

SUMMER 2022

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

ON THE
ROAD AGAIN!



PLUS

- Shymko Bids 'Adieu' • Safety Committee Returns • 2022 Scholarships • Seduced by the Goddess
- Electrical Fire Prevention • Dangers of Mismatched Rims • Federated Update

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No stress with



TIRE AND AUTO SERVICES

THE TRACKER

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

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WCTD MEMBERSHIP APPLICATION

COMPANY NAME											
ADDRESS											
CITY											
PROV	POSTAL CODE										
PHONE	FAX										
EMAIL											
CATEGORY OF MEMBERSHIP (SEE BELOW)											
<table border="0"> <tr> <td>VOTING MEMBER</td> <td>ASSOCIATE MEMBER, NON-VOTING</td> </tr> <tr> <td>a. Independent Tire Dealer</td> <td>1. Jobber or Distributor</td> </tr> <tr> <td>b. Retreader</td> <td>2. Manufacturer</td> </tr> <tr> <td></td> <td>3. Exporter or Mfg. Rep.</td> </tr> <tr> <td></td> <td>4. Dealer Support Services</td> </tr> </table>		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
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AUTHORIZED BY (PLEASE PRINT)											

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

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PASSING THE GAVEL

THE LAST THREE years have been a fantastic experience. As my term as president comes to a close I fondly look back on this period and what our WCTD Board has worked on and accomplished for our members. I can assure you we have an amazing Board that strives to do all we can for the Association and all of our valued members.

Obviously Covid has presented its challenges. Meetings became virtual, in-person training had to be suspended and trade shows and conventions had to be delayed. However, now the pandemic is waning, I am sure that we are all looking forward to getting out and once again interacting with the wonderful people in our industry.

One of the amazing people that I have had the great fortune to work with over the last while is Tim Hollett. Tim is a dedicated, driven board member who has been active in the industry for the past 45+ years. Tim now takes over as president and I know that he will do a great job representing the board and its members.

Tim is active not only on the WCTD board but also currently holds positions on two other industry related boards. I am honoured to hand over the reigns to Tim and warmly welcome him as the new WCTD president.



As for me, I'll still be here and I will continue to represent you as past president and I look forward to working with our board members to do all that we can for the Association and for you, our members.

Enjoy the warm weather and, as always, stay safe—and have a great summer selling season.



Neal Shymko
President, WCTD

Neal Shymko

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APPLY NOW!

CALL FOR 2022-2023 WCTD SCHOLARSHIPS!

AS STUDENTS HEAD back to school, with rising costs all round, this year even more people are seeking ways to subsidize their tuition fees. Did you know that the WCTD Academic Scholarship program is among the most valuable of any of our already numerous membership benefits? If you've never considered it there's no time like the present to make your family and your employees aware of this important initiative.

Our scholarship program is one of the industry's longest running. Over the last almost 20 years we estimate that the association has awarded well over \$100,000 to help member family students with their continuing education.

Who's eligible to apply? Any immediate family member (son, daughter or spouse) or legal ward of a person who is a full time permanent employee, for at least one year, by a company that is a current voting member of the WCTD. And has been a member in good standing for the previous three (3) years. The applicant must have been accepted to attend an accredited Canadian post-secondary institution and have registered for classes for the upcoming semester.

All members of the association in good standing are invited to apply on behalf of eligible family members! Even more important, please circulate this information widely within your company or employee group.

Please note that this year's deadline is August 15th. NOW is the time to submit applications for the 2022-2023 program!

Full details and more information are available at <https://wctd.ca/call-for-2022-2023-scholarships/>



Deadline August 15th, 2022. Full details at:
<https://wctd.ca/call-for-2022-2023-scholarships/>

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Tire Centre

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TOTAL TIRE

Distributors Inc.

ON THE ROAD AGAIN!

THE BUSY SEASON is upon us, and that's the way we like it! However, along with all the extra activity there are a number of issues happening that tend to make our lives a little more complicated.

1. I am hearing that there still is a tire inventory shortage—and it looks like it won't get much better until possibly late fall;
2. There also seems to be a parts shortage—more on the OE side than at the jobbers;
3. Also, from what I am hearing, the qualified labour shortage is not getting any better either; and
4. Expenses and the cost of doing business overall are going up dramatically.

This brings me to my next topic: the dramatic increases in our operating expense in areas such as fuel, utilities, wages, insurance, and the list goes on. We have posted a new WCTD Suggested Tire Service Guide Prices. This is now posted on the WCTD website Member Benefits page, which is password protected, on the Dealer Access Only portion of the site. If you can't remember the password, send me an e-mail (rayg@wctd.ca) or give me a phone call at 780-554-9259.

1. Some of you may think that these prices are too low. Again, these are just suggested prices; as a dealer you can charge whatever you feel is needed.
2. For others who may think these rates are too high, I would really have a close look at those new expenses you're incurring and gear yourself accordingly.

WCTD WEBSITE

We are now in the process of redesigning and updating the WCTD website at wctd.ca. The new look will be cleaner and more user friendly. Above all, we plan to make it easier for dealers to navigate and retrieve the information for which they are looking.

SCHOLARSHIP REMINDER

August is approaching quickly. That means there's no time like the present to put the word out to prospective applicants about this year's WCTD Academic Scholarship program. This program is among the most worthwhile of any of our membership benefits. We will again be giving out four \$2,000.00 scholarships. We strongly encourage you to make your family and employees aware of it. Again, the application information can be found both on the home page and under 'Member Benefits' on our website at wctd.ca. Or, if needed, you may e-mail me directly at rayg@wctd.ca and I

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will forward the information to you. Please note: this year's deadline for applications is August 15th.

SCRAP TIRE MANAGEMENT

As you know, the WCTD has an appointed member sitting on all four provincial scrap tire boards in western Canada. If there are scrap tire related issues that can't be resolved by dealing directly with each provincial office, please bring these to our attention and we will try to get them addressed for you.

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2. Alberta
Andrew Boulton
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Ray Geleta
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Phone: 780-554-9259
4. Manitoba
Ken Essex
E-mail: kenessex@mansaskmanagement.com
Phone: 204-793-1336



Ray Geleta
Executive Director,
WCTD

HEALTH AND SAFETY

We are pleased to report that the WCTD Safety Committee is meeting once again. Please see our report on page 9.

TIA TRAINING

I do have the TIA training material on hand if you are looking to do some in-house training. These materials are important, especially given that our in-person training has been put on hold due to the pandemic. We are currently working on a schedule to re-introduce the program as soon as it is feasible.

2022 LUG NUT TORQUE CHARTS

The 2022 Lug Nut Torque charts are now in stock. They are \$25.00 each. Please let me know if you require any

Wishing you great success in this busy, upcoming summer!

Ray



Tire and Wheel Service Solutions



WCTD SAFETY COMMITTEE IS BACK!

THE WCTD SAFETY COMMITTEE is back in business. The Committee held its first meeting on May 4th, via Zoom, after about a seven year absence. Reasons as to why the original Committee ceased to meet are unclear but we felt it might have been to do with lack of time that people had available. The Committee resolved to keep all meetings brief and hopefully under an hour.

All matters discussed in meetings or in writing will remain confidential. Only issues and points or resulting bulletins agreed to by the Committee at large will be communicated outside. This is a fundamental and important pillar of the Committee's mandate that will help build trust between its members to encourage the exchange information freely and promptly.

There was a brief discussion regarding a problem with metric sized rims and a rupture explosion experienced by an unaware technician trying to install a wrongly sized tire. This information was contained in an MSA bulletin, which is published on page 13.

The Committee highlighted the need for constant, up-to-date training, especially given the number of new and younger employees coming into the workplace.

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Members felt strongly that safety issues are not restricted to tires and service but also flow from safe handling of all equipment. A discussion regarding bead blasters and expiry dates also took place.

It was agreed that the best source of information for arising safety issues are people on the road—particularly those making service calls roadside.

A discussion took place about 'Work Alone' situations—especially late at night. Some companies use a check-in or 'buddy' method every half hour while others employ tech-based systems such as cell phone monitoring or call centres. Either way, Work Alone practices and safety check-ins may be an area that merits examination and which the Committee needs to explore further.

The next meeting will be held in the mid to latter part of June. Further reports will be forthcoming

TIRE STEWARDSHIP MANITOBA APPOINTS NEW CHAIR KEN ESSEX SAYS "TSM WILL MAINTAIN ITS STRONG LEADERSHIP."

TIRE STEWARDSHIP MANITOBA (TSM), a Producer Responsibility Organization that operates Manitoba's tire recycling program, announced that effective March 17, 2022, Ken Essex was appointed by the Board of Directors to serve as Board Chair.

Essex replaces Glenn Maidment who has served as a Director and Chair since TSM incorporation in 2006. Maidment who retired last year as President of the Tire and Rubber Association of Canada (TRAC) also had his TSM Director position filled by new TRAC President, Carol Hochu.

Ken Essex has been serving as a director of TSM since 2013 representing Western Canada Tire Dealers. On his appointment, Essex said "this is an exciting time for the tire recycling industry across Canada and TSM will maintain its strong leadership in this sector. I would like to thank Glenn for his leadership as Chair over the past fifteen years and look forward to continuing the dedication and inspiration that Glenn has provided to our organization by successfully recycling over 20 million end-of-life tires under his tenure."

ABOUT TSM

TSM is a not-for-profit Producer Responsibility Organization (PRO) that collects a steward-fee on the sale of all new tires from Manitoba tire sellers ensuring that those who generate end-of-life tires (ELTs) have their tires collected and recycled in an environmentally and fiscally responsible manner.



TIRE STEWARDSHIP
Manitoba

SEDUCED BY THE GODDESS. STILL.

– TIM PAWSEY

DRIVING AROUND VANCOUVER, on the quest for less than stratospheric gas prices, we pulled into a station charging 'only' \$1.93 /l. Right away the car ahead caught my eye. It was a bright red Citroën DS 21, maybe late 1960s, impeccably restored. Elated, I hopped out; and wandered over to convey to its owner my admiration—tainted with just a hint of jealousy.



We chatted about the history of the DS in Vancouver; the old Citroën HQ (that became Downtown Toyota), and Parthenon Motors—a short-lived dealership that (not surprisingly) was one of my early Michelin customers. In those days getting Michelin to give you a dealership was akin to pulling teeth. That is, of course, unless you were a Citroën dealer. It didn't matter whether you sold only a few cars a year—as most did and little more. Your application was rubber stamped. Michelin owned Citroën and there was, carved in stone, a gentlemen's agreement, a true entente cordiale.

Taken over bankrupt in 1935, Citroën remained a Michelin subsidiary until sold to Peugeot 40 years later. Michelin even designed the first radial 'X' specifically for Citroën, initiating an iron-clad French connection that spanned the globe and lasted until just a few years ago. Only recently has Citroën begun to install OEM tires other than Michelin 'X.'

LOVE AT FIRST FLIGHT

The DS and I go back a long way. The still unfulfilled 'love story' started back in the 60s when, as a youngster, I headed from England to France on my first summer student exchange adventure. It was right around the time that President Charles de Gaulle and his wife narrowly escaped with their lives after OAS gunmen shot up their motorcade. The 12 attackers killed two motorcycle bodyguards, riddled the black Citroën DS 19 with 140 bullets and shot out two of the tires. Despite going into a front wheel skid, thanks to the suspension the car had the ability to still manoeuvre and accelerate.



Not to mention an unscathed and evidently very skilled chauffeur.

The 'DS', a play on Déesse, French for 'goddess,' was already legendary. It sold a record-setting 12,000 cars on unveiling at the 1955 Paris Auto Show, many decades before online shopping! But le Grand Charles' dramatic escape cemented its place in history.

The short, 45 minute flight from just outside Bristol to Le Bourget was aboard a repurposed ex-RAF twin-engined DC3. (On the way back we enjoyed a bird's eye view of Cunard's original Queen Elizabeth 2, docked at Southampton.) Upon landing we were met by Maman, who drove us into Paris—in her trusty red DS19. She left us with mon oncle in Monmartre for a night as she had some business to conduct. The next day we set off for Charente on Route Nationale 10. And I was introduced to the wonders of the DS.

VIVRE LA DIFFERENCE

Even compared to my dad's stylish Humber Sceptre it was like night and day. The rear bench seat was covered in plush velour. The sensation was like riding on a ridiculously comfortable and cushy mobile couch. When we hit the autoroute Madame lowered the suspension—one of many Citroën innovations—and the unique hydro-pneumatic system kicked in. The sensation was almost like flying.

A good friend, Cactus Club director of service Sébastien Le Goff, agrees. He recalls the DS as one of his "all time favourite cars. I loved being in the back of this car as a child," he says. "My grandfather had a black one with red leather interior. I have always dreamed of purchasing one as an adult. The feeling when the car lifted was priceless, as a child you felt that you were in a rocket ship."

"My grandfather had a black one with red leather interior. I have always dreamed of purchasing one as an adult. The feeling when the car lifted was priceless, as a child you felt that you were in a rocket ship."

– Sébastien Le Goff, Director of Service, Cactus Club



That N10 trip turned out to be the first of quite a few Citroën adventures, including my first encounter with the workhorse Citroën 2CV (Deux Chevaux). We used to drive it across fields to work the harvest—and take out the seats for a picnic. But, as the family drove me around southwest France, it was the DS that ruled and left an indelible impression.

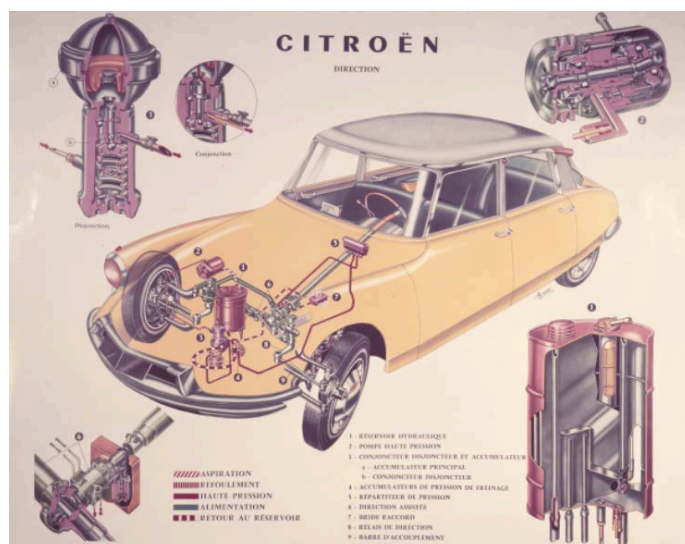
FRENCH REVOLUTION

In later life I've learned that there were many good reasons I was so impressed by this car that was truly light years ahead of its time. The DS (introduced in 1955) was the evolution of the pre-war classic and prolific Citroën Traction Avant (on 165 R 400 X). The curvaceous, sleek DS was shod with differing 165 SR 400 Michelin X in front and 155 SR 400 X on the rear. In fact the suspension system was the first to be designed specifically around the radial tire. In time the DS was fitted with the ground breaking XAS, the world's first asymmetric tire.

The car boasted a litany of 'firsts', from being the world's first mass-produced car to be equipped with independent disc brakes to the first to offer mobile communications. The luxury DS Prestige (1958) sported a telephone that connected to a Paris telecommunications tower. The phone was accessed from the back seat—along with a wet bar, of course!

The unique suspension system was self-levelling (as were the headlights, which were connected to the suspension and remained level, regardless of changes caused by acceleration and braking). The driver had five options from which to choose, ranging from three to 11 inches off the ground. The system also provided an easy way to change tires. A simple stand replaced the regular, manual jack. All that was required was to install the stand and lower the suspension. The two wheels on the stand side cleared the ground by about 6 inches, lifted by the two anti-roll bars.

There were some other unique aspects—including a single stud rim. It was used until 1965, when the manufacturer switched to the standard 5-stud pattern. Not to be overlooked, also, was the single-spoke steering wheel designed to cushion the driver in the event of collision.



TOO COOL FOR SCHOOL

Those self-levelling headlights also swivelled, connected by cables to the steering rack, allowing the driver to 'see around corners.' The inner lights were steered while the outer pair were aimed ahead in the traditional manner. On a gentle corner, the lights only turned through a small angle but on tighter corners, the inner light turned through a sharper angle.

Ironically, it was that unique and incredibly popular European feature that led in part to Citroën abandoning attempts to establish in North America.

When Citroën came to North America in the late 60s and the auto-industry saw the DS's steering headlights they pointed to a law on the books that banned any interior directed exterior lights (except on legitimate police vehicles). As of 1971 all new Citroëns imported to North America had to have only straight-ahead lights with no shield.

It was only a matter of a few years before Citroën, frustrated by a growing list of NHTSA safety requirements, dropped their North American export program completely. However, there's still no shortage of loyal DS fans. No surprise, the classic DS remains a hot commodity.

Under Peugeot, Citroën has become more staid compared to the era of the DS—or later SM Maserati collab. Just before Covid, the company unveiled its 19-19 electric concept car, which it describes as: "a true magic carpet ride with a suspended cabin equipped with suspension with Progressive Hydraulic Cushions® ..."

Sounds cool, and maybe true to form. But I'd still settle for a DS 21 Pallas, with all its idiosyncrasies, and its delectable French curves. Of which, in 1955, one journalist said, "It is not the car of the future, it is just the car of today. And the other cars are from yesterday."





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DANGERS OF MOUNTING MISMATCHED RIMS AND TIRES

WHAT HAPPENED?

A customer dropped a tire rim off at a tire shop and requested a 15" tire be installed on it; the rim came in loose without a tire on it. A tire was selected and a technician then attempted to mount the tire on the rim. However, the tire was binding on the machine before the front tire bead was able to slip over the rim. The tech reversed course and tried the procedure once again with the same result.

At this point, the tech attempted to problem solve despite nothing appearing out of the ordinary. The tech looked at the tire sidewall and confirmed it was a 15" tire and then measured across the rim surface to confirm it was also a 15" rim. The rim measurements appeared to confirm this and he conferred his co-workers who agreed with the assessment. The tech attempted to mount the tire once again. This time when the tire began to bind, he forced the tire past the restriction and onto the rim. He began to air the tire and it appeared slow in beading up to the rim. The tire blew up before it was able to seat to the rim flange and threw the tech to the ground, fracturing his arm in the process.

WHAT DID/COULD HAVE WENT WRONG?

It was later determined that the rim dropped off by the customer was not a 15" rim but instead a metric rim. Metric rims can be found on select vehicles between the years of the late 1970's to the late 1980's. Metric rims are nearly indistinguishable from a standard rim particularly without a tire on them. The tire size displayed on the tire sidewall is the main giveaway when one is dealing with a metric tire. Rather than a traditional tire size of P205/65R15, an example of a metric tire size is 220/55R390. The injured technician had been working in the tire industry for over ten years and



never encountered a metric rim or tire before. The Supervisor or Manager within the shop would have identified the rim as metric; unfortunately, they were not consulted. A metric rim measures slightly larger than a standard 15" rim. This caused the tire to bind on the metric rim during installation. When the tire was forced onto the rim, it caused the bead to tear. The compromised tire bead led to the tire blowing apart during inflation.

If you're not sure, ask your Supervisor or Manager! Many incidents happen as a result of workers not asking for help when they're unsure of how to complete a task.

KEY LESSONS FROM INCIDENT

If you're not sure, ask your Supervisor or Manager! Many incidents happen as a result of workers not asking for help when they're unsure of how to complete a task. In this instance, a member of the company's Leadership Team would have been able to identify the issue had the concern been brought to their attention.

Follow your company's safe work procedures; If a tire is binding on a tire machine, do not force the tire onto the rim. Never inflate a tire with a torn or compromised bead and stay clear of the tire's trajectory zone when inflating.

Controls; Use restraining devices and barriers (tire cages) to minimize the effects of a tire rupture. To reduce exposure to the hazard, once the worker has mounted the tire, an auto-fill tire inflator can be used to air it up so the worker does not need to be in the vicinity of the tire during inflation. Additionally, always use the safety restraint arm to hold the wheel in place while inflating on a tire machine if so equipped.

Education and training; Ensure that workers are trained and educated about all hazards associated with their work. Example: conducting a periodic toolbox talk about the difference between standard and metric tires/rims.

If you have had an incident that you would like to share in confidence, please email info@motorsafety.ca



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FEDERATED INSURANCE INDUSTRY UPDATE



Reza Kamrani
Account Representative,
Associations,
Federated Insurance

REZA'S PRESENTATION TO the Board of Directors covered several areas including:

- Current Insurance Market
- Tire Industry News
- Program Update / Claims
- Coverages / Commitment

For this article, the focus was a review of the program results and claims experience summary from our tire dealer and auto repair businesses in the last year.

This comes from a significant sample size as Federated is the number one insurer for your industry across the country.

The overall average Claim is \$19,166, which is up considerably from the \$14,473 average from a year ago.

HIGHLIGHTS INCLUDE:

- 30% increase in auto collision claims with average loss up 5.3 percent.
- Fewer faulty work losses resulting in a 30% decrease in average claim.
- Fewer weather-related losses but they were more severe resulting in an increase of 44.8% in average claims.
- Theft claims almost doubled in number from a year ago and average loss increased by 10%.
- One year ago, we had 31 Fire Losses from our clients in your industry and we were down to only 24 most recently. That's the good news.
- The bad news, and it is very bad news, is that our average fire loss of \$33,000 a year ago, went to an extraordinary \$222,733 this past year!



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

- Our largest loss was from a \$1.4 million fire claim and five of our top six claims were fire losses. Overall, six of the top ten claims were fire losses.
- Non-Fire losses in our top ten included a theft claim for \$900,000, a collision loss for \$360,000, a third-party bodily injury claim for \$316,000 and a water damage claim for \$310,000.

The following table summarizes the claims experience from our tire dealer accounts for the year ending February 28, 2022:

899 Claims Occurring Twelve Months ending February, 2022

LOSS TYPE	TOTAL CLAIMS	AVERAGE LOSS
Auto Collision	427	\$11,088
Faulty Work	15	\$11,562
Fire	24	\$222,733
Weather / Water	18	\$51,320
Theft	110	\$21,934
Other	305	\$13,463

Taking a closer look at the data, one clear conclusion emerges: Independent tire dealers (not associated with banners, buying groups and the WCTD) are the overwhelming source of the large losses (WCTD members' loss ratio decreased one point to 19% in 2022).

This confirms what we have always known at Federated. Being part of an industry association or buying group that facilitates training, education, peer to peer sharing ultimately leads to a better managed business.

Federated's Risk Management experts work hard to help reduce operational risk where possible. They are available to visit our client's location and will provide a tailored, complimentary risk management report on how and where to reduce risk in the day to day operations of your store.

We are always available to help minimize risk and help our clients succeed at their business.





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**TOTAL
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Roadside Assistance

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Tread Wear Mileage Warranty

P-METRIC (115,000 Km)

LT-METRIC (80,000 Km)



NEW

**TOTAL
COVERAGE
WARRANTY**

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Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

ROADIAN HTX2



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SOARING GAS PRICES STALL SUMMER ROAD TRIPS: SURVEY

– MICHAL MAJERNIK | MANAGER, COMMUNICATIONS, TRAC

TWO-THIRDS OF Canadian drivers will be staying closer to home this summer, according to a new Leger survey for the Tire and Rubber Association of Canada (TRAC; <https://tracanada.ca/>).

The survey finds that 66 per cent of drivers say fuel prices will force them to cancel or limit road trips this summer. Among young drivers aged 18 to 24 that number climbs to 75 per cent. Eight-in-ten Canadian drivers also believe high gas fuel prices are here to stay.

KEY FINDINGS

- Nearly all (97 per cent) understand proper tire inflation is essential to vehicle safety
- 93 per cent agree that correct tire pressure saves fuel
- 72 per cent recognize correctly inflated tires lessen vehicle emissions and protect the environment

However, the survey findings also reveal a significant disconnect between drivers' understanding that proper tire inflation improves fuel economy and their knowledge about when and how to measure and set the correct tire pressure.

- Only 27 per cent of drivers check their tire inflation pressures monthly, as recommended by tire makers.
- 59 per cent are unaware pressures should be measured only when tires are cold. (Ideally a vehicle should be stationary for at least three hours or not have been driven more than two kilometres prior to checking.)
- 34 per cent refer to the air pressure stamped on the tire's sidewall when identifying the correct pressure. (This is the maximum pressure a tire can contain under maximum load, not the recommended inflation level. Prolonged driving at this inflation pressure may result in uneven tread wear and reduced traction. The correct inflation pressure for your tires is on the vehicle placard, usually on the driver's door jamb.)
- 14 per cent either rely on visual inspections or do not know how to determine if their tires are inflated properly. (A tire can be underinflated by 20 per cent or more and look normal.)

"With these substantial knowledge gaps about tire maintenance, it's apparent that drivers need more education to improve their fuel economy effectively. With gas prices at all-time highs and no relief in sight thus far, the time has come for all drivers to arm themselves with the knowledge needed to lower fuel costs," says Carol Hochu,

"With gas prices at all-time highs and no relief in sight thus far, the time has come for all drivers to arm themselves with the knowledge needed to lower fuel costs."

– Carol Hochu, president of TRAC



president of TRAC. "Monthly checks to ensure your tires are correctly inflated are the most effective way to achieve the best fuel economy and extract the most value from your tires. Combined with the right driving habits such as reducing idling, maintaining a steady speed, accelerating gently and coasting to decelerate, these small, simple practices can add up to big improvements in fuel economy."

IMPACT OF TIRE PRESSURE ON FUEL ECONOMY

Industry studies show motorists can improve their gas mileage by 0.6 per cent on average – up to 3 per cent in some cases – simply by keeping their tires inflated to the vehicle manufacturer's recommended pressure. Additionally, underinflated tires can lower gas mileage by about 0.2 per cent for each one PSI drop in the average pressure of all tires. Driving a vehicle with just one tire underinflated by 56 kPa (8 psi) can increase vehicle fuel consumption by four per cent.

\$490 MILLION WASTED ON FUEL

According to Statistics Canada, in 2019 Canadians purchased 43 billion litres of gasoline. With a 0.6 per cent gas mileage improvement resulting from proper tire inflation, drivers would have avoided having to buy 258 million litres of gasoline and saved about \$490 million. Saving this much gasoline would also avoid the release of 593,000 metric tonnes of CO₂ into the atmosphere, which equals the emissions of 125,000 vehicles in a year. (Based on \$1.90 per litre fuel cost between January and April 2022, and one litre of gasoline producing 2.3 kilograms of CO₂)

SURVEY METHODOLOGY

A survey of 1,538 Canadian drivers was completed between April 8-10, 2022, using Leger's online panel. A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.



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



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RISK INSIGHTS: ELECTRICAL SOURCE VEHICLE FIRES AT SERVICE CENTRES AND REPAIR SHOPS



Reza Kamrani
Account Representative,
Associations,
Federated Insurance



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

Real life scenario: A customer brings in a vehicle – with no immediate visible issues – to a repair shop. Later, the vehicle catches on fire and the fire extends throughout the building causing property damage. After a thorough investigation, it is discovered the cause of the fire was electrical in nature, due to the battery cable from a charger being left on all night.

Charging electrical systems can build up heat, especially if damaged or if safety components like fuses fail. This heat build-up can cause components to melt and eventually ignite combustible material or even cause explosions.

Take the proper precautions to protect your business and to prevent life-threatening injuries. Develop written handling procedures of vehicles for your employees and enforce regular inspections on all vehicles and equipment on your property.

Only qualified personnel should be entrusted to disconnect batteries or make other alterations to the vehicle systems.

DISCONNECTING THE POWER SUPPLY

A good risk management practice is to disconnect batteries from vehicles as soon as they're brought into a building. This is especially important for vehicles or equipment that are being serviced due to electrical issues. Disconnecting from a power supply and removing batteries also helps prevent battery drainage. Furthermore, a notification system should be established to indicate the vehicle has been made safe by disconnecting the battery. A red tie or even a

sign indicating "Battery Disconnected" should be placed in a visible location on the outside of the vehicle. Most damaged vehicles towed in from accident sites should already have the battery disconnected, however, it is still your responsibility to ensure this has been done properly.

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

BATTERY SAFETY

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

Take the proper precautions to protect your business and to prevent life-threatening injuries. Develop written handling procedures for your employees and enforce regular inspections on all vehicles and equipment on your property.

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INSTALLING AND REMOVING BATTERIES

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

CHARGING BATTERIES

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





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- Never leave a charged or charging battery unattended overnight in a vehicle stored within the building.

MAINTENANCE PROCEDURES

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



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UNIMAX WELCOMES STRATEGIC INVESTOR NATIONAL BANK PRIVATE INVESTMENT POINT S PURSUES NATION-WIDE EXPANSION

THE NATIONAL BANK SME Growth Fund, L.P., which is managed by NBPI, and an investment vehicle whose special partners are private investor clients of the National Bank group will acquire the equivalent of a 30% equity stake in the company. The partnership with NBPI has made it possible for Unimax to acquire 100% of the shares of Distribution Stox Inc., the Unimax product distributor.

The Boucherville, Quebec-based company has revenues of close to \$600 million and a network of more than 875 licensed points of sale, including the globally recognized Point S banner, which is currently experiencing rapid growth throughout the country. With a strong financial balance sheet, Unimax is able to pursue its accelerated growth plan, notably through acquisitions in the Canadian market.

The company has the largest market share in its industry in Quebec and is one of the leaders in Canada.

"Thanks to the commitment of its 450 employees, independent retailers, and some 60 shareholders, Unimax has achieved sustained

business growth year after year. I am pleased to have been leading the Unimax team since March and continuing the work started by my predecessor Bruno Leclair and the strong team that has brought us to where we are today. Bruno and I will continue to work together until his retirement on May 31 of this year. The support of a partner like National Bank Private Investment will enable us to capitalize on growth opportunities throughout Canada," said Jean Novak, President and CEO of Unimax. Bruno Leclair will sit on the board of directors to ensure continuity.



Unimax Ltd. ("Unimax"), a Canadian leader in automotive tire distribution and manager of various banners, including Point S, is expanding thanks to the addition of a new strategic partner, National Bank Private Investment™ ("NBPI").

Unimax has over 22 warehouses with a total capacity of close to 2 million tires. It maintains direct relationships with the leading tire manufacturers, so that its many business partners benefit from the

advantages of group purchasing. Unimax counts independent retailers, automotive dealerships, and online merchants among its 5,000+ clients. Long-term industry trends like the electrification of vehicle fleets are strong catalysts for growth.

BRIDGESTONE EXTENDS 'INTELLITIRE' TO OTR TIRES

— TIRE BUSINESS

BRIDGESTONE AMERICAS INC. has extended availability of its IntelliTire real-time tire monitoring solution to construction and quarry customers for tires up to 49-inches in rim diameter.

IntelliTire uses stem-mounted flow-through external sensors, in addition to internal sensors, to provide real-time data such as tire inflation pressure and temperature, allowing users to monitor the health of each tire throughout its lifecycle, Bridgestone said.

Transmitting sensor details through a cloud-based system, IntelliTire uses advanced and predictive algorithms to analyze data and issue alerts and customized reports to fleet operators.

Bridgestone launched IntelliTire in early 2021 for over-the-road commercial trucking and bus operations.

By extending the application profile for IntelliTire, Bridgestone is offering construction and quarry customers with a connected TPMS offering, according to Brian Goldstine, president of mobility solutions at Bridgestone Americas.

The IntelliTire system is an aftermarket product that can be installed on most equipment in roughly 10 to 15 minutes per vehicle, Bridgestone states in a product video.

"As quarry, construction and rental customers continue to grow their businesses, it will be increasingly vital for fleets to effectively manage their growth and drive productivity, efficiency and sustainability."

With its "robust" smart fleet management technology, IntelliTire allows operators to address tire issues with automated task lists, increase technician productivity with digital inspections and reporting, and mitigate unplanned maintenance to help reduce downtime and improve driver safety.

Bridgestone announced the extended application profile for IntelliTire during the recent Aggregates Academy & Expo, held March 29-31 in Nashville.

For tires over 49 inches in rim diameter, Bridgestone recommends customers use "iTrack" system it acquired from Transense Technologies P.L.C. in 2020.

CHARGING FOR TPMS SERVICE

- JACKI LUTZ, TIRE REVIEW

LIKE ANY OTHER product or service, charging for a TPMS service can be a bit of a science. You really want to consider three things: the product(s) you want to offer, the service(s) you want to provide, and depending on the answers to those two questions, your brand positioning in the market.

Let's dive into these!

THE PRODUCTS YOU OFFER

Most customers probably don't know one TPMS brand from another. They probably don't care which sensor you use. What they do care about is if they're going to drive away and have the TPMS light turn on again soon because of a faulty product or service. Costing them another visit to your shop.

Do you want to offer a premium product or value-type offering, or both? Providing the option might make sense depending on your target customer. Since TPMS is installed in most vehicles these days, having a range of options can help fit different customer situations. For example, someone with an older vehicle that they don't plan to have for the long term vs. someone with a newer vehicle that is more willing to invest in better quality parts. These are two very different customers with different goals. Decide what makes sense for your market and the customers that come into your shop daily.

Since TPMS is installed in most vehicles these days, having a range of options can help fit different customer situations.

THE SERVICES YOU PROVIDE

Similar to how you decide which product to offer, you also have a lot of options when it comes to TPMS service and whether you want to offer different levels. You can also coordinate the option levels with different products. Are you offering one all-inclusive premium service, or do you want to give your customers the option of a more affordable service option as well? A premium service could include:

- Initial diagnostics and DTC report print-out;
- Performing relearn procedures;
- Changing out all service kits to prevent slow air leaks.

You can also get creative and consider discounts for changing all 4 (or 5) sensors when one low sensor battery is present.

YOUR BRAND POSITIONING

As with most pricing and charging decisions, it all starts with answering a few basic branding questions about who your target customers are, what kind of reputation you want in the market and what your competition is up to. It ends with discovering what kind of returns you want or need from your TPMS program.

When done properly, TPMS service has proven to be a huge profit-builder time and time again. The biggest mistake shops make is not treating it as a full program but rather as just a line item on the menu board. Up-to-date training and high-quality products are keys to keeping your costs down and profits up, regardless of how you position yourself in the market with the products and services you provide.



MICHELIN 'COUNTERFEIT' TIRE LAWSUIT TARGETS CANADIAN FIRM

- DAVE MANLEY - TIRE BUSINESS

FREDERICTON, NEW BRUNSWICK — Michelin Group is suing a Canadian tire dealer for selling allegedly counterfeit tires.

The lawsuit, filed April 26 in a New Brunswick court, claims Tire Boys & Auto Service Inc. of Oromocto, New Brunswick, (d.b.a Atlantic Tire King) sold Chinese-made tires under the Wideway brand that violate intellectual property rights for the BFGoodrich All-Terrain T/A K02.

"Tire Boys & Auto Service Inc. sell Wideway-brand tires that are virtually identical in tread design as the All-Terrain T/A K02 tires," Michelin told Tire Business.

Michelin filed the lawsuit in the Court of Queen's Bench of New Brunswick in Fredericton, New Brunswick, (Cie. Generale des Etablissements Michelin versus Tire Boys & Auto Service Inc., case no. SJC-52-2022).

In the complaint, Michelin alleges that the Wideway All-Terrain T/A AK3 tire features a tread design that's "virtually identical ... with substantially the same features as those protected by intellectual property rights" for the BFG All-Terrain T/A K02 tire, which Michelin manufactures in the U.S. under its BFGoodrich Tires brand.

Atlantic Tire King lists the Wideway brand tire in question on its website. The dealership has not yet responded to a Tire Business request for comment.

The lawsuit in Canada, Michelin said, is one of many actions the company has taken against Wideway to protect its intellectual property rights.

Michelin said the DOT code identification on the Wideway All-Terrain T/A AK3 tire indicate the product is manufactured in China. Shandong Wideway has not been issued a U.S. Department of Transportation tire plant code, according to Tire Business' review of the DOT data base, indicating it was produced under contract to Wideway by a third-party manufacturer.

Shandong Wideway, based in Qingdao, China, was established in 2011 and introduced its All-Terrain T/A in 2019, according to its website. The Qingdao, Shandong-based company claims it sells more than 350 sizes of tires in 80 countries.

"The BFGoodrich All-Terrain T/A K02 tire and its legacy represent the achievement of many years of technical development in the Michelin organization," Harold Phillips, global general manager for BFGoodrich Tires brand, said.

"Unrivaled in off-road performance and loyalty, many competitors have tried and failed to match its capabilities. Michelin will actively defend its products, and we will continue to protect our intellectual property rights."



Michelin claims the design of the BFGoodrich All-Terrain T/A K02 (left) is being infringed upon by the Wideway All-Terrain T/A AK3 (right).

The original BFGoodrich Tires All-Terrain T/A K0 tire — the predecessor for the T/A K02 product at the center of the litigation — was among the first dedicated off-road light truck tires when it was introduced in 1976, according to the company.

The T/A trademark has been in use in Canada since 1977, Michelin said in its suit.

Every tire is stamped with "Baja Champion" on the sidewall, representing its class-winning status in the grueling SCORE Baja 1000.

The T/A K02 has been selected as original equipment for the Ford F-150 Raptor and the Jeep Wrangler Rubicon, Michelin said.

"The BFGoodrich All-Terrain T/A K02 tire and its legacy represent the achievement of many years of technical development in the Michelin organization," Harold Phillips"

- Harold Phillips



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TIA RESTRUCTURES MANAGEMENT TEAM

- TIRE BUSINESS

THREE LONGTIME MEMBERS of the Tire Industry Association's (TIA) leadership team have received new titles as part of the group's organizational restructuring.

Those getting new titles are: Sanda Martinez, chief operating officer (formerly vice president of operations); Kevin Rohlwing, chief technical officer (formerly senior director of training); and LaKisha Pindell, vice president of meetings and events. The changes became effective May 1.

TIA CEO Richard "Dick" Gust said the changes will better service TIA's mission in the future. All three will report directly to Gust.

SANDRA MARTINEZ

As a 24-year veteran of TIA, Martinez has an in-depth understanding of all facets of the association's operations, according to Gust.

In her new role, she will be responsible for overseeing day-to-day business operations, including finance and human resources, and ensuring the infrastructure is in place to achieve TIA's strategic goals and deliver on its mission statement.

Martinez also will oversee policies and procedures needed to drive sustainable growth and operational efficiency.

Rohlwing has spent 26 years developing and overseeing TIA's tire technician training programs. As CTO, TIA said Rohlwing will analyze tire industry data and trends to ensure the content and direction of the association's technical training programs, seminars, workshops and white papers are aligned with TIA's strategic goals.

KEVIN ROHLWING

Rohlwing also will ensure TIA's industry positions are consistent with existing regulations, standards, guidelines and best practices, TIA said, as well as defending those positions in regulatory proceedings and civil litigation as necessary.

He will develop and deploy technology services to maintain a member-focused outlook and ensure that technical resources meet the association's short- and long-term goals, Gust said.



A certified meetings planner (CMP), Pindell has worked at TIA for 18 year, managing board meetings, special events and conferences. She also has solicited sponsorships and advertising for TIA publications and programs.

As vice president of meetings and events, she will oversee activities related to conducting association meetings, conferences and special events to ensure they are well executed and align with TIA's strategic goals and mission statement, Gust said.

LAKISHA PINDELL

Specific duties include implementing event strategies, assisting in event venue research, creating vendor networks, conducting contract negotiations for meeting and event support services and contacting sponsors, TIA said. She will handle pre-event activities, facilitate post-event reviews, monitor budgets, prepare management reports and set milestones to track performance.



Gust said he is excited about this new organizational structure and the potential it offers the industry.

"The association is blessed to have long-term talented leaders, whom I have the utmost confidence in, to guide us into the future," he said.

The mission statement of TIA is to promote tire safety through training and education, to act as the principal advocate in government affairs and to enhance the image and professionalism of the industry so that member businesses may be more successful.

"The association is blessed to have long-term talented leaders, whom I have the utmost confidence in, to guide us into the future."

— Richard "Dick" Gust, CEO, TIA

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MICHELIN HONOURED FOR WORKFORCE DIVERSITY

– TIRE BUSINESS

FORBES MAGAZINE HAS lauded Michelin North America Inc. for its diverse workforce.

The magazine has named Michelin its 2022 Best Employer for Diversity in the automotive industry in the U.S.

Overall, Michelin was ranked the fifth best large employer.

According to the French-based tire maker, the company is "dedicated to fostering a diverse, equitable and inclusive workplace." The company said the honor spotlights "Michelin's commitment to providing motion for life for its 22,500 employees as well as its customers and communities where the company operates."

Felicia Sanders, chief human resources officer for Michelin North America, said respect for people is one of Michelin's core values.

"We are committed to supporting employees in reaching their full potential and creating a great place to work," she said. "At Michelin, we recognize and celebrate every employee. We believe each individual drives the ingenuity and success of our company, giving people everywhere motion for life."

The rankings are based on an independent survey from a sample of more than 60,000 U.S. employees working for companies with at least 1,000. The evaluation was based on four criteria: direct recommendations, indirect recommendations, diversity among top executives and diversity engagement indicators.

Employees were asked to consider gender, ethnicity, age, disability and LGBTQ+ friendliness in responses.

Michelin has been included among the Best Employers for Diversity since 2020.

"We are committed to supporting employees in reaching their full potential and creating a great place to work. At Michelin, we recognize and celebrate every employee. We believe each individual drives the ingenuity and success of our company, giving people everywhere motion for life."

– Felicia Sanders

It is one of several honors gleaned Michelin North America has been recognized by several publications and organizations as a top employer:

- Named among the World's Most Admired Companies by Fortune;
- Named among the top employers for women to work for in transportation by the Women in Trucking Association in 2021;
- Named among the best employers for veterans by Forbes magazine in 2021;
- Top employer by Black EOE Journal, Professional Woman's Magazine and Hispanic Network Magazine in 2021
- Top LGBTQ+ friendly company by Black EOE Journal, Professional Woman's Magazine and Hispanic Network Magazine in 2021.

Michelin said it is focused on "fostering inclusion for the workforce of today and tomorrow. In addition to training programs that offer employees opportunities to grow and advance, the tire maker said it "provides business resource groups that are created and led by employees who have shared life experiences across various diversity dimensions"

Michelin said the goal of each group is to help employees feel welcome and included, support employee engagement, encourage professional development and support business objectives.



YOUTHFUL TRIO LAUNCHES OK TIRE BALCARRES

WCTD CONGRATULATES OK Tire Balcarres, (northeast of Regina, SK) on its recent opening, on April 30th. The new franchise is owned by Gregory den Brok, Jai Deep and Aaron Leegwater, all in their 20s.

Adapted from Tire Business:

On offer will be 24-hour mobile tire service with multi-brand selection as well as tires for all applications, from cars, trucks and wheelbarrows to commercial and farm equipment. Also included, Passenger and light truck mechanical repairs as well as heavy duty repairs for semi-tractor and trailer units.

Majority owner den Brok worked in his family's tire business, while Leegwater is a high-school colleague who predominantly has worked on farms in the area. Deep is a trained heavy-duty mechanic who worked with den Brok previously. The trio banded together last year after realizing they all wanted more than being someone else's employee. They reached out to OK Tire about the possibility of securing a franchise, den Brok said.

After securing financing, they took over an existing tire and auto repair shop, operated by Richard and Perry Ruecker, most recently under Integra Tire branding. Since taking over the location, the partners have upgraded some of the shop's equipment and secured two mobile service trucks, one with 14,000-pound crane for in-field work, den Brok said.

The dealership has three employees now, but den Brock said the plan is to double that as soon as possible and possibly double that again as business grows. This location is one of 30 independently owned and operated OK Tire points of sale in Saskatchewan and over 325 nationwide. (Adapted from Tire Business)



OK Tire Stores President and CEO Jim Bethune (second from left) with Balcarres franchise owners Aaron Leegwater (left) and Gregory den Brok and Jai Deep

OK Tire image

PIRELLI P ZERO ELECT OE ON BMW ELECTRIC IX SUVs

— TIRE BUSINESS

PIRELLI'S P ZERO Elect tires will be original equipment on xDrive50 and sportier M60 versions of BMW A.G.' 100% electric iX SUV

The tires are available for the BMW iX xDrive50 version in 255/50R21 109Y XL and 275/40R22 107Y XL sizes. The latter size also is available for the sportier M60 version of the BMW SUV.

The tires are marked with a star on the side to indicate that they have been especially developed for BMW as part of Pirelli's 'perfect fit' philosophy, along with a 22-inch BMW iX tire, which has more grip and is made for maximum performance. This tire has an "I" on the side, in addition to the star marking, Pirelli said.

Pirelli Elect tires, including the P Zero, "distinguish themselves thanks to their supreme driving comfort with contained road noise as well as immediate grip, a long range and safety-focused design," Pirelli said.

"The intense development dedicated by Pirelli to the BMW iX underlines the Italian firm's commitment to design specific tires for

electrified cars, BEVs or plug-in hybrids. These products are created from the beginning to enhance the individual characteristics of electric cars, as denoted by the 'Elect' marking on the sidewall of the tire itself," they continued.

The P Zero Elect tires focus on low rolling resistance, to allow the car to travel for more miles after a charge.

They also have superior aerodynamics. The "external profile has been modified to ensure that the tire protrudes less, reducing aerodynamic turbulence while improving overall efficiency, without sacrificing adequate rim protection. The embedded lettering on the side of the tire is just as distinctive, hollowed into the sidewall rather than standing out in relief," Pirelli said.

The tires are equipped with Pirelli Noise Cancelling System (PNCS) technology, which Pirelli said reduces road noise through sound-absorbing material inside the tire, which dampens the acoustic vibrations that would otherwise be transmitted into the car.

The tire structure has been optimized to cope with the considerable weight of the vehicle and is designed to offer optimal levels of driving comfort in all road traffic conditions.





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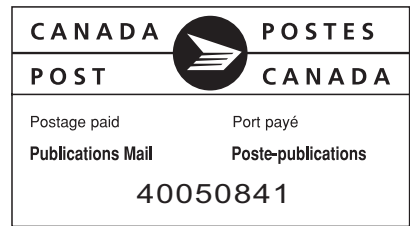
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