

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



HOT ROD HEAVEN

PERFORMANCE POTENTIAL AT VICTORIA'S DEUCE DAYS

Celebrating 60 Years

WCTD

WESTERN CANADA TIRE DEALERS

1962 - 2022

PLUS

- OK Tire's Jim Bethune • Passing the Gavel • Rising Tire Prices • Recruiting Women Techs
- Preventing Hail Damage • Trail Tire Grows • EV News Roundup • On Being Bibendum

NO STRESS,

JOIN THE FASTEST GROWING NETWORK IN CANADA!

DISCOVER THE NUMEROUS BENEFITS OF BECOMING A POINT S RETAILER:



PURCHASING POWER

Enjoy the greatest independent retailer purchasing power in the world.



MARKETING PROGRAM

Enjoy the most successful, innovative, and customized turnkey marketing program on the market.



TERRITORY PROTECTION

Enjoy great territory protection that will help you develop the Point S brand in your community.



PRESTIGIOUS BRANDS

Enjoy competitive prices on the most prestigious brands.



PRIVATE BRANDS

Enjoy a selection of exclusive Point S products.

FINANCIAL SUPPORT

AVAILABLE FOR REBRANDING PURPOSES! *



*Point S allocates a financial support for every retailer joining the network to give their shop a Point S makeover. Financial support may vary by province.

POINT-S.CA

CONTACT US FOR MORE INFORMATION:

MASSIMO MELOTTI

1 514 616.0754

mmelotti@pointscanada.ca

MARTIN LABOSSIERE

1 780 906.8473

mlabossiere@pointscanada.ca

No stress with



TIRE AND AUTO SERVICES

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)...

The Tracker editor - Tim Pawsey - timp@wctd.ca

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



WCTD MEMBERSHIP APPLICATION

COMPANY NAME	
ADDRESS	
CITY	
PROV	POSTAL CODE
PHONE	FAX
EMAIL	
CATEGORY OF MEMBERSHIP (SEE BELOW)	
VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING
a. Independent Tire Dealer b. Retreader	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

WCTD EXECUTIVE 2022-2023

PRESIDENT - TIM HOLLETT

PAST PRESIDENT - NEAL SHYMKO

VICE PRESIDENT -

EXECUTIVE DIRECTOR - RAY GELETA

65 Woodbine Road, Sherwood Park, AB T8A 4A7
Phone 780-554-9259 Email: rayg@wctd.ca

DIRECTORS 2022-2023

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: jed@tbtire.ca

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

RANDALL REIMER - INTEGRA TIRE & AUTO CENTRE

860 Main St. South, Morris, MB R0G 1K0
Phone: 204-746-6499 E-mail rrpetercar389@gmail.com



ASSOCIATE STORE PROGRAM

**SIGNATURE TIRE CAN
COMPLEMENT YOUR
EXISTING TIRE &
AUTOMOTIVE BUSINESS
PLANS FOR GROWTH
INTO THE FUTURE.**

Our dealer network extends across Canada from small to large operations specializing in passenger, light truck, commercial, agricultural and OTR, as well as mechanical services.

Signature Tire locations receive the support of our extremely knowledgeable and expert management team and is backed by Canada's largest tire distributor - NTD.



PROGRAM HIGHLIGHTS

WE'VE GOT YOU COVERED WITH SOME HELPFUL MARKETING TOOLS SUCH AS MULTIPLE SHOWROOM DISPLAYS, SIGNATURE TIRE TV, WEBSITE/INDIVIDUAL MICRO SITES, AND ONLINE TIRE PRICING TO HELP INCREASE AND GROW YOUR TIRE SALES.

NATIONAL TIRE WARRANTY

Your customers will be at ease knowing that when they hit the road, they can rely on every Signature Tire across Canada with the Tire Care warranty program.

A PLAN FOR SUCCESS

We offer product and financial training, health and safety programs, HR, and other supports to help you run a stronger, more stable business.

THE BEST BRANDS AND SUPPLIERS AT NATIONAL DISCOUNTS

Gain access to tires, accessories, automotive parts, shop supplies and insurance at exclusive prices.

GET STARTED TODAY

Alberta

Ray Lehman
780-903-3980

British Columbia

Tasha Thorburn
250-859-2661

Saskatchewan/Manitoba

Dan Johnson
587-337-6848

PASSING THE GAVEL

AS THE INCOMING president of WCTD, I am truly honoured to be able to serve you. However, before I tell you a little more about myself, I would like to take the time to thank past president Neal Shymko for all his dedication and hard work over the last couple of years. Who could have predicted the kinds of challenges we've all had to face during these trying times, with all that's been happening around the world? We are sincerely grateful to Neal for his contribution in helping to steer our association.

So ... a little bit of history about myself. I have been in the tire business and industry at large for over 45 years. Needless to say, it's truly in my blood. It may sound a little bit weird, but it's now at the point that when I walk into any tire warehouse I actually love the scent the tires give off!

I am proud become the president of such a long and outstanding organization such as Western Canada Tire Dealers. My wife, Faye, and I have owned and still are partners in B & H Tire Ltd. In Chemainus B.C. The company has been in the family since 1956—and it remains so today. I'm also active in several other parts of

As president I will do my very best to continue to grow and improve our organization by being creative and working with our dealer members and associates, as well as with our talented board of directors and executive team.



the industry, being on the board of directors of Tire Stewardship B.C. (TSBC) and also on the board of Tire Dealers Association of Canada (TDAC).

I've also been past president of a couple of different organizations as well as played and coached many sports over the years. I've been happily married for over 44 years and have three children with spouses and five grand children, so I consider ourselves very blessed.



Tim Hollett
President, WCTD

As president I will do my very best to continue to grow and improve our organization by being creative and working with our dealer members and associates, as well as with our talented board of directors and executive team.

With all the changes over the past decade and, no doubt, many more to come, I believe that this is an exciting and important time in the tire industry.

I'm looking forward to working hard to represent your interests and being a part of this dynamic next stage.

Tim Hollett

WCTD ADDS FEDERATED INSURANCE WAYNE BUDGE ACHIEVEMENT AWARD TO SCHOLARSHIP PROGRAM

WCTD IS PLEASED to announce the addition of an extra scholarship to the association's academic awards program. The Federated Insurance Wayne Budge Achievement Award will be offered, starting this year, generously sponsored by Federated Insurance

Wayne Budge holds the post of Manager, Association Partnerships at Federated, where his career has spanned 40 years.

"We are truly delighted to be able to honour Wayne in this manner," says WCTD Executive Director Ray Geleta. "Wayne has been a good friend and unwavering supporter of the association over the years. A trusted advisor to our executive and membership, he has also never missed a single convention or golf tournament."

Qualifying applicants for the WCTD 2022 Scholarship Program are also being considered for the Federated Insurance Wayne Budge Achievement Award. (Deadline for applications was August 15th, 2022.)

TRAC HONOURS JAMES O'REILLY AND DON BLYTHE

The association is also grateful for the recognition recently bestowed by the Tire and Rubber Association of Canada (TRAC) on James O'Reilly (Trail Tire Group - Young Leader) and on the late Don Blythe (OK Tire, WCTD - Lifetime Achievement Award.)

WCTD extends its congratulations to all honourees of the Inaugural 2022 Industry Leadership Awards. A full list of the awards is available at tracanada.ca



Looking for a *banner program* to enhance your bottom line while still maintaining your local brand and identity?

Then the **TreadPro Tire Centre** program may be for you.

TREADPRO 
Tire Centre

The TreadPro program is focused on dealer sell-out and profitability while being void of any reoccurring fees.

- Maintain your own brand and identity
- Access preferred pricing and rebates
- B2C online tire sales platform
- Individual marketing fund
- Increased market exposure through group wide campaigns
- Exclusive access to products and rebates
- National Account access
- Automotive parts and lubricant programs
- Equipment program
- Product access from 8 warehouses in Western Canada

Interested?

E-mail info@treadpro.ca and we will arrange for a Territory Manager in your area to contact you to discuss this opportunity and see if TreadPro is right for you!

www.TreadPro.ca

TOTAL TIRE

Distributors Inc.

TIME TO RELAX...

SUMMER HAS ARRIVED – finally. It's the perfect time to travel to attractions and join in great times with friends and family. I wish you a safe and truly enjoyable summer.

On a more personal note, semi-retirement for me has not turned out as well as I anticipated. Between Covid-19, my need for a hip replacement and then my wife falling and breaking her hip, it has really put a damper on our retirement travel expectations. However, once this is all behind us I am really looking forward to making up for these delays and hope to start all that traveling this coming fall and winter.

POSSIBLE RETURN OF A NATIONAL TIRE CONVENTION.

TDAC, in conjunction with the four regional associations, is looking at bringing back a national tire convention in the near future. As one of TDAC's past presidents said, the dealers are the link between the manufacturer and the consumer. And to that we add that we are the link between the consumer and the law-makers of our land; and also the link between our employees and TIA international training programs. TDAC in my mind has always been an important piece of those links.

We would like to hear from you, our membership, on your thoughts, concerns, and ideas as what we could bring forward at this possible convention. Your ideas and input are important in helping us to plan time and effort well spent. Please contact one of our directors or myself with your thoughts and suggestions.

WCTD HALL OF FAME

One perennial and important event at these conventions was always the induction of recipients to the WCTD Hall of Fame. Whether we have a convention or not we still plan continue with this event. If it turns out there is no convention after all we will stage a Hall of Fame presentation at our Annual General Meeting. As a result, please note that we are looking for nominations from the field.

Anyone in the tire industry may be nominated, including tire dealers and retreaders, manufacturers, inventors, equipment suppliers, and so on. In short, The Western Canada Tire Dealers Hall of Fame salutes those who have made outstanding contributions for the betterment of the tire industry at large.



The WCTD Board of Directors approved establishment of the WCTD Hall of Fame in 2004. Its purpose is:

- To give recognition to those individuals who have made outstanding contributions for the betterment of the industry.
- To recognize Pioneer (longtime) members who have contributed to the success of Western Canada Tire Dealers.



Ray Geleta
Executive Director,
WCTD

The President and two other board members will comprise the Hall of Fame Selection Committee.

This committee is empowered to add to the list of Nominees and to decide on the number of awards to be presented.

CRITERIA:

The WCTD Hall of Fame is open to all living or deceased tire dealers and retreaders, manufacturers, inventors, equipment suppliers, and to all retired employees of the association.

The submission is to include a 200 word synopsis of the candidate's accomplishments as well as other information, such as photos, articles, web stories, letters, awards and any other pertinent information.

Three current WCTD Members must sign the nomination form of each candidate submitted.

Please submit any nominations to the association office by September 30th, 2022

I hope you'll give this some serious thought, as it's time again to recognize those who have truly made a difference. Please read the list of recipients below.

Please contact me directly if you have someone in mind who should be considered for this prestigious award.

Wishing you a wonderful summer!

Ray

WCTD HALL OF FAME INDUCTEES

2005: Tom Foord - Kal Tire (Vernon, BC), Lou Leibl - York Tire (Winnipeg, MB), Roger Ambrosie - Trail Tire (Edmonton, AB).

2006: Bill Fountain - Fountain Tire (Edmonton, AB), Bill Kirk - Kirk's Tire (Lethbridge, AB), Stan Harper - Sr. Harpers Tire (Calgary, AB).

2007: John Cosco - Remington/Tirecraft (Edmonton, AB), John D. Penner - Penner Tire & Rubber Company (Winnipeg, MB).

2008: Don Blythe - OK Tire (Burnaby, BC). **2009:** William Nelson Lottridge Sr. - Loomis-Root Canada (Dundas, ON),

Archie Stroh - Kal Tire (Vernon, BC). **2010:** Garry Dickinson - D&D Tire (Vancouver, BC), Stan Herperger - Wholesale Tire, (Regina, Sk.),

Moe Tresoor - Expertire, (Winnipeg, MB). **2012:** Olive & Gord Storey - Advanx Tire (Vancouver, BC). **2014:** Mike Roberge - Western Rubber

(New Westminster, BC). **2016:** Ed Campbell - West End Tire (Winnipeg, MB). **2018:** Dale Parsons - Grasons Tire, Kal Tire, (Vancouver, BC).



Tire and Wheel Service Solutions



ON BEING BIBENDUM. BRIEFLY

- TIM PAWSEY

THERE'S BIG NEWS in the food world in BC these days: the revered (and feared) Michelin Guide is coming to Vancouver.

That Michelin has chosen Vancouver as its second Canadian destination for coverage is seen as a major feather in the city's cap, especially in a province driven by tourism and hospitality. Those industries alone provide jobs for some 170,000 people in BC. The other Canadian city covered by Michelin is Toronto, though curiously, (so far) not Montréal.

Hence, Vancouver, which Michelin amusingly describes as having "very promising culinary potential", gets a big boost, with the first selection scheduled for later this year.

Or, as the Michelin / Destination Vancouver press release said, "The first MICHELIN Guide Vancouver selection will be revealed this fall, and will showcase outstanding restaurants and professionals receiving Michelin distinctions. The famously anonymous inspectors of the Guide award MICHELIN Stars—One, Two or Three—to unparalleled cuisine."

The announcement went down at one of the city's top culinary schools, of course, with Bibendum in attendance—or, at least, in effigy. Right away my flashback senses kicked in and delved deep into the hard drive of what still passes for my memory.

Some readers know about my early career with Michelin, as it's what brought me to the west coast. Prior to that I worked in different areas of Michelin Canada's commercial head office, in Montreal. One of those included the supply of 'Cartes et Guides', (Michelin maps and guides) to book sellers across the country.

Those were still early days for the French giant in Canada, so every opportunity to amplify the brand (i.e. especially Bibendum) was seized upon enthusiastically. What's more, pre-internet and Google, there was also serious demand for Michelin's unparalleled maps in particular. Launched in 1900, they were still considered the definitive guide for anyone planning to drive in Europe.



Also back in the day, car shows were a big part of what sold cars. And the Salon de l'Auto de Montreal was and remains one of the premier events of its kind in Canada. Back then Michelin asserted its presence with a major display—as well as a lifesized Bibendum in attendance. I'm not sure exactly how I was recruited to 'be' Bibendum. But on at least one day—and possibly two—I found myself wandering through the crowds—taking my corporate loyalty to new heights—as 'the Michelin man.'

All went swimmingly, except that the tubular, polyester costume was unbearably hot. Meaning that the optimum dress underneath was, well, underwear.

Like most car shows there was no shortage of glitz and glamour on display, along with the usual array of sensually dressed, utterly gorgeous women. Needless to say, the allure of Bibendum was not quite on the same level.

That said, there were a few teenagers around, some of whom seemed to have a disconcerting, almost unhealthy preoccupation with 'Bib'—in this case me. Then, in a flash all became clear. First arrived the tap from behind on my shoulder. I turned around only to discover (too late!) that some nefarious brat had located and held firmly onto the zipper around my 'waist.' As I pivoted (as gracefully as the costume would allow) the 'concertina' top and bottom parted ways—with an efficiency for which Michelin was so rightly renowned. And I was down to socks and briefs.

Such were the joys of being Bibendum at 'le Salon.' Needless to say, from that point on we travelled with, quite literally, a 'bodyguard.'

At least, in those days, I didn't have the spare tire I do now ...

JIM BETHUNE, CEO, OK TIRE

MR. BETHUNE WAS appointed President and CEO, OK Tire Stores in January 2022. He comes from a background of various key leadership roles, most recently as Chief Operating Officer of Neelands Group Limited, as well as executive positions at North American Tillage Tools Company and CARSTAR Automotive Canada. Born and raised in Hamilton, ON (where he still lives) he graduated from McMaster University and initially embarked on a career as a CPA.

HOW DID YOU GET STARTED IN THE AUTOMOTIVE BUSINESS?

When I was practicing as a CPA one of my clients was Beverly Tire, in Hamilton. It was owned by three brothers. They were looking to grow and as I became more involved they approached me to join the firm, which I did. We then embarked on an expansion that saw the company grow from two to over 30 stores in 11 years.

WHAT'S YOUR OVERALL VISION FOR OK TIRE?

The company has a wonderful history. One of the great things about OK Tire is the passion that our dealers exhibit for their customers, and for the industry in general. It's amazing. And, I think, it's probably unique in the industry. I'm not sure the other major chains have the same ability that we do.

From a dealer perspective, as an organization we get to help our dealers be better business people. That, in turn, will help them when it's time to move on or possibly transition into retirement. I think we need to provide more skills; and to assist them more with



"I'm really a small business guy at heart helping small businesses. OK Tires is a collection of small businesses."
— Jim Bethune, President and CEO, OK Tire Stores

training in general. I'm really a small business guy at heart helping small businesses. OK Tires is a collection of small businesses.

Also, we are building stronger relationships with the major manufacturers. And take advantage of the opportunities that come along to help us serve our customers.

I also see us getting more involved with schools and trade schools. One of the things we're starting to really think about (it'll take some time to do it) is to create OK Tire's University. We could really help our dealers at every level, in terms of having a set of tools at their fingertips that they can utilize to train not only themselves but also all their staff to be better.

So I think training is a pillar where we can really improve our skill sets. It's an area on which we're really focused in the short term. It will take several years to really roll out properly.

I also think we need to get better at using technology. Almost anything we do today in business has to have a strong technical focus. Since I've been here we've begun to invest heavily in some new initiatives. I don't see that stopping. I think we've got to find ways to leverage technology to help our stores to help customers, such as improving our website and similar projects.

WHAT KINDS OF IMPACTS DO YOU SEE AS MORE EVS ENTER THE MARKET?

It still needs to be determined. But one area where we're all going to have to start dealing with very quickly is the tires themselves. Not every manufacturer is going to play in a big way. However, some are working very quickly to really adapt. EVs are set up differently. They're heavier; and there's more torque. So manufacturers are having to invest heavily to make the right products. This year alone some 30 to 40 new tire sizes are coming out to meet EV demands.

Recently we spent quite a bit of time with some of the big manufacturers; really sitting down with them and assessing what's going on. We're figuring out how we're going to go to market to really work together as partners; to make sure the products are available for the customers. It's going to be a challenge for consumers too. The tires are going to be more expensive. They just are. Manufacturers are starting with new technology solutions, and prices are going to be high.

HOW ABOUT EV TIRE MILEAGE?

A couple of years ago, with the tires that Tesla was putting on you were doing well if you got to 60,000 kilometres. This was mainly because the manufacturers hadn't really spent a lot of time figuring out the technology. Now they've spent the time and the money and made the changes. I think the products will get better. And I think they will last longer than they are today. We're seeing most of the car manufacturers jump in this space in a big way now too.

We also need to understand it's going to be market specific. Vancouver right now is a very big EV market. Toronto is getting bigger. Even in Regina you're starting to see more Teslas on the road. However, I still think it's going to be more of an urban trend as opposed to a rural trend—which creates challenges for us as dealers, as well as for manufacturers.

WE HEAR ABOUT PEOPLE HAVING PROBLEMS



Jim Bethune, second from left, with (l-r) Aaron Leegwater, Gregory den Brok and Jai Deep of OK Tire Balcarres

ATTRACTING AND KEEPING COMPETENT TECHS. HOW DO YOU SEE THAT RIGHT NOW?

It's tough. But I don't think it's necessarily related only to our industry. It's part of the business situation in North America today. There's more demand than supply in many cases. As time proceeds, we're going to have to help dealers get more involved with trade schools. And make sure that OK Tire is more known there.

What's key is that good people want to work for good businesses, right. So I think we just need to keep working with our dealers to help them be better business people. That alone will be a bit of a differentiator to keep the right talent with them. I know in Quebec there's more initiatives from a government perspective to help get immigrants into some of the industries. We're seeing a little bit

in other parts of Canada. But it's a bigger initiative in Quebec as an example.

WHAT ARE THE POSSIBILITIES OF MORE WOMEN COMING INTO THE INDUSTRY?

Absolutely. We have quite a few women who are in the shop working or at the front counter, as well as more stores owned by women today, such as recently opened OK Tire Jagare Ridge, in southwest Edmonton, AB. Also, we as an organization have several women who hold senior management positions.

AS THE OLDER GENERATION PLANS TO RETIRE, SUCCESSION IS A CHALLENGE FOR SOME OWNERS. HOW DO YOU ENCOURAGE THE YOUNGER GENERATION TO FOLLOW IN THEIR PARENTS' FOOTSTEPS?

Most definitely, it's a challenge. However, we recently did a deal with three young folks in Saskatchewan to take on a store. It was great to see three mid-20s guys being supported by their parents. I love it. More of that needs to happen. We were able to provide the right support to help these guys out. Of course, it has to be a whole lot more than just providing the products they need to sell. We need to be there every step of the way, whether helping them with their banking relationship, or helping them find people, and train them. Technology is also a huge part of this now. More than it's ever been.

GROUPE TOUCHETTE TO ACQUIRE AMERICAN TIRE DISTRIBUTORS' NATIONAL TIRE DISTRIBUTORS

– DAVE MANLEY | TIRE BUSINESS

GROUPE TOUCHETTE INC. ("Groupe Touchette") and **American Tire Distributors ("ATD")** has announced that they have entered into a definitive agreement pursuant to which Groupe Touchette will acquire ATD's Canadian subsidiary, **National Tire Distributors ("NTD")**.

The acquisition of NTD will significantly contribute to Groupe Touchette's ability to serve its customers and business partners, bringing enhanced service, increased offering capacity, and more choices to Canadian consumers. With NTD, Groupe Touchette's growth will also create new job opportunities across Canada. Groupe Touchette looks forward to bolstering its service offering through the integration of NTD's best-in-class workforce and rich industry knowledge. Following the close of the transaction, Groupe Touchette will serve all major manufacturers and supply customers across Canada.

"On behalf of the entire Groupe Touchette team, we are absolutely thrilled to welcome NTD into our growing family," said Nicolas Touchette and Frédéric Bouthillier, Co-owners at Groupe Touchette.

"In these challenging times, and in this ever-evolving industry, the environmental and technological realities bring a high complexity

on a 360-degree perspective. Groupe Touchette's plan is to offer powerful solutions that drive efficiencies and streamline the supply chain for the benefit of customers, consumers, and manufacturers. NTD's addition will help us reach our goal to best serve Canadians!"

"Today's announcement is another important step forward for NTD, ATD, and our industry as a whole," said Stuart Schuette, President and Chief Executive Officer of ATD. "We are very proud of the Canadian business we have built in NTD and are pleased to have reached an agreement with Groupe Touchette that secures a tremendous future for it and the incredible associates, customers, and partners who support it."

As part of the agreement, the companies will enter into a commercial relationship under which ATD will supply the combined Canadian company with its proprietary Hercules and Ironman brand tires and make its advanced analytics software and productivity-enabling tools available to Groupe Touchette's network.

The combined business will continue to be headquartered in Montreal and will maintain a national support center in Burlington, Ontario, as well as regional offices across Canada.

The transaction is expected to close in the fourth quarter of 2022, subject to the satisfaction of customary closing conditions including Canadian regulatory clearance.



WE'RE COMMITTED TO WCTD

Work with a dedicated agent and risk management team that understands tire dealers and are committed to helping you protect your business.

[Learn more at federated.ca](https://www.federated.ca)

RISING TIRE PRICES AFFECTED BY SEVERAL FACTORS

– TIRE BUSINESS



THE SUPPLY CHAIN continues to struggle in the wake of the COVID-19 pandemic, and the cost related to logistics and raw materials is at a historic high. Additionally, inflation is causing rising prices in most aspects of business. In the tire industry, manufacturers have raised prices multiple times in response.

The following is a look at recent price increases along with the thoughts of company officials – gleaned from our annual Mid-Year Report – on price increases within the industry.

BRIDGESTONE

Bridgestone Americas Inc. raised prices on Bridgestone-, Firestone- and Fuzion-brand passenger, light truck and motorcycle tires in the U.S. and Canada by up to 10% on July 1. This marks Bridgestone's fourth price increase of 2022. The tire maker raised prices on Bridgestone- and Firestone-brand commercial, OTR and agriculture tires by up to 15% in the U.S and Canada on May 1.

Scott Damon, chief operating officer of Bridgestone Americas, said consumers remain undeterred to price increases, at least for the time being. "We're certainly seeing a red-hot economy that, despite the price increases and inflation, demand still remains quite strong," he said. "It is a pleasant surprise."

CONTINENTAL

Continental Tire the Americas L.L.C. is raising prices on its Continental- and General-branded passenger and light truck tires in the U.S. market June 1. The increase was Conti's sixth in the past 16 months.

GOODYEAR

Goodyear raised prices in the U.S. and Canada on Goodyear- and Cooper-brand consumer tires by up to 10% and on commercial truck tires by up to 6% on July 1. Goodyear last raised prices in North America on Jan. 1 – by up to 12% on consumer and up to 14% on commercial/OTR tires across all brands – and prior to that three times in 2021.

Darren Wells, chief financial officer, cited rising raw-materials and other inflation-impacted costs for the need to raise prices. The changes affect all Goodyear and Cooper flag and associate brands.

HANKOOK

Hankook Tire America Inc. raised prices on Hankook- and Laufenn-brand passenger and light truck tires on May 1 by up to 8%; its first increase since August 2021, when the Nashville-based company raised prices up to 7% on Hankook- and Laufenn-brand passenger and light truck tires in the U.S.

Individual price increase will vary by product within each brand portfolio, Hankook said, citing several factors – including rising cost of operations and raw materials, increased logistics costs and other market factors.

KUMHO

Kumho Tire Canada raised prices throughout Canada by 5% to 7% on specific all-season passenger and light truck tire lines on July 1. Kumho Tire Canada last raised prices April 1 on Kumho-brand all-season, all-weather, winter and commercial tire lines. Kumho Tire Canada said the "increase reflects the many increases in costs in the market."

STORY CONTINUES ON PAGE 19

DO CAR ENTHUSIASTS MAKE GOOD TIRE CUSTOMERS?

– PAUL MCALDUFF

SOME OF US in the tire retail business might comment about the added time spent confirming tire reviews, tire characteristics and ultimately, pricing before completing a sale to a 'car nut.'

Including in the conversation, the extra care that the tire techs take to ensure the install is even better than their normal flawless changer over and balance. So, is it worth the effort? The fact is most of us in the tire business are into making cars and trucks perform. That is why we travelled to Victoria, BC in the middle of July.

This year, 2022, marked the 90th anniversary of the '32 Ford and 'Northwest Deuce Days', and Victoria was the place to be. (DestinationGreaterVictoria.com writes "Started in 1998, the ever-popular Northwest Deuce Days takes place every three years in Victoria's Iconic Inner Harbour, attracting classic car owners from North America and across the world. Local and international spectators have the unique opportunity to view 1,200 spectacular pre-1952 collector vehicles, over 500 of which are Deuces.")

More than 1000 hot rods, collector cars, and their owners filled the streets surrounding the Provincial Capital's Legislature Grounds and Harbour. Just as impressive was the 100,000 plus spectators who attended the three-day event, admiring all the cars on display.



The enthusiasm was spread out over most of the Victoria area with a poker rally to Langford on Saturday, and classic and performance cars cruising around day and night. We saw license plates from Manitoba, Saskatchewan, Alberta, and British Columbia. There were cars from Arizona, California, Oregon, Montana, and Washington. There was no way we could see all of them. Everyone was friendly and ready to tell a car story.

The common denominator in all of this is both participants and spectators ALL need tires. Most have the potential to purchase wheels and accessories. Expand that thought to consider the 'car nuts' relatives and friends who rely upon the advice about where to go to purchase tires for their daily drivers.

We like being that 'go to' place. Not only is it good marketing, but it also adds fun to selling tires and accessories. Attend some local car shows. You will probably recognize a few of your customers.

More than 1000 hot rods, collector cars, and their owners filled the streets surrounding the Provincial Capital's Legislature Grounds and Harbour.



The enthusiasm was spread out over most of the Victoria area with a poker rally to Langford on Saturday, and classic and performance cars cruising around day and night.



DEUCE ON THE LOOSE

"Just a little deuce coupe with a flathead mill, but she'll walk a Thunderbird like she's standing still, she's ported and relieved and she's stroked and bored, she'll do a hundred and forty with the top end floored ..." The Beachboys, 1963

When Henry Ford pulled the wraps of his 1932 coupe it's unlikely he had any sense of what he would ultimately unleash, albeit a couple of decades later.

Writing in Hagerty Media, Thom Taylor explains:

"A convergence of seemingly unrelated occurrences, certain characteristics unique to the '32 Ford, and a touch of serendipity all played a part in Ford's modest offerings for 1932 becoming the iconic hot rod aesthetic.

"The '32 Ford featured a lot of firsts and also lasts, which helped endear it to hot rodders. It was the first year of the flathead V-8, which was the first V-8 in an affordable, mass market automobile.

Initially too expensive for teenage hot rodders, it offered an easy platform to install a fast flathead once those engines became plentiful and cheap. Supply and affordability were key contributors to virtually anything hot rodders incorporated into their cars in the pursuit of style and speed.

Another first was its steel reinforced body, an improvement from mostly wood structures with stamped metal skins nailed to them that most car makers used in 1932. ..."

"1932 Fords survived much better, leading to greater availability, which kept a lid on prices," he adds.

Most of all, though, it was about the look.

"...Cars got larger after 1932. Smaller cars can poke through the air better so, everything being equal, they're quicker due to less drag. Deuces were lighter, smaller, simple, easy to stuff a V-8 into, and plentiful on car lots and bone yards—all helping the 1932 Ford become the car of choice for racers."





NEXEN TIRE

TOTAL TIRE Distributors Inc.

ORDER DESK: 1.888.860.7773 FAX: 1.250.766.9830 www.totaltire.ca



Tread Wear Mileage Warranty

P-METRIC (80,000 Km)
LT-METRIC (60,000 Km)



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months



ROADIAN AT PRO RA8



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Roadside Assistance

36 months

ROADIAN MTX



Tread Wear Mileage Warranty

40,000 Km



NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

N FERA SU1



Tread Wear Mileage Warranty

P-METRIC (115,000 Km)
LT-METRIC (80,000 Km)



NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

ROADIAN HTX2



YOUR #1 CHOICE FOR NEXEN TIRES!

R2R LAW NOT NEEDED IN CANADA, SAY AUTO MAKERS, DEALERS

— GREG LAYSON | AUTOMOTIVE NEWS CANADA

OTTAWA, ONTARIO — Canada's auto makers and the national dealers association oppose a push to enshrine into law the right of independent repair shops to access vehicle data, known as right to repair.

They maintain the current voluntary arrangement to share the proprietary data needed to diagnose and fix vehicles is working well, giving consumers the choice of going to a dealership or independent shop for service.

A private member's bill introduced in February by Brian Masse, New Democrat Party MP for Windsor West in Ontario, would replace the current system with federal legislation designed to ensure compliance.

The Canadian Automotive Service Information Standard (CASIS), enacted in 2010, gives independent repair shops access via paid internet subscription to automakers' proprietary diagnostic codes, software and repair tools through brand-specific portals. Stakeholders negotiated the measure after Masse's previous effort to pass right-to-repair legislation in 2009.

"The [current] agreement has worked extremely well, and the aftermarket has access to the same information tools that dealers have," said Brian Kingston, president of the Canadian Vehicle Manufacturers' Association (CVMA), which represents the interests of the Detroit Three automakers in Canada.

But complaints about access persist, said Masse, the NDP's auto-industry critic. The agreement also did not envision growing digitization of vehicles and the transition to highly computerized electric vehicles. New electric-vehicle (EV) players such as Tesla and Rivian are also not part of CASIS, Masse told Automotive News Canada.

His bill would empower the federal Competition Tribunal, after receiving a complaint, to order auto makers to give independent outlets the same data access as authorized service providers, such as dealerships.

"I think that this might hopefully do one of two things," Masse said. "Either kick-start an interest to modernize the current agreement and find some of the shortfalls to it, or have a more robust discussion as to whether or not there has to be a legislative agenda from the government."

"The [current] agreement has worked extremely well, and the aftermarket has access to the same information tools that dealers have."

— Brian Kingston, president, Canadian Vehicle Manufacturers' Association



Private members' bills have a low probability of becoming law. In addition to Masse's bill, Liberal MP Wilson Miao of British Columbia (Richmond Centre) has a broader private member's bill that would amend the Copyright Act to unlock access to a host of computerized devices, including agricultural equipment and motor vehicles, so independent outlets could service them. It has passed a second reading.

Other countries, notably the U.S., are opting for legislation. Several states have enacted right-to-repair laws, and a federal law is being considered.

The Automotive Industries Association (AIA), whose 500 members operate about 4,000 service outlets, supports Masse's bill.

The measure would cement the ability of consumers to choose where to get their vehicle repaired, AIA President Jean-François Champagne said.

"We need legislation to ensure this right continues to be protected," he said.

While dealerships usually service vehicles still under warranty, most out-of-warranty vehicles go to independents, Champagne said. A 2020 study commissioned by the AIA pegged the aftermarket's economic impact at \$32 billion annually, with about 490,000 employees, he said.

A Proud Western Canadian Company

TRAILTIRE

AUTO CENTERS

ASSOCIATE PROGRAM



- ✓ Brand Focused
- ✓ Increased Margins
- ✓ Lower Inventory Costs
- ✓ Marketing Programs
- ✓ IT Support



facebook.com/TrailTireAutoCenters



[@trailtireautocenters](https://instagram.com/@trailtireautocenters)



[@trailtire](https://twitter.com/@trailtire)

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



Focused on providing Profitability and Sustainability to the Tire Dealer

CASIS has served the aftermarket industry well, Champagne said, "but it's definitely showing its age."

The Global Automakers of Canada (GAC), which speaks for import brands, and the CVMA have set up a task force with the AIA to discuss any outstanding issues, GAC President David Adams said.

"To date we haven't had a comprehensive list of things that folks feel there's a problem with."

Dealers are not a party to CASIS, but "zero customer complaints" have been made, Tim Reuss, president of the Canadian Automobile Dealers Association (CADA), said. Any problems that have cropped up have been resolved under the agreement, he said.

The AIA's Champagne, however, said he's aware of access problems that have gone unresolved for years.

"We've raised those points to the auto makers," he said. "It's a voluntary agreement. There's no strong enforcement mechanism."

Polling for the AIA during the 2021 federal election suggested that a sizeable majority of Canadians want choice and think auto makers should be required by law to share information, Champagne said.

A survey done at the same time for the 6.7-million-member Canadian Automobile Association (CAA) found that 70% of respondents favour a right to repair, CAA Spokesman Ian Jack said.

The CAA poll looked more broadly at digital rights and privacy in a wireless world as the federal government develops a digital charter.

"Our perspective is that we're increasingly moving to a wireless world when it comes to data collection in the vehicle and transmission," Jack said. "It is unclear to us whether the existing agreement fully covers that."

"We do think we need some guardrails around the use of that information, including the right-to-repair information."

The CASIS agreement was the first of its kind in the world, and reopening it would be a good first step, Jack said, but it has no enforcement teeth, as a law might have.

"Government brokered that deal," he said, "and they've done very little since to ensure that its terms are being respected."

Update: As per AIA, "MP Brian Masse's office has just informed us that the tabling of the Right to Repair petition has been delayed. Mr. Masse's office is hopeful it will be tabled soon, we'll keep all members informed on this important initiative."

RISING TIRE PRICES AFFECTED BY SEVERAL FACTORS CONT'D

PIRELLI

Pirelli Tire North America Inc. raised prices on passenger and light truck tires sold in the U.S. by as much as 10% on June 15. This marks the tire maker's third price increase in 2022.

SUMITOMO

Sumitomo Rubber North America Inc. (SNRA) raised prices in the U.S. and Canada by an undisclosed amount on Falken-brand passenger, light truck and medium truck tires on July 1. This was the third time SNRA has raised prices on Falken-brand tires in 2022. It last raised prices by up to 8% on Falken- and Ohtsu-brand passenger, light truck and medium truck tires in the U.S., Canada and the Caribbean on March 1.

TOYO

Toyo Tire U.S.A. Corp. will be raising dealer base prices on select passenger car, light truck, and commercial tire patterns by up to 5%, effective Aug. 1. Toyo Tire last raised dealer base prices, on passenger car, light truck and commercial truck tires, by up to 10%, on Feb. 1.

"Price increases have been a necessary counteraction to increased costs in raw materials, logistics and labor for Toyo and everyone else in the industry," said Michael Graber, president and CEO of Toyo Tire U.S.A. Corp. "It is difficult to predict what the future holds, but we are constantly looking for efficiencies in the supply chain to manage the costs of building and distributing tires."

YOKOHAMA

Yokohama Tire Corp. raised prices in the U.S. on replacement market consumer and commercial tires by an undisclosed amount on July 1. It will mark the company's second increase in 2022 and sixth increase since December 2020.

"We often see supply and demand drive a lot of the pricing decisions in the industry, and although that continues to be a factor today, there are a lot of additional factors that are likely contributing to some of the pricing actions of late," Stan Chandgie, Yokohama executive vice president of sales and support, said. "One of the most notable impacts that everyone is facing today is the rising cost of labor and salaries. This trend is likely here to stay, which could suggest the same for the recent increases we are seeing across the industry. We are hopeful things will start to stabilize; however, I think the past two years have taught us that it is extremely difficult to predict what is coming next."

*MICHELIN

On May 11, Tire Review reported Michelin was "announcing price increases across its brands ranging from 5-12% on the majority of passenger and light truck replacement tires and service offers, up to 9% on motorcycle tires, and up to 12% for on-road and off-road commercial products and service offers. These increases will be effective on orders invoiced starting June 1, in the U.S. and Canada."

"Price changes may vary across specific products, channels and countries within each brand portfolio, says Michelin. ..."

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. Timens, Ville Saint-Laurent, Que H4S 2A2

TECHFORCE REPORT IDENTIFIES WAYS TO RECRUIT MORE WOMEN TECHS

— TIRE BUSINESS

SCOTTSDALE, ARIZ. — The automotive industry needs to recruit more women technicians to offset the worker shortage, but many obstacles have to be removed first, according to a new TechForce Foundation whitepaper addressing the role of women techs.

Women Techs: Solving the Tech Shortage Problem discusses how the automotive, aviation, diesel, collision, motorsports and other transportation industry sectors can recruit and retain women technicians and offer professional growth opportunities throughout every phase of their careers.

TechForce Foundation interviewed women technicians across multiple sectors from the U.S., Canada, Australia and the United Kingdom. The interview group spanned every career stage, ranging in age from 19 to 60 years old.

"Women make up more than half the population but account for less than 3% of the technician workforce," TechForce CEO Jennifer Maher said.

"The women techs we spoke to are thriving, and with demand for qualified technicians across the service and maintenance sector greatly outpacing supply, there is a huge opportunity for the industry to recruit women into these important 'new collar,' STEM careers," she said.

ENHANCE ONGOING RECRUITMENT

In addition to collecting and sharing the real-world experience and insights of women techs, TechForce outlines steps employers can take to enhance their ongoing recruitment, retention and growth strategies.

"It's clear that women seeking technician careers will play a vital part in the service and maintenance industry, where the need for talent at all levels is enormous,"

— Dana Rapoport, TechForce's chief consultant

"It's clear that women seeking technician careers will play a vital part in the service and maintenance industry, where the need for talent at all levels is enormous," Dana Rapoport, TechForce's chief consultant, said. "We hope employers take full advantage of this opportunity and implement the findings in this whitepaper to welcome this growing pool of diverse, skilled workers eager to contribute to the technician workforce."

According to the report, demand for automotive technicians (177,998) in 2021 exceeded the number of technicians completing their certification in 2020 (32,715).

"The technological tsunami offers an ideal scenario for attracting more women who are increasingly interested in STEM careers, but first, transportation employers must take steps to ensure that the working conditions are such that these women techs have a place where their skills will be nurtured and valued by embracing the concepts of DE&I (diversity, equity and inclusion)," the report said.

ACKNOWLEDGE INEQUALITY

Employers must be willing to treat all employees equally but also acknowledge differences.

"Different perspectives offer greater creativity and problem solving, leading to higher customer retention, enhanced innovation and increased profitability."

The study reported that about 93% of women techs were discouraged from becoming a technician when they were children. More than half the women technicians interviewed said they arrived at their chosen career later in life and/or through non-traditional means, typically because they were discouraged from pursuing such a career when they were younger.

"Society's view of the transportation industry acts as a major deterrent for women interested in becoming technicians," the report said. "Technicians are often portrayed as dirty and greasy, creating an image that few parents encourage their children to embrace, especially the parents of



WEST LAKE[®] TIRES

NZ782

Trucks



CM980



CR960

Buses



Heavy Duty Radial Truck Tires

*Best Value with
Long Mileage &
Wear Resistance*



www.WESTLAKETIRE.ca

"Women techs who feel supported excel in their careers; they are passionate about their profession and experience exponential growth. The pride they take in their work enhances the quality of workmanship the business outputs."

— Dana Rapoport, TechForce's chief consultant

young women who often have additional reservations related to the challenges their daughters are likely to face while working in a male-dominated field."

After entering the industry, 84% of women techs reported experiencing bias from customers, co-workers or management.

Employers can negate this by involving women in discussions and listening to their insights so employers can address and eliminate microaggressions and unconscious bias, the report suggested.

Being a minority in any industry can feel isolating, and many women techs desire a place where she feels welcome.

"Women techs who feel supported excel in their careers; they are passionate about their profession and experience exponential growth. The pride they take in their work enhances the quality of workmanship the business outputs," the report said.

Another issue reported by study participants was the need to "prove" themselves by performing better than their male counterparts in order to earn respect in the workplace, despite having the same knowledge, skills and experience.

"Though they are willing to prove themselves by doing their jobs well, many indicated that they must demonstrate their abilities at a much higher level than their male peers in order to be viewed as equally competent," the report said.

TechForce said that employed women techs who are happy in their careers become advocates for the industry. At least 39% of women techs engage in efforts to support other women and promote the role of technician as a viable career path.

Once a business has hired technicians, retention is paramount to a company's success. Retaining technicians is much more cost effective than recruiting and hiring new employees, the report claimed.

High turnover rates lead to low employee morale and reduced productivity which can damage the business. Technicians often directly attribute their loyalty to an employer on the work culture. Culture can mean different things to different people.

Women techs view a positive work environment as one that promotes equity within the organization by paying them equal salaries based on experience, offering them the same benefits and advancing them at the same rates, the report said.

Lack of advancement opportunity as one of the most common reasons for leaving a job or the industry by women and men, the report said. Among study participants, 62.5% left an employer due to lack of advancement opportunities.

"Several trained technicians shared experiences of being pigeonholed into the role of lube tech for years, while simultaneously watching less-experienced male colleagues receive training, promotions and raises," the report said.

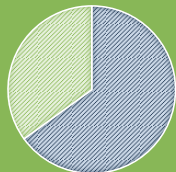
"Identifying and defining career paths is another important task employers must undertake to show women techs what their journey as a technician could look like. While this is important for all employees, it plays an even more essential role in women's careers since many women choose to become mothers, and pregnancy is not always conducive to working in a shop environment; however, it's important to note that while women techs acknowledge the difficulties of juggling work/life balance as a parent and technician, few want to be permanently moved to an office setting."

All women tech participants stressed the desire to continue training, expand their skills and be granted equal consideration for advancement opportunities.

"Nearly every woman we spoke to also cited apprenticeship and mentorship opportunities as imperative in their own careers and in promoting the transportation industry to younger women," TechForce said.


Women Techs Rock

Female Technicians Are Vital To Your Business



**Women Order
65%
Of All Service Work**

— "Women in Majority as Car Buyers, But Not as Dealership Employees" Wards Auto, 2016



**3M
More Women Than
Men Drive in the US**

— "Licensed Drivers, by Sex and Age Group, 1963–2016" US Dept. of Transportation, Federal Highway Administration, 2016


However, <3% of Technicians are Women

— "2017 Labor Force Statistics from the Current Population Survey" US Dept. of Labor, Bureau of Labor Statistics

Shops Which Hire Female Techs:	Shops Without Female Techs:
<ul style="list-style-type: none"> ↑ Increased Productivity ↑ Increased Revenue ↑ Positive Reputation <p><small>— "What are the Advantages of a Diverse Workforce?" Houston Chronicle, 2018</small></p>	<ul style="list-style-type: none"> ↓ Higher Staff Turnover ↓ Lower Revenue ↓ Lower Productivity <p><small>— "The Top 10 Economic Facts of Diversity in the Workplace" Center for American Progress, 2012</small></p>

Shops with an Equal Number of Male & Female Technicians See a 41% Increase in Revenue

— "The Business Benefits of Gender Diversity" GALLUP, 2014



Learn More at www.FutureTechSuccess.org

WEST LAKE[®] TIRES



GoFearless

SW606

**GET A
GRIP**

*with the Studdable
V-shaped pattern
Winter Tire*



Find out more at www.WESTLAKETIRE.ca

HOW TO PREVENT HAIL DAMAGE AND PROTECT YOUR PROPERTY



Reza Kamrani
Account Representative,
Associations,
Federated Insurance

ACROSS THE COUNTRY, hail is a severe weather hazard that can damage commercial assets, public infrastructure, homes, vehicles, and crops. For instance, in southern Alberta, hail storms have caused hundreds of millions of dollars in insurance claims over the past 25 years, according to the Institute for Catastrophic Loss Reduction (ICLR).

The damage from hailstorms is expected to increase “due to the increased concentration of assets in Canadian cities and suburban housing developments, and the ever-growing costs of replacing damaged and destroyed property,” according to the ICLR. Claims are rising, with the three most expensive hail-related events in Alberta totaling more than \$1.66 billion in losses, according to the ICLR’s Hail Climatology for Canada report.

Hail is formed inside thunderstorm updrafts, which creates pellets of ice that can range in size from a pea to a golf ball—and sometimes larger. Once hailstones are the size of a quarter or larger, they can cause significant damage to roofing, vehicles, and crops, and wind-driven hail can fall at an angle that rips apart siding and breaks windows. But damage isn’t always obvious; holes in roofing, for example, can lead to leaks behind walls, creating water and mould problems down the road.

While Alberta often makes headlines for its severe hailstorms, hail can affect any region in Canada – typically between June through September. So, what can be done to mitigate future hail losses? We spoke with Andrew Strack, Risk Services Specialist at Federated Insurance, to learn what areas of your property may expose you to hail damage and ways you can reduce your risk.

PROTECTING YOUR A/C UNITS

A common issue is damage to rooftop or unprotected air conditioning units on commercial and industrial buildings. “That’s a huge cost because they’re often not covered and the foils in them are very vulnerable to damage – even strong winds can damage them,” says Strack.

The insurance deductible for rooftop A/C units tends to be high, since they’re so susceptible to damage; in some cases, insurance

companies are pro-rating hail damage rather than offering a deductible.

One way to mitigate damage is to place a specially designed cage around the A/C unit that allows for proper airflow. “You can often get your deductible reduced significantly if you shield it,” says Strack. “In Calgary you won’t find a lot of big commercial buildings without protection, even condominiums.”

HOW TO ADDRESS WATER DAMAGE ON YOUR ROOF

Once hailstones punch a hole in a roof or tear through siding, there’s also the possibility of water damage. “Water damage can be quite significant because the water pools on the roof and drains into a place you can’t see,” he says. “Regular inspections are very important, especially just before hail season, because water damage could end up being a much, much larger claim.”

Consider implementing a longer-term solution, like replacing roofing with impact-resistant materials, particularly for properties in a moderate to high-risk hail zone. Proper roof cladding is also essential in protecting against water infiltration. On new builds or when re-roofing, consider Class 4 shingles or impact-resistant materials such as rubber or metal.

Asphalt shingles are the most common roof covering in Canada, but they’re also prone to damage from wind, rain, and hail. Extreme weather from heat waves to snowstorms can cause these shingles to curl or blow off, increasing the potential for water damage.

Underwriters Laboratory (UL), a widely recognized independent organization that provides testing, inspection and certification services, has testing protocols in place for roofing materials, and impact-resistant roofing is covered under UL 2218. To receive certification, the roofing material must be able to withstand a barrage of steel balls that simulates hail. Class 4-rated roofing is expected to hold up against most hailstorms, according to UL. However, ceramic, slate, concrete, and some metals could still suffer cosmetic damage in a hailstorm.



Water damage can be quite significant because the water pools on the roof and drains into a place you can’t see. Regular inspections are very important, especially just before hail season, because water damage could end up being a much, much larger claim.

"Steel is a bit heavier and more expensive, but it's better than aluminum or copper for roofs on commercial buildings because the softer metals will become damaged from hail," says Strack.

Insurance companies may lower your deductible or give you a break on your premium if you replace your roof with hail-proof materials. "The problem is that the only time to really do that is after a claim is made or when you need to replace your roof," says Strack.

That's why it's important to mitigate risk in other ways, too — such as shielding your rooftop A/C unit and watching weather reports to be prepared for potential storms. Restaurants with patios, for example, should put away their tables, chairs, umbrellas, and heaters if a storm is approaching.

"We've seen entire patios absolutely decimated from hail. And of course, that means there's not only hail damage to the property, but there's also business interruption because they can't serve people on the patio until they replace everything," says Strack. "So it's more expensive than just replacing a couple of patio tables and chairs."

Protect your business during every season with a tailored policy and industry advice

It's important to understand what types of damage are covered



FEDERATED INSURES OVER 300 WCTD MEMBERS IN WESTERN CANADA. THEY RANGE FROM SMALL RURAL INDEPENDENTS TO NATIONAL BRANDS AND BUYING GROUPS.

under your policy and if there are ways to reduce your deductible. Our Risk Services team can help you assess the condition of your roof and recommend ways to help your property withstand hail. However, it's important to note that while our Risk Services team can provide advice, it isn't always possible to assess the roof without direct visual inspection — that's usually left to tradespeople who have the equipment and expertise to access the roof safely.

"If you know or suspect there's a problem, fix it before it gets worse," says Strack. "Knowing what's going on and paying attention can mitigate a lot of risks." Learn more by visiting our Risk Services page today!

TIA LAUNCHES ELECTRIC VEHICLE COUNCIL

- TIRE BUSINESS

AS THE AUTOMOTIVE industry shifts toward producing electric-powered vehicles, the Tire Industry Association (TIA) has launched an Electric Vehicle Advisory Council (EVAC) to evaluate the impact of this evolution on the tire industry.

The council will focus on educating and training tire and auto dealers on the proper service techniques and procedures of EVs, establish potential safety protocols when working on them and deliver best practices for service and maintenance.

"The shift toward EVs and hybrids is gaining momentum and TIA members and the entire tire industry will be seeing more and more of these vehicles in their shops in the coming years," TIA CEO Richard "Dick" Gust said.

"As the leader in tire service training, the association wants to stay ahead of this change to ensure our members are prepared to service these vehicles safely and properly when they come into their dealerships."

TIA President Mason Hess appointed EVAC members during the association's recent summer board meeting.

The members include:

- Ron Lautzenheiser, a Big O Tires and Grease Monkey franchisee and a former TIA board member, who will serve

as chair of the new council. A long-time tire industry veteran, Lautzenheiser is an electric vehicle service advocate based in Fort Collins, Colo.

- Bryan Willson, executive director of the Colorado State University Energy Institute;
- Craig Van Batenberg, CEO of the Automotive Career Development Center;
- Debra Hamlin, a TIA board member and secretary-elect, who is director of commercial business, environment, health, safety and sustainability at Bridgestone Americas Tire Operations;
- John Evankovich, director of Sam's Club's Tire & Battery Centers, and a past TIA president;
- Jim Pangle, TIA vice president and incoming president, who is a business development specialist for Fountain Tire Corp.;
- Dave Zielasko, TIA vice president of marketing and communications; and
- Roy Littlefield IV, TIA director of governments affairs, who will serve as TIA staff advisor and meeting coordinator.

The EVAC is one of two TIA advisory councils. The other is the Environmental Advisory Council (EAC), whose mission is to identify recycled manufactured products and environmentally sustainable practices within the tire and rubber industry and promote them through outreach (community, industry, stakeholder) and education.

EVS MEAN MEETING UNIQUE CUSTOMER DEMANDS FOR TIRE DEALERS

— JENIFER GOLBA (COURTESY OF TIRE REVIEW)

AS FUEL EFFICIENCY, climate change and gas prices become of significant importance to consumers, the adoption and interest in alternatively-fueled vehicles are increasing.

As fuel efficiency, climate change and gas prices become of significant importance to consumers, the adoption and interest in alternatively-fueled vehicles are increasing. While the electric vehicle (EV) market is relatively small today, it is expected to grow rapidly over the next decade in both the plug-in hybrid electric vehicles (PHEVs) and battery electric vehicles (BEVs) segments.

According to EVAdoption, BEVs represent approximately 3.4% of new vehicle sales and are projected to reach 30-50% of new US vehicle sales by 2030. Due to the continuing trend of consumers holding onto their vehicles longer, this equates to roughly 7-10% of the total U.S. vehicles in 2030.

With the EVAdoption projection of over 230 U.S. plug-in model vehicles available in 2026, now is the time for manufacturers and suppliers to prepare for and invest in EV technology and production. This paired with the introduction of a significant number of “affordable” EVs entering the marketplace, EVAdoption forecasts approximately 35 million EVs will be on the road in 2030.

During the tire product development process, manufacturers and suppliers take into account OEM models being released in the coming years along with macro trends impacting consumer values and expectations as they will shape the tire sizes and specs in the

years ahead. For instance, with the projected growth of BEVs, tires must be specifically constructed and tested for electric cars, trucks and SUVs to meet their unique requirements or key performance parameters – torque, noise and range.

Sustainability and environmental impacts have also become of increasing importance to consumers and as a direct result, EVs and autonomous or self-driving vehicles will become more commonplace.

- Torque – BEVs are approximately 20% heavier than internal combustion engine vehicles, thus the tires must compliment the high instant acceleration and a heavier load of EVs.
- Noise – Without the roar of an engine, a requirement for EV tires is to produce an extremely quiet and comfortable ride that meet the highest standards of our consumers.
- Range – An optimal balance between the tread compound and tire size must be met to deliver lower rolling resistance EV tires which will increase the range of the electric charge.

Sustainability and environmental impacts have also become of increasing importance to consumers and as a direct result, EVs and autonomous or self-driving vehicles will become more commonplace. That said, mild autonomous systems like ADAS (Advanced Driver Assistance Systems) in some form are already standard equipment on new vehicles today.

With an increased focus on green solutions, tire designs will also begin utilizing more environmentally friendly materials in production. And, looking forward, fleet vehicles will grow beyond the traditional rental car fleets to delivery services, ride-sharing, and others. These fleets will require tires that satisfy the demands of their rigorous work schedule while maximizing the life of the tire.

To prepare for emerging mobility trends and EVs, reach out to your tire distributor to ensure you are ready to meet the unique demands of the evolving diverse marketplace.

Jenifer Golba joined TBC Corporation in 2019 and serves as senior vice president, consumer product marketing.



RIDGE GRAPPLER



NITTO



MOTIVO



LARGEST NITTO INVENTORY IN CANADA!

TOTAL TIRE Distributors Inc.

ORDER DESK: 1.888.860.7773 FAX: 1.250.766.9830 www.totaltire.ca

Trail Grappler M/T



TERRA GRAPPLER G2



EXO GRAPPLER AWT



TPMS MATTERS EVEN MORE IN AN ELECTRIFIED VEHICLE

– JACKIE LUTZ, COURTESY OF TIRE REVIEW

THE UPCOMING ERA of electric vehicles is truly the topic of our time in this industry. As the infrastructure for this imminent change is getting put into place, it is easy to wonder what other changes will come our way when it comes to servicing these vehicles. As vehicles get smarter, safer and more efficient, what parts become less necessary? One thing you can be sure of is there will continue to be a need for a sensor in the tire.

One of the many benefits of a functioning tire pressure monitoring system in an ICE vehicle is that proper tire inflation helps improve fuel efficiency. When a tire has adequate pressure, the tire sits on the road properly, allowing it to grip better and have the strength to move the vehicle forward more efficiently. For electric vehicles, this translates to range. If there is one thing that will be of vital importance with EVs, it is increasing driving range between charges. Tire sensors will continue to support that effort.

Tire sensors can also help the vehicle better predict the estimated impact to range, which can exceed 10%. This is significant as infrastructure builds and the distance between charging stations is less than ideal over the next several years. The more accurate the prediction the more comfort and trust that is instilled in the driver. Repairs to a system that could keep them from being stranded is a pretty easy sell.

Keep in mind that vehicles are continuously becoming a driving ecosystem of data and information as well. ADAS systems rely on

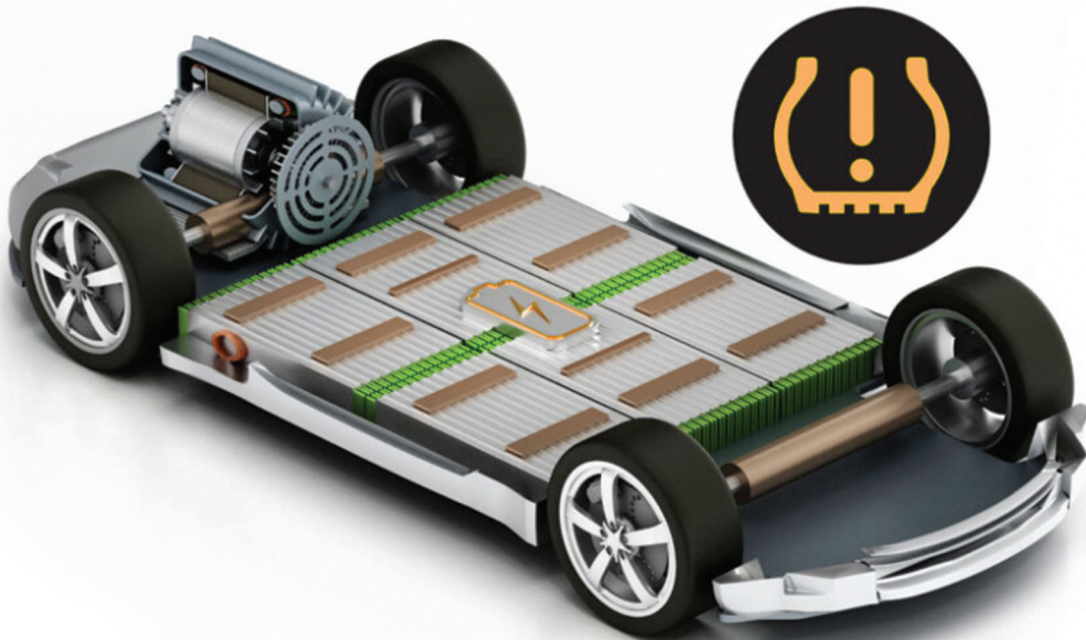
If there is one thing that will be of vital importance with EVs, it is increasing driving range between charges. Tire sensors will continue to support that effort.

hundreds of sensors to talk to each other and to feed data to the vehicle. Vehicle performance will be dependent on the accuracy of steering and vehicle handling, which is very dependent on tire pressure and yet another great benefit of TPMS that will be even more relevant in an electric vehicle.

However, what is already changing with TPMS today and will continue to evolve and be relevant for EVs is the way the sensor is mounted to the tire. Tire-mounted sensors are the future as sensors are equipped with more and more capabilities. Rather than getting attached by a valve stem, the sensor will need to be mounted (glued) to the inside of the tire itself in order to collect data like load measurement and tire identification. Where a valve-mounted sensor is limited, a tire-mounted sensor is much less so.

At the end of the day, the four tires are the only contact a vehicle has with the road. You can bet that those tires will need to continue to talk to the vehicle and relay important messages and status updates. In conclusion, tire sensors aren't going anywhere; if anything, they are gaining more capabilities and their importance will only continue to grow in an electrified car parc.

Jacki Lutz is the Global Head of Communications, Training and E-Commerce for Schrader TPMS Solutions, a global leader in TPMS. She is a TIA ATS instructor and serves on a variety of industry boards.



TRAIL GROWS IN WESTERN CANADA

— BRUCE DAVIS, TIRE BUSINESS

TRAIL TIRE, A name with deep wholesale roots in western Canada, is gaining traction in the region as a retail brand, with the company behind the name marking 50 years in business.

Founded in 1972 by Roger Ambroisie, Trail Tire Distributors Ltd. grew into a formidable wholesale distributor over the intervening four decades before being acquired in 2014 by American Tire Distributors Inc. (ATD).

Allen Ambroisie, Roger's son, kept the rights to the name for the retail sector and worked that end of the business quietly in the intervening years, waiting for the business' non-compete agreement with ATD to run out.

Starting with two retail stores in Edmonton in 2014, Allen Ambroisie grew that business to 10 stores by 2019, when the non-compete expired, and today there are over 30 outlets in Alberta and British Columbia flying the Trail Tire flag, including 18 operating as associate dealerships.

Working together with James O'Reilly — a 20-plus-year veteran of the Canadian tire distribution sector — the partners developed an associate-brand program based on the initial success of the Trail Tire retail concept and started marketing it.

The partners go to market under a simple philosophy: Never promise more than we can deliver and always give the customers more than they expect.



Trail Tire has more than 30 outlets in Alberta and British Columbia.

"We know that customer service is not enough," the partners said. "We want customer loyalty and we strive for that loyalty every day."

Trail Tire Supply, the distribution entity, has three warehouses in Alberta and British Columbia, concentrating on servicing the independent dealers flying the Trail Tire Auto Centers flag.

In the past year, the partners launched a second brand, Tiremotive, being used primarily by businesses that do limited volume in tires or are adding tires to their business mix.

There are more than 30 businesses operating under the Tiremotive banner.

Parallel to the development of Trail Tire as a retail brand, the company has begun building a direct-to-consumer online distribution business under the name TireWarehouse.ca.

BRIDGESTONE INVESTS IN \$300 MILLION GREEN AUTONOMOUS DRIVING PROJECT

— BRIAN COOTE, TIRE REVIEW

BRIDGESTONE CORP. HAS invested in Tier IV, an open-source Autoware autonomous driving operating system as part of the "Green Innovation Fund Projects" (GI Fund) for research and development of autonomous driving software platforms. Through the Green Autonomous Driving (AD) Project, TIER IV aims to achieve 100 times higher energy efficiency than the currently deployed technology for autonomous vehicles, Bridgestone says.

Leveraging the partnership with Bridgestone, Sampo Holdings and Yamaha Motor, Tier IV plans to accelerate its business through collaborations. With Bridgestone, Tier 4 plans to conduct testing, verification and validation of autonomous vehicles.

The Japanese government established the GI Fund at a scale of \$15 billion, with the goal to reduce overall greenhouse gas emissions to zero by 2050. Tier IV was accepted to the GI Fund's program, "Microautonomy – Creating Collectively Scalable Autonomous Driving Systems."

Microautonomy is a concept of software platforms, in which open technology components can be combined adaptively under given timing constraints to build affordable autonomous vehicles in a dependable manner.

Parallel to the development of Trail Tire as a retail brand, the company has begun building a direct-to-consumer online distribution business under the name TireWarehouse.ca.



ASSOCIATE STORE PROGRAM

WE ARE A PLAN FOR THE FUTURE, GIVING YOU THE BENEFITS OF A STRONG BRAND AND LARGE DEALER NETWORK.

Integra Tire is a Canadian-based affiliate dealer program, which started in 2008. Our dealer network extends across Canada from small to large operations specializing in passenger, light truck, commercial, agricultural, OTR and forestry tires, as well as mechanical services.

We have an experienced management team, and we're owned and backed by Canada's largest tire distributor.

WE OFFER AN ALL-INCLUSIVE PROGRAM TO IMPROVE YOUR BRANDING AND PROFITABILITY.

- ACCESS TO NATIONAL TIRE AND WHEEL BRANDS**
Gain access to tires, accessories, mechanical parts, shop supplies and insurance at exclusive prices.
- NATIONAL AND LOCAL MARKETING**
We invest in national branding while also investing in reaching local customers with geographically targeted campaigns.
- NATIONAL WARRANTY AND PLANS**
Place your customers at ease knowing when they hit the road they can rely on the Integraty Promise program across Canada.
- RETAIL MARKETING TOOLS**
Showroom displays, Integra TV, on-hold messaging, effective website tools, and rewards program app.
- A PLAN FOR SUCCESS**
Product and financial training, health and safety programs, HR support, and other supports to help you run a stronger business.

GET STARTED TODAY

Alberta
Ray Lehman
780-903-3980

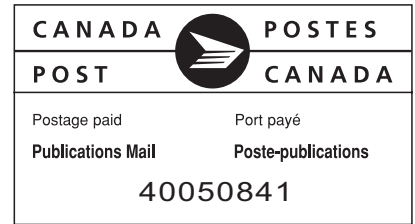
British Columbia
Clare Lowe
236-688-3668

Saskatchewan/Manitoba
Dan Johnson
587-337-6848



WESTERN
CANADA
TIRE
DEALERS

65 Woodbine Road
Sherwood Park, AB
T8A 4A7



ALL THE WHEELS

CAR/LIGHT TRUCK
TRAILER
COMMERCIAL HIGHWAY
OFF ROAD/INDUSTRIAL/AGRICULTURAL

ALL THE PARTS

LUG NUTS AND BOLTS
TUNER NUTS AND BOLTS
CENTRE CAPS
COMMERCIAL HIGHWAY STUDS AND NUTS
OTR PARTS

ALL THE TIME

EASY ONLINE SEARCH AND ORDERING
WORKS ON TABLETS/SMART PHONES

24 / 7 / 365

www.canadianwheel.com

GET ONLINE NOW...ASK US HOW

WE KNOW WHEELS..IT'S WHAT WE DO



CANADIAN WHEEL

100% CANADIAN OWNED 100% INDEPENDENT
EDMONTON VANCOUVER CALGARY

