

SUMMER 2021

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

THE ROAD AHEAD

PLANNING FOR THE POST PANDEMIC

PLUS

- Preventative Maintenance • Safety First • The Power of 'Local'
- Business Continuity • 3PMS • Bridgestone-Lightyear SEPV • WCTD Scholarships





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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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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)	

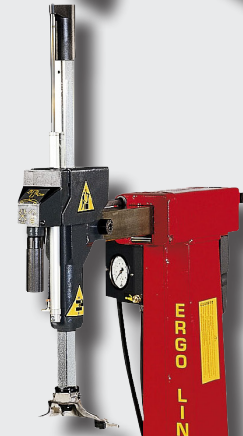
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Tire and Wheel Service Solutions



THE ROAD AHEAD: THE IMPORTANCE OF PREVENTATIVE MAINTENANCE



Neal Shymko
President, WCTD

Preventative Maintenance. We preach its value to our customers all the time. Rotate tires. Change fluids. Ideally, at all costs, get ahead of a problem before it occurs and disaster strikes.

It is just as important for us to follow the same practices in our business routines.

- Undertaking hoist and equipment maintenance to ensure staff safety and prevent costly down time.
- Following proper Covid-19 protocols to ensure the health and safety of our staff and customers alike; in many areas now, a Covid outbreak in the workplace would mean a complete shutdown for two weeks or more.
- And, as always, making sure that we have the most current and up to date health and safety practices in place.

Over the past year it has become a challenge to implement any in-person training of any sort. The onus for providing proper training has not changed. However, the resources available to us most certainly have. Virtual training has become the new normal—and this can definitely present its own challenges.

It is up to each store manager to ensure that every staff member has the time and resources to access and complete the required training. This is imperative to minimize errors and potential liability.

There are several companies that provide these services. Currently WCTD is negotiating with one such company to provide a preferential pricing package for our members. Once we finalize the details we will let you know. Also don't forget that WCTD has industry specific training

It is up to each store manager to ensure that every staff member has the time and resources to access and complete the required training. This is imperative to minimize errors and potential liability.

material available to our members at preferential association pricing. Check out our web site to see what is available and how to order it.

Hopefully, in the not too distant future, we will be back to providing in person training again. As it stands right now, it is looking like 2021 will be another year of online & virtual training. We are hoping that 2022 will see a return to in person, hands-on training. We will keep you updated as to developments and provide schedules once they are available.

In the meantime I hope you, your families and staff all stay safe and have a great summer selling season.

Neal Shymko

SCHOLARSHIP DEADLINE FAST APPROACHING



Deadline August 15th, 2021.

Full details at: <https://wctd.ca/call-for-2021-2022-scholarships/>

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Associate dealer inquires connect with James O'Reilly (email : james.oreilly@trailtire.com)



Focused on providing Profitability and Sustainability to the Tire Dealer

THE ROAD AHEAD SAFETY FIRST. STILL & ALWAYS.



Today I'm asking you to take a moment to pay special attention to safety.

We all know how vital it is to not lose sight of safety just for the sake of speed or convenience. As true tire professionals, and the only specialized tire retailers in the market, now more than ever it's crucial our technicians don't miss a single step. It's incumbent on us to make sure each of our employees really do follow all the required safety procedures — even if it does take a few extra minutes to get that vehicle out.

It's a sad reality that in recent years workplace injuries and fatalities have continued to increase. Hence, as employers, workers and professional organizations, it's critical for us to take effective action to reverse this trend. All organizations, no matter what their size should have in place an effective safety program. It doesn't matter whether you're a single store or a multi branch corporation, safety has to be the fundamental foundation of your day to day workplace culture.

Ultimately, though, safety is not about statistics. It's about people. As an owners or managers, it's our responsibility to implement all possible and reasonable measures to protect both your employees and the public from bodily harm. Remember that, in the event of injury or fatality, failing to do so can result in fines of up to \$100,000 or even jail time.

In the words of our friends at Federated Insurance, "A successful safety culture is supported by senior management, followed by everyone on the job site, covers all aspects of what the employees do, and is regularly talked about." They also suggest frequent, regular safety meetings and ongoing safety training as a means to both implement and reinforce that culture.

Safety as a Feature Benefit

Over the last few months your executive has been in discussion with Dunk & Associates / Systems 24-7 in regards to setting up a customized, self contained online safety website for Western Canada Tire Dealers. This program is intended to provide a complete Health and Safety and Human Resources package for your location. It's designed with one goal in mind; to protect your workers and your business. And to assist in your compliance with the law.

Here's what the program encompasses:

- A full support service with weekday hotline and email support.
- Policies that meet all provincially-specific needs and requirements.

Ultimately, though, safety is not about statistics. It's about people.



Ray Geleta
Executive Director,
WCTD

- A Resource Library of important resources such as hazard assessments, safe operating procedures, checklists, claim resources and more.
- Administration access is provided for designated employees to maintain and monitor the portal.
- Safe Operating Procedures to address practical steps and high-rated hazards information for employees.
- Online Training, with a variety of HR and safety courses available.
- Implementation Packages to assist you in implementing a full program.

Whether we are able to proceed will depend on the number of members who directly express their interest. I would strongly encourage you to check out Dunk's sample check-list and fuller explanation of the above benefits on page 14.

If you are interested, please get in touch me as soon as possible for more details, including cost at a specially discounted WCTD rate.

WCTD Scholarship deadline!

Summer is almost here—which means that our scholarship application deadline is also fast approaching. I can't over-emphasize the incredible value of the WCTD Academic Scholarship program. This program is among the most worthwhile of any of our membership benefits. We strongly encourage you to make your family and all employees aware of it. This year's deadline is August 15th. Full details are available at <https://wctd.ca/call-for-2020-2021-scholarships/>

If you are a member of the association in good standing, please, don't delay to apply on behalf of your eligible family member! Also, please circulate this information widely within your company or employee group.

In addition, Tire Stewardship BC (TSBC) continues to support the TSBC Don Blythe Scholarship in addition to our existing four scholarships. This scholarship is for \$2000.00 and is in memory of Don Blythe, for his contribution to Tire Stewardship BC and to the tire industry in general. This is a separate application process, with different eligibility requirements.. Click here for complete details.

Also, please note that we now have in stock 2021 Lug Nut Torque Charts. Please contact me directly at rayg@wctd.ca to order yours.

Have a great summer!

Ray



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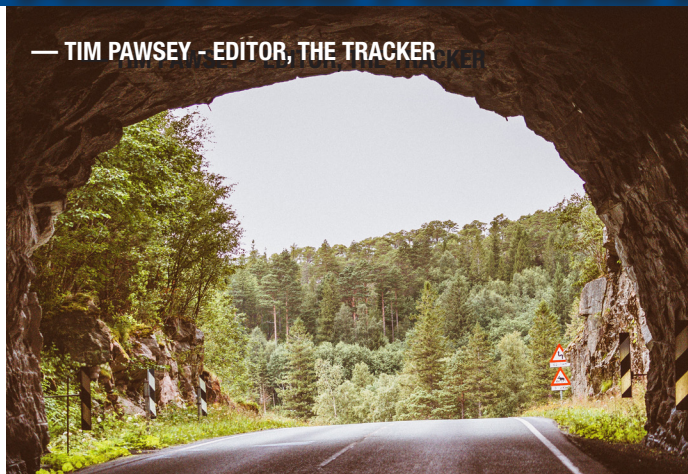
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THE ROAD AHEAD

PREPPING FOR THE POST PANDEMIC

— TIM PAWSEY - EDITOR, THE TRACKER



It's been a roller-coaster of a year. And we're still only four months in. The Coronavirus continues to pose considerable challenges even as more Canadians get vaccinated every day. Thankfully, there is indeed light at the end of the tunnel. Although just when the tunnel will actually end is anyone's guess. But signs abound that when the recovery gets here it will be as action-packed as all the Fast & Furious movies combined.

If we've learned one lesson from the pandemic it's the importance of being able to turn on a dime—or 'pivot,' to use the vernacular. In just under 18 months even the way in which we conduct business at every level has changed dramatically. Both in Canada and the US online sales have surged beyond all expectations as consumers embrace both convenience and perceived savings at the click of a mouse. Some major retailers are suggesting up to 40% of all sales are now conducted online, as they race to compete with the behemoth that is Amazon.

Thankfully, things are somewhat different in the tire industry, where the point of sale is still necessarily tied to the need for professional installation and ongoing service. However, here also the landscape is shifting, albeit in different ways. Even before Covid-19 a 2019 Consumer Reports survey reported "Most respondents (88 percent) researched tires before buying them, some by speaking to local mechanics (16 percent) or dealerships (13 percent). But research was much more likely to have been done online, where respondents could identify the right tires for their vehicle, compare prices, and get information from the tire maker websites."

The key number here is that only 13 percent of prospective buyers actually spoke to 'dealerships,'—meaning that the vast majority make contact having already decided what and where to buy ahead of time. All the more reason to make sure that every prospective sale you encounter is followed to its best conclusion.

The power of 'Local'

If there is an upside to the pandemic it's the widespread and growing awareness of the importance of 'buying local.' This trend is now becoming more apparent in everything from fresh vegetables to books and, yes, even wine, where direct shipments to consumers have doubled or tripled for some BC wineries. How likely is it that we can find a parallel between buying tires and picking up the latest from John Grisham or Margaret Atwood? Considering that, pre-pandemic, independent bookstores were

generally regarded as headed towards extinction it's remarkable that so many have not only survived but are now flourishing. Part of the reason, no doubt, is 'Zoom fatigue'—our desire at the end of the day to connect with anything other than a screen.'

Truly, there is a far greater awareness that independent, local, bricks and mortar businesses are an invaluable part of the community fabric. My guess is that most of our members are indeed already active members of their community, well connected, with a significant number of loyal, repeat customers. But the challenge today is to strengthen and build on that loyal base by reaching an entirely new—and likely younger—clientele.

Truly, there is a far greater awareness that independent, local, bricks and mortar businesses are an invaluable part of the community fabric.

The new media advantage

Social media such as Facebook, Instagram, Twitter and even TikTok offer easy access. All the tools are out there. The question is: are you engaged in the best way possible to make the most of them? It's clear that the major groups are now seasoned social media performers, as they quickly realized its impact. But what if, as a smaller independent, you don't fall under that umbrella? Or, even if you do, you feel the need to carve out a more local identity—and directly communicate with your customers, both existing and potential.

The toughest part of social media is justifying the time and energy to invest in an exercise that—at least at the outset—appears to yield no tangible returns. However, the solution might be closer than you think.

First of all identify which kinds of social media make sense for you. Also, talk to your staff about which platforms they use and also with which they feel comfortable. Decide on the main goals, from advertising your services, generating customer feedback, creating community engagement and so on.

Identify employee(s) best suited to involve in your social media project. Ideally they should be able to manage one or two feeds—or at minimum identify opportunities to generate content. They should also flag comments that might require your involvement as they arise. Issues might include inappropriate material or inaccurate and potentially damaging reviews, all critical to identify and respond to promptly.

If you create a few, basic, simple goals—nothing too ambitious—they can soon pay dividends and help you identify when to move to the next stage. That may well involve establishing a budget and timetable, either for your own staff or perhaps an outside contractor. However, either way, there's no point in taking that step without your employees' buy-in, as, ultimately, interaction and involvement is the name of the game.

Your post pandemic plan will most likely be a full throttle effort. But social media should be firmly on the map.



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Meet Your Directors



WCTD welcomes Randall Reimer Manitoba Director

"I began in high school taking a vocational mechanics course, which laid the ground work for a career as a technician—as a Truck Transport/Bus journeyman," says Randall.

Although his work experience has always circled around the transport industry it has not always been with tires exclusively. Randall was invited by the Manitoba Board of Education to sit on a Provincial Trades Advisory Council to shape the curriculum for the Apprenticeship Program. He served as a Technician for 18 years, of which 11 years were as shop foreman training other technicians.

"My love for large equipment drove me to seek out what life would be like as an owner/operator—and I drove my own truck for about 8 1/2 years," he explains.

Randall says that before he went into trucking he had been drawn briefly to a sales position looking after fleets in Winnipeg. Even though he says he enjoyed the work, ultimately "city life was a failed experience for me.

After driving truck I was offered a location manager position in Winkler, MB where I grew the business for about 6 years."

Integra Tire Morris is now in its 5th year of operation. We serve the community and surrounding area trying to conduct business as close to our motto as possible... "We do business with integrity."

"Locally I serve with Chamber of Commerce members and look forward to getting to know the WCTD board members."

Randall enjoys his hobbies of hunting, fishing and golfing. But, above all, he values spending time with his three children (two of whom are also involved in the tire industry) and their young families. "It's still my absolute favourite pastime," he says.

"Locally I serve with Chamber of Commerce members and look forward to getting to know the WCTD board members."

A Very Important Question For Our Tire Dealer Members

Below are some pictures of some tires with the serial numbers, DOT number markings, the load range, and the max load carrying capacity that are all buffed out.

This is the first time I have come across any tire with this amount of buffing. I know at one time the manufacturers used to sell what they called blemished tires. On these tires the serial number was buffed out and the side was branded 'Blem' or 'Blemished' in that area.

If I was still a dealer I would refuse to mount these tires as I do not know why all of these items have been buffed off. I would deem them unsafe for highway use.

Here are the questions I would ask myself. Are they safe? Are the stolen and someone is making them untraceable? What is wrong with them for someone to do this?

The brand of these tires is Grizzly : I am assuming that I know where these tires originated. The probable dealer where these tires came from does not have a mounting and balancing facility.

If these tires were to show up at your dealership and you were asked to mount them, would you?

Please e-mail me at rayg@wctd.cs your thoughts and concerns about mounting these tires. I know that the dealers at large would like to know the feedback—which we will publish in our next issue.

Thank you and enjoy the upcoming summer weather.

Ray Geleta rayg@wctd.ca | 780-554-9259



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Protect your business with the Western Canada Tire Dealers Association Safety Program

The Western Canada Tire Dealers Association Safety Program offered by Systems 24-7 provides a complete Health and Safety and Human Resources package for your Western Canada Tire Dealers Association location. The program is designed with one goal in mind; to protect your workers and your business. Are you in compliance with the law?

Health & Safety

- Do you know what you need to do during an alleged workplace violence or harassment incident?
- Do you have a health and safety board? Do you know what is supposed to be on it?
- Do you know what to do when a worker refuses work?
- Do you know what to do if you have a workplace injury?
- Do you have a resource to talk to when you disagree with an injury claim?
- Do you know how to start a return to work process or select appropriate modified duties?
- Do you know what to do if you are issued a compliance order?
- Do you have hazard assessments for your workplace?
- Are you completing training for new hires and required annual refreshers?
- Do you offer any form of monthly safety or toolbox talk?
- Do you conduct preventative maintenance? Is it scheduled?
- Do you have an emergency evacuation plan?
- Do you have a Safety Rep / Safety Committee in place? Is it working effectively?
- Have you created a monthly workplace inspection schedule, plan and checklist?
- Do you know if you have all the policies and programs required by the law?

Human Resources

- Do you know what to do if an employee requires accommodation?
- Do you know what your employment standards are?
- Do you know what to do if an employee requires a leave of absence?
- Do you know how to determine if you have adequate grounds for termination?
- Do you have an orientation plan for new hires?
- Do you know if you are disciplining correctly?
- Do you know if your employee services are accessible?
- Do you know what to do if you receive a human rights complaint?
- Are you ensuring employees are taking their scheduled breaks?
- Are you able to hire and retain skilled employees?
- Do you have a low turn-over rate?
- Do you have policies in place that clearly outline roles and responsibilities?
- Do you know how to complete a job evaluation to ensure pay is fair?
- Do you know what to do if you employee shows up for work unfit for duty?

Our program provides you with the tools, resources and support you need to be informed, compliant and truly engaged with your employees. Gain everything you need with Systems 24-7.

What's Included?



Unlimited Support

Reach us toll-free at 1-866-754-8839 Monday to Friday 8am until 7pm (EST) and Friday 8am until 4:30pm (EST). In addition, receive monthly calls or emails from Dunk & Associates to assist you, provide guidance, and answer questions.



Policies

Policies are provided that meet all provincially-specific needs and requirements. Assign a sign-off requirement to mandate that an employee or employee group reads a selected policy. Reports are provided to track completion.



Resource Library

Gain access to a library of important resources such as hazard assessments, safe operating procedures, checklists, claim resources, performance evaluation templates, hiring best practices and more.



Administration Access

Administration access is provided to any designated employees to maintain and monitor the portal. Manage employees, add additional training or records, run reports, customize your dashboard and more.



Procedures

Safe Operating Procedures are available to address practical steps and high-rated hazards information for employees. Sign-offs may also be assigned to ensure procedures are read and validated.



Online Training

A variety of HR and safety courses are available online. Training is profiled and tailored to an employee's specific job functions.

Administrators have access to a variety of training reports to track completion.



Implementation Packages

Small steps are provided (monthly for safety and quarterly for HR) to assist you in implementing a full program. Packages are posted through the Systems 24-7 portal with 3-4 action items and an online safety and HR talk. Administrators can easily report to track progress.

FEDERATED INSURANCE BUSINESS CONTINUITY PLANNING



by Reza Kamrani
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.

Your business faces several risks on any given day. Are you confident your business would be covered in the event of an unexpected circumstance such as a theft or natural disaster? If you're unable to answer this question, it may be time to review your current insurance policy.



Here is a list of key types of business insurance coverage to help you understand what you need.

Commercial General Liability Insurance

The term liability refers to a situation where your business is found to be responsible for third-party damages in the eyes of the law.

Commercial General Liability (CGL) insurance is the foundation of any business policy. It is designed to respond to situations where your business is legally liable for the following damages caused to a third-party:

- Bodily injury
- Property damage

Regardless of your industry, this type of business insurance is critical because there's always a risk of being held liable should something go wrong and cause a third party to suffer a loss. For example, if someone falls and hurts themselves while on your property, you could be held responsible for their injuries.

Commercial Property Insurance

This type of coverage specifically protects your property. This can include things like tools and equipment, stock, supplies and even your building.

Here are some of the ways that you could benefit from having commercial property insurance:

1. Recovery – This coverage can help get your business back on its feet as soon as possible after you suffer a covered property loss.
2. Repair costs – It can assist with the costs of any necessary repairs to get you back in business quickly.
3. Replacement costs – It can often assist with replacing any damaged property that can no longer be repaired.
4. Unexpected losses – No matter how much you prepare your business for the risks it faces, sometimes unexpected losses still happen. Examples include damage to your property resulting from fire, winter weather, or a natural disaster such as an earthquake. An unexpected loss could also come in the form of theft of property you own.

The cost of your policy could be affected by the factors below:

- Location
- Replacement Costs
- The type and age of the electrical plumbing at your insured location

Business Interruption Insurance

Picture this: you're a manufacturer who creates your own products and someone breaks into your business, stealing all the necessary equipment you need to produce your goods. Because of this, you need some time to replace your equipment to get back up and running.

In the time that your business is shut down to replace your equipment, you lose money because you are unable to operate. This is where business interruption insurance is critical. This coverage can help pay for your loss or reduction in income.

Commercial Auto Insurance

Your personal auto insurance may not be enough to cover vehicles used in business operations. If your business depends on the regular operation of a vehicle, you should consider commercial auto insurance. Not only does it protect your vehicle, it protects your employees and your bottom line in case you suffer a covered loss.

Some questions to ask yourself when looking for coverage:

- Who owns and/or operates the vehicle/s?
- What are the vehicles used for and how often are they used?
- What types of vehicles are involved?

Cyber Risk Insurance

In 2018, the Canadian Internet Registration Authority reported that 40 per cent of Canadians experienced a cyber-attack. For large businesses with 250-499 employees that statistic sits at 66 per cent.

Examples of cyber-attacks include:

- An email with a link or attachment that installs malicious software
- Man-in-the-middle (MitM) attacks using an unsecure Wi-Fi network during which personal data is stolen
- Denial-of-service attacks where systems, servers or networks are flooded with traffic and become unable to fulfill requests

A cyber-attack can impact your business' operations and can lead to lost or stolen data and revenue.

A comprehensive cyber risk policy can offer:

- First party coverage to help protect your business from some of the costs that directly impact it as a result of a covered loss

- Third party coverage to help protect your business from some of the costs that third parties, such as your customers or suppliers, incurred because of a covered cyber loss that your business suffered
- Coverage for data stored anywhere in the world

It is a common misconception among business owners that this coverage is part of their commercial general liability insurance or their commercial property coverage, however this is not the case.

Make sure your business is protected

The right type of business insurance can save you time, money and resources. At Federated, we're here to equip you with the tools you need to make the most informed decision. Find out which coverages are most helpful for your business and specific industry today. Visit our business insurance page today to learn more!



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.

CONTI TIRES RECALLED IN CANADA FOR NOT MEETING 3PMS CRITERIA

— TIRE BUSINESS

MISSISSAUGA, Ontario — Continental Tire Canada Inc. is recalling 9,988 Continental-brand VanContact 4Season tires that do not meet the minimum snow traction requirements of Canadian regulations.



The tires, produced at a number of Conti's European plants and sold to the aftermarket, are marked with the industry's Three-Peak Mountain Snowflake symbol, which in Canada means they must meet these winter traction requirements.

The VanContact tires may not provide the expected traction in severe snow weather conditions, Continental said, which may increase the risk of a crash.

Continental has not received any reports of accidents or injuries resulting from this condition and the company believes 9,988 of these tires may not comply with Canadian regulations.

Transport Canada approved the recall on May 4, 2021. The company is in communication with the dealers to support notification of customers who purchased these tires.

Owners will be promptly notified and informed about the details of the voluntary safety recall program.

Consumers seeking more information, including instructions for identifying affected tires as well as obtaining replacement tires, are asked to visit Continental Tire Canada's website.

In its sales literature, Conti states the tire is designed to fit vehicles such as the Mercedes Sprinter, Fiat Ducato and Nissan NV200.

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BRIDGESTONE'S ADRIAN COURTENAY RETIRES

After 44 years, Adrian Courtenay has retired from Bridgestone Canada.



During his career Adrian held numerous positions that spanned all aspects of operations and sales. He started out as Warehouse Manager before moving to Territory Sales Manager, then Senior Territory Sales Manager. Subsequently he was appointed National Fleet and OE Manager, District Manager and Western Regional General Manager, before becoming, in 1995, V-P Western Canada. In 2003 he was appointed Western Canada Regional Manager Commercial products.

Adrian shared these thoughts with us on his long and successful career.

"In October 1975 I emigrated from Bristol, England to Toronto, Canada with my wife and one daughter—and the second one well on its way. This was at the young age of 21. Plus, we had both never visited Canada. However, my older brother had emigrated five years earlier and convinced me that I could make my first million by the age of 30—although this turned out to be not quite true!

"In September 1976 I applied for the Distribution Centre manager's position for the first Bridgestone warehouse to be opened in Eastern Canada. To my surprise I secured this position—as I did not have any real experience with distribution. However I was always up for a challenge.

"In May 1978, unfortunately, the two salesmen working in the Ontario market left Bridgestone. When this occurred, I thought to myself, 'How hard could this sales position be? Plus you get a company car and an expense account!' Based on this, I put together a proposal that I would go out three days a week and do the selling; and work at the DC the other two days and Bridgestone agreed to this. After three months they agreed to move me into sales full-time to look after the Ontario market.

"In Jan 1980 I was offered a promotion as a senior Territory Manager, with a move to head office in Vancouver, BC.

"Approximately eight years later, Bridgestone decided to move our Canadian Head office to the Toronto area and I was also asked to transfer back. However, I believed that I had lots of opportunities to grow in Western Canada—plus I needed to take into consideration my family, which now included three daughters.

"Here's a look at some of the challenges that I faced over the 44 years...

"When I joined Bridgestone I believe we were the eighth largest tire and rubber company in world. At this time we had very little brand recognition in Canada so there were a lot of cold sales calls. Fast forward to today, we are now the #1 Tire and Rubber Company in the world and we have substantial brand awareness."

"When I joined Bridgestone I believe we were the eighth largest tire and rubber company in world. At this time we had very little brand recognition in Canada so there were a lot of cold sales calls. Fast forward to today, we are now the #1 Tire and Rubber Company in the world and we have substantial brand awareness. I was also involved in heading up number of realignments to our Western Canada sales and distribution model, including when we purchased Firestone in 1988 and Bandag in 2007.

"Bridgestone Canada has been a great company to work for. I have had so many opportunities to grow and lean over the years—plus the opportunity to travel extensively, including some trips to Japan. None of this would have been possible if it was not for the support of Jennifer (my wife of 47 years) and my three daughters—which scarified a lot based on the amount of travel that I had to do during my career. I also really appreciate that for the last number of years Jen was able to also participate at some of the company Bridgestone and customer events, where we made many friends together."

Adrian Courtenay acourtenay@shaw.ca

Marked For Winter: Origin Of Three-Peak Mountain Snowflake

BY DAVID MANLEY, TIRE BUSINESS

When a consumer wants a tire able to handle severe snow in extreme cold — a winter tire — all they have to look for is the Three-Peak Mountain Snowflake (3PMS) logo.

The symbol was adopted two decades ago to set winter tires apart — for safety — from the rest of the growing crowd of high-performing tires, which included the all-season and all-weather categories.

“In the 1990s, Canada became the focal point of the global tire industry and policy makers concerning the link between tires and winter driving safety,” a spokesperson for the Tire and Rubber Association of Canada (TRAC) said. “The issue came under scrutiny following a vehicle collision that was linked directly to the vehicle being equipped with tires not suitable for winter driving.”

The symbol — a snowflake inside of a three-peaked mountain — indicates the tire meets performance-based standards for safety in severe snow conditions.

“The tire industry and policy makers in North America recognized the need to classify tires designed for winter driving and developed a voluntary performance-based standard for winter tires — the ASTM (American Standard Test Method) F1805 Traction Test,” TRAC said.

Tires are tested for acceleration on an average snow-pack and, basically, must accelerate 10% faster than an all-season “reference” tire. The tests do not measure braking or turning in snow, deep snow response or ice traction.

The 3PMS symbol is in addition to the M+S (mud and snow) symbols used on snow and all-season tires. The M+S definition is geometric-based on tread, while the 3PMS definition covers tires that attain a traction index equal to or greater than 110% during the ASTM F-1805 snow traction test devised by the American Society for Testing and Materials.

Today, tires in other categories, like the all-weather Goodyear Assurance WeatherReady and Michelin’s all-season CrossClimate2, have attained the 3PMS symbol.

“The symbol means the tire has been tested by the manufacturer to perform in severe snow conditions,” according to a Michelin official. “Any Michelin tire with 3PMS has undergone severe snow traction testing and has been determined worthy of the designation.”

The voluntary initiative was announced Feb. 1, 1999, by the Rubber Manufacturers Association (now the U.S. Tire Manufacturers Association, or USTMA) and the Rubber Association of Canada (now TRAC).

“This new standard will ensure that Canadian consumers can identify and purchase tires designed to provide a higher level of traction in Canada’s harsh winter conditions,” then-Transport Canada Minister David Collenette said in 1999.

The RMA and RAC worked on the new definition for about 2 1/2 years, after Transport Canada (Canada’s counterpart to the U.S. Department of Transportation) requested it.



The ASTM standard spells out how to set up ice and snow surfaces — including precise definitions of four types of snow — and how to conduct the test. The traction index is derived by measuring wheel slippage of the driven wheel versus that of the non-driven wheel.

Each test consists of 10 runs over the prepared course, with traction values determined by averaging eight valid test runs out of 10, according to the ASTM standard. Each candidate tire is to be tested at least three times, preferably on different days.

The 3PMS symbol has also become important in areas where winter tires are a requirement, like Canadian provinces Quebec and British Columbia.

According to Quebec’s highway safety code, only tires with the 3PMS symbol are considered winter tires. Since 2007, by law, drivers must use winter tires from Dec. 1 through March 15.

At the time of making the law, Quebec transportation officials found that while only 10% of drivers didn’t have winter tires on their vehicles, 38% of fatal and serious winter accidents included a vehicle without winter tires. After the law was initiated, officials in Quebec found — in a 2011 study — that mandatory winter tires resulted in a 5% decrease in serious crashes and a 36% decrease in fatalities and serious injuries.

All criteria required by the International Play Equipment Manufacturers Association (IPEMA) for certification as playground or play area surfaces and wheelchair accessibility. All products are also tested to pass the American Society for Testing and Materials (ASTM) standards associated with playground surfaces.

Western Rubber’s contribution to the economy over the past 30 years is impressive, and given the company’s history, there is more to add. In the words of LTR’s Regional Vice President, Neil Bansal: “We are continuously searching for ways to improve the sustainability story for end-of-life tires and operate more efficiently.”

SNAP-ON INTRODUCES TREADREADER HANDHELD TIRE SCANNER

— TIRE BUSINESS STAFF



“With a simple push of the device across the tread, detailed 3D images will show users an accurate reading of the tire tread, allowing them to identify service needs and opportunities.”

Snap-On Inc. has developed a handheld mobile tread scanner, the Total Shop Solutions (TSS) TreadReader, that the company says does not require an internet connection to perform a complete tire scan

The TreadReader measures a tire's surface and generates a 3D image of the tread showing details such as tread depth and information about the tire's condition, Snap-On said.

The device is designed to read a tire even when they are dirty and to ignore anomalies such as wear bars or stones that could lead to false readings. It can be used in workshops, service centers, inspection lanes, vehicle depots, mobile tire fitters and roadside inspections, both in open areas and confined workshops, Snap-On said.

The TreadReader can read tires on passenger vehicles, light-duty trucks and utility trailers and provide a scan report for readings of one to six tires, Snap-On said.

To operate the device, users enter a vehicle's license plate or VIN number, scan each tire and view the scan details. The mobile app provides instructions through the process. Once the scan is complete, a summary screen shows the 3D details of the tires.

“Our new TreadReader handheld scanner is a rugged, compact and lightweight mobile device that can help shops provide thorough tire inspection services with reliable accuracy,” Leandro Camargo, product manager for Snap-on, said.

“With a simple push of the device across the tread, detailed 3D images will show users an accurate reading of the tire tread, allowing them to identify service needs and opportunities.”

Readings are saved to the TreadManager cloud software and are available to view when an internet connection is made. Multiple results can be stored until there is a connection.

For more details call 1-800-251-4500.

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EXEC: TIRES WILL CHANGE AS WORLD LOOKS MORE TOWARD EVS

— BY JIM JOHNSON, TIRE BUSINESS

The evolution toward electric vehicles means the amount and type of rubber used in the automotive sector will continue to change.

More than a generation has passed since Toyota Motor Corp. first mass produced the Prius hybrid, and the next generation expects to see a huge tilt toward all-electric vehicles.

Widespread electrification means the roles rubber now plays will evolve, Bill Hyde, executive director of olefins and elastomers at IHS Markit, said during the company's recent World Petrochemical Conference.

"If you are a pure electric (vehicle), you need a lot less rubber parts. You don't need nearly as many hoses and gaskets, those sorts of things," he said when asked about the future role of rubber in automotive applications during the virtual conference.

"That, on the increment, says less synthetic rubber demand.

"But the big deal obviously is in the tire, and the impact on the tire is going to be significant. One of the things they will be looking to in order to extend the range of the batteries ... perhaps even harder than we have been from just a pure fuel-efficiency standpoint, lowering rolling resistance," Mr. Hyde said.

This, he said, means shifting from emulsion-styrene-butadiene rubber (ESBR) to solution-styrene butadiene (SSBR), which allows different sorts of compounding, he said.

Using only batteries to power vehicles adds more weight compared with the use of internal combustion engines, Mr. Hyde said.

"So you need to have stiffer sidewalls. In order to accomplish that, they actually perhaps add a little natural rubber into the compounding to make it a little stiffer.

"From an aerodynamic standpoint, we'll see a lot less of these ... wide, lower-profile tires and a lot more back to the thinner tire, because it has less air resistance to it," he explained.

"So, all in all, we think as we move towards more hybridization, it's probably a little less synthetic rubber per passenger car tire, a little more natural rubber. But the more significant impact is going to be on the shift of what kind of synthetic rubber is going to be used"

"So, all in all, we think as we move towards more hybridization, it's probably a little less synthetic rubber per passenger car tire, a little more natural rubber. But the more significant impact is going to be on the shift of what kind of synthetic rubber is going to be used," he said.

While the use of rubber is expected to diminish during the move to electric power, there is a tradeoff highlighted by the pandemic that could help maintain rubber demand through increased personal vehicle use.

"There's less willingness to take public transportation as an example. The people who are commuting are less likely to want to get on a subway or a train. So there's gives and takes with that," Mr. Hyde said. "There's offsets to that (expected demand decrease)."

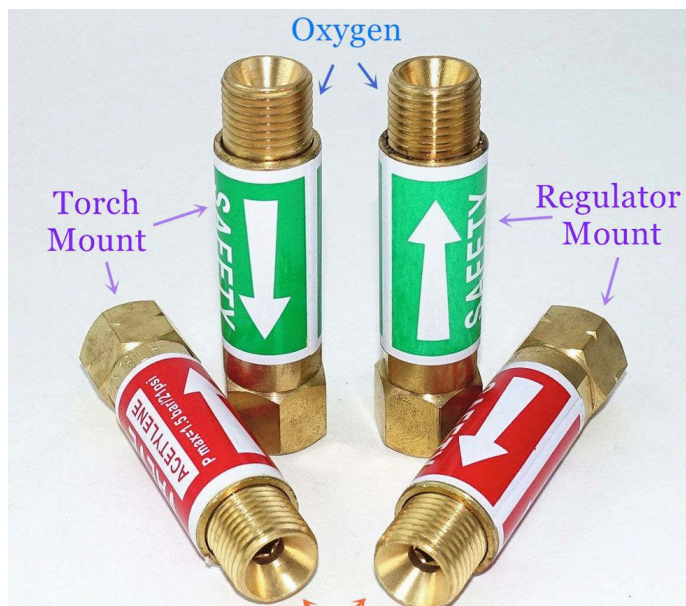
HAVE YOUR FLASHBACK ARRESTORS EXPIRED?

Did you know that Torch Flashback Arrestors on compressed cylinders have expiry dates set out by the manufacturer?

OH&S regulation 373(1) requires gas burning or welding equipment to be equipped with approved flashback arrestors installed on both hoses at the regulator end of the unit.

What many don't know is that torch flashback arrestors come with a manufacturer expiry date and should be replaced, as per the manufacturers requirements.

It is also recommended that flashback arrestors are tested (or replaced) by a competent person at least every 12 months or in the case of a flashback incident. Check with the manufacturer of the flashback arrestors used at your business for more information.



Bridgestone and Lightyear Combine Forces for World's First Long Range Solar Electric Powered Car

- Custom Bridgestone tires were developed for Lightyear One with ENLITEN technology which promotes low rolling resistance and requires less raw materials in production contributing to performance and environmental impact.
- Partnership between Lightyear and Bridgestone is a direct result of a shared focus on sustainability, and builds upon work together for the Bridgestone World Solar Challenge.
- Lightyear One will hit test tracks in Q2 2021 and be commercially available to customers in Europe by the end of the year.

Building on 90 years of expertise, Bridgestone, a global leader in advanced solutions and sustainable mobility, has announced an exclusive partnership with Netherlands-based mobility innovator Lightyear. Bridgestone has engineered tires specifically for Lightyear One, the world's first long-range solar electric vehicle, which will be commercially available in Europe by the end of 2021.

Recent research from Bridgestone has shown that 50 percent of European drivers consider acquiring a fully electric vehicle, and yet 37 percent are still skeptical about doing so due to concerns around efficiency and limited range.

Lightyear One addresses these concerns head on by offering an unprecedented range of 450 miles (725 kilometers), while being up to

three times more energy-efficient versus alternative electric vehicles currently on the market. The vehicle is charged directly by the sun through a large solar roof, minimizing CO2 emissions and the charging needs of the user while maximizing efficiency.

To ensure the vehicle's highest efficiency, Lightyear sought a tire that offered very low rolling resistance and reduced weight to preserve battery life, maximize vehicle range, and reduce environmental impact. Bridgestone developed custom-engineered Turanza Eco tires for Lightyear One, combining its revolutionary lightweight ENLITEN and ologic™ technologies for the very first time. The technologies reduce weight through the use of fewer raw materials throughout the manufacturing process, while cutting rolling resistance through innovative tread patterns, larger diameters, high inflation pressures, and a slim design.

The very low rolling resistance of the tires also means Lightyear One can benefit from a lighter battery. As a result, the Turanza Eco tires are designed to boost range when compared to alternative Bridgestone EV-specific tires, equivalent to nearly 200 pounds



Bridgestone has engineered tires specifically for Lightyear One, the world's first long-range solar electric vehicle, which will be commercially available in Europe by the end of 2021.



For the first time, the Turanza Eco tires will bear the new Bridgestone EV marking on the sidewalls. The Bridgestone EV marking is applied to tires that are tailor-made for electric vehicles and indicates the tires underwent a rigorous testing process to receive approval from car manufacturers

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(90 kilogram) reduction in weight. In addition to helping Lightyear One travel further between charges, the tire's silica dispersion has been improved by applying a new mixing technology with approximately a 10% overall reduction in the tire's weight per vehicle, without any compromise on wear mileage and grip.

For the first time, the Turanza Eco tires will bear the new Bridgestone EV marking on the sidewalls. The Bridgestone EV marking is applied to tires that are tailor-made for electric vehicles and indicates the tires underwent a rigorous testing process to receive approval from car manufacturers. As a result, these tires support the unique features of electric vehicles and meet the car manufacturer's requirements for battery range, vehicle control and tire wear life.

Bridgestone also utilized its Virtual Tire Development technology which enables accurate modelling of a tire's performance without having to physically produce and test it, saving up to 25,000 miles (40,000 kilometers) in real-life outdoor and fleet testing. It can also cut product development time by up to 50 percent.

The foundation for Lightyear One was laid during the Bridgestone World Solar Challenge, a 1,900 mile (3,000 kilometer) race across the Australian Outback that pushes the limits of technological innovation and solar-powered mobility. With this in mind, Bridgestone has been collaborating with Eindhoven Technical University and the people behind Lightyear for eight years. Solar Team Eindhoven, the birth ground of Lightyear, won the Bridgestone World Solar Challenge's Cruiser Cup four consecutive times, from 2013-2019.

Emilio Tiberio, COO & CTO of Bridgestone EMIA, explains: "Lightyear has impressed us with their approach to sustainable mobility ever since we saw the team take on the Bridgestone World Solar Challenge, and we're excited to play a part in the Lightyear One project. Bridgestone is committed to a 50% reduction in CO2 emissions by 2030 and 100% sustainable materials by 2050 and strategic partnerships are fundamental to achieving these goals."

Lex Hoefsloot, CEO of Lightyear, adds: "We're particularly happy to see this collaboration between Bridgestone and Lightyear, with two companies that share a vision for future sustainable mobility coming together. The world is already experiencing unprecedented change and challenges, and through innovation and cutting-edge technologies we can work together to grasp the opportunities head on and create a more sustainable world."

FISHER: CAN LT TIRES HANDLE 'ELECTRIC' REALITY OF TRUCKING INDUSTRY?



by Peggy J. Fisher
Tire Business

The trucking industry is in the throes of great change with new trucks and shorter deliver areas.

As a result of the growth in e-commerce and the “Amazon effect” on shipping, logistics itself is changing.

Decentralized and regional distribution networks that locate inventory near customers and local, last-mile fulfillment centers are popping up like Starbucks, in order to shorten delivery times.

The end result is that instead of freight being hauled an average of 800 miles 20 years ago, the average length of a haul today is only 500 miles. The industry’s focus is on last-mile deliveries.

Last-mile deliveries (from the distribution center to the customer) have burgeoned and are now being made not only by Class 3-6 vans and medium-duty trucks but also by Class 1 and 2 vehicles; something you never used to see.

In addition, truck types are changing to operate more efficiently in the new environment. The new low cab-forward, cab-over trucks are a direct response to the demands of the growing last-mile market.

And this market continues to surge.

This change in vehicle usage is impacting the tire market. While these vehicles normally would run on light truck tires in 16-, 17.5- and 19.5-inch wheel diameters, standard LT tires will not survive in the commercial delivery environment. Not only are final-mile delivery trucks traveling shorter distances, but they are operating in more urban environments with more frequent starts and stops.

New commercial light truck tires must be able to handle the additional stresses and strains of heavier loads, withstand curbing with stronger and more durable sidewalls, defend against impacts and punctures, absorb a higher degree of scrubbing and chipping, provide more traction year-round in addition to wet braking in high-stress applications, have superior fuel economy and retreadability, and operate at higher speeds.

Oh, and don’t forget, fleets require that they have better tread life, too.

It’s electric

One of the biggest changes happening in the light- and medium-duty markets is the switch from internal combustion engines to electric motors in last-mile delivery trucks and vans. These vehicles have the ability to accelerate at far greater rates than conventional trucks. Electric motors can hit maximum torque at 0 RPM at startup. (Compare this with standard internal combustion engines, where torque rises as RPM increases.)

Since clutches, drive shafts, axles and other drive-train components, as well as tires, are affected by this instant high-torque, limiting torque to levels similar to conventional power-train vehicles is a must.

Depending upon how a vehicle’s system is tuned using software, it could perform like an electric car that has quick get-up-and-go or be throttled back to prevent trucks from “laying a patch” every time the traffic light turns green.

Therefore, electric trucks must have software or other on-board electronics to limit acceleration rates and protect drive-line components from being overstressed and tires from being worn prematurely.

It’s unknown what types of irregular wear are going to pop up in these applications, but I’m sure there will be some. High torque normally results in chipping/flaking/chunking tread, heel/toe wear, alternate lug wear and overall fast wear — all of which reduce tread mileage.

High torque also produces diagonal cracking and lug-base cracking, which can shorten a tire’s life. Therefore, electric vehicles are creating a need for tires that can handle higher torque and the accompanying scrubbing and faster tread wear than tires normally found on gas or diesel-powered trucks.

Tread patterns will have to be designed specifically to eliminate much of this irregular wear.

Since it still is early in the development of electric trucks, and only small numbers of these vehicles have been placed in service to date, there is limited data and anecdotal reports about the effects these new power-trains have on tires. (I heard one fleet reported a 40% reduction in tread mileage when using its normal tires on their electric trucks.)

Keep in mind that commercial radial truck and bus tires used on vehicles with gas or diesel engines have evolved over the last four decades to be long-lasting, cost effective, retreadable and fuel efficient. Their tread designs have been engineered for specific axle positions as have their retread patterns.

They also are designed for specific types of operations: long-haul, super regional, regional, vocational and urban pick-up and delivery.

These tires are designed to deliver optimum performance under acceleration, braking, cornering and other wear forces they experience in the environments in which they operate.

In addition, it’s common knowledge that fuel-efficient, low rolling-resistance tires traditionally have not performed well under high torque. So the challenge for tire makers is to design tires for electric vehicles that do provide fuel efficiency despite the torque that is being applied to them.



One of the biggest changes happening in the light- and medium-duty markets is the switch from internal combustion engines to electric motors in last-mile delivery trucks and vans

However, electric vehicles may change the magnitudes and distribution significantly of these forces that we have traditionally come to expect, and therefore tires have to be designed specifically for them.

Since range (a.k.a., miles per charge) is a major concern with electric vehicles, their designers are working on maximizing the number of miles a vehicle can travel on one charge.

When they look at tires, they have to select the tires with the lowest rolling resistance available for each wheel position. They can't simply use low rolling- resistance, long-haul tires on an electric vehicle intended for urban pickup-and-delivery applications since irregular wear issues will develop quickly.

In addition, it's common knowledge that fuel-efficient, low rolling-resistance tires traditionally have not performed well under high torque. So the challenge for tire makers is to design tires for electric vehicles that do provide fuel efficiency despite the torque that is being applied to them.

Kinetic energy

Another capability that almost all electric vehicles have is that they use regenerative braking to maintain battery life. Regenerative braking uses an electric vehicle's motor as a generator to recover the kinetic energy dissipated as heat during braking and convert it into stored energy in the vehicle's battery.

Then, the next time the vehicle accelerates, it uses much of the energy previously stored from regenerative braking instead of tapping in further to its own energy reserves. This helps to extend the range of the electric vehicle by up to 25%.

So far these systems are used only on drive axles and tires to supplement the traditional service brakes, a situation that changes the normal distribution of braking forces by axle.

As a result, some users have reported noticeable increases in drive-tire

wear rates. Therefore tire designers need to make changes in drive tires to provide longer treadwear while still assuring other tire performance characteristics including traction, resistance to irregular wear, cornering ability and casing longevity are maintained.

One of the first things I learned about tires back in the late 1970s was that tires should never be stored near electric motors, battery chargers, generators, welding equipment or other ozone-generating sources.

Everyone knows that ozone creates weathering/ozone cracking in rubber. So, the big question remains: What effect will electric motors have on tires that are mounted right next to them if the motors are located on the axle ends or even some feet away?

If ozone is created by these motors, will it be enough to age tires prematurely? No one knows yet, but if the answer is 'yes,' tire rubber compounders will have to come up with a solution.

Another characteristic of electric motors on trucks and vans is that they are very quiet, especially when compared to internal combustion engines. Therefore, the noise generated by tires rolling down the road will be much more noticeable which could become a concern that tire designers may need to address.

On the other side of the coin, the fact that pedestrians and other motorists can't hear an electric vehicle coming could be a problem as well, and some noise generation would be a good thing.

As you can see, there are a lot of challenges and some unknowns regarding electric vehicles, their impact on tires and what can be done to re-engineer them for this application.

Who knew when Jeff Bezos sold his first book on Amazon in 1994 that he would change trucking, tires and perhaps the world?

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

TRAILER MAKERS STRUGGLING TO MEET DEMAND

— BY TODAY'S TRUCKING

January trailer orders exceeded build rates by 66% in January, according to ACT Research, pushing the industry backlog higher over the past seven months.



In its Trailer Components Report, ACT reports trailer manufacturers are struggling to maintain production volumes in the face of component shortages.

"First of all, it is important to remember that trailer market strength is highly segmented," said Frank Maly, director, commercial vehicle transportation analysis and research at ACT Research.

"Dry vans and reefers have seen the majority of order volume in recent months, and those OEMs are struggling to increase production to meet surging fleet demand. Vocational trailer categories are not seeing the investment commitment occurring in the general freight and temperature-controlled segments.

"Large fleets continue to drive the market. Indications are that small and medium fleets continue to struggle to recover from the impact of the 2020 Covid-related market gyrations and are now being impacted by both driver shortages and scant new equipment availability."

Components that are short in supply include castings, forgings, sheet metal, wood, and tires.

"Many of the vendors for these items, excluding wood, are seeing strong demand from the truck side of the CV market as well, and these limitations have tempered our forecasts," Maly said.

MICHELIN PARTNERSHIP AIMS TO IMPROVE ROAD SAFETY

Michelin North America Inc. is working with a spinoff of one of the largest insurance companies in the U.S. to leverage data to create safer roads.

Michelin is working with Chicago-based Arity L.L.C., a mobility and data analytics company created by insurer Allstate Corp., in a partnership designed to "leverage data for safer mobility to transform road management," the companies said.

"Michelin will analyze billions of datapoints to isolate near-miss events and atypical behaviors caused or attributed to road infrastructure," according to a description of the project.

The work will use the data-science capabilities of Michelin's Driving Data to Intelligence business unit that captures, processes and analyzes driving information.

"With road infrastructure a priority in the United States on a state and local level, identifying and qualifying risk zones is key to optimizing the world's largest four-million-mile road network," Ralph Dimenna, vice president of Michelin Services and Solutions, said.

"This deep data science approach built on top of Arity's data is key to create solutions that contribute to safer mobility."

LEVERAGING DATA FOR SAFER ROADS



Michelin will analyze billions of datapoints to isolate near-miss events and atypical behaviors caused or attributed to road infrastructure.

MICHELIN ADAPTS 'QUICKSCAN' TIRE MONITORING SYSTEM TO CARS

— TIRE BUSINESS

Groupe Michelin, in partnership with a French developer of automated vehicle inspection equipment, is adapting its QuickScan roll-over tire-monitoring system to the consumer vehicle sector.

Michelin is partnering with ProovStation J.S.C. to promote an automated drive-through service bay that can detect and analyze vehicle damage. The inspection station concept employs a range of "high-tech vehicle scanners," assisted by optical technologies to conduct a 360° scan of the vehicle "in just three seconds," according to ProovStation.

Michelin is bringing a version of its patented QuickScan technology, designed for monitoring truck/bus tires, to the concept, which is being pitched to car dealerships, municipalities, etc., throughout Europe.

The QuickScan device uses magnetic imaging to determine tire wear "automatically and instantaneously with millimeter precision," Michelin said.

The QuickScan device uses magnetic imaging to determine tire wear "automatically and instantaneously with millimeter precision," Michelin said.

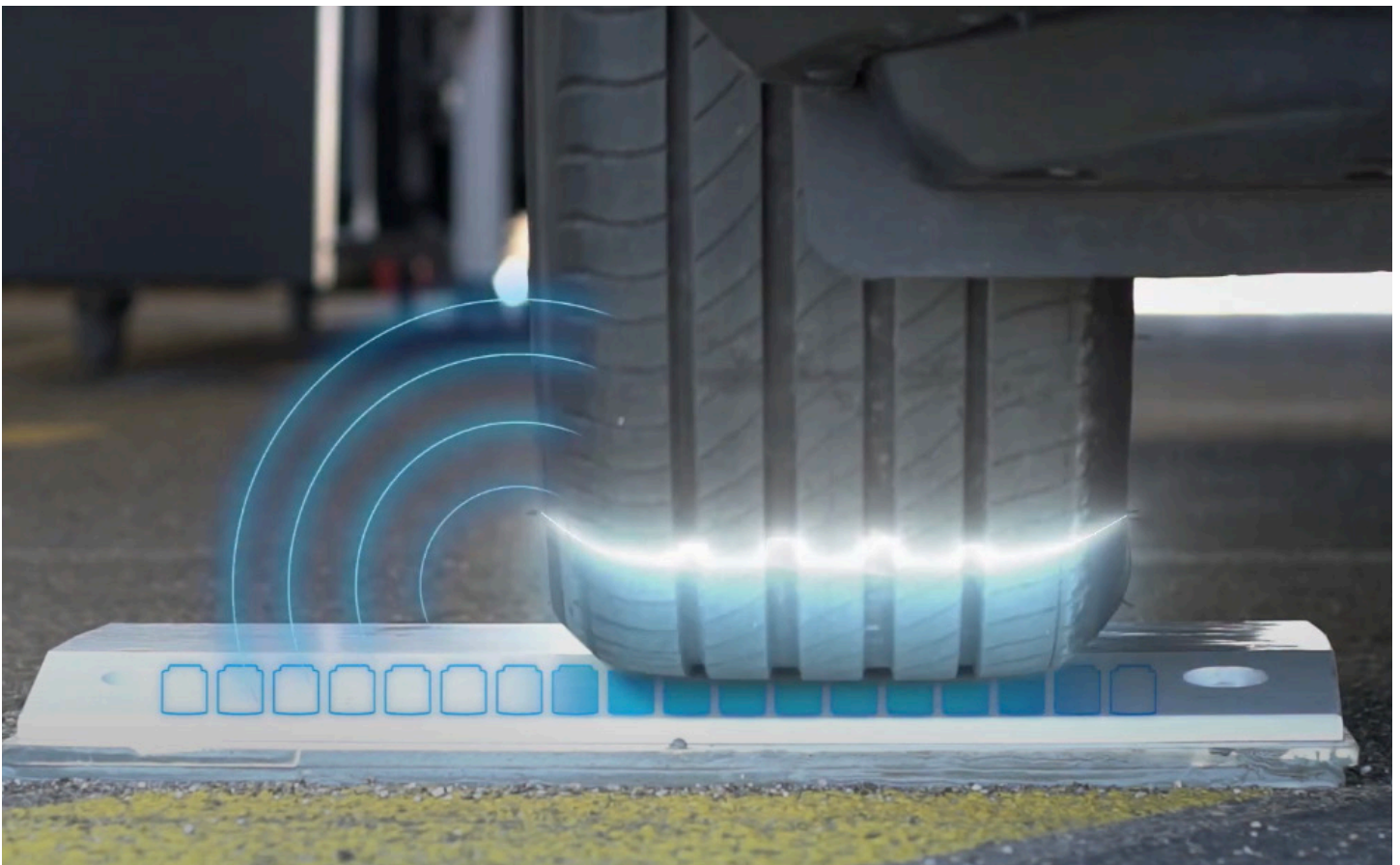
In addition to the QuickScan hardware and roll-over measuring units, Michelin also is contributing its tire data-analysis expertise, which it said is supported by "proprietary artificial intelligence algorithms."

According to Michelin, a typical manual car inspection lasts about 30 minutes, 10% of which is dedicated to tire inspection.

By integrating QuickScan into the ProovStation concept, inspections can be cut to less than a minute for the entire vehicle, including just a few seconds on the tires, Michelin added.

Michelin debuted the QuickScan process for trucks in early 2020 in France in a partnership with AS24, a subsidiary of Total S.A., Europe's No. 1 network of dedicated service stations for trucks, with 986 outlets in 28 countries.

Michelin did not elaborate on the magnetic-based technology behind QuickScan.



PIRELLI UNVEILS WORLD'S FIRST FSC-CERTIFIED TIRE

— TIRE BUSINESS STAFF



These tires contain FSC-certified natural rubber and rayon and represent a new horizon for increasingly sustainable tire production.

PZero tire, using certified natural rubber and rayon, to equip BMW X5 Plug-In Hybrid.

Pirelli has become the first company to produce a range of FSC-certified (Forest Stewardship Council) tires designed for the BMW X5 xDrive45e Plug-in-Hybrid. These tires contain FSC-certified natural rubber and rayon and represent a new horizon for increasingly sustainable tire production.

What is FSC-Certified?

FSC forest management certification confirms that plantations are managed in a way that preserves biological diversity and benefits the lives of local people and workers, while ensuring it sustains economic viability. The complex FSC chain of custody certification process verifies that FSC-certified material has been identified and separated from non-certified material as it makes its way along the supply chain, from the plantations to the tire manufacturer.

The Pirelli P Zero tire, the world's first FSC-certified tire, will be supplied in the 275/35 R22 size for the front and 315/30 R22 size for the back on the BMW X5 xDrive45e Plug-in-Hybrid*.

The second generation BMW X5 combines a 3.0-litre in-line 6-cylinder petrol engine featuring BMW TwinPower Turbo Technology with the fourth generation of BMW eDrive technology.

The BMW Group conducted a full-cycle CO2 certification for the BMW X5 xDrive45e from raw material procurement, the supply chain, manufacturing and the use phase, all the way to recycling.

This P ZERO has been developed by Pirelli according to its 'perfect fit' strategy to meet the performance needs of the German manufacturer for this popular model while contributing to the hybrid's 'green' philosophy. The new tire will be produced exclusively at Pirelli's Rome, Georgia, US factory. Pirelli says it's designed to specifically target environmental sustainability along with low rolling resistance (scoring 'A' on the European tire label). This improves fuel consumption and reduces consequent harmful emissions, says the company. Noise levels are also lower, which further benefits the environment.

Sustainable Natural Rubber Supply Chain

The FSC certification for the X5 is the latest step on the path that Pirelli has been on for many years towards sustainable management of the natural rubber supply chain. This is achieved through a roadmap of activities based on the training and sharing of good practices in the countries of origin of the material, in line with the principles and values contained in the Pirelli Sustainable Natural Rubber Policy, issued in 2017. This document is the result of consultations with key stakeholders in the natural rubber value chain including international NGOs, Pirelli's main natural rubber suppliers, growers and traders within the supply chain, automotive customers, and multilateral global organisations.



“As a premium manufacturer, we aspire to lead the way in sustainability and take responsibility,” said Andreas Wendt

Pirelli also is a founding member of the global platform for sustainable natural rubber (GPSNR). This multi-stakeholder platform was created in 2018 with the objective of supporting the sustainable development of the natural rubber business worldwide, benefitting the entire supply chain.

Giovanni Tronchetti Provera, Pirelli’s Senior V-P for Sustainability and Future Mobility, said: “Before even reaching the road, sustainable mobility begins with raw materials. With the world’s first FSC-certified tire, Pirelli once again demonstrates its commitment to pursuing increasingly challenging goals in terms of sustainability, a testament to the constant work on innovative materials and increasingly cutting-edge production processes. We continue to invest in sustainable growth for our planet, aware that this is also essential for the future of our businesses.”

“As a premium manufacturer, we aspire to lead the way in sustainability and take responsibility,” said Andreas Wendt, member of the Board of Management of BMW AG responsible for Purchasing and Supplier Network. “We have been committed to improving cultivation of natural rubber and increasing transparency in the supplier network since 2015. The use of tires made of certified natural rubber is a pioneering achievement for our industry. In this way, we are helping preserve biodiversity and forests to counteract climate change.”

Jeremy Harrison, Chief Markets Officer, FSC International, called the FSC-Certified Pirelli tire “a significant milestone in the drive to deliver economic, social and environmental benefits across the natural rubber value chain,” adding, “This is a major step forward in the journey towards a more sustainable natural rubber value chain, thereby helping to mitigate deforestation and support the fight against climate change.”

FORD ANNOUNCES ELECTRIC F-150 LIGHTNING



Ford says its “smartest, most innovative truck yet will be all-electric and called F-150 Lightning.” The all-new F-150 Lightning was revealed May 19 at Ford World Headquarters in Dearborn and livestreamed for millions to watch.

“The F-150 Lightning brings stunning innovation, technologies and capabilities to the F-Series, America’s best-selling vehicle, combined with the power, payload and towing capability that is the hallmark of all Built Ford Tough trucks,” says Ford.

The reveal—from Ford World Headquarters—was broadcast live across physical and digital destinations, including the Ford Facebook and YouTube channels, Twitter, key national publications as well as 18 impactful out-of-home locations such as Times Square in New York City and Las Vegas Boulevard.

“Every so often, a new vehicle comes along that disrupts the status quo and changes the game ... Model T, Mustang, Prius, Model 3. Now comes the F-150 Lightning,” said Ford President and CEO Jim Farley. “America’s favorite vehicle for nearly half a century is going digital and fully electric. F-150 Lightning can power your home during an outage; it’s even quicker than the original F-150 Lightning performance truck; and it will constantly improve through over-the-air updates.”

Added Farley: “The truck of the future will be built with quality and a commitment to sustainability by Ford-UAW workers at the Ford Rouge Complex -- the cathedral of American manufacturing and our most advanced plant.”

Production of the F-150 Lightning begins next spring.

***“Every so often, a new vehicle comes along that disrupts the status quo and changes the game ... Model T, Mustang, Prius, Model 3. Now comes the F-150 Lightning,”
- Ford President and CEO Jim Farley***

MICHELIN STRIKES SUPPLY DEALS WITH NEW CANADIAN RACING SERIES

— TIRE BUSINESS STAFF



“Becoming the official tire of Sports Car Championship racing in Canada demonstrates Michelin’s growing North American motorsports presence,”
– Tony Ménard, director of Motorsport, Michelin North America Inc

Two new road-racing series in Canada, the Sports Car Championship Canada (SCCC) and Radical Cup Canada, have named Michelin their official tire through 2023.

The 2021 SCCC series will race GT4 and TCR sports cars in Ontario and Quebec, with the ambition to expand to other tracks across Canada.

The new series are being organized by Franczak Enterprises Canada Ltd. (FEL), a St. Catharines-based learning and promotion company serving the North American automotive sector since 1986.

“Becoming the official tire of Sports Car Championship racing in Canada demonstrates Michelin’s growing North American motorsports presence,” Tony Ménard, director of Motorsport, Michelin North America Inc., said.

The disclosure emphasizes the importance of the Canadian market to Michelin North America and allows the brand to have a meaningful part of the growing motorsports scene in Canada.

Michelin will offer engineering support to teams participating in the series and will hold a drawing at each race weekend for a free set of tires for that weekend’s racing.

The 2021 Sports Car Championship Canada series will comprise six race weekends, FEL said, beginning May 21 at Victoria Day SpeedFest at Canadian Tire Motorsport Park near Bowmanville, Ontario.

SRO Motorsports has granted FEL a license to use international GT4 regulations for the new series, FEL said, thereby ensuring that GT4 competitors will be competing on a level playing field.

“The response from the Canadian sportscar community has truly been amazing. The quality of the teams that have stepped up, not only to confirm their participation but to also offer technical and logistics support has been humbling,” FEL President Chris Bye said.

To date, seven racing teams have registered to compete in the series, which is open to FIA homologated cars such as the Audi R8 GT4, Ford Mustang GT4, Porsche Cayman GT4, Mercedes Benz AMG, GT4, McLaren 570S GT4 and Toyota GR Supra GT4, FEL said.

Between the two classes — TCR regulations cover front-wheel-drive sedans powered by 2-liter turbocharged engines — the series is expected to field up to 20 cars per race, FEL said.

The Radical Cup Canada features single-seat closed-fender sports cars produced by British race car maker Radical Sportscars Ltd. The new series supplants separate Radical racing series for eastern and western Canada.

The new sports-car series is the third such motorsports competition in North American that Michelin has agreed to supply.

“With IMSA, the Porsche Carrera Cup and now the Sports Car Championship, we’re seeing more drivers and racing series taking into account the importance of tire performance,” Mr. Ménard said.

“Canada has a strong motorsports heritage and is an important market for Michelin,” Sylvaine Cuniberti, director of marketing in Canada, said. “We’re pleased to add a such a significant series to our motorsports engagements in Canada.”

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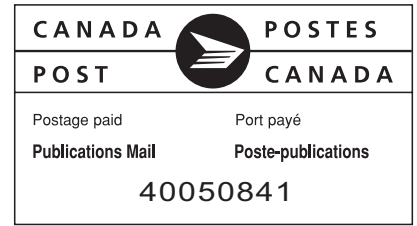
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