

Since those early days of fuel-cell and electric-vehicle batteries, technology

A fuel cell used in an electric truck takes hydrogen gas that is stored in a tank and converts it into electricity, which then powers the vehicle. Fuel cells can produce electricity continuously for as long as hydrogen and oxygen in the air are supplied.

has made significant progress in increasing energy density in batteries and battery life, but in the last year or two advances in electric-vehicle technology have increased at warp speed.

Lithium-ion battery packs cost about \$1,183 per kilowatt hour back in 2010. Today it's more like \$156 per kilowatt hour and soon it will be less than \$100 per kilowatt hour.

Late last year, Nikola Corp. announced details of a battery featuring energy density more than double that of lithium-ion battery cells. This new battery technology could double the range of electric passenger cars to up to 600 miles with little or no increase to battery size and weight.

Nikola's battery-electric trucks can drive 800 miles fully loaded between charges, while trucks could weigh 5,000 pounds less than competitive models. This technology also doubles the range of hydrogen fuel-cells.

In addition to this good news, the company also said it would not protect this technology with a patent in order to spur the development and acceptance of electric vehicles globally.

A major driver of electric-powered vehicles is government regulations and incentives for the adoption of cleaner and zero-emission vehicles. In Europe there are around 200 cities with access regulations and low-emission zones.

France and the United Kingdom have announced bans on fossil-fuel vehicle sales starting in 2040. These bans have forced truck manufacturers to include electric trucks in their product lines now and initiate the shift to electric trucks from conventional diesel-powered ones.

The incentives for adoption of zero-emission trucks along with low-emission zones are driving fleets to replace diesel trucks with cleaner options in Europe now.

While these incentives are for now on the other side of the "pond," keep in mind that nearly all truck manufacturers operate globally and low-emission zones are being considered by a few cities in North America.

Changes on horizon

Here in the U.S. the pressure to reduce vehicle emissions has eased under the Trump administration, however, growing concerns about environmental pollution through internal combustion engine vehicles are expected to play a crucial role in the growth of the electric truck market.

California's Advanced Clean Truck Rule, which the California Air Resources Board (CARB) is expected to adopt soon, will require up to half of new truck sales in certain classes to emit zero emissions by 2030. The state mandate to begin getting zero-emissions trucks to market begins in 2024 and increases on an annual basis thereafter.

As we all know, unlike Las Vegas, what happens in California doesn't stay in California.

Major truck OEMs and component suppliers either have partnered or invested in battery and motor technology companies and announced they are spending millions of dollars in electric truck research and development to speed up electric truck development, improve energy density, increase battery life and reduce the price of batteries. (Daimler A.G. recently said it would spend \$3.2 billion in the next few years, and Volkswagen A.G. has allocated \$1.7 billion.)

It appears that traditional medium- to heavy-duty truck makers are developing and testing battery-electric and/or fuel-cell-electric vehicles, not to mention newcomers such as Nikola, Tesla Inc., Xos Trucks and Chanje Energy Inc. Meanwhile component suppliers are developing e-axles, transmissions, and other items designed to go into electric vehicles.



Almost every major truck manufacturer has introduced electric-powered trucks:

- A.B. Volvo has said it would be electrifying its FE and FL truck series;
- Paccar Inc.'s DAF division has partnered with VDL Group and Cummins Corp. to electrify its CF and LF trucks;
- Daimler's Freightliner unit introduced the eM2 medium-duty electric truck and the eCascadia, an electric version of its most popular long-haul truck in North America; and
- Paccar unveiled three zero-emission electric trucks, the Peterbilt Model 579EV, the Peterbilt Model 220 EV and hydrogen fuel cell-powered Kenworth T680 electric truck.

In January Mack Trucks Inc. introduced an electric LR model that is due to begin refuse-collection and snowplow evaluation trials in New York City.

In addition, BorgWarner Inc. is in the process of acquiring Delphi Technologies for \$3.3 billion. Both companies are major players in vehicle electrification technologies and systems. BorgWarner is expecting this move to propel it to be "a leader in electrified propulsion systems that is well-positioned to take advantage of future propulsion migration."

Maintenance is greatly reduced as is the cost of fuel. It is estimated that the cost to fuel an electric truck will be at least 20% less than the cost of diesel, if not more.

Not only are truck manufacturers and component suppliers interested in electric vehicles, but fleets are too for good reasons. More and more

fleets are coming to the realization that electric-powered trucks can reduce maintenance costs since the average number of moving parts in an electric-powered truck is about 20 versus 2,000 or more in a diesel- or gas-powered truck.

Electric trucks have motors, not engines, so they don't need to shift gears and they don't need oil, air filters, coolant, transmission fluid or emission-control devices, which are the No. 1 maintenance item on trucks. Therefore, maintenance is greatly reduced as is the cost of fuel. It is estimated that the cost to fuel an electric truck will be at least 20% less than the cost of diesel, if not more.

Demand spiking

These factors are increasing fleet demand for electric trucks. When Tesla launched its all electric Cybertruck last November, it received nearly 146,000 pre-orders within 36 hours.

The Cybertruck is available in three variations that are equipped with single, dual and triple motors that have a range from 250 miles to more than 500 miles.

Anheuser-Busch Companies L.L.C. placed an order for up to 800 Nikola hydrogen-electric-powered semi-trucks and announced a pilot project with BYD Motors Inc. to operate 21 BYD electric trucks, as well as a 958.5 kilowatt solar array to charge the vehicles at four of its distribution facilities in California.

Amazon.com Inc. has ordered 100,000 custom-built delivery vans for Prime deliveries from Rivian Automotive L.L.C., headquartered in Plymouth, Mich. This is considered the largest order ever of electric delivery vehicles. These units should start delivering packages in 2021, with 10,000 on the road by 2022 and all 100,000 scheduled to be in service in the next 10 years. (Rivian received a \$700 million investment by Amazon and an equity investment of \$500 million from Ford Motor Co.)

United Parcel Service of America Inc. has ordered 10,000 electric delivery vans from Arrival Ltd., a British electric vehicle OEM, for pickup and delivery routes in both Europe and Asia. UPS will invest \$110 million in Arrival and, if everything goes well, has an option to purchase another 10,000 electric vans in the future.

And the list goes on.

However, one of the major challenges that must be overcome for the deployment of electric trucks is the inadequate charging infrastructure currently in place. Proper planning and installation of charging stations for these vehicles needs to be done, which require huge investments. But an efficient network of charging stations will propel the adoption of these trucks.

To this end, Ryder System Inc. recently announced plans with energy solutions provider In-Charge Energy Inc. and electrification technology developer, ABB to develop an electric-vehicle-charging infrastructure to service its customers that run battery-electric trucks with a goal to provide nationwide turnkey charging capabilities.

Daimler Trucks has launched a global initiative to set up a charging infrastructure for battery-electric commercial trucks, too. The initial push starting in the U.S. will be to establish charging stations at truck terminals and shops for what Daimler calls depot charging.

Daimler's idea is to build "a network for shared infrastructure solutions" and has partnered with electric-truck fleets, power-grid operators, energy suppliers, charging-hardware manufacturers and charging-software providers.

The goal is to speed up the previously lengthy and complex planning and application processes for building charging stations and to develop standard concepts that cover common charging profiles. This will enable different energy suppliers who use these concepts to significantly reduce their planning and installation time.

This limited access to recharging stations has affected the design and operation of electric trucks. Electrification started with smaller and medium-duty trucks that are designed primarily for shorthaul applications, such as urban pickup and delivery and high-use applications like refuse trucks, transit and school buses, port drayage and even regional routes where vehicles return to a terminal every night to be recharged.

As fuel-cell technology is proved, opportunities for Class 8, long-haul operations are being made possible. However, keep in mind that government statistics show that two-thirds of freight hauled in the U.S in 2018 moved 100 miles or less.

Routes that are short, 150 miles or less, and return-to-base and predictable routes are best suited for electric trucks now. This, of course, will expand in the future.



Daimler photo

The eCascadia is an electric version of Daimler's Freightliner line, its most popular long-haul truck.

What about tires?

You might be sitting there thinking, "Well how are electric trucks and these shorter hauls going to affect tires?"

The challenge for tire makers is to design tires that perform well in this new environment on vehicles that transmit torque instantly to their wheels.

E-commerce requires trucks and vans to travel shorter distances in more urban environments with more frequent starts and stops. So tires used in last-mile delivery must withstand curbing and a higher degree of scrubbing as well as provide more traction in high start-and-stop operations.

In addition, they must be able to handle the amplified stresses and strains of heavier loads.

Furthermore, tires used on electric delivery trucks and vans must be able to handle higher torque since electric motors apply greater torque immediately to the wheel ends versus combustion engine powertrains.

This causes more scrubbing and tire wear on conventional tires for these applications. Current-generation light-truck tires in 16-, 17.5- and 19.5-inch rim diameters were not designed to handle these new performance criteria.

Larger size tires with 22.5- and 24.5-inch rim diameters as well as wide-base drive tires used in over-the-road applications will have to be designed to handle the stresses of higher torque optimally at the wheel end to ensure the best treadwear performance possible.

For most fleets, it's not so much about the environment or "going green;" it's all about economics. They are focused on their return on investment (ROI).

Electric trucks are expensive right now since no single OEM can build enough to achieve the advantages of scale, but the good news is that prices are coming down.

Since the technology is changing so quickly, the resale value of electric trucks is not known yet, nor is it clear yet whether fleets will keep electric-powered trucks longer to get a better return. Odds are they will, since maintenance costs will remain low compared with combustion-engine-powered trucks.

However, these are all considerations that fleets have to think about and only by testing electric vehicles in their operations will they be able to determine what their ROIs are.

What the industry is waiting for is the "crossover point" at which electric vehicles become cheaper to buy than their gas-powered equivalent. Every year, BloombergNEF builds a bottom-up analysis of the cost of purchasing an electric vehicle and compares it with the cost of a combustion-engine vehicle of the same size with a focus on automobiles.

The crossover point will be a crucial moment for the electric vehicle market. Every year, that crossover point gets closer.

In 2017, a BloombergNEF analysis forecast that the crossover point was in 2026, nine years out. In 2018, the crossover point was in 2024, six years out. In 2019 the crossover point was projected in 2022, only three years out. Granted the focus of the Bloomberg NEF analysis is on cars, but can trucks really be far behind?

Electric vehicles are the biggest change in trucking equipment since the motor vehicle replaced the horse and carriage. It seems apparent that with all the billions of dollars being invested in electric vehicles in general, and commercial trucks and vans in particular, that adoption of this technology is going to take off faster than anyone expects.

You can be sure the major OEMs will be doing some serious electric truck marketing to recoup their R&D investments, and swift advances in technology will continue to reduce the cost of electric trucks and vans.

So it won't be long before the electric truck market moves from experimental to mainstream acceptance and then sales of electric trucks will skyrocket. And with that will come some big changes for the trucking industry.

The crossover point will be a crucial moment for the electric vehicle market. Every year, that crossover point gets closer.

MANITOBA FRANCHISE EARNS OK STORE OF THE YEAR HONOUR



Celebrating OK Tire Winkler's honour are (from left): Jim Caldwell, president and CEO, OK Tire Stores Inc.; Shayne Casey, chairman, OK Tire Stores; Daniel Geunter, Candance Geunter and Dwayne Funk of OK Tire Winkler; Tony Beck, vice president, logistics and distribution, OK Tire Stores; Brianna Funk of OK Tire Winkler; John Sotham, CFO, OK Tire Stores; and Mike Rutherford, COO, OK Tire Stores.

OK Tire Stores Inc. has bestowed National Store of Year honours for 2019 on its franchise in Winkler, Manitoba, and singled out seven other franchises for regional honours.

OK Tire Winkler is owned by Walter and Alvera Funk, who opened the store in 1991, known until 2015 as Canadian Automotive Repair Services until they converted it to the OK Tire brand five years ago. It's now managed by their two children and their spouses --- son Dwayne and wife Brianna Funk, and daughter Candace and her husband Daniel Guenter.

The awards were given at OK Tire Stores' annual conference that took place in February in New Orleans.

Winkler is a town of about 12,500 residents in rural Manitoba about 90 miles southwest of Winnipeg. It's one of only a handful of tire dealers/auto service providers in the area.

"The leadership and commitment to their customers that Walter, Alvera and the entire OK Tire Winkler team demonstrate daily is truly outstanding," OK Tire Chief Operating Officer Michael Rutherford said.

"The heart of OK Tire is our owners and employees, living in the communities they serve, and the team at OK Tire Winkler are perfect representatives of this," he said. "We are proud to have them as part of the OK Tire family and look forward to their continued success."

"We're thrilled to be receiving this award and it means so much to our entire team," Walter Funk said. "We have been serving the community of Winkler and the surrounding area for over 30 years and to be recognized is an honor. We are proud to run our store as a family business, with our four children working alongside us while being able to represent the high service standards OK Tire is known for across the country.

"We want to thank our fantastic staff and faithful customers who have trusted us throughout the years."

The Regional Store of the Year winners are:

- 1 Pacific Region: **OK Tire Vernon**, British Columbia, owned/operated by the Gosselin family — parents Luke and Cindy Gosselin and their children Chelsey and Ryan.
- 2 Alberta Region: **OK Tire Innisfail**, Alberta, owned by Tom and Elaine Reid;
- 3 Prairie Region: **OK Tire Watson**, Saskatchewan, owned by Garth and Lisa Davis;
- 4 Central Region: **OK Tire St. George**, Ontario, owned by Carla Lindsay;
- 5 East Region: **OK Tire Ste-Agathe** in Ste-Agathe-des-Monts, Quebec, owned by Etienne Lauzon; and
- 6 Atlantic Region: **OK Tire Saint John**, New Brunswick, owned by Paul Pollari.

In addition, **OK Tire Ajax** of Ajax, Ontario — owned by Charlene and Mike Davis — was named Commercial Store of the Year.

OK Tire also gave awards for the first time in company history to business partners that demonstrated "outstanding commitment and support" across three categories:

- Tires: Continental Tire Canada
- Accessories: Wheel-1
- Dealer Support: NAPA Auto Parts

OK Tire also recognized anniversary milestones for many of their employees and stores, including an employee lifetime achievement award Cynda Pang, director of finance for the Vancouver-based franchisor.

—Tire Business

CANADA EMERGENCY WAGE SUBSIDY EXTENDED

The Canada Emergency Wage Subsidy (CEWS) was first announced on April 1, 2020. The wage subsidy was intended to help employers protect jobs, rehire employees and provide workers with a decent income. The subsidy originally covered 75% of an employee's wages, up to \$847/week.

On July 21, 2020, the federal government passed Bill C-20, An Act respecting further COVID-19 measures. The legislation allows more companies to be eligible for the wage subsidy, changes the amount companies can put toward their workers' wages, and extends the wage subsidy program to December 19, 2020. The bill also sends a one-time payment of \$600 to people with disabilities.

Key components of the revised CEWS:

- Elimination of revenue drop test for the base subsidy: A scaled base subsidy available to all employers who experience any decline in monthly revenues. The subsidy amount varies depending on the scale of revenue decline. The base subsidy would be at a specified rate of the reduction

in an eligible employer's monthly revenues, applied to the amount of remuneration paid to the employee for the eligibility period, to an initial maximum of \$677 / week on remuneration of up to \$1,129 week. The scaled base subsidy enables employers with less than the original qualifying 30% revenue loss to access support.



- Introduction of a top-up subsidy: A top-up subsidy of up to an additional 25% for employers who were hit the hardest by the COVID-19 crisis and experienced a three-month average revenue drop of more than 50%.

Additional detailed information on the Canada Emergency Wage Subsidy can be found at Canada.ca

PIRELLI LAUNCHES A NEW TIRE FOR FIAT 500 COLLECTORS

— TYRE TRADE NEWS

Pirelli is launching a new tire for the iconic Fiat 500: the car that symbolized mass motoring in Italy more than any other.

This new tire forms part of the Pirelli Collezione: a family of tires dedicated to cars from 1950 to 1980, which combine a classic look with modern technology, while maintaining the overall originality of the tire as it was first made.

A HIGH TECHNOLOGY TIRE

For all the different versions of the Fiat 500 that were made from 1957, Pirelli has recreated the Cinturato CN54 in 125 R 12 size, which was originally launched in 1972. This is a radial tire with a tread pattern design and sidewall that is similar to the original, but made with modern technology.

Pirelli Collezione tires make use of contemporary compounds to offer increased grip and improved road holding on wet surfaces, guaranteeing reliability and high safety standards without compromising on the original style.

Throughout the tire's research and development programme, Pirelli's engineers used the same parameters that the original vehicle designers used, in order to perfectly complement the suspension and chassis settings of the car when it was new. To achieve this, they referred to original materials and designs housed in the Pirelli Foundation archives in Milan.

PART OF THE FIAT 500 STORY FROM THE START

The Fiat 500 was born in 1957, at just 2.95 metres long with a 479cc engine that put out 13 horsepower and delivered a top speed of 85kph. The tire size was a conventional 125 12, featuring either the Cisa tread pattern or the tried-and-trusted Stelvio, not to mention the Rolle design that was available for the larger Fiat 600 as well.

The Fiat 500 range would expand over the years, from the original N version to the D that was presented in 1960. This version was the first car to adopt Pirelli's Sempione 'Safety Shoulder', featuring more rounded sidewalls for better road holding through corners. The Fiat 500F came out in 1965, followed by the L in 1968, both with Pirelli 12-inch tires.

When the R version was launched in 1972, the Pirelli Cinturato range was sufficiently wide that Fiat's runabout could also be had with a radial CN54 tread pattern, in 125 R 12 size. This is the tire that Pirelli is making again for owners of this classic Italian icon.

The CN54 of the time was directly derived from rallying experience, maintaining the tread pattern design of the classic CA67 – which made the Cinturato name famous all over the world, thanks to a new belted structure that improved both comfort and tire life.



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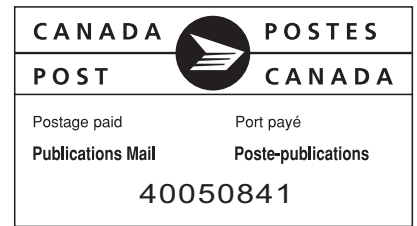
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