

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



Celebrating 60 Years
WCTD
WESTERN CANADA TIRE DEALERS
1962 - 2022

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	1. Jobber or Distributor
b. Retreader	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

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 LABOSSIÈRE

1 780 906.8473

mlabossiere@pointscanada.ca

No stress with



TIRE AND AUTO SERVICES



Tire and Wheel Service Solutions



WCTD 60TH ANNIVERSARY

I HOPE EVERYONE had a great winter selling season and managed to navigate another year with a very challenging environment. 2022 is here and with it we celebrate the WCTD's 60th anniversary.

There are some very interesting reads in this issue, hopefully you get a chance to read them all. For my piece I am going to change it up from my usual message and go with some lighter content. I think we could all use it. I took a look back at the year 1962 and what it held. Here are some things that I found interesting. I hope you do too:

The Cuban Missile Crisis took place; John Glenn became the first American to orbit the earth; and the Space Needle in Seattle was completed. The first Walmart, Motel 6 and Kmart's opened. The first ever flavoured chip was sold—salt & vinegar. The average cost of a new house was \$12,500, the average income \$5,556 and the average cost of a new car \$3125. A gallon of gas could be had for 28 cents and a dozen eggs were 32 cents.

On the entertainment side of things, the top movies of 1962 were West Side Story, Spartacus, and Lawrence of Arabia. A few of the television programs that made their debut were The Beverly Hillbillies, The Tonight Show, McHale's Navy and Match Game. The top three songs of the year were "Stranger On the Shore" by Acker Bilk,

On the automotive side of things, the most popular car was the Lincoln Continental. This was also the debut year for the Shelby Cobra, the MGB, the Pontiac Grand Prix, the Ford Fairlane and the Chevy II. Goodyear introduced its cutting edge coloured translucent tire but unfortunately several factors contributed to its demise and it never was brought to the general market.



"I Can't Stop Loving You" by Ray Charles and "Mashed Potato Time" by Dee Dee Sharp. The Beatles released their first single in 1962, "Love Me Do". They also were turned down for a record deal by Decca Records. The executives there stated that the Beatles had no future in show business. Ouch, I bet they regretted that decision! Sadly, Marilyn Monroe passed away at the age of 36.



Neal Shymko
President, WCTD

On the automotive side of things, the most popular car was the Lincoln Continental. This was also the debut year for the Shelby Cobra, the MGB, the Pontiac Grand Prix, the Ford Fairlane and the Chevy II. Goodyear introduced its cutting edge coloured translucent tire but unfortunately several factors contributed to its demise and it never was brought to the general market.

On the Canadian side of things John Diefenbaker was prime minister, the Trans Canada highway opened and the Alouette 1 - Canada's first satellite was launched. On Canadian TV 20/20 and To Tell The Truth make their debuts. Also, CBC airs the first episodes of "Mister Rogers" in the Canadian market. Four years later Fred Rogers would return to the United States to create the iconic Mr. Roger's Neighborhood.

Canadian celebrities Jim Carrey, Jann Arden and Corey Hart are born.

On the sports scene the Toronto Maple Leafs won their tenth Stanley Cup and the Winnipeg Blue Bombers won the Grey Cup in what would come to be known as the famous 'fog bowl.'

Things certainly have changed over the past 60 years. One thing that has not is Western Canada Tire Dealers' dedication and commitment to you, our members. We continue to look for a representative for Saskatchewan. If you or someone you know would be a good fit, please reach out to us and let us know.

Stay safe and hopefully we'll all have a great spring selling season.

Neal Shymko





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



Roadside Assistance
36 months

Limited Road Hazard Warranty
First 3/32" or 2 Years

TOTAL COVERAGE WARRANTY
NEXEN TIRE



Roadside Assistance
36 months



ROADIAN MTX

NEW



Tread Wear Mileage Warranty
40,000 Km



TOTAL COVERAGE WARRANTY
NEXEN TIRE



Roadside Assistance
36 months

Limited Road Hazard Warranty
First 3/32" or 2 Years



Tread Wear Mileage Warranty
P-METRIC (115,000 Km)
LT-METRIC (80,000 Km)



TOTAL COVERAGE WARRANTY
NEXEN TIRE



Roadside Assistance
36 months

Limited Road Hazard Warranty
First 3/32" or 2 Years

N FERA SU1

ROADIAN HTX2



A TOAST TO THE NEXT 60 YEARS

ANOTHER BUSY SEASON has come to an end and the holiday season is behind us. The new year is here. It's the time of year when dealers are reviewing the trials and tribulations of 2021—and determining the needs and wants for 2022. Let's make sure we have a solid plan going forward!

As stated before many times, our dealers in western Canada—and the tire and automotive industry in general—are resilient. We are again witnessing this resilience first hand. Between the pandemic, supply issues, staffing issues and pricing, what I am hearing from our dealers is that business for 2021 overall was fairly good. As the new strain of Covid-19 (Omicron) is testing us once again, I'm sure that our dealers are taking the right steps to keep their customers and employees safe.

TRAINING

Please note that due to Covid-19 and the new variant all face to face training has been cancelled until further notice. Please keep in mind that I have all the level 200 TIA training material on hand for those who wish to train their staff in house. Please let me know if you are interested and I can walk you through the process.

SCHOLARSHIPS

This is a reminder that we will again be offering four \$2,000.00 scholarships this year. Please let your staff know that their children could qualify for this scholarship. To find all the details for this scholarship please go to our website or send me an e-mail rayg@wctd.ca and I will e-mail you the information.

2022 LUG NUT TORQUE CHARTS

I will be ordering the 2022 Lug Nut Torque Charts at the end of February for mid-March delivery. Please let me know if you would like to order some. Drop me an e-mail at rayg@wctd.ca and I will send out to you as soon as they arrive. The cost this year remains \$25.00 each.



Ray Geleta
Executive Director,
WCTD

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given the Annual General Meeting for the Western Canada Tire Dealers will be held April 27th at 11:00 am Mountain Standard Time (Alberta Time) via Zoom.

Voting members may join us via Zoom or make submissions in writing to be received by Friday April 1st. If you are interested in attending please e-mail rayg@wctd.ca and I will e-mail you the Zoom invitation and the agenda.

The directors request your attention, participation and input to help them direct the business of the association.

If you require more information please contact me at rayg@wctd.ca

Ray

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given the Annual General Meeting for the Western Canada Tire Dealers will be held April 27th at 11:00 am Mountain Standard Time (Alberta Time) via Zoom.

Voting members may join us via Zoom or make submissions in writing to be received by Friday April 1st. If you are interested in attending please e-mail rayg@wctd.ca and I will e-mail you the Zoom invitation and the agenda.

The directors request your attention, participation and input to help them direct the business of the association.



YOUR #1 CHOICE FOR NEXEN TIRES!



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

Clare Lowe
236-688-3668

Saskatchewan/Manitoba

Dan Johnson
587-337-6848



WCTD HALL OF FAME – NOMINATION FORM

The WCTD is accepting nominations for the WCTD Hall of Fame, to be awarded at a time and place, to be announced, in 2022. The Hall of Fame is open to all in the tire industry, including tire dealers and retreaders, manufacturers, inventors, equipment suppliers, etc. To nominate an individual for the WCTD Hall of Fame, please return this form and other information such as resumes, photos, newspaper articles, letters and awards to the address shown below.

Nominations are due by March 31st, 2022.

Name of Nominee _____

Title _____

Company _____

Address _____

City _____ Province _____ Postal Code _____

Phone (work) _____ Phone (home) _____ E-Mail _____

Date of Birth _____ Spouse's Name _____

Brief description of achievements (up to 100 words): _____

Sponsored by _____ Phone No. _____

(Print and sign)

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Co-Sponsored by _____ Phone No. _____

(print and sign)

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Co-Sponsored by _____ Phone No. _____

(Print and sign)

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Please complete and return this form by March 31st, 2022 to:

Ray Geleta, WCTD Executive Director. E-mail: rayg@wctd.ca

WCTD AT 60: THE POWER OF ASSOCIATION

IN 1962 A group of independent tire dealers came together in Banff to discuss forming an association of like-minded industry business owners. In addition to the tire retailers the group also included a few key representatives from the suppliers' side. Their efforts resulted in the founding of Western Canada Tire Dealers. The organization has since grown to become one of the most successful of its kind, both inside the automotive industry and without.

Their plan: to create a cooperative association that would work to improve the tire industry across the board, by working in areas from safety and education to technical training and effective lobbying, and more.

No question, the intent of the association's founders was indeed visionary. However, little could they have imagined the far-reaching impact of their efforts 60 years on. And while the majority hailed primarily from southern Alberta and the interior of BC it wasn't long before both board and membership spanned the western provinces and territories, from Northwestern Ontario to British Columbia.

SIGNS OF THE TIMES

Those were heady days, still flush with the growth of the post World War Two economy. Auto sales were booming. Cars were moving into an era of modernism that included US classics from the Lincoln Continental, Buick Riviera and Jeep Wagoneer, the ill-fated Studebaker Avanti and much maligned Corvair, to imports such as the Enzo Ferrari designed E-type Jaguar, Alfa Romeo Giulia and Triumph Spitfire.

On the tire shop floor, the newly invented tire and wheel mechanical balancer was starting to make an appearance. The most common passenger tire casing design was still the bias-ply, although the game-changing Michelin 'X' radial, already in Europe, would soon materialize in North America. It arrived initially in the form of the Sears Allstate, then later in the decade began to capture market share as the Michelin brand itself. Its eventual impact on the North American passenger and light-truck market was formidable.

Against this backdrop the group of highly competitive and focused entrepreneurs solidified their common ground to form Western Canadian Tire Dealers and Retreaders. (In later years, following the decline in passenger retreading, the reference was dropped and the association renamed Western Canada Tire Dealers.) The founders identified areas around uniform safety

"...Some people don't realize the value of associations, period," he said. "You have to give something back to the type of business you're in, to the industry. However, over the years I've noticed that there are some who just can't see the forest for the trees. It can't be all take: there has to be some give."

— Don Blythe



standards, a framework for training and effective lobbying as being key for collaboration. However, they also included a reference to strong business ethics—a cornerstone that has continued to define the association's reputation and character throughout its six decades.

HOW TO BUILD ON SUCCESS

If we look for reasons as to why and how the Association has grown and flourished over the years, a common theme emerges. First and foremost, Western Canada Tire Dealers is an organization built and sustained by people. Its most indelible and inarguable component remains a committed group of individuals who understand the core value of giving back—and the need to do so.

Some years ago The Tracker interviewed the late Don Blythe (former WCTD Executive Director) on his retirement. He made several points about the considerable benefits offered by the Association. But, as was often the case, Don kept a little kick in the pants for the end.

"...Some people don't realize the value of associations, period," he said. "You have to give something back to the type of business you're in, to the industry. However, over the years I've noticed that there are some who just can't see the forest for the trees. It can't be all take: there has to be some give."

Currently we have vacancies on the WCTD Board of Directors. We strongly urge you to take Don's words to heart; and consider whether you or somebody you know would be ready to serve on the board. Please contact Executive Director Ray Geleta for more information: rayg@wctd.ca

"We always hear the excuse that we can't afford training— Well, you can afford it, or, rather, you can't not afford it".
— Matt White

A CULTURE OF WORKPLACE SAFETY AND EDUCATION

Since its inception the Association has committed its unwavering attention to matters of safety in servicing. The Association's founding came in an era when there was little in the way of government or industry monitored safety regulations, at a time when tire servicing fatalities both in dealerships and at worksites were tragically all too frequent.

Much has changed since those early days, including the shift from multi-piece to one piece rims. In the 1970s and 80s, both in Canada and south of the line, governments and safety agencies began to turn their attention to reducing the number of injuries and fatalities. Like other associations WCTD worked diligently to encourage its members to train staff in all areas ranging from correct inflation procedures and hoist and jacking safety to working with cages.

US authorities reported 694 injuries during tire servicing for the 10 year period 1978 to 1987, of which 143 proved fatal. However, the number of fatalities declined significantly with the US introduction of mandatory protective cage use, in 1980, along with more frequent wearing of helmets during servicing.

TRAINING IS KEY



Matt White teaching EMT course

In recent years the Association has worked closely with TIA Director of Service Matthew White to strengthen and enhance that culture of safety by providing frequent training opportunities at every level, as well as 'Train the Trainer' sessions to broaden the field of qualified training personnel. There's no question that this



activity has had considerably impact and greatly contributed to safer workplace operations.

The last decade has seen several new TIA initiatives unveiled to bring TIA service programs to a much wider audience, including Advanced Earth Mover, and Farm programs, as well the multi-faceted on-line TIA University.

White says the need for training is a categorical imperative. In the past he's told us, "We always hear the excuse that we can't afford training— Well, you can afford it, or, rather, you can't not afford it".

He believes it's critical for tire technicians to be "confident in what they do, build a positive attitude with positive training—so we can avoid mistakes happening."

He's a firm believer "that if we train our technicians properly, our technicians won't get hurt. Unfortunately, though, it still happens—and that's why training even now is more important." He adds that his main goal, as always, is to save lives.

Watch The Tracker and wctd.ca for details on upcoming training opportunities.

SAFETY FIRST. STILL AND AGAIN

Attention to safety in all areas of our operations remains a priority. To this end, the WCTD Safety Committee is being reconvened. The Committee (which included representatives from all the major groups as well as from other key industry stakeholders) was initiated in 2011. Its members shared openly crucial information from across the industry—and also made recommendations to government and safety agencies as appropriate.

Topics covered ranged from TPMS, best practices for service/crane truck drivers to issues surrounding noise and protection. In several instances discussions regarding specific cases resulted in Safety Bulletins being issued by Federated Insurance.

To begin with, regular meetings of the new WCTD Safety Committee will be held via Zoom, although it's likely that occasional in-person meetings will occur once post-pandemic conditions permit. The sharing of information between all players is still critical to its success.

The Board of Directors feels it is now vital to reconvene the WCTD Safety Committee, which will (for now at least) meet virtually. If you work in a safety related area of your company we very much encourage you to participate and reach out to us by contacting executive director Ray Geleta. rayg@wctd.ca



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)

HOW WCTD WORKS FOR YOU

AS LISTED ON [wctd.ca](https://www.wctd.ca), a wealth of useful benefits are offered to you as part of your membership which can create significant added value and savings. We suggest you take some time to review all of these and check back often as we do make occasional updates. Recently added, for instance, is this model year's Dodge, Jeep, Chrysler offer.

Just in case you don't have time to check right now, here's a quick summary of what your annual dues entitle you access to.

KEY MEMBERSHIP BENEFITS:

- Discount on accommodations & car rentals
- Discount on all petroleum products
- Federated Insurance plans & employee benefit program
- Fiat Chrysler Automobiles Vehicle Volume Incentive
- Imagewear (Mark's Work Warehouse)
- Moneris Solutions – Preferred payment processing rates
- Scholarship Program
- Scrap Tire Stewardship Representation
- Staples Preferred Vendor Program
- TIA Tire Technician Training & Certification Programs
- Tire Service Guide Prices
- WCTD Chrysler Fleet Discount Program
- WCTD Hall of Fame
- Free classified advertising in the The Tracker quarterly magazine. (No employment related ads please.)

HALL OF FAME

The WCTD is accepting nominations for the WCTD Hall of Fame, to be awarded at a time and place, to be announced, sometime in 2022. The Hall of Fame is open to all in the tire industry, including tire dealers and retreaders, manufacturers, inventors, equipment suppliers, etc. To nominate an individual for the WCTD Hall of Fame, please complete and return the form on page 9, to arrive by March 31st, 2022.

SCHOLARSHIP PROGRAM



Of particular note, the WCTD scholarship program is one of the most generous in the industry. Over the last 20 years it's estimated that the Association has contributed some \$200,000 to deserving

students, all immediate family members of our independent dealer network. We urge you to please make your staff aware of the WCTD Scholarship Program and of this year's deadline for applications, August 15th. Please see the website for full details.

TIRE STEWARDSHIP

Some benefits are less tangible. For instance, while tire recycling is now taken for granted across the continent it wasn't always so. Former WCTD executive director Don Blythe was instrumental in establishing the inaugural provincial tire recycling program, which was known as 'FIRST' (Financial Incentives for Recycling Scrap Tires), in 1991.



Much of the impetus to establish the initial program was driven by the Hagersville, Ontario tire fire, as well as other catastrophic giant tire storage fires in the USA.

In 2007 that program and management system transitioned into Tire Stewardship BC. Through the Association the BC experience was shared with other provinces to assist in setting up programs across the country. The Association continues to collaborate fully with Alberta Recycling Management Authority (ARMA), Tire Stewardship Saskatchewan (TSS) and Tire Stewardship Manitoba, as well as with other provinces.

WEST LAKE TIRES



Heavy Duty Radial Truck Tires

Best Value with Long Mileage & Wear Resistance



www.WESTLAKETIRE.ca

U.S. TIRE AFTERMARKET REBOUNDS TO PRE-PANDEMIC LEVELS

— BRUCE DAVIS, TIRE BUSINESS

THE U.S. TIRE industry is humming along again at record or near-record levels in most aftermarket sectors.

AKRON — One year removed from the unprecedented market slump of 2020, the U.S. tire industry is humming along again at record or near-record levels in most aftermarket sectors.

According to the U.S. Tire Manufacturers Association's 2021 statistics summary, replacement market tire shipments grew by double-digits in all the sectors monitored, recovering to or exceeding pre-pandemic levels.

Original equipment tire shipments, on the other hand, while up over 2020, continue to lag the pre-pandemic 2019 figures, reflecting the supply-chain-related North American vehicle industry's production issues.

At the same time, imports of tires in the major consumer and commercial categories bounced back from 2020 to record levels, despite the global supply-chain issues that dominated news coverage throughout 2021.

Domestic production, while up in all key categories, fell short of regaining pre-pandemic levels in passenger and medium truck/bus tires, the USTMA data show. U.S. passenger tire production, which fell in 2020 to its lowest level since the 1950s, was up 10.3% over 2020 but still fell 16 million units shy of the 2019 output.

Light truck and medium truck/bus tire production was up 25% and 15.7%, respectively, to 26.1 million and 13.5 million units. As such, light truck tire output exceeded 2019 production by 1.6% while truck/bus tire production fell 8% short of matching the 2019 output, the USTMA data show.

BY THE NUMBERS

The USTMA data shows —

Replacement market shipments:

- Passenger, up 10.3% (20.9 million units) to 224.8 million units;
- Light truck, up 16.8% (5.67 million units) to 38.5 million units; and
- Medium & heavy truck/bus, up 19.3% (3.7 million units) to 22.8 million units.

ORIGINAL EQUIPMENT SHIPMENTS:

- Passenger, up 0.7% (243,000 units) to 37.4 million units;
- Light truck, up 4.9% (262,000 units) to 5.6 million units; and
- Medium & heavy truck/bus, up 25% (1.18 million units) to 5.9 million units.

The situation was similar in Canada, where replacement market shipments were up by double digits across the board — passenger, 18.5%; light truck, 28.5%; and medium truck/bus, 31.8% — according to Tire and Rubber Association of Canada statistics.

At the same time, year-end trade data from the U.S. Department of Commerce show tire imports were up by double digits across the board:

- Passenger tire imports, up 10.4% (14.7 million units) to 155.9 million units;
- Light truck tire imports, up 19.8% (5.53 million units) to 33.4 million units; and
- Medium truck/bus tire imports, up 31.8% (4.18 million units) to 17.3 million units.

Thailand continues to be the No. 1 source of imported tires for the U.S., being ranked first in the three main categories by comfortable margins over the No. 2 exporting nations despite reduced shipments last year versus 2020, the Commerce Department data show.

Mexico was the rising star among trading nations, registering 52.8% and 55.9% gains in exports to the U.S. in passenger and light truck tires, respectively.

Taiwan — whose tire makers were hit the hardest by the U.S.'s imposition of elevated import duties early in 2021 — was the most notable at the other end of the spectrum, shipping 56.5% fewer passenger and 59.4% fewer light truck tires to the U.S. last year versus 2020.



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.

ARMA: ENVIRONMENTAL FEE INCREASED ON MEDIUM TRUCK TIRES

FOR 30 YEARS ARMA has been leading provincial stewardship programs on behalf of the province that keep electronics, paint, used oil materials and scrap tires out of the landfill.

The tire recycling program was our first stewardship initiative and our collaborative partnerships with tire producers, suppliers, processors and generators of scrap tires has resulted in over 131 million tires recycled since the early 1990s. Following is information on an important development in the tire recycling program.

RESETTING THE FEE ON MEDIUM TRUCK TIRES

Medium truck tires are designed for use on highway tractor trucks, commercial trucks, buses, larger RV and trailers. The environmental fee on these tires - which has remained at \$9.00 since 2011 - is not enough to sustainably manage this tire when it



reaches end-of-life. The fee will therefore be increased to \$14.00 effective April 1, 2022. This rate was reached through careful analysis of program needs, costs, consultation with tire industry representatives, and is supported by our

Minister of Environment and Parks, the Honourable Jason Nixon. Additionally, the minimum rim size has changed from "greater than 19.5" to a "minimum rim size of 15". This adjustment has been made to align with the industry standard and is also in harmonization with other provincial tire programs. For the complete table of rates, please download Table of Fees for Tire Products from <https://www.albertarecycling.ca>.

PIRELLI PROUD PROTAGONIST OF PRESENT

— DAVID MANLEY, TIRE BUSINESS

MILAN – THE PIRELLI reputation is as much about art and culture as it is about making high-performance tires, and at 150 years old, the Italian company has not lost its sense of style.

The year-long sesquicentennial celebration features, among other things, a theatrical stage presentation of the company's history; commemorative coins and a stamp; a graphic novel; and a new ad campaign based on an old theme: "Power is nothing without control."

Marco Tronchetti Provera, executive vice chairman and CEO of Pirelli & C. S.p.A., said the pomp of the celebration was by design: "A thank you to all the 30,000 people who every day at Pirelli build our history," he said. The company has plans for celebratory moments in the 12 countries where it manufactures tires and throughout the world with a number of initiatives through its motorsports sponsorships.

"Anticipating change is what Pirelli has done for 150 years thanks to the solidity of its entrepreneurial culture and ability to be a protagonist of the present," Tronchetti Provera said.

"These things have allowed us to reach this milestone with a brand established around the world. We felt it important to share

this story with our city, our country and all the international groups and communities that we work with every day."

A LONG HISTORY

Pirelli, ranked by Tire Business as the seventh largest tire maker in the world based on 2020 tire sales nearly \$5 billion, has found a distinct place among the world's tire makers with a style all of its own. The company has registered more than 6,700 patents in 150 years.

Giovanni Battista Pirelli founded the company on Jan. 28, 1872, to produce rubber products, first insulators for telegraph and cable lines then to toys, raincoats, and bicycle and wagon tires. Pirelli started making car tires in 1901 at its Milan, Italy, plant.

Today, the Milan-based company has 19 factories in 12 countries: Argentina, Brazil (3), China (3), Germany, Indonesia, Italy (2), Mexico, Romania, Russia (2), Turkey, United Kingdom (2), and the U.S.

The iconic Pirelli Calendar was created in the 1960s to draw attention to the brand. Over the years it has featured a number of famous photographers.

The 2022 calendar – which includes celebrities such as Cher, Rita Ora and Iggy Pop – was photographed by musician Bryan Adams, who featured himself for December.

(Edited for brevity: Read more at Pirelli.com)



The first entry in the first-ever Pirelli Calendar from 1964 was given over to this dreamy shot of English-born model Jane Lumb on a beach in Majorca. Shot by British lensman Robert Freeman, known for photographing The Beatles, the image was pure escapism, intended to lift any viewer out of their January doldrums. Mission accomplished.

TRAILTIRE

AUTO CENTERS

ASSOCIATE PROGRAM



facebook.com/TrailTireAutoCenters
 @trailtireautocenters
 @trailtire

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

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

HOW TO CREATE YOUR EMERGENCY CONTACT LIST



Reza Kamrani
Account Representative,
Associations,
Federated Insurance

PICTURE THIS: BUSINESS is running smoothly as usual, when suddenly disaster strikes. Your office building experiences flooding overnight, a fire breaks out in the kitchen, or the power unexpectedly cuts out and halts production. What do you do now?

This is when an emergency contact list comes into play. After the initial panic subsides, you need to handle the situation in a quick and orderly fashion. Knowing who you need to contact can help you manage that stressful situation.

But what should the list look like? What should be included and what should be left out? We've created a template for you to download, print, and fill in at your convenience.

WHAT SHOULD YOU INCLUDE ON YOUR LIST?

Deciding what to include on your emergency contact list is very important because when something goes wrong, you want to make sure all the information you need is in one place. It's also crucial that your list doesn't have too much on it, so you're not sorting through unnecessary information to find the contact details you really need.

YOUR COMPANY

First things first, your business information should be the top entry on your list. This should include your company name, address, location, and phone number. While you may think you'll remember these details, in a moment of panic you could forget valuable information, so it's better to be safe. That way, when you're speaking with emergency services, you have all the details right in front of you.

YOUR FACILITY MANAGER

If there's a problem with your building, the knowledge and expertise of your facility manager, building owner, or landlord may come in handy. They'll know the ins and outs of the property and may be able to reverse an urgent situation. It's important to include a few forms of contact info, if possible, so you have the best chance of reaching them right away.



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

EMPLOYEE INFORMATION

Your list should also include contact info for your employees and their designated emergency contacts. This is important for two reasons. First, your employees will need to know if something goes wrong with the business. Second, if the emergency involves one of your employees, you'll need to get in touch with their emergency contacts. That's why your list should include a phone number (and email address) for all employees, as well as an emergency contact for each employee.

EMERGENCY SERVICE NUMBERS

Everyone knows to call 911 if a disaster occurs, but some other emergency services deserve a spot on your contact list, too. These could include poison control, animal control, your alarm system company, and any other industry-specific services you think you might need if things do go wrong.



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

quemont.com • 1-800-361-1932

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

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

YOUR INSURANCE INFORMATION

If your business experiences a loss, you'll need to contact your insurer as soon as possible. That's why your emergency contact list should include the name of your insurance company, your policy number, and the direct number to their claims team. That way, you can get in touch with your insurer quickly, begin the claims process faster, and get your business up and running again as soon as possible.

UTILITY COMPANIES

The numbers for gas, electricity, and water services are valuable assets for your emergency contact list. They can be vital in helping minimize damages if your business experiences something like a gas leak or a burst pipe.

OTHER USEFUL CONTACTS

There are some other numbers that may be useful to include on your list, like locksmiths, taxi companies, or tow trucks. Having all the numbers you might need readily available is important so you're not wasting valuable time searching for them. What those additional numbers might be are up to you. After all, you know your business better than anybody.

BEING INSURED IS IMPORTANT, TOO

Being prepared for an emergency is important, but so is having an insurance policy you can rely on. The right business insurance policy can be the difference between a smooth recovery period and a rough one. To learn more about our business insurance offerings, visit our business insurance page today!



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.

INDUSTRY NEWS

REMEMBERING BRIAN HESJE

THE ASSOCIATION WAS saddened to learn of the passing of Brian Hesje, on December 5th, 2021.

From Fountain Tire CEO Brent Hesje:

"Yesterday morning our former Chair of the Fountain Tire Board, Brian Hesje passed away with his family by his side.

Brian was our CEO until 2005 and then Board Chair until 2014.

"He was instrumental in the deal that saw Goodyear Canada purchase a minority position in Fountain Tire Ltd. in 1988. He was also an inspiration to many of today's current leaders in the field and in the corporate office. His impact on the business was, and still is significant. I feel fortunate to have been his nephew and business partner.

"For those of you who knew him please take a moment to think of him with a smile."

"For those of you who did not, please know that his leadership created many opportunities for us to serve customers with integrity."

WCTD extends its sincerest condolences to the Hesje family and the Fountain Tire organization on their loss.



"For those of you who knew him please take a moment to think of him with a smile."

"For those of you who did not, please know that his leadership created many opportunities for us to serve customers with integrity."
— Fountain CEO Brent Hesje

WEST LAKE
TIRES®

GoFearless

SW606

GET A GRIP
with the Studdable V-shaped pattern Winter Tire

Find out more at www.WESTLAKETIRE.ca

CANADA TO CONSIDER NATIONAL RIGHT-TO-REPAIR BILL

— TIRE BUSINESS

OTTAWA — BRIAN MASSE, a member of Parliament representing Windsor West, has introduced a Right-to-Repair bill (C-231) in the House of Commons of Canada that could require vehicle manufacturers to provide independent vehicle repair shops with access to customers' vehicle diagnostic and repair information.

"Vehicle components, like computers, have evolved and are quickly becoming more digitalized with manufacturers working harder to protect their repair programs. Moving towards electric and away from fossil fuels will impact the way that repairs are made," Masse said.

"This bill looks forward, ensuring that Canadians will have continued access and the ability to choose where they can get their vehicle repaired."

The Automotive Industries Association of Canada (AIA) came out in support of the legislation that was introduced Feb. 4.

"I want to commend MP Brian Masse for introducing his Private Member's Bill which will establish much-needed rights for vehicle owners across Canada," AIA President Jean-François Champagne said.

"Given previous support from all parties to establish a right to repair, we are hopeful this bill will receive broad support and encourage its swift passage."

— Jean-François Champagne, AIA President

"Currently, vehicle manufacturers own the data transmitted by vehicles, limiting options for where consumers can have their vehicle repaired. This important legislation will place that control back in the hands of consumers, allowing them to choose the service or repair shop that is best for them," he continued.

"Given previous support from all parties to establish a right to repair, we are hopeful this bill will receive broad support and encourage its swift passage."

There is a voluntary agreement in place between manufacturers and independent vehicle repair shops, Masse said, but Canadians could see manufacturers change how they share data under a Canada mandate that by 2035 all new light-duty vehicles sold have zero emissions.

"Like we have seen with cell phones and electronics devices, some manufacturers have refused to share their repair 'tools' with technicians that are not their own, making it difficult to repair the devices and which ultimately end up in landfills," Masse said. "That's what we are trying to avoid. That, and making sure Canadians can go to the repair shop of their choice instead of, in some cases, traveling hundreds of kilometers in rural communities by having to get to the manufacturer's authorized dealer."

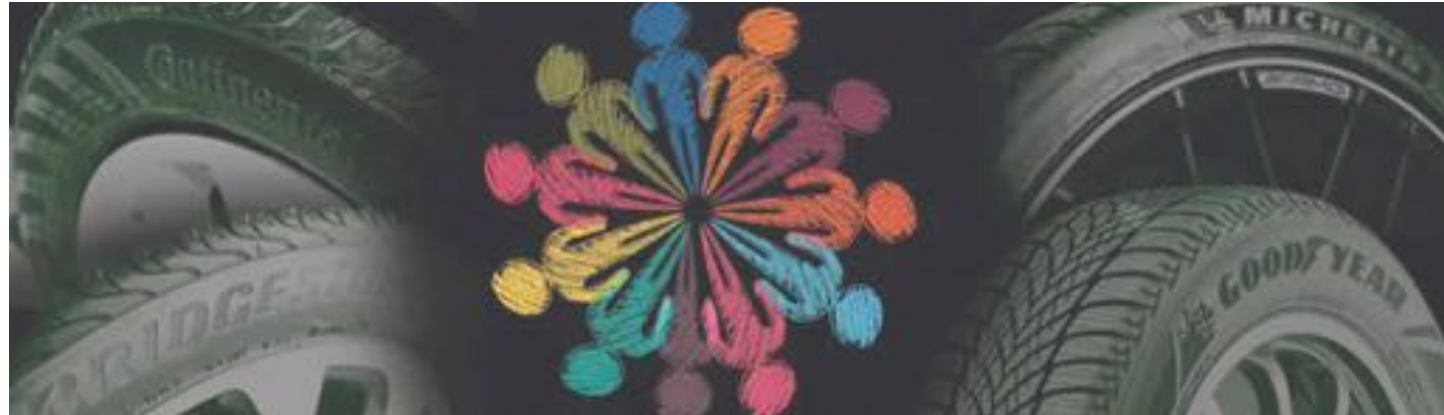
The summary of the bill states: "This enactment amends the Competition Act to authorize the Competition Tribunal, if certain criteria are met, to make an order requiring a vehicle manufacturer to provide an independent vehicle repair provider with access to diagnostic and repair information as well as to service parts on the same terms and in the same manner as the manufacturer makes the information and parts available to repair providers who are specifically authorized by the manufacturer to service their vehicles."

Masse introduced a similar bill in 2009, but before it made its way through the Senate, the aftermarket dealers came to a voluntary agreement.

Masse's bill was introduced the same week as U.S. Rep. Bobby Rush (D-Ill.) introduced a federal Right-to-Repair bill that would allow independent repair shops access to customers' vehicle data.



FOCUS ON INCLUSION IMPROVES CULTURE, EXPANDS TALENT POOL



- JIM JOHNSON, TIRE BUSINESS

CUYAHOGA FALLS, OHIO – Ebonee Davis Ifeobu doesn't like to think everybody has a seat at the table when it comes to inclusion at Bridgestone Americas Inc.



"Inclusion really is about making sure you reward and celebrate the ways that people are different. And when we talk about inclusion, often people will say we want to make sure everyone has a seat at the table."
- Davis Ifeobu

Sure, the executive director of talent, diversity and culture at Bridgestone Americas sees the table, but beyond that, the scene is a bit different in her mind's eye.

"Inclusion really is about making sure you reward and celebrate the ways that people are different. And when we talk about inclusion, often people will say we want to make sure everyone has a seat at the table."

"I like to say with inclusion there are no seats at the table. Essentially there's a table and we're all around it surrounded by our differences and making sure that we're celebrating and rewarding one another," Ms. Davis Ifeobu said.

Diversity. Equity. Inclusion. All keywords in the human resources world – and in life – these days. And for good reason. Many companies, more than ever, are placing increased emphasis on attracting and retaining talented employees from all walks of life.

And that means paying attention to and celebrating the ways people are different, making all employees feel welcome and leveraging varying perspectives for the good of the company, those interviewed for this story said.

CONTINENTAL TIRE THE AMERICAS

"Diversity is a complex topic," Lisa Thomas, head of human resources for Continental Tire the Americas, said. "It certainly

is not going to happen overnight. It's not going to happen with one training or one statement or one initiative that takes place. This is an area where we have opportunity to grow in terms of culture or mindset."

"The big takeaway for us is this is a journey," she said. "It starts for every individual at a unique place. And for us as an organization, we still have a long way to go. It's been inspiring to see how far we've come, but we have a long road ahead of us."

Because it has operations around the world, Continental has brought people with different backgrounds together for decades.

"It's always been important for us. We're an international company and so it's been common for us to be working with people from all different countries, nationalities and backgrounds," Ms. Thomas said.

For many years, Continental has worked toward creating gender equality within its ranks and has made great progress, Ms. Thomas said.

"We're a global organization and this has been a universal area of interest across the world. And it's one where we've made pretty significant progress."

"The big takeaway for us is this is a journey. It starts for every individual at a unique place. And for us as an organization, we still have a long way to go. It's been inspiring to see how far we've come, but we have a long road ahead of us."

- Lisa Thomas



While gender equality continues to be an important issue, the events of 2020, including the high-profile deaths of Blacks in the U.S. at the hands of law enforcement, has helped the company expand its focus to include issues of race.

"It shifted for us, of course, in light of the events that happened within the last year that gained a lot of attention, including the

deaths of George Floyd and many other members of the Black community," Ms. Thomas said. "We really felt compelled to take a hard look at what racial equality and equity meant within our organization and commit to change."

Continental is using three pillars to help place a focus on racial equity and equality, including the company's internal infrastructure "so that employees can feel they bring their best and whole selves to work."

"The second is about the diversity among our talent," she said. "Do we have a diverse pool of qualified candidates, both within the organization and externally? And how are we going about our processes for considering people for job openings and promotions?"

"And the last piece becomes bigger than the organization itself. It's making sure that we are supporting communities we live in and that we're working through volunteerism to support not only the community but also foster some interest in the talent pipeline of the future," Ms. Thomas said.

COOPER TIRE & RUBBER

Promoting diversity, equity and inclusion (DEI) among the workforce benefits companies like Cooper Tire & Rubber Co., according to Karil Morrissey, vice president of human resources.

"A number of studies demonstrate that diverse teams make better decisions and perform better. Additional research makes it clear that having an environment where employees feel accepted and included has a significant impact on employee engagement and retention," she said.

"Additionally, top candidates expect diversity and inclusion to be flourishing in the companies they consider for employment. Companies with effective diversity and inclusion strategies and results will be more successful in attracting top, diverse talent," Ms. Morrissey said.



"A number of studies demonstrate that diverse teams make better decisions and perform better. Additional research makes it clear that having an environment where employees feel accepted and included has a significant impact on employee engagement and retention."

- Karil Morrissey,

"Embracing each person's uniqueness ... strengthens our business and enhances our performance as a leading competitor in the tire industry," she said.

MICHELIN NORTH AMERICA

Michelin North America Inc. sees diversity and inclusion efforts as a way to impact every single worker on the payroll.

"Every day, more than 20,000 employees in the United States and Canada come to work at Michelin," Michael Williams, chief diversity and inclusion officer at Michelin North America, said. "Each individual brings their own unique background, beliefs, skills

"Each individual brings their own unique background, beliefs, skills and talents to work together to create the mobility of tomorrow. We believe an inclusive environment enhances our strength as a company and drives innovation."

- Michael Williams



and talents to work together to create the mobility of tomorrow. We believe an inclusive environment enhances our strength as a company and drives innovation."

COVID-19 was a key theme for 2020, Mr. Williams said, but "the outcry against racism and social injustice was also a defining message."

The company formed a strategic action team in June 2020 called (RISE)2 or Responding to Racism, Injustice and Inequality through Sustainable Social Empowerment and Engagement. This group was created to help the company "prioritize its commitment to addressing racial justice and equality within and outside our walls."

The company also works outside of its walls to create change. "All Michelin sites worldwide offer a community engagement program where Michelin and its employees dedicate time and resources to help build vibrant and equitable communities where we live and work," Mr. Williams said.

GOODYEAR

As global head of diversity and inclusion for Goodyear, Sumita Shetty said she believes there is strength in a diverse workforce.

"Our goal is an inclusive culture that allows our associates to leverage the power of that diversity," she said.

"(Diversity and inclusion) over time has gone from something that many organizations would consider a 'nice to have' aspect of their culture to a recognized business and human imperative. Among other factors, this is driven by increased social awareness along with clear and compelling data supporting the fact that companies with diverse organizations and inclusive cultures are outperforming those without," Ms. Shetty said.

The emphasis on diversity and inclusion, she said, does not end after initial training of a new hire.

"Our strategy includes active engagement and growth in our employee resource groups (ERGs), and focused education and awareness. We also believe diversity and inclusion (D&I) must be a consideration at every stage of the talent lifecycle – from initial hiring to training to development to advancement – to drive the best outcomes for Goodyear and its associates," she said.

"There are clear business-related advantages to diversity, equity and inclusion. Attraction and retention of talent having breadth-of-thought perspectives, making sure people are productive and brand building."

- Sumita Shetty



Goodyear, Ms. Shetty said, uses a "diagnostic, data-driven approach" when approaching diversity and inclusion.

"This approach allows us to improve the quality of our decision-making through opportunities we find in our data, the insights that lead us to prioritize, check and adjust our strategy and, ultimately, drive results," Ms. Shetty said.

Emphasizing DEI efforts in the workplace has an impact beyond the human resources level, Continental's Ms. Thomas said.

"There are clear business-related advantages to diversity, equity and inclusion," she said. "Attraction and retention of talent having breadth-of-thought perspectives, making sure people are productive and brand building."

"But that's not why it's important to us. In my view, these are outcomes of us doing the right thing. So building a sense of belonging and acceptance for our employees we feel is critical to our culture and our values. And it allows all our employees to experience trust and freedom to contribute in the most whole and satisfying way possible."

"That's how we believe we experience the best from our teams. And that's then also how we produce the best work from our organization," Ms. Thomas said.

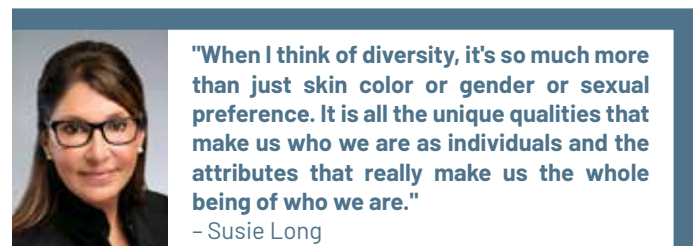
BRIDGESTONE AMERICAS

At Bridgestone Americas, Ms. Davis Ifeobu and Susie Long, vice president of talent, diversity and culture, work to make that company more inclusive and diverse every day.

"When I think of diversity, it's so much more than just skin color or gender or sexual preference. It is all the unique qualities that make us who we are as individuals and the attributes that really make us the whole being of who we are," Ms. Long said.

"I think the inclusive piece is the ability to bring people together and value those differences, cherish those differences and celebrate those differences."

"Not only is that the right thing to do for employees, it's good for business," she said.



"We are doing better. We have accelerated our efforts. It's a journey. I don't see that there's an end game here where we can say we've arrived and we're perfect. I think it's an ongoing endeavor," Ms. Long said.

Diversity is a complex issue because people are, well, diverse.

"Diversity is multifaceted because people are complex, made up of the things you see and the things you don't see," Ms. Davis Ifeobu said.

Creating a diverse and successful workplace certainly has its benefits, she said. "It creates a culture that's just fun and makes

GOODYEAR INTRODUCES ELECTRICDRIVE GT: ITS FIRST EV REPLACEMENT TIRE IN NORTH AMERICA

GOODYEAR TIRE & RUBBER Company has announced the launch of the new ElectricDrive GT. Marking Goodyear's first replacement tire in North America tuned for electric vehicles (EVs), the Goodyear ElectricDrive GT is an ultra-high performance, all-season tire that delivers long-lasting tread wear and a quiet ride for EV drivers and passengers.

"Products that anticipate the mobility needs of consumers are central to Goodyear's focus on innovation excellence. Electric vehicles present a very specific set of requirements for load, torque, noise, range, rolling resistance and overall performance," said David Reese, vice president, Product Development, Goodyear Americas. "We're proud to deliver leading technologies to serve the evolving EV landscape."

The ElectricDrive GT features Goodyear's SoundComfort Technology®, which acts as a built-in sound barrier that helps reduce road noise. It is also designed with an asymmetric tread pattern and specialized tread compound that provide enhanced all-season traction, giving EV drivers confident handling in both wet and dry road conditions.

"With the continued growth in the EV segment, Goodyear recognized an opportunity to provide consumers with a tire designed for the unique needs of these vehicles," said Andrew Lau, product marketing manager. "We know drivers are looking for a replacement tire that delivers enhanced tread wear without sacrificing performance. The ElectricDrive GT was designed with that in mind, and we're thrilled to bring this option to market for EV drivers in the U.S."



While Goodyear plans to expand the ElectricDrive product portfolio in 2022, the initial release of the Goodyear ElectricDrive GT is available in size 255/45R19 104W XL. This tire will be available through goodyear.com and is an ideal fit for some of the most popular EV high-performance models.

— SOURCE THE GOODYEAR TIRE & RUBBER COMPANY

"When companies develop their diversity and inclusion strategy, it is important to strongly connect it to the business strategy."
 - Karil Morrissey

people want to work there. It's critically important to have a diverse culture that attracts and retains people."

For large organizations, like tire manufacturers and rubber companies, creating change can take time, however. "It's a big machine to turn," she said.

Goodyear's Ms. Shetty said diversity and inclusion efforts cannot be a byproduct of other company work.

"To make a meaningful business impact, diversity and inclusion must be an intentional strategy, embedded throughout the entire organization. Diverse teams with an inclusive culture position Goodyear to attract top talent, accelerate future success with product and service innovation and enable topline growth and bottom line savings," she said.

"Our markets are diverse, and our customers are diverse, and if we want to stay ahead of the market and the competition, we need to be able to be first to market with innovative products and services. A diverse workforce gives us the edge to do that," Ms. Shetty said.

Bringing differing ideas and perspectives to the table, whether there are seats or not, helps companies succeed.

"The more ideas we have, the better we can innovate and deliver products and services for markets and customers whose needs and wants we understand," she said.

"A diverse organization and an inclusive culture also correlate directly to employee engagement and productivity. A culture where everyone feels heard and that their unique perspectives are valued will allow that talent to thrive."

POWER OF DEI

Goodyear, Cooper, Michelin, Bridgestone and Continental might not agree on who makes the best tire, but the companies do agree about the power of diversity, equity and inclusion.

"At the end of the day, the diversity of thought, the diversity of background, the diversity of experience, it just makes you better. When you sit around the table and if everybody has the same opinions and the same ideas and the same experiences, how creative are you really going to be?" Ms. Long asked.

Cooper's Ms. Morrissey put it this way: "When companies develop their diversity and inclusion strategy, it is important to strongly connect it to the business strategy. In addition, the more the strategy and actions are integrated into existing business and talent management processes, the greater the likelihood of success and sustainability."

"It is important to have a strategy and plans that include and involve all employees. All employees need to be aware of the importance of diversity and inclusion, and the value a diverse workforce brings to the company," she said.



ROADSIDE TECHNICIANS FACE 'HIGH RISK' SITUATIONS

— DAVE MANLEY, TIRE BUSINESS

IN 2021, A pickup truck pulling a trailer in Colleton County, S.C., hit a Colony Tire service truck on I-95. The technician followed safety protocol and survived. The driver of the truck did not.

When it goes wrong on the road, you'll hear the vehicle cross the rumble strips, and then the hazard triangles "click" to the ground. The next moment is all about survival.

Roadside tire service technicians face serious dangers each time they go out on a call, but good strategy, vehicle positioning and visibility can make all the difference.

"This is a high-risk situation," said Kevin Rohlwing, Tire Industry Association (TIA) senior vice president of training. "When it all goes bad, you'll be thankful you took the time to do it safely."

Last year in Colleton County, S.C., a pickup truck pulling a trailer hit a Colony Tire service truck at full speed on Interstate 95. The technician had just crawled out from under the disabled semi when, according to news reports, it is believed the driver of the truck fell asleep at the wheel, causing a collision.

The driver of the pickup died in the crash, and his daughter survived in critical condition.

"(The technician) heard the rumble strips, he heard that sound ... and he had plenty of space to escape," Rohlwing said. "He jumped

to the right, the accident hit, and all of the damage was contained to one area. It is unfortunate that the driver passed away. ... But the technician walked away without a scratch."

He said the technician did everything right when everything went wrong.

POSITIONING IS PARAMOUNT

Rohlwing made his comments during a road-service safety seminar at the 2021 SEMA Show in Las Vegas. He was joined by T.J. Trum, general counsel at Pomp's Tire Service Inc., and Russ Devens, director of safety and risk management at McCarthy Tire Service.

"Positioning of your vehicle is paramount," Trum said. "Unfortunately, too few technicians appreciate why we ask that every mobile service vehicle be parked approximately 30 feet behind the vehicle to be serviced."

While that may mean a technician will need a lot of compressor-line hose to reach, say, a steer-axle position on a Class A truck, "there are real reasons related to safety and your own survival that those recommendations on behalf of TIA exist," Trum said.

The service vehicle should be parked 30 feet directly behind the disabled vehicle with the tires facing straight ahead. The service vehicle should be behind because it makes the "work area" more visible to oncoming traffic.

"Why do I park behind the vehicle? One, I've only got one space to worry about and that's the death zone (the 30 feet of space between the service truck and disabled vehicle)," Rohlwing said.

There are plenty of risks that can't be controlled, such as the position of the disabled vehicle, the type of work that needs to be done, weather and soil conditions, and oncoming traffic.

"I can control the location of the safety vehicle. I can control taking a site assessment of the condition of the ground," Rohlwing said.

Often technicians may cut corners to make a job faster or because of bad weather. Trum said techs need to "really work hard not to be tempted" to take shortcuts.

"It's so subtle, but those triangles are critical, and they are often overlooked," he said. "The triangles are reflective to help guide traffic over, but as the technician, what



In 2021, a pickup truck pulling a trailer in Colleton County, S.C., hit a Colony Tire service truck at on I-95. The technician followed safety protocol and survived. The driver of the truck did not.
— Images courtesy of TIA



LARGEST NITTO INVENTORY IN CANADA!

TOTAL TIRE Distributors Inc.

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





are those triangles really for? ... You hear that 'click, click, click' as drivers run those over, and that is your panic warning to get out of the way."

Rohling said it's important to make drivers see something before they see the technician.

"You have to activate everything – your flashers, strobes, beacons, everything. You want to be seen," Rohling said.

Technicians should be wearing reflective clothing on the top and bottom.

"The days of the vest (or no vest), those days are over," Devens said, adding that an investment in proper safety clothing is a must for shop owners.

"MOVE THE TRUCK"

The top hazard for roadside technicians is oncoming traffic. Drivers may be distracted or intoxicated, and many often don't follow the law and move over for emergency personnel.

On average, 23 roadside workers and first responders die each year, and hundreds more are injured while responding to disabled vehicles, according to AAA Inc.

Every state has a "move over" law requiring highway motorists to slow down and move out of the way of hazards. In all 50 states, the law applies to first responders and service trucks, according to 2021 AAA data. But only seven states require motorists to move over for a disabled vehicle.

"There's an element here, too, of not only educating your technicians and managers, but your customers as well about the importance of site assessment," Trum said. "If the conditions aren't right, you have to be willing to turn down that call (unless it is moved)."

If the conditions aren't safe, the driver must move the vehicle to a better location.

"If it's not safe, move the truck," Rohling said, "and that (mentality) should come from the top down."

At McCarthy Tire, Devens said management created a policy – signed by the CEO – for technicians to follow if the vehicle needing service is in an unsafe location. He said unless the business owners back it, many techs may not feel they have the authority to make that call.

On average, 23 roadside workers and first responders die each year, and hundreds more are injured while responding to disabled vehicles, according to AAA Inc.

Both Devens and Trum said their companies will turn down jobs in extremely dangerous situations.

If you don't have a big enough work area, work behind your service vehicle, "so you can see oncoming traffic," Devens said.

CULTURE OF SAFETY

When working on the road side, TIA recommends technicians:

1. **Move the truck if not in a safe spot;**
2. **Always park 30 feet behind the disabled vehicle with the tires straight ahead;**
3. **Use warning devices – strobes and reflective gear – to alert oncoming traffic;**
4. **If room is needed to work, move behind the service truck so there is a clear view of oncoming traffic;**
5. **Know where the safe zone – and death zone – is at all times; and**
6. **Never sit behind the wheel without a seat belt.**

A culture of safety should be led by the business owner and management team. The investment of time and money will be well worth the peace of mind knowing you are keeping your team safe, according to Rohling.

"I've seen attitudes change from owners on down," he said. While the business was once all about speed, he said the "pendulum" has swung to safety.

From an ownership standpoint, Trum called it a "series of micro decisions," like setting the tone for employee's safety and properly outfitting service trucks and technicians to be visible.

"You've got to set the tone of your culture for safety right from the get-go," Trum said.

At McCarthy Tire, Devens said, he will do random spot checks of technicians on the job to ensure they are doing things right.

"For the most part, they want to do it right," Devens said. "As long as they know we have their back, they are willing to do it."

CALL STATE DOT

Contacting the state Department of Transportation (DOT) can completely "change the dynamics of the situation," Nolan Calvin, owner of Nolan's Point S in Gresham, Ore., said. Nolan offered the advice after seeing the original version of this article.

"One of the most important options when in a perilous situation is the state DOT," he told Tire Business. "Each of my service personnel have the DOT phone number in their vehicle, and at their discretion call and advise that an unsafe situation requires their assistance."

Nolan said in his experience, DOT responds with assistance in about 30 minutes, and the added visibility makes a big difference.



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

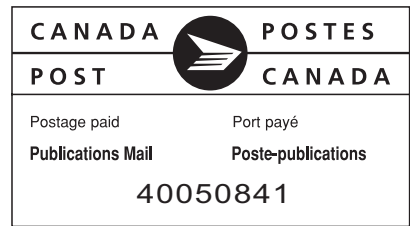
Alberta
 Ray Lehman
 780-903-3980

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



WHEN IT COMES TO WHEELS WE HAVE IT ALL

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

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

STEEL AND ALUMINUM CAR WHEELS

TRACTOR/TRAILER STEEL AND ALUMINUM WHEELS

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

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

100% CANADIAN OWNED
100% INDEPENDENT



EDMONTON

VANCOUVER

CALGARY



www.canadianwheel.com