

WINTER 2020

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



There's no Business Like
SNOW BUSINESS

PLUS

- Handling Winter Hazards • Riding the 2nd Wave • COVID Conundrum
- Maintenance Delayed • Scholarship Winners • Tires of the Future
- Preventing Electrical Fires





experience
integraty

INTERESTED IN JOINING CANADA'S MOST INNOVATIVE RETAIL TIRE BRAND?

Integra Tire Canada is leading the way in the automotive and tire industry with ground-breaking technology, training, and products. When you join Integra Tire, you get the benefits of running an independant business, supported by a brand with national recognition, resources, and game-changing innovation. Integra Tire's management team has years of experience in the tire and automotive industry. We are also backed by Canada's largest tire distribution network.

- Preferred Pricing & Products
- Proprietary Technology & Innovations
- Financial & Business Training
- Showroom & Marketing Tools
- Consumer Loyalty System
- National Consumer Warranty
- National and Local Marketing
- Much More

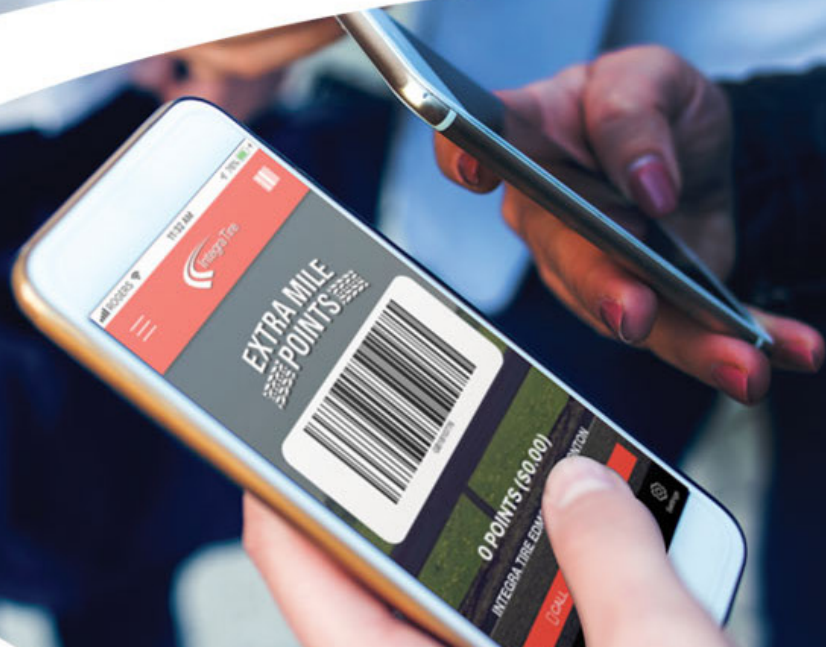
Gary Kopiak - BC
gkopiak@ntdcanada.com
250-300-1643

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

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



integratire.com



THE TRACKER

Published by Western Canada Tire Dealers
65 Woodbine Road, Sherwood Park, AB T8A 4A7 • Phone 780-554-9259

Publication Mail Agreement No.40050841
Return undeliverable Canadian addresses to:
Circulation Department
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Email: rayg@wctd.ca
www.wctd.ca



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

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

WCTD EXECUTIVE 2020-2021

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

DIRECTORS 2020-2021

British Columbia

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

Alberta

- ANDREW BOULTON - KAL TIRE
PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 780-910-4650 Email: andrew_boulton@kaltire.com
- JAMES O'REILLY - TRAIL TIRE GROUP
4717 99th St., Edmonton, AB, T6E4Y1
Phone: 778-215-7314 E-mail: James.OReilly@trailtire.com
- NEAL SHYMKO - TIRE VILLAGE LTD.
8805 - 156 Street, Edmonton, AB T5R 1Y5
Phone: 780-484-1184 E-mail: tirevillage@shaw.ca
- RAY LEHMAN - TIRECRAFT / INTEGRA TIRE
14404 - 128 Avenue, Edmonton, AB T5L 3H6
Phone: 780-903-3980 E-mail: rlehman@ntdcanada.com

Saskatchewan

- OPEN FOR NOMINATIONS

Manitoba

- JED BROTEN - T.B. TIRE & SON
9 MacDonald Street, Starbuck, MB R0G 2P0
Phone: 204-735-2327 E-mail: tbtire@mymts.net

COVER PHOTO: Shutterstock



WCTD MEMBERSHIP APPLICATION

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

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

PLEASE FORWARD TO:

WCTD - 65 Woodbine Road, Sherwood Park, AB T8A 4A7
Email: rayg@wctd.ca



Knowing your business matters.

The risks you face as a tire dealer are unique.

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

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

federated.ca/tdac



Recommended insurer of the WCTD

Federated Insurance Company of Canada is the insurer of Federated Insurance policies.
[3706-017 ed01E | 06-2019]

WRAPPING UP 2020



We are in the home stretch towards wrapping up 2020. Without a doubt, the most challenging year to affect our world in our generation's time. I don't think that too many of us will be sad to see 2020 behind us, while we collectively hold our breath to see what 2021 brings.

I hope that all of you have managed to weather the storm that this year has brought us, both physically and business wise. As we have seen, many sectors of the economy have been hit incredibly hard this year. The entertainment, hospitality, travel & tourism, and retail sectors have all been impacted especially hard. Honestly, I never dreamed that I would see the day when everyone would be told to stay at home and not drive anywhere. Definitely not exactly a dream scenario for an automotive repair facility.

Thankfully, at least for now, we are slowly seeing a return to some sense of normality. However, our new normal may have just been altered forever. More and more people have been working from home, avoiding the daily commute and thus, putting less wear and tear on their vehicles. This certainly could have long-term ripple effects on our industry and the amount of maintenance that is required.

We are going to have to continue to monitor our ever-changing environment—and be prepared to adapt at a moment's notice.



Neal Shymko
President, WCTD

It is imperative that we continue to be aware, vigilant and agile in our approach to business going forward. One thing that I realized long ago is that stagnation, whether it be in one's personal life or business life, is almost certainly a recipe for eventual failure and disaster. We are going to have to continue to monitor our ever-changing environment—and be prepared to adapt at a moment's notice.

Your representatives at WCTD continue to do all that we can to aid you in this aspect. We continue to gather the most relevant, up-to-date information available on all matters pertaining to our industry and share that information with you, our members. Hopefully we have your most recent contact information to allow us to get this information to you. When you have a moment, please make sure that the information we have on file is up to date. What we have to offer you is valuable only if we can get it in your hands! Also make sure to revisit our web site to update yourself on our other membership benefits. There have been some great new agreements and benefits negotiated on your behalf. Make sure to check them out, they have the potential to save you some money and who doesn't love the idea of that?!

Here's hoping for a fantastic winter selling season to all of you. We wish you safety, good health and happiness during these tumultuous times. Here's hoping for a fantastic 2021!

Member Benefits





Tire and Wheel Service Solutions



RESILIENT, REWARDING & RE-IMAGINING LOOKING BACK OVER HALF A CENTURY IN THE TIRE INDUSTRY



As of this year, I have been associated with the tire and automotive industry for 50 years. I have witnessed and experienced a great deal of change both in technology and in the way business is done.

One thing for sure is that the tire and automotive industry is resilient. We have again witnessed this resilience first-hand this year, with the arrival of Covid-19. As an essential service, our dealers everywhere stepped up to the task and overcame the challenges. They did what they had to do to survive. They made the changes necessary and adjusted the way they did business — especially to protect their employees and customers.

Despite the dramatic downturn in the pandemic's first couple of months, business has rebounded. In some cases it has even flourished. However, this pandemic is far from over. Let's make sure we continue to work hard to protect our employees and our customers. We will eventually win this battle.

Technology over the years has dramatically changed our business world at every turn. The vehicles we work on, tire technology, equipment — electronics, computer systems and so on — are all things that change almost daily. Nonetheless, we adjust and learn accordingly. As I said before, our dealers are resilient. With the advent of electric vehicles and autonomous cars, we will continue to see even more changes and we will adapt as always.

Even the way we do business will continue to change. The pandemic has pushed people to do more on-line shopping, and more research. It's critical that we are able to accommodate these new on-line shoppers

Even the way we do business will continue to change. The pandemic has pushed people to do more on-line shopping, and more research. It's critical that we are able to accommodate these new on-line shoppers. As a result, in years to come, mobile tire service is likely to become more prevalent.

Over the years I have owned my own shops; worked for manufacturers; worked for distributors; and worked for and helped developed a retail chain. And today I'm happy to be still involved as the Executive Director of Western Canada Tire Dealers.



Ray Geleta
Executive Director,
WCTD

Prior to assuming the position, I was a board member off and on for nine years. Being on the board was a pleasure and a huge learning experience for me. Listening to my peers and learning from them was highly beneficial. It is an experience that I would truly recommend. Besides, this association has succeeded and will continue to flourish only because people have stepped up and volunteered. If you are interested in giving back to your industry and becoming a board member, please let me know. Likewise, if you know of anyone who would be a good representative for the independent dealer, please give me a call or send me an e-mail.

Over the past 50 years I have had the opportunity to work with, compete against, associate with, and socialize with some of the most amazing people in this industry. Looking back through all of the WCTD hall of fame recipients, I can say that I have met and associated one way or another with the majority of them. These people were big supporters and unselfishly active in our association. They understood the necessity and benefits of working together.

As we now see second and third generation participating in our industry, I am sure that there are a lot more individuals (dealers) that should be inducted into our WCTD Hall Of Fame. If you would like to nominate someone to our hall of fame, again, please give me a call or send me an e-mail

Training

All in-person training is on-hold for the foreseeable future. TIA will once again be offering the Basic Automotive Tire Service (Level 200) and the Basic Commercial Tire Service (Level 200) on-line for those who are interested early next year. As a member of the WCTD the cost of the course is \$35.00 per person and a \$50.00 access link, payable in US funds. You will also have to purchase the workbook and exam if you want to get certified. If you purchase the course from TIA the cost is \$35.00 US. However, if you purchase it from WCTD it's \$35.00 Canadian. Please let me know if you are interested and I can help you get registered once we receive their schedule.

I wish you a great winter tire season.

Ray

WCTD Congratulates 2020 Scholarship Winners

The year 2020 has turned out to be a year like no other in memory. For that reason alone this year's scholarship awards seem to carry extra meaning and value.

The scholarship program remains one of the most important aspects of the association among the many tangible benefits it offers. If your employees' family members have not applied for scholarships in the past, we strongly urge you to click on wctd.ca, check under 'member benefits'

...and pass on the information to those who are eligible. There remains a significant number of WCTD members who are either unaware of the scholarship program, or who do not notify those eligible to apply.

WCTD is proud to announce the recipients of the 2020 Academic Scholarships. As always, the association is pleased to be able to assist these highly dedicated students in pursuing their goals—especially at this most challenging time.

Congratulations to our winners!



Tyler Ambrosie (Trail Tire, Edmonton, AB)

I am currently a student at Grant Macewan University. I am starting my first year in the Bachelor of Commerce program. This scholarship has been a huge help in me achieving my goal of graduating from this program and I am really grateful to the association for its support.



Cassidy Nikirk (Tireland, Quesnel, BC)

I am a first year nursing student at College of New Caledonia. This scholarship means so much to me. It helped pay off my tuition, and supply me with my first year books. This scholarship has eased my stress of paying off student debt, and helped me focus harder on my studies.



Ciarra de Laroque (Tirecraft Warren Tire, Warren, MB)

I would first like to thank the WCTD for the scholarship! I have just recently started my first year of university and I am taking pre-veterinary medicine through the Faculty of Agriculture at the University of Manitoba. While I know it will be a challenge as it is all remote learning, I am definitely excited about my future.



Hannah Rhinehart (Rhinehart Tire, Maidstone, SK)

I am from a small town in Saskatchewan called Maidstone. I am currently a first year student at the University of Regina, working towards my Bachelor of Education degree. My goal is to become an elementary education teacher. This degree is a four year program and I will use the money I was awarded to assist me in paying for my tuition and student fees. Thank you!

I have always dreamed of becoming a veterinarian, and the scholarship monies I received will be a huge help as I begin my six- to eight- year journey. During the past year I have been employed part time at a vet clinic in Winnipeg. Working there has been a real eye opener to what the job of a Veterinarian entails. While there are ups and downs to the job, the benefits of helping animals and their owners is an extremely rewarding experience. I thank you again and will work my hardest to put your scholarship to good use.



TIRE STEWARDSHIP BC DON BLYTHE SCHOLARSHIP



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

Congratulations to this year's recipient:

Miranda Stokovac, (Regency Auto, North Vancouver, BC)

I'm putting the scholarship towards my education at the University of Victoria. There, I will be aiming to get a dual degree in Biology and Environmental studies. I'm hoping that this will give me a good foundation for getting a career in environmental conservation, where I can do my part to help save the world. I am so thankful to everyone that chose me as the recipient for this scholarship, as it is an integral part in how I will be paying for my education, textbooks, and other learning tools. Thank you!



If your employees' family members have not applied for scholarships in the past, we strongly urge you to click on wctd.ca, check under 'member benefits' ...and pass on the information to those who are eligible.

Just Sayin'



Assume that everyone in our tire industry is as busy as we are in North Vancouver. Installing and selling winter and 'all weather' tires to prepare for the winter season.

It seems to have started a little early this year. In my area, I can attribute the extraordinary increase in sales to consumers that might have otherwise travelled south to enjoy warmer weather but cannot. I am told that if they are not able to get away down south, my customers want to ensure that their cars are prepared and safe for the snow season. The auto repair and autobody shops located up and down my street appear to be remarkably busy also.

An unrelated industry in my area has also been booming. That is the craft brewery outlets. There are now five locations which have opened within a four-block area here. On sunny days, their customers spill right out onto the street. Fortunately (for them), the local city council has allowed them to expand their seating area out onto the parking lanes in front of their respective businesses. They have been allowed this added retail and service space to ensure 'social distancing' inside their locations. We should all be so lucky to conduct business in front of our establishments on the street.

As with all businesses, COVID-19 restrictions have created some challenges. For tire installers, those challenges also include the pick-up of scrap tires. This has come at the worst (meaning busiest) time of year. As designated essential services, we have been generating a lot of scrap tires, (along with ensuring essential workers are able to stay mobile). Now my rows

As with all businesses, COVID-19 restrictions have created some challenges. For tire installers, those challenges also include the pick-up of scrap tires

of scrap tires are getting longer and higher.

This story does not end there....



So, the local fire inspector shows up reciting a complaint from a 'resident' who does not like the row of scrap tires waiting for pick up. The rows are neatly stacked next to the sidewalk and along the building on a side street in an industrial zoned area of the city. I explain about the problems that COVID restrictions have placed on scrap tire removal, also the problem with street access due to continuous construction in the area. At the same time, I look down the street at the brewery. There across the sidewalk and on the street, sit twenty to thirty people drinking beer and enjoying life like COVID does not exist.

Strange how that works.

Paul McAlduff, President, Tireland Performance Centre Ltd., North Vancouver, BC

DRIVERS KEPT WINTER TIRES ON, DELAYED MAINTENANCE: SURVEY REVEALS IMPACT OF COVID-19



Study shows many drivers plan to use unsafe tires this winter, or wait too late to switch into their winter tires.

VERNON, BC—Drivers who left their winter tires on through the summer because of COVID-19—and those planning to wait until November to change into their winter tires—are being encouraged help keep roads safe and avoid getting caught in the cold this fall.

A Kal Tire survey shows an average of 11 per cent of respondents never had their winter tires removed last spring, and among those who did switch out their winter tires, 60 per cent plan to wait until at least November or when snow is forecast or falling to have their winter tires installed.

“In either case, that’s a lot of drivers in unsafe driving situations,” says Mike Butcher, regional director for urban retail stores, Kal Tire. “This is also a different year at stores, so this is not the winter to wait for your winter tire changeover.”

The survey polled 1,633 motorists from BC to Ontario to find out if the COVID-19 pandemic impacted when drivers removed their winter tires last spring and if drivers would change over to winter tires earlier than normal to avoid crowds and line-ups this fall.

The average of 11 per cent of drivers who drove their winter tires through the summer cited the main reason was that COVID-19 made it difficult to make the switch. Of those drivers, 95 per cent plan to keep those same winter tires on for another season and 68 per cent are not concerned about the impact of driving winters through the summer.

“Running winter tires through the summer, particularly during the hot months, can significantly reduce tire life, possibly by as much as 50 per cent, so if at the end of winter, those winter tires had 50 per cent of their tread remaining, and they were driven all spring and summer, there might not be enough tread depth or grip for safe winter driving,” says Butcher, adding year-round use of dedicated winter tires can also lead to uneven wear, poor performance even on dry pavement and reduced fuel economy.

To help ensure drivers won’t be compromising their safety and the safety of others on the road, Kal Tire recommends having winter tires inspected before cold temperatures set in.

“Winter tires give you better braking and cornering grip because they can stay soft and flexible as soon as temperatures are consistently at or below +7C, so it’s not about the snow. In most cities in Canada, that means you could easily have your winter tires installed, and not compromise wear, in early fall,” says Butcher.

With so many of the drivers who did switch out their winter tires saying they plan to wait this fall, Kal Tire is encouraging drivers to reconsider when they change into their winter tires to be ready for winter driving and help keep roads safe.

“We all know what it’s like to wait to the last minute, after the first big snowfall, to switch into winter tires, and then find yourself lining up outside in the cold, or taking your chances on the roads until you can get in for your changeover,” says Butcher. “Because we’ve made changes to protect customers and team members as we follow COVID-19 protocols, we aren’t allowing as many customers to wait in our showrooms as previously due to social distancing, so we want to encourage people to come in earlier. We want people to stay warm and stay safe on the road.”

Other key findings from the Canadian Winter Tire Survey:

- BC had the highest percentage of drivers who kept their winter tires on over summer at 18%, followed by Alberta at 15% and Manitoba at 9%
- 25% of drivers delayed doing maintenance work because of COVID-19
- 43% of drivers used all-season tires last winter, with over 66% per cent of these drivers citing that all-season tires are ‘fine for winter driving’ as the reason for their tire choice



Tim's Travels



TIM PAWSEY - EDITOR, THE TRACKER

Remembering the 'Father of the MG', Don Hayter (1926-2020)

As a young boy, three things occupied my Sundays: Church, pub and 'dinner' (actually a late, post-pub lunch). Like clockwork, they occurred in that order, and were a big part of my upbringing. In church I first learned to sing—something that has more than served me well over the years. Not to mention nurtured my love of music. At Sunday dinner I learned the joy of a close family, intertwined with liberal servings of good table manners—which have also proved helpful on more than a few occasions.

So that leaves the (since vanished) pub, where, in those days in the UK it was considered quite normal to congregate after worship. It may or may not have resulted in my later, adult appreciation of 'pints.' However, being under-age, my sister and I weren't allowed inside the hallowed watering hole, with its rambling country rose exterior and bright red door that occasionally opened to revealed a dark, mysterious (and, in those days, smoky) inside.

Instead, we sat in the car, munched Smith's Crisps (potato chips); sipped on over-sugared Cherryade; and tried to be civil to each other (read: not fight) in that way that siblings do. My entertainment came courtesy of the cars parked around our decidedly low brow Vauxhall sedan. Mid-20th century, post war England was a veritable hotbed of automotive wonders. In particular, it was the era of the British sports car. That pub parking lot was fertile ground for Triumphs (TR2s and 4s), Jaguars (XK120s!), Austin Healeys (Sprites), Sunbeams, Morgans and more—and MGs, of course.

Imagine my delight, then, when my mother's younger sister married a man who had a serious connection to that stalwart of British cars, the MG. At the time I knew him simply as 'Uncle Don.' Dashing and utterly charming, he and my aunt would come visit, often driving his latest 'project' car from Abingdon. On one occasion they arrived in a souped up vintage 'Bullnose' Morris, which Uncle Don used to sneak up on unsuspecting Jaguar drivers.

Another time he would have been busy shaping the Le Mans-proven MGA into a production coupe. Even today I can recall sitting in a bright red MGA convertible roadster as he took me out for a lightning ride down the straight (and relatively short) road on which we lived. I'm pretty certain we clocked something around 80 mph (120 kmph). Whatever it was, I was more than impressed.

Not long afterwards Hayter embarked on the design of the epic MGB, which unquestionably became the most successful British sports car ever built. Even though many years ago he and my aunt went their separate ways, I continued to follow his career, which eventually saw him become (the last) Chief Engineer at MG.

Post MG, Hayter used his skills to design specialized equipment for people with disabilities. He also stayed very much in touch with the global MG owners community and often traveled internationally to speak about the company and his experiences. And, even up until a couple of years ago, he was still driving his one-of-a-kind MGB GT V8 Roadster.

Perhaps it's no surprise that when Don's son Ian put out a call on The MG Experience (mgexp.com) to help his dad celebrate his 90th birthday, almost 300 MG owners from around the world responded. He leaves a considerable legacy.

From The Times (edited), October 24th, 2020

[Don Hayter obituary](#)

Designer behind the MGB sports car which became a classic and sold all over the world

Last December a colourful fleet of MGB sports cars drove past a care home in homage to the man inside who had played a key role in designing them.

Don Hayter was a member of the small British team who developed the two-seater that would become a design classic and symbolise the freedom of the roads. With streamlined styling, a powerful 1798cc engine and a top speed of 107mph, the MGB became a popular model here and overseas. By 1963 the British Motor Corporation's Plant at Abingdon, in Oxfordshire, was turning out almost 600 a week.

Hayter helped to conceive, draw, plan and develop the various versions of the MGB, starting with the soft-top (the fixed roof was introduced in 1965). When safety legislation could have killed off the car, he modified its design; and when the US introduced new regulations, he again redesigned the car without losing any of its status. Special models were built, racing cars were developed, and in 1989 Stirling Moss (obituary, April 12, 2020) drove one into third place in the Pirelli Classic Marathon.

The MGB's status was enhanced when it featured in the James Bond film *The Man with the Golden Gun* (1974). The singer Geri Halliwell spent her first pay cheque as a Spice Girl on an orange MGB roadster before eventually giving it away at a charity auction; many years later her husband, Christian Horner, principal of the Red Bull Formula One team, tracked it down and, to her delight, bought it back for her.

Wherever he went in the world, Hayter recalled his pride at seeing MGBs "in such wonderful condition", adding: "They are better than when they left the factory in a lot of cases." ...

In 1954 Hayter joined Aston Martin in Feltham, west London, as a draughtsman. "One of my first jobs was to design a new front-end radiator shape for the DB2/4, which was to become the Mk3," he wrote. When Aston Martin moved to Newport Pagnell in 1956, he joined MG's design office at Abingdon. As well as developing the MGB, he was also charged with making the MGA coupé's design production-ready and styling that model's final run at Le Mans. "Syd Enever, MG's chief engineer, gave me the job to draw up a lower, streamlined roof that used the same windscreen," he said. "That was the last and fastest Le Mans MGA, as driven by Ted Lund."

When Abingdon closed in 1979 Hayter returned to the Pressed Steel Company, transforming the Honda Ballade into the Triumph Acclaim, before taking early retirement in 1982. ...

Hayter regularly attended events in his own racing-green MGB GT V8 and served in 2001 as honorary vice-president of the MG Car Club. He also

travelled the world giving talks about the MGB and wrote *Those Were the Days* (2012), packed with design sketches, photographs and reminiscences of the MG design office.

In retirement Hayter became involved in manufacturing medical equipment, later learning that the Nuffield Orthopaedic Centre in Oxford needed an engineer to design products for people with disabilities.

"I designed a wheelchair installation with a foot control for a 30-year-old guy who only had motor control of his right foot," he told Hemmings Motor News. "He'd never been independent before, but once he got that chair, he wore it out in a fortnight. That was one of the best jobs you can have, helping people like that."

Don Hayter, designer and engineer, was born on January 24, 1926. He died on October 9, 2020, aged 94

Ready to Raise Profiles and Advance Issues

— KRYSZYNA LAGOWSKI, AUTOSPHERE



Carol Hochu,
President and CEO-elect,
TRAC

The new TRAC President and CEO-elect is on the job

Not even a pandemic can stop Carol Hochu, President and CEO-elect of the Tire and Rubber Association of Canada (TRAC), from hitting the ground running.

Before officially beginning her position at the end of September, Hochu was making appointments, booking tours and reaching out to counterparts around the world like the United States Tire Association (USTA). "I want to connect with staff, board members, and other key stakeholders," says Hochu. "I want to jump in with both feet and get rolling."

Much of her early days will be devoted to listening, observing, learning and asking questions. "That would expand to meeting one-on-one, face to face or through Zoom with all the TRAC board members," says Hochu. In these unusual times, the impact of COVID-19 and recovery is an issue. "I don't profess to know all the market information yet, but I'm looking forward to learning."

Sustainability is at the top of her list, encompassing a large swatch of topics such as product stewardship, regulated programs, climate change. In her previous role as President and CEO of the Canadian Plastics Industry Association, Hochu dealt with end of life management of plastic materials. She also launched the first end of life recycling program in waste and electronics in Ontario as the executive director of Ontario Electronic Stewardship, providing an understanding of regulated programs for materials like tires and electronics.

Impressive legacy

Building on public awareness is also a key issue. "TRAC has a Betiresmart.ca site which encourages Canadian consumers to do their part and be aware of tire care and safety concerns," says Hochu. "I know they're looking to make some improvements to that website and some other websites."

She was drawn to TRAC because of its impressive legacy. "This is the 100th anniversary of TRAC as an association, and I don't know how many associations have reached that significant milestone," she says. "It shows that this association is meeting member needs, tackling the issues of interest and concern on behalf of its membership. And obviously an association that's innovating and moving ahead with the times."

From her perspective, the bread and butter of any association are the members who willingly pay their dues to have the association advocate on their behalf. "TRAC clearly has a successful record," Hochu notes. "I'm not sure I know all the specifics of the secret sauce, but having a great staff team, an engaged board leadership team and member volunteers is part of it. Volunteers are the lifeblood of any association – having members help with the work and expand the breadth and depth of the staff team's work, these are all recipes for success."

Exciting trends

Part of the challenges and opportunities include all the exciting trends happening on the automotive front – technology and innovation, AI and autonomous vehicles. "From the member company perspective, I'm sure they're thinking of how they can develop innovative technologies even more effectively and quickly," says Hochu.

For trade associations, there's always the potential for government intervention. "In the plastics world, we talked about micro plastics; in the rubber and tire world, we talk about tire and road wear particles," says Hochu. "TRAC is working with government agencies on the development of an energy efficiency standard for tires."

She also says that the pandemic isn't slowing down anything. "To the best of my knowledge, all systems are go," says Hochu.

WEST LAKE[®]
TIRES

SW606

Go Fearless

**GET A
GRIP**

*with the Studdable
V-shaped pattern
Winter Tire*



Find out more at www.WESTLAKETIRE.ca

6 WAYS TO COMBAT WINTER HAZARDS PLAN AHEAD FOR A SAFER WORKPLACE

— WSPS & OTDA

Ice and snow are inevitable. But injuries to your workers and customers from slips, trips, and falls are not. This means: don't wait for the snow to fall before raising employee awareness about winter hazards. And check in advance if your outside contractor will clear snow and ice in an emergency.



1. Do your homework when hiring outside contractors

Check their qualifications and follow up with references. Ask questions such as: do they have general liability insurance and a valid Workplace Safety and Insurance Board (WSIB) certificate? Will they come out during emergency situations to ensure everything is still safe for your employees and customers?

2. Decide how your maintenance staff and the outside contractor will work together to ensure the workplace is always free of winter hazards.

Responsibility for keeping stairs, floors and entranceways clear of ice and snow typically rests on the employer's own staff. But they may also have to take on the walkways and the parking lot if the contractor is absent and conditions require it. Thoroughly read and understand your contract agreement and possible building lease agreement.

3. Raise awareness of winter hazards and solutions among all staff in advance.

For example:

- Place posters in high visibility areas, such as washrooms, lunch areas, and wherever else people congregate.
- Encourage supervisors to add winter safety to safety talks. Possibilities include: watching out for and reporting hazards; and wearing proper footwear (low heels, warm, waterproof, good ice/snow traction, etc.).

4. Identify and assess winter hazards throughout the season.

Use every tool at your disposal, including daily inspections, incident reports, complaints, and one-off observations. Are snow and ice promptly cleared from walkways, parking lots, and loading docks? Are they deposited in a safe place? Are entrances and exits to buildings unobstructed and overhanging snowdrifts removed? Are parking lot sight-lines open? Could melting run-off turn into black ice?

5. Review the ice and snow removal process in the spring.

Identify gaps while it's fresh on everyone's mind. Talk to the joint health and safety committee and workers. Then make changes before the new contract goes out for quotes in August or September.

6. Review your prevention plan on an annual basis.

Are you legally still compliant? Is your program controlling winter hazards? Ask employees about near misses. Cross-reference your own records with statistics regarding the frequency and type of injuries that are occurring.

A few steps taken prior to the arrival of winter conditions could save your business, employees, and customers a lot of time and frustration after the snow falls.



Your Canadian Members of the



**5000 +
ITEMS**



Since 1973



Since 1981

Coast to Coast

Need something? We have it! We ship the same day!

raynardsupply.ca • 1-800-661-1894

#1, 4315 61 Avenue SE, Calgary, AB T2C 1Z6

quemont.com • 1-800-361-1932

7475, boul. Thimens, Ville Saint-Laurent, Que H4S 2A2

TIRE STEWARDSHIP OF SASKATCHEWAN (TSS) ANNOUNCES NEW EXECUTIVE DIRECTOR



Stevyn Arnt,
Executive Director,
TSS

The Board of Directors of Tire Stewardship of Saskatchewan Inc. (TSS) is pleased to announce Stevyn Arnt as Executive Director, beginning September 28, 2020. Stevyn succeeds Brad Colin in this position as he has moved on to another opportunity.

Stevyn will manage the TSS office, oversee the implementation of the new TSS Product Stewardship Program (PSP), and be a key contact for industry, TSS registered retailers, contracted service providers and program

stakeholders. Stevyn comes to TSS with a Masters Degree of Business Administration and a Bachelors Degree in Commerce from the University of Manitoba, as well as is trained in Lean Six Sigma. Recently, Stevyn has held leadership positions with the Global Transportation Hub and the Ministry of Economy, and previously worked in the private sector with Agrium (now Nutrien) and Viterra. TSS is pleased to have Stevyn join us. We look forward to running the best tire recycling program in Canada under Stevyn's leadership, and we have the utmost confidence that he is the right person to get us there.

At this time, we would also like to thank Brad, the outgoing Executive Director of TSS, for his tireless work over the past three years and getting the organization to where it is today. We wish Brad well in the next stage of his career.

**TSS Board of Directors,
Tire Stewardship of Saskatchewan Inc.**

BRIDGESTONE MAKES CUSTOM TIRE FOR MASERATI MC20

The collaboration focused on enhancing the performance capabilities of the new MC20 supercar through the development of custom-engineered Bridgestone Potenza tires.

Tire Review

Bridgestone says the collaboration between the companies focused on enhancing the performance capabilities of the new MC20 supercar through the development of custom-engineered Bridgestone Potenza tires.

Bridgestone's custom Potenza tires feature an asymmetric tread design for enhanced steering response and cornering stability, a newly-developed

tread compound that enhances grip and an internal crown structure that distributes footprint pressure evenly when cornering. Combined,

Bridgestone says these elements provide a high-performance tire which deliver an optimum mix of control, speed, and stability that improves the supercar's overall performance.

Both Bridgestone and Maserati used in-house research and development centers and virtual development technology to design and test the tires on the MC20. Through its proprietary virtual tire modeling technology, Bridgestone says it also reduced the length of the development process, limiting its environmental impact and cutting the project's time to market.



GOODYEAR'S HELSEL: TIRES EVEN MORE VITAL IN FUTURE AUTO TECHNOLOGY

— JIM JOHNSON, RUBBER & PLASTICS NEWS STAFF



Chris Helsel,
Chief Technology Officer,
Goodyear

As vehicles become more complex in the future, including the development of autonomous automobiles, Goodyear sees tires becoming even more important for safe travel.

This has the Akron-based tire maker understanding the need for collaboration, even potentially with competitors, to create the tires of tomorrow.

As chief technology officer at Goodyear, it's part of Chris Helsel's job to consider just how travel will change in the years ahead and ensure his company is providing products that meet upcoming needs.

He shared a bit of what he believes the future will hold as the keynote speaker for the 39th annual Tire Society conference that kicked off Sept. 28. Like so many other activities these days, the conference adopted an online approach due to concerns over COVID-19.

One thing the future holds, in his opinion, is that autonomous vehicles are coming. It's not a matter of if, but when. And tires, Helsel said, will play an outsized role in safety as they represent touch points to the road.



"The autonomous vehicle tipping point is coming, and we see this as a huge opportunity to bring the tire an intelligent technology ... enabling what will be the future vehicle drivers," Helsel said. "You may be thinking, 'How will the tire help enable autonomous vehicles?'"

"When you take away the driver, you take away the feel of the road that could have come through the hands on the wheel, your body in the seat and your feet on the pedals," Helsel said. "In an AV, that job, the feel of the road, is best done at the four points of contact with the road, the tires, to optimize and integrate with driverless vehicle systems looking at everything from stopping distance to ride comfort to predictive maintenance."

So tires will play a vital role in the development of AVs and electric vehicles, and Helsel said there's a reason Goodyear is leveraging the tire to help advance the next generation of transportation.

"Our industry's critical position, touching the ground, can help create the world's greatest driver when synced with the systems of the vehicle and uniquely tuned to the type of vehicle," he said. "This is an area we are exploring. And once you introduce the touch point of the tire with the intelligence of the vehicle you can create the ultimate riding machine."

"All of this will generate more change in the next 10 years than the tire and automobile industries have seen in the last 50 years. We are embracing the opportunities of the future mobility ecosystems and pursuing disrupted collaboration with longtime partners and startups," he said.

As for its partners, the executive said it doesn't matter if it's a company Goodyear has worked with for a century, or a startup it's only worked with a few months, the message is the same.

"We tell them let's disrupt together rather than each other," Helsel said. "This collaboration is more important as we shape a new mobility ecosystem. This mindset is truly foundational for Goodyear. We call it disruptive collaboration and it allows us to use our unequalled expertise with traditional tire offerings with a shared approach to work with any forward-looking partners on tomorrow mobility solutions."

"If you first accept that change is and always has been with us, then disruption is really nothing new. Why not work together?"

"All of this will generate more change in the next 10 years than the tire and automobile industries have seen in the last 50 years. We are embracing the opportunities of the future mobility ecosystems and pursuing disrupted collaboration with longtime partners and startups," Helsel said.

A need for common standards

There certainly are rules and regulations surrounding just how much competitive companies in any industry can collaborate. And there are business reasons as well. But Helsel sees one area where tire makers potentially can come together for the good of pushing technology forward in a cohesive manner.

This kind of collaboration to create standards typically is undertaken in what is known as a pre-competitive setting, often organized by trade groups or standards companies, to allow for discussion among companies while maintaining competition.

With the vast variety of tires in the market these days, Helsel said it is important that the industry ultimately create common standards they all can use when developing systems to integrate smarter tires into tomorrow's vehicles.

"There are so many different sizes of tires, in different segments—all season, summer, winter—that can be on a vehicle at any given time

and then across so many manufacturers. The scalability of a solution, if it's unique to each tire and vehicle combination, is pretty complex. So managing that complexity will be on the critical path to scale," he said.

The Tire Society describes itself as a non-profit group "with the mission to disseminate knowledge and stimulate the innovation of tires as it pertains to tire science, engineering and technology."

Helsel said "innovation is necessary, and we need to think differently than ever before. Trends in mobility are changing rapidly, causing us to think about how technology pushes forward new design attributes."

Goodyear is very good at traditional innovation of tires and looking to go beyond tradition to meet new mobility needs, he said.

"As a long-established company, there is no guarantee we will remain that way. We need to be ambidextrous, steadfast in developing a safety product in the form of a tire while being agile with experimentation and in market learning beyond tires," Helsel said.

MAXIMIZING TPMS SALES FOR WINTER TIRE SEASON

— JACKI LUTZ, TIRE REVIEW

This time of year can either be stressful or successful. To help you make it the latter, below are a few things you can do to prepare and make the most out of the extra business opportunities this winter tire season.

Get equipped

Get your shop stocked up and ready to upsell TPMS to your customers requiring a winter tire changeover. Programmable or "universal" TPMS sensors provide especially great benefits this time of year. When you are attempting to stock up and predict which vehicles will be coming in for a winter tire changeover, having one sensor that covers a majority of the market will help you be infinitely more prepared with the right part when you need it. Make sure you have service kits readily available to change out whenever a tire is removed from the rim. Get in the habit of charging your TPMS tool after every shift.

Make sure your tool has the latest software update installed. Each update offers more coverage, which increases the number of vehicles you are able to service. Your sensor coverage is only as good as your last tool update. Don't waste time downloading an update while the car is already in the bay!

Get educated

Do all of the technicians in your shop know how to remove a sensor without damaging it? Can they spot corrosion before servicing? Do they understand the difference between programming and relearning? Do they have a standard operating procedure in place? Do they know they should test the system before servicing it? All of these processes can be huge

inconveniences if your technicians are not trained properly. The good news is there are plenty of resources online to help get your team up to speed with the latest in TPMS training.

Get selling!

Now's the time to start educating your customers about the importance of TPMS and boosting your TPMS sales. If a customer uses the same set of TPMS sensors for each set of tires, requiring them to pay to have them changed each year, advise them to purchase a second set of sensors and explain the financial benefit in the long run. There is always the risk of breaking the sensor, or its parts, when removing it from the wheel.

If a customer already has an extra set of TPMS sensors in their winter tires, suggest replacing the service kits. TPMS valve components are subject to a great deal of dirt and salt during the winter and may show signs of corrosion. Swapping these out helps prevent corrosion and slow air leaks that require another shop visit.

If one sensor battery is low, recommend the customer buy the other three sensors at the same service. If one has died, the others are sure to follow. Changing them all at once prevents them from having to come back for another service, costing them more time and money in the end.

There's no more important time of the year than the winter season to get your TPMS program running efficiently. Get prepared so that you can see a spike in your TPMS sales and enjoy the most wonderful time of the year for the tire industry.

FEDERATED INSURANCE HOW TO ASSIST YOUR BUSINESS RIDE THE SECOND WAVE



by Reza Kamrana
Account Representative,
Associations, Federated Insurance

Many doctors, epidemiologists, and other experts believed Canada would see a second wave of COVID-19, based on the history of infectious diseases. While there wasn't a precise definition of what would constitute this wave, we know that it's now here, as we're seeing a continuous rise in cases across Canada.

As schools and more workplaces have reopened — combined with cooler temperatures that keep people indoors — we are seeing that expected resurgence of the virus. Many businesses that were hard hit during the first lockdown are now worried that they won't survive a second lockdown. That's why it's critical to be prepared for new restrictions or further 'lockdowns.'

Several resources are available to help assess your current situation and take action. For instance, the Canadian Federation of Independent Business (CFIB) has a COVID-19 Small Business Help Centre that addresses questions around business continuity, financial support, and human resources.

The Canadian Chamber of Commerce has launched the Canadian Business Resilience Network, where you can find tips, advice, and toolkits, as well as a centralized listing of federal, provincial, and other financial assistance programs. The Business Development Bank of Canada (BDC) also has several COVID-19 resources such as blogs and webinars with advice on sustaining your business through disruption if a second wave does, indeed, occur.



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

Assess your response to the first wave

There are lessons to be learned from your response to the first wave. Talk to employees, partners, and suppliers to find out what worked and what needs work. EY Canada (formerly Ernst & Young) suggests that businesses review their business continuity plan: "If there are deficiencies, companies will want to identify root causes, whether it's timeliness of action, lack of infrastructure, labor shortages, or external environment issues."

Smaller businesses might not have a business continuity plan, but it's important to take some time to assess what caused issues or bottlenecks during the height of the first wave and what would have allowed them to get back up and running faster. Small businesses should consider the reliability of their vendors, their ability to store inventory, their access to skilled people and their ability to adapt manual business operations to a digital one. Business model resiliency will be a critical factor in surviving this and future waves.

Did you experience inventory issues or workforce disruptions? Did you have enough personal protective equipment (PPE)? Were you able to pivot your business to continue bringing in revenue? When you've examined your response to the first wave, draw up new policies and procedures to reinforce what worked and fix what didn't. Also, keep up-to-date with the latest regulations and best practices on COVID-19 prevention in the workplace.





Start buying essentials or seeking out reliable suppliers now to avoid the rush that may come with a second wave. You'll still need these essentials if you're offering pick-up or curbside delivery during another lockdown.

Prioritize employee safety and communication

Your employees are your lifeblood, so ensuring their safety and wellbeing should be a top priority. "People are looking to their employer, community and government leaders for guidance," according to EY's COVID-19 business continuity plan. Addressing their concerns "in an open and transparent manner will go a long way to engaging them."

Ensure you're following all federal, provincial, and municipal guidelines for keeping employees and customers safe. Beyond this, assess your organizational risk — some businesses, such as restaurants and retail shops, have greater exposures than others. Also, apply learnings from the first wave so you're better prepared for the unknowns that lie ahead.

Stock up on essentials

While you may be purchasing PPE, hand sanitizer, and cleaning supplies to meet current requirements, you don't want to be left scrambling if cases start to rise and there's a subsequent lockdown. Start buying essentials or seeking out reliable suppliers now to avoid the rush that may come with a second wave. You'll still need these essentials if you're offering pick-up or curbside delivery during another lockdown.

Get your finances in order

"Companies should generally approach things with the mentality that the subsidies are going to end and that revenue isn't going to come back — so there's no reliance on revenue that might not be there," says business consultant Eitan Dehtiar in an article for CPA Canada.

With this in mind, businesses should have a financial cushion. But Dehtiar acknowledges that many smaller businesses don't have the funds for this, particularly after the loss of revenue over the past few months. He suggests "looking at an overall cost reduction plan, trying to transition as many fixed costs as you can to variable costs so that you have the ability to turn off the tap and adjust."

EY suggests that businesses evaluate their short-term liquidity and closely monitor cash flow to stay on top of potential shortfalls, tighten up receivables collection and manage inventory buildup.



Knowing your business matters.

A few words about us

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

www.GOODRIDETIRE.ca

GOODRIDE[®] TIRES



NZ782

CR960A

CM980



During this second wave your business should be ready with a beefed-up online presence. You likely already have a website, but you may need to roll out an e-commerce platform that allows you to sell products and services online, depending on your type of business.

EY suggests that businesses evaluate their short-term liquidity and closely monitor cash flow to stay on top of potential shortfalls, tighten up receivables collection and manage inventory buildup. And accounting firm Grant Thornton recommends switching to a receipts and payments method of cash flow, conducting regular forecasts, and stress-testing those forecasts to “gain better clarity on the sufficiency of your liquidity.”

Consider altering your business model

When surveyed in June for PwC’s sixth COVID US CFO Pulse Survey, chief financial officers reported that “the ability for businesses to return to pre-COVID revenue levels is predicated on how they can adapt and be agile in this new environment.” Sixty-three per cent of respondents anticipate that changes in product and service offerings will be the most important part of rebuilding or enhancing their revenue streams.

According to BDC, too many small and mid-sized businesses are focused on a single product, service, or market, which puts pressure on the business, especially during a global pandemic. Consider exploring adjacent markets or new products and services for your existing customer base. During the first wave of the pandemic, for example, fashion designers started creating masks and distilleries started producing hand sanitizer.

BDC also recommends ensuring resiliency in your supply chain. “For decades, we’ve been sourcing from, and outsourcing to, more cost effective and remote countries,” says Leon Van Der Poel, senior business advisor with BDC Advisory Services, in a blog. “Some of the recent lessons learned include the advantages of a more regional element in the supply chain for business continuity purposes.”

Improve your online presence

From February to May, total retail sales in Canada fell 17.9 per cent but retail e-commerce sales increased 99.3 per cent over the same period.

With lockdowns and shelter-in-place orders at the start of the pandemic, consumers moved online in record numbers.

During this second wave your business should be ready with a beefed-up online presence. You likely already have a website, but you may need to roll out an e-commerce platform that allows you to sell products and services online, depending on your type of business.

Startup Nation points out that a number of service providers, including Shopify, Wix, and Squarespace, make it easy to get started with e-commerce at a reasonable cost. It also points out that it pays to put some work into branding and that you need to “get your shipping department in order” and “set up your marketing, especially paid search.

BDC has several resources to help you get set up online and move to e-commerce. Beyond an online presence, you might want to consider embracing digital in other areas of the business. Many small and mid-sized businesses, for example, rely on manual, paper-based processes. “These processes will break when people are not in the same physical space, nor do they scale, which also limits the company’s growth potential,” says BDC’s Van Der Poel.

Prepare for the ‘new normal’

Riding the second wave also means preparing for future pandemics. Infectious disease experts warn that COVID-19 may not be the only global pandemic we experience in our lifetime. Some of the changes you roll out now may become part of the ‘new normal,’ such as physical distancing in retail and entertainment venues.

Being prepared, getting your finances in order and adapting your business to new online realities can help you better weather the storm.

To learn more about how to help protect your business during a pandemic, visit our COVID-19 Business Resources page or sign up for a free risk management training program designed to help you understand how to create a plan to control infection exposures.

FEDERATED INSURANCE RISK INSIGHTS – ADVICE FOR YOU AND YOUR BUSINESS



by Reza Kamrana
Account Representative,
Associations, Federated Insurance

Electrical Source Vehicle Fires at Service Centres and Repair Shops

Some common ignition sources for fires can occur when vehicles and equipment experience electrical malfunctions at service centres and repair shops. Highway motor vehicles, marine vehicles, recreational vehicles and equipment all contain various electrical components, such as batteries, cables and wiring, power generators and electronic control units. In a matter of minutes, your property could be engulfed in a fire as the flames from a vehicle encounter other highly combustible material as a result of ignition from an electrical source.

Real life scenario: A customer brings in a vehicle — with no immediate visible issues — to a repair shop. Later, the vehicle catches on fire and the fire extends throughout the building causing property damage. After a thorough investigation, it is discovered the cause of the fire was electrical in nature, due to the battery cable from a charger being left on all night. Charging electrical systems can build up heat, especially if damaged or if safety components like fuses fail. This heat build-up can cause components to melt and eventually ignite combustible material or even cause explosions.



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

Take the proper precautions to protect your business and to prevent life-threatening injuries. Develop written handling procedures of vehicles for your employees and enforce regular inspections on all vehicles and equipment on your property. Only qualified personnel should be entrusted to disconnect batteries or make other alterations to the vehicle systems.

Disconnecting the power supply

A good risk management practice is to disconnect batteries from vehicles as soon as they're brought into a building. This is especially important for vehicles or equipment that are being serviced due to electrical issues. Disconnecting from a power supply and removing batteries also helps prevent battery drainage. Furthermore, a notification system should be established to indicate the vehicle has been made safe by disconnecting the battery. A red tie or even a sign indicating "Battery Disconnected" should be placed in a visible location on the outside of the vehicle. Most damaged vehicles towed in from accident sites should already have the battery disconnected, however, it is still your responsibility to ensure this has been done properly.

For your personal equipment, such as trucks or other motorized equipment, consider installing permanent devices called battery cut-off switches. When the unit is inside a building for repairs or storage, the battery power supply can be disconnected preventing an electrical fire. Battery cut-off switches disconnect a battery's power supply quickly and easily. After installing a battery cut-off switch on the negative post, the battery cable is then attached to the cut-off switch. A mechanism on the cut-off switch tightens and loosens the battery cable which disconnects or engages the power supply from the battery. Cut-off switches are also an effective loss prevention tool for deterring theft of vehicles and equipment. The mechanism on many cut-off switches can be completely removed or locked, making it impossible to start a vehicle or equipment. Some new equipment comes with a factory installed cut-off switch.

Battery safety

Short circuits, overcharging and other battery/charger malfunctions can produce heat buildup, which may lead to fires, explosions and ultimately, loss of property. Only qualified personnel should be working on the electrical system and battery of any vehicle. When working with batteries, enforce the mandatory use of personal protective equipment (PPE) because batteries contain toxic fumes and acid that can cause lung damage, blindness and burning or scarring of the skin.



Real life scenario: A customer brings in a vehicle — with no immediate visible issues — to a repair shop. Later, the vehicle catches on fire and the fire extends throughout the building causing property damage.

Installing and removing batteries

- Shut down all related electrical loads prior to performing battery maintenance.
- Always disconnect the negative (black) terminal connector before connecting or removing the positive (red) terminal connector. This prevents an electrical arc from occurring should a wrench touch a grounded surface.

Charging batteries

- Never charge batteries during non-business hours as no one is there to monitor the process and react if something goes wrong.
- When charging batteries during business hours, remember to first connect the charger connectors to the battery and ensure the charging circuit isn't energized.
- Follow the charger's operating instructions and make sure the connections are to the correct polarity – positive (red) to positive (red) and negative (black) to negative (black). Once the connections are made, turn the charger on.
- Unplug the charger at the end of the workday or when it cannot be supervised.
- Unattended and unobserved charged electrical systems, such as those found in a vehicle, can constitute a significant hazard if there is an unknown damage or malfunction. Disconnecting the power source from the potential ignition point will reduce the hazard significantly – as well as eliminate the possible drain on the battery.
- Never leave a charged or charging battery unattended overnight in a vehicle stored within the building.

Maintenance procedures

- Before performing maintenance, repairs or tightening of terminal connections, ventilate the battery compartment as batteries vent hydrogen gas, which can accumulate around the battery compartment.
- Ensure there are no possible malfunctions or damage to the electrical system before reconnecting the battery and storing the vehicle outside. The batteries and electric systems discussed above do not include specialized batteries, hybrid vehicles or fully electric vehicles. Work on such specialized batteries and vehicles requires specialized training and equipment with significantly different safety practices.

Federated Insurance

We believe that knowing your business matters. With industry-specific expertise and decades of experience, we can provide valuable insights, consulting and training to help keep your business safe.

- We specialize in your market and work with you directly
- 100% Canadian-owned
- Insuring companies for almost a century
- Member of the Fairfax family
- Endorsed by more than 50 trade associations

www.federated.ca | 1.833.692.4112



Knowing
your business
matters.

A few words about us

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

FISHER: IS THERE A DOCTOR IN THE SHOP?



by Peggy J. Fisher
Tire Business

What did you want to be when you were growing up? Did you start out determined to be a tire professional? Or did you first want to be a cowboy, fireman or train engineer?

I know many tire folks who, as they grew up, had aspirations to become doctors (or at least their mothers wished this was the case), but for some reason turned to a life of tires. Is this so strange? I think not.

Many of the skills and expertise doctors have are found in good commercial tire professionals. These include good diagnostic skills, proper prescriptions to cure abnormalities, and good bedside manners. After all, when you think about it, tires are a lot like people.

Tires have shoulders, toes, heels and soles in addition to belts and zippers. They require air, and they can be bled. They can get hot, overheat, fatigue, get worn out, age and wrinkle, the same as you and me.

Tires can get cuts, abrasions, bumps and blisters too. They are happiest when with the right mate but do experience separations occasionally. They like to be well lubricated and are most appreciative of good mounting techniques. Tires are most unhappy when they are abused and neglected. And who do you know who isn't?

Scrap Tire Analysis

When examining irregularly worn tires or dead — also known as scrap — tires, the issues for tire specialists are the same as for doctors. You have

to diagnose the problem in order to cure it if the tire is still alive and, if it's not, you have to put on your pathological cap and figure out what caused its demise.

Often, you have to add the great skills of reason and deduction which were hallmarks of the great detective, Sherlock Holmes. Combine these two types of masters, and I guess you become the Dr. Watson of tires. While it may be true that dead men tell no tales, tires, on the other hand, do. And you would be amazed at what they can tell you if you learn their language.

By conducting a thorough scrap tire analysis, tires can let you know if the fleet's maintenance needs to be improved or if the wrong tire has been spec'd for the application. They can tell you if they are being scrapped needlessly rather than being repaired and/or retreaded or if removal tread depths are too high which is resulting in high tire costs for the fleet.

In addition, tires will tell you if a problem exists with the original tire manufacturer or retreader for which warranty should be collected and solutions to the problem should be found.

The results of your examinations could enable you to assess the retreadability of different tire makes and models and lead to changes in maintenance procedures, tire specifications or fleet policies that enable your customer to get the most miles out of every tire and prevent a lot of problems before they happen

By conducting a thorough scrap tire analysis, tires can let you know if the fleet's maintenance needs to be improved or if the wrong tire has been spec'd for the application.



The Diagnosis

Before coming to a diagnostic conclusion during any tire examination, it is vital that you examine the whole tire. Sometimes tires exhibit more than one condition and, frequently, the less obvious condition is the most important.

To make sure you don't overlook anything, get into the habit of inspecting tires the same way each time. Use a systematic approach just as your own physician does during your annual physical.

Start with the tread or crown area of the tire, then inspect the upper sidewall of the DOT code side followed by the lower sidewall and bead area. Then examine the opposite upper sidewall, lower sidewall and bead area.

Finally, inspect the interior on the DOT code side and then the interior on the opposite side. You can change the order as you personally see fit, but make sure you do a complete examination the same way each time so you don't overlook anything.

Look for anything unusual. Remove all foreign objects from the tire. Take a probe from the black bag you are probably carrying and use it to determine the origin and extent of the damage or condition.

Look for punctures, cuts, distortions or worn areas in the tread. The sidewalls may have cracks, bulges, soft and spongy rubber, weather checking, cuts, snags, and separations.

Check the beads for damage to the bead rubber and bead wires, look for cracked, burnt or brittle bead rubber, as well as swollen, distorted or deteriorated beads. Examine the innerliner for wrinkling or corrugations, blisters or bumps, cracks, looseness, color of the rubber and repair irregularities.

Circle each with a tire crayon so you can readily find them again.

Post Mortem

Once you have located all the tire's symptoms and conditions, some clues to understanding the spectral language of tires speaking from the grave are as follows:

1. **Scuffs and abrasion** — always look for scuff marks or abrasions around the suspect area. These are usually tipoffs that the condition was caused by an outside force.
2. **Smooth cut in the rubber** — usually made by a foreign object
3. **Striations (furrows) in the rubber with chunks of rubber missing** — usually indicates the rubber was pulled off the tire as a result of encountering a road hazard.
4. **Cracks (lines that are jagged)** — occur from the inside of the tire out. They usually are a sign of separation. Separations always occur where two components are coming apart from each other.
5. **One low spot worn smooth in the tread, sometimes with a chunk of rubber missing** — usually a result of air trapped under the tread.
6. **Smooth surfaces between components** — indicates a separation; air trapped between the components will rub the upper and lower surfaces smooth.
7. **Rubber dust between the components** — indicates the cords were rubbing against each other or the adjacent rubber; a separation of components that could be caused by outside elements such as rust or fatigue.
8. **Rust that travels along the cords (known as wicking)** — is usually caused by an outside penetration that allowed moisture and air into the tire at a specific location. However, as some tires age, the steel cords can rust even though nothing has penetrated the tire due to moisture permeation through the innerliner. In these cases the rust is generally spread out.
9. **Rubber that has a blue cast and perhaps a burnt rubber smell** — indicates that the tire ran very hot and underinflated. If localized, it may indicate that the components in the area are separated due to excessive heat buildup.
10. **Scorched, brittle rubber (may have a blue cast)** — usually found in the bead indicates the bead was exposed to high temperatures conducted by the wheel from the brake.
11. **Circumferential grooves cut or worn in the tread** — a sign of spinning the tires on ice or snow. If the grooves are wide, this is usually a sign that the tire came into contact with an obstruction on the vehicle. (This can also be seen on the sidewall.)
12. **Soft, spongy or swollen rubber may also smell of oil or diesel** — normally found in the sidewall and bead area is usually a sign of petroleum damage.
13. **Snags (damage that is irregularly shaped, jagged and usually accompanied by scuff marks)** — indicate contact with a foreign object/road hazard.
14. **Straight crack extending from bead to bead in the interior of a radial tire** — indicates an impact break.
15. **Ripped or broken belt (appears as a "rabbit ear")** — sign of a radial tire impact break.
16. **Tattered or separated inner liner** — usually a sign of running flat or severely under-inflated.
17. **The most common cause of irregular wear and tire deaths is under-inflation** which can be caused by a variety of things including poor maintenance programs, improper mounting, leaking valve stems, etc. Misalignment is usually the second leading cause of irregular wear while service related conditions like penetrations, cuts and snags, and improper repairs, are commonly the second leading cause of tire fatalities.

Resources

The most comprehensive and expert resource for help in recognizing and determining out-of-service and irregular tire-wear conditions is the Technology & Maintenance Council's (TMC) Radial Tire Conditions Analysis Guide, which was updated last year to its fifth edition.

It provides more than 200 color photographs and illustrations and detailed descriptions of over 100 out-of-service conditions and 30 irregular wear conditions for both original and retreaded tires along with their causes and the actions that should be taken to prevent them. It is available in both book form and CD ROM from both TMC and the Tire Industry Association (TIA).

The best way to become proficient at analyzing and diagnosing tire failures is to do it frequently and expose yourself to as many types of tires and failures as possible. Repetition, that is, seeing the same tire conditions over and over again, is a sure fire way to learn to recognize them. The rest is elementary, my dear Watson.

Finally, when examining failed tires, use scrap tire forms or a mobile, web-based inspection tool to record your findings and generate crucial data for

The best way to become proficient at analyzing and diagnosing tire failures is to do it frequently and expose yourself to as many types of tires and failures as possible.

analyzing the fleet's problems. These forms are sometimes referred to as tire death certificates.

I once knew a maintenance manager of a fleet with really bad tire maintenance who was so honest with himself that on his "death certificates" under "cause of death/failure," he signed his name.

Please don't be this hard on any of your fleet accounts. Good bedside manners are vital at times like this.

Hopefully the pathological reports you derive from your tire autopsies will help to make your surviving patients live long, you and your fleet customer prosper, and your mother proud.



WINDOW ON THE WORLD



tyresafe.org

GET A FREE TYRE SAFETY CHECK

TyreSafe is highlighting the message as part of October 2020's Tyre Safety Month with an animation called The Good, The Bad and The Underinflated, which can be viewed at TyreSafe.org or on YouTube. The animation is part of this year's campaign which asks, Are your tyres ready for ACTION?

From time to time we look at how tire business is conducted elsewhere. Guess what! Often the industry is grappling with the same issues that we have. A case in point is under-inflation. Here's how they're currently addressing it in the U.K., as TyreSafe employs various ways to educate the driving public. And yes, there's an app for that—and even a movie clip! The riff on the Hollywood blockbuster also includes a 'Judge Tread' and issues a warning that driving on 'illegal' badly worn tires can result in a £2,500 (\$4,248) fine and three demerit points

The Good, The Bad And The Underinflated. Which type of tyres are on your vehicle, asks TyreSafe.

With over 50% of tyres driven on Britain's roads being below the vehicle manufacturers' recommendation, TyreSafe is urging drivers to get into the habit of carrying out regular checks this Tyre Safety Month.

Correct air pressure is essential to ensure safety on the road. If the tyres are under- or over- inflated they have less contact than when they're properly inflated and can cause handling problems while driving. Incorrect air pressure will also add to the vehicle's running costs and reduce tyre life. In fact, TyreSafe research shows up to £1billion could be being wasted by UK motorists in unnecessary fuel bills purely because of underinflated tyres.

TyreSafe is highlighting the message as part of October 2020's Tyre Safety Month with an animation called The Good, The Bad and The Underinflated,

which can be viewed at TyreSafe.org or on YouTube. The animation is part of this year's campaign which asks, Are your tyres ready for ACTION?.

To correctly inflate a tyre, owners should first check their tyre size. This can be found on the sidewall of each tyre and will be a sequence of numbers and letters such as 195/55 R16. On modern cars, the front and rear size maybe different, and if that is the case both have to be taken into account. The appropriate pressure will be found in a chart in the handbook, fuel filler cap or one of the front door pillars.

An accurate pressure gauge should be used to check each tyre's pressure and inflated to the correct level. This will need adjusting should the vehicle be driven fully loaded rather than with just a light load.

To help owners, TyreSafe has a new app available through Google Play and the Apple App Store which will help guide them through the process. The app also allows them to store the tyre size and pressure information, and if they allow notifications, they will receive a monthly reminder to check their tyres again.

Stuart Jackson, Chair of TyreSafe, said: "Underinflation is arguably the most common tyre defect. That's frustrating as it's in everybody's interest to ensure pressure is set to the right level. Not only are the risks of an incident reduced, owners also reduce motoring costs. As we're all watching our spending at the moment, it makes sense to ensure tyre pressures are right for the vehicle and its load.

"A monthly check is all it takes. So, if you're heading back on the road, follow the TyreSafe advice and make sure you're ready for ACTION."

NEXEN TIRE DEVELOPS A.I. SYSTEM TO REDUCE TIRE NOISE

The big data research for noise, vibration and harshness (NVH) was jointly conducted with Hyundai-Kia Automotive Group and Inha University in Korea.

Tire Review

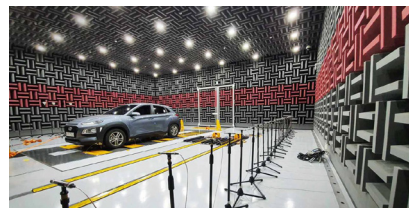
Nexen Tire America says it has developed an artificial intelligence (A.I.) and big data-driven methodology aimed at reducing tire noise.

The big data research for noise, vibration and harshness (NVH) was jointly conducted with Hyundai-Kia Automotive Group and Inha University in Korea.

Since 2018, Nexen Tire conducted the joint research with Hyundai-Kia Automotive Group to increase customer satisfaction and improve the environment by reducing noise levels, the company says, adding the research is set to make an impact that can help reduce research and development (R&D) time and costs.

The company says researchers from “The Nexen University,” together with Hyundai-Kia and Inha University, were able to make use of data as well as deep-learning algorithms based on tire patterns and noise design factors to create an A.I. system that both optimizes the product and improves on the

pass-by noise of automobiles and tires. Based on these results, Nexen Tire was able to create new and exclusive designs for its tires by using its own image processing technology.



Due to worldwide regulations and the increasing trend on noise-reduction for electric vehicles, Nexen Tire says it designed an anechoic chamber containing dozens of microphone sensors to measure noise, analyze pass-by noise and detect causes of noise from vehicle powertrain. In addition, Nexen Tire says it created Korea's first four-drum research equipment facility and is currently conducting tests with actual vehicles. The results of the braking test performance on snow, hydroplaning and wet surfaces were successful with the technology that utilizes A.I. and big data. Moreover, internal and external noise generated by cars can be reduced to 1 dB (decibel) and 3 dB (decibel), respectively, says the company.

GLOBAL TIRE DEMAND SHOWING SIGNS OF RECOVERY — MICHELIN

— TIRE BUSINESS

PARIS—The steep drop in demand for tires caused by the COVID-19 pandemic in the first half of the year eased measurably in the third quarter, according to Group Michelin, with some markets—North America among them—actually showing volume increases over 2019.

Group sales fell 5% in the quarter, to \$6.46 billion—versus the 31% decline in the second quarter—helping to “improve” the nine-month sales to \$16.7 billion, which represents a drop of 16.8% versus the 2019 period.

Sales of passenger car and light truck tires fell 16.2% over the first nine months to \$8.09 billion, with the volume decrease slowing to around 6% during the quarter ended Sept. 30, Michelin said, “demonstrating a robust quarter-on-quarter upturn.”

Sales volume for the segment was off 17% for the year-to-date.

In North America, replacement market volume of passenger and light truck tires was up 7% in the third quarter versus the same period a year ago, driven in part by advanced purchases ahead of the possible introduction of new duties on imports on tires from South Korea, Taiwan, Thailand and/or Vietnam.

The overall market increase resulted in a 4% gain in sales volume for Michelin in the quarter, the only geographic area to report a rebound. For the nine-month period, volume was down 13%, Michelin reported.

Another sign of economic recovery was strong freight demand, which led to replacement market truck/bus tire sales edging up 1% and 2%, respectively, in Europe and North America during the quarter, Michelin said. OE sales in this sector were up 11% globally, a situation Michelin said was skewed by 58% growth in China.

For Michelin, the situation in the truck tire markets was similar, with volumes falling 6% in the quarter and 20% during the nine-month period, with January-September sales coming in at \$4.5 billion.

In the specialty tire businesses, which include two-wheeler, mining, farming and aircraft tires, Michelin noted a recovery in agricultural tire sales and a rebound in the two-wheel segment.

Sales in this segment were off 14.6% to \$4.4 billion for the nine-month period.

The improvements, it said, helped offset a slowdown in the mining business, “which felt the effects of the [COVID-19] health crisis with a lag of a few months.”

Michelin also noted a 1.7% currency impact on sales, which it said was offset by improvements in price-mix and share gains in the 18-inch and larger tire market.

The French group did not disclose details of its earnings development.



NITTO[®]



Total Tire Distributors
"Your #1 Choice for Nitto Tires"

**MORE
PATTERNS
AVAILABLE**



NT421Q



MOTIVO



EXO GRAPPLER AWT | TERRA GRAPPLER G2 & G2W | TRAIL GRAPPLER M/T

TOTAL TIRE Distributors Inc.

ORDER DESK: 1.888.860.7773 www.totaltire.ca

WESTERN
CANADA
TIRE
DEALERS

65 Woodbine Road
Sherwood Park, AB
T8A 4A7



WHEN IT COMES TO WHEELS WE HAVE IT ALL

**AGRICULTURAL
FLOTATION WHEELS
INDUSTRIAL AND EARTHMOVER
SKID STEER AND FORKLIFT WHEELS**

**WHITE SPOKE AND MODULAR TRAILER WHEELS
ALUMINUM TRAILER WHEELS**

STEEL AND ALUMINUM CAR WHEELS

TRACTOR/TRAILER STEEL AND ALUMINUM WHEELS

**LUG NUTS AND TUNERS
CENTER CAPS
BILLET ADAPTERS AND WHEEL SPACERS**

WE KNOW WHEELS..IT'S WHAT WE DO
CANADIAN WHEEL

100% CANADIAN OWNED
100% INDEPENDENT



**Canadian Wheel
Industries**

EDMONTON

VANCOUVER

CALGARY



**Canadian Wheel
Industries**

www.canadianwheel.com