

FALL 2023

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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 for two...

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STAYING THE COURSE

SCHOOL IS OUT and summer is here—and that means the spring tire change-over season is behind us: winter tires are off and the roads—even if busy—are cleaner and quieter.

I hope you all have a chance to take a well deserved break or holiday through this hottest part of the year. Now is the time to bring out the boat or golf clubs, chilli out, kick back and really enjoy those summertime things we all love to do.

I mentioned in my last message that WCTD was hosting a golf tournament this year for the first time in quite a while. It took place in on June 25th in Stony Plain, near Edmonton. And I'm pleased to be able to report that it was! It was, on all levels, a very successful event! Good participation and great support from our suppliers and partners is what made it such a worth-while project. We were also able to raise some money for a much deserving charity.

I personally would like to thank everyone involved, including all the volunteers, golfers and, above all, sponsorship support from our very valued and appreciated suppliers. Not to mention the tireless efforts of Executive Director Ray Galea, who very much helped orchestrate its success. Thank you all so much!

With inflation the highest it's been in years and interest rates

PRESIDENT'S MESSAGE



Tim Hollett
President, WCTD

continually on the rise, it's been hard to figure out the direction in which the economy is headed. What I can say is that we all have to continue to work together, to stay the course, and keep communicating to the best of our ability so, as a united membership, we can collectively improve and grow in all areas of our businesses.

In the long run, these challenges will only serve to make us more effective as an association. We at WCTD are always looking into the future and exploring ways in which we can move forward and be stronger together. To this end I'm very much looking forward to our upcoming board of directors meeting—in Edmonton at the end of September—after which I'm sure I'll have plenty more news to pass on.

Your president

Tim Hollett

TRAC ANNOUNCES 2023 INDUSTRY LEADERSHIP AWARDS WINNERS

THE TIRE AND RUBBER ASSOCIATION OF CANADA (TRAC) has recognized outstanding individuals and businesses for their dedication and commitment to excellence in the tire and rubber industry including end-of-life (ELI) tire management and other businesses focused on sustainability.

Including in the honourees are Stevyn Ant, of Tire Stewardship of Saskatchewan (TSS), Sustainability Award, and Adrian Courtenay of Bridgestone Tire (retired), Lifetime Achievement Award. Also recognized are:

- Leader of the Year, Dr. Barry Takalou, President & CEO of RM, Lifetime Achievement, Doran Moore, Firestone / Rubber Association of Canada (RAC, now TRAC)
- Lifetime Achievement, Manuel Estragadinho, Priteq
- Sustainability, Halifax C&D Recycling Ltd.
- Young Leader, Ankita Salkia, Tyromer
- Young Leader, David Pulla, Dynamic Tires
- Young Leader, Josh Havin, Priteq



Maureen Kline, Vice President,
Public Affairs & Sustainability
at Pirelli Tire North America,
and Stevyn Ant,
CEO Tire Stewardship
and CEO of TRAC.

Full details at tracanda.ca/news

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RAY'S REFLECTIONS

SUMMER SAFETY FIRST

Holiday season is upon us. It is the perfect time when family and friends get together to enjoy the last, warm summer days. Lets make sure we all take a little down-time as the busy season will be upon us soon.

It's also the family holiday season and I know that a lot of people will be traveling to their favorite vacation spot. That means that it is imperative for us--the dealers and our professionally trained staff--to make sure that our customers' vehicles are properly prepared to make that journey comfortable and above all, safe.

Spring change-over season is behind us and the fall change-over season will be upon us soon. From feedback from some of our dealers, the spring was a busy and successful time. Also from feedback I'm getting, the manufacturers are saying that there will be plenty of winter tires available this fall. Decrease shipping charges have decreased dramatically. But, due to the port strike, there may be a hold-up on some of offshore orders.

We held a WCTD golf tournament this year for the first time in several years. We raised a substantial amount of money which will be donated to the Stollery Children's Hospital. Read more about it on page 18...

A COUPLE OF REMINDERS! MONERIS AGREEMENT

WCTD has renewed its agreement with Moneris. I'm pleased to report that the new rates are even lower than before. These new rates will be effective September 1. Moneris will be contacting current Moneris members directly.

If you're already on the Moneris program, please contact your

APPLY NOW! CALL FOR 2023-2024 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.

Whos eligible to apply? Any immediate family member (son, daughter or spouse) or legal ward of a person who is a full time

RAY'S REFLECTIONS



Ray Geleta
Executive Director,
WCTD

SCHOLARSHIP TIME

WCTD is again giving our four \$2,000.00 scholarships. This scholarship is available to all members owners, managers, and their staffs children. The application deadline is Aug 15th, 2023. You can find all of the scholarship information requirements on our website (wctd.ca) under member benefits. Again, if you are having difficulty finding the information, please give me a call.

2023 LUG NUT TORQUE CHARTS

I do have the 2023 Lug Nut Torque Charts on hand. Please give me a call if you require any.

Anyone needing the password to log into the dealer portion of our web site, or any other information, please give me a call at 780-594-9295.

Wishing you a happy and safe summer's end!

Ray Geleta - WCTD Executive Director

2023-2024 WCTD SCHOLARSHIPS!

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 2023-2024 program!

Fall details and more information are available at <https://wctd.ca/>

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UNDERSTANDING & PREVENTING HEAT STRESS

SAFETY CORNER



Debra Haldane and Leigh-Ann Stewart, Simply Safe

Safety Corner
by Simply Safe

THE DOG DAYS OF SUMMER are a two-edged sword. They're just fine for those of us who get to hang out by the pool or ocean but not so much for those who have to keep working, especially at physical jobs in the often searing outdoor heat.

Summer comes with its own set of dangers for the outdoor worker, especially if they're unprepared. If not recognized and treated early, heat stress can lead to heat exhaustion and heat stroke. And heat stroke can result in cardiac arrest and/or other serious injuries.

Even in late summer the mercury can still soar unforgivingly. Here's some important info (courtesy of WorkSafe BC) to help keep your staff safe and healthy.

HEAT STRESS PREVENTION

What is Heat Stress?

When our body heats up faster than it can cool itself, we experience heat stress. Left untreated heat stress can lead to serious heat-related illnesses.

What causes Heat Stress?

There are three main causes of heat stress:

- **Environment:**
 - ✓ Direct and indirect sunlight (eg, reflection from pavement)
 - ✓ Air temperature hotter than skin temperature (36°C+)
 - ✓ High Humidity
- **The Work:**
 - ✓ The more active we are, the more heat our body will produce.
- **The Worker:**
 - ✓ Conditioning – regularly working in a hot environment reduces the chances of suffering from heat stress; our bodies get used to it, also known as acclimatization.
 - ✓ Poor health, obesity, advanced age, & some medical conditions.

- ✓ Inadequate hydration / water intake
 - ✓ Excess clothing that traps heat & prevents cooling (eg, coveralls, masks, hats)
- What does Heat Stress & Heat Illness look like?**
- Workers in hot environments should be aware of these warning signs of heat stress:
- ✓ Excessive Sweating
 - ✓ Dizziness
 - ✓ Nausea

If heat stress is not recognized and treated early, it can lead to heat illness with serious effects on our bodies.

How do we protect workers and prevent heat stress?

Eliminating the heat source is the most effective way to reduce the risk of heat stress. If elimination is not feasible, there are other established risk controls or solutions to consider.

For instance: Can the job be done in a cooler environment? Can ventilation be improved? Can cool down areas be provided? Can the work be done during cooler times of day? Or can coveralls, hats or masks be safely removed during periods of high heat?

EMPLOYER RESPONSIBILITIES

Identify, & Assess Work Areas, Jobs, and Tasks that may be at risk for heat stress:

- ✓ Areas of high humidity
 - ✓ Tasks requiring moderate / high physical exertion.
 - ✓ Tasks requiring protective clothing over most of the body &/or face/head.
 - ✓ Areas/Jobs/tasks where workers have expressed heat stress concerns &/or findings from any previous heat-related incident reports.
 - ✓ Outdoor work where sunshine, heat, and physical demands could together contribute to heat stress.
 - ✓ Indoor workplaces without air conditioning during periods of extreme heat.
- Educate and Train Workers**
- ✓ What heat stress is and how to recognize it.
 - ✓ Personal factors contributing to heat stress.
 - ✓ What to do if they or a co-worker develops a heat related illness.
- For more specific details check WorkSafeBC.com

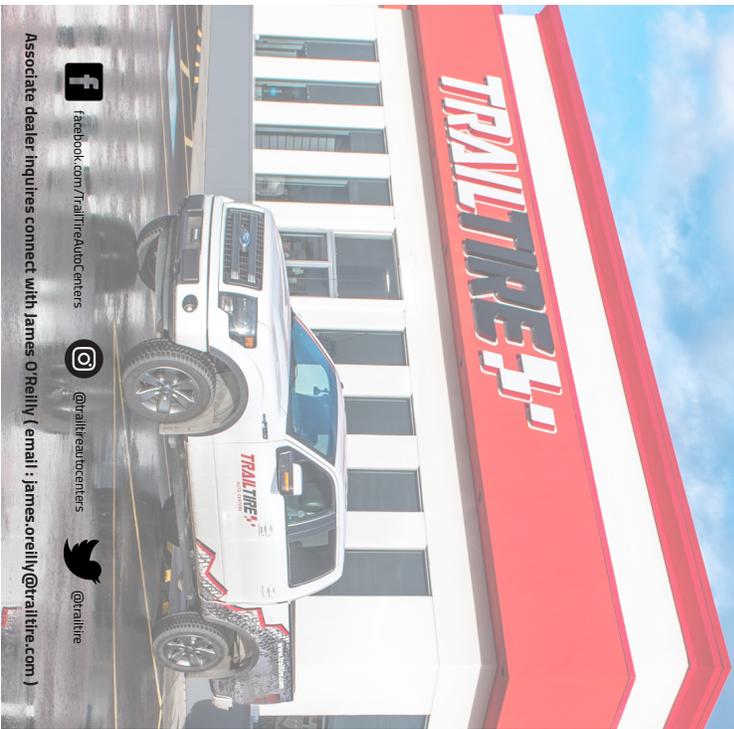
Simply Safe provides the tire industry with simple and effective safety solutions and support. Have a health & safety question? Contact with them at simpysafeconsulting.ca or info@simpysafeconsulting.ca.

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



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ASSOCIATION NEWS

IN MEMORIAM: WAYNE BUDGE 1955-2023

WCCTD IS TRULY SADDENED to hear of the passing of Wayne Budge, on June 12, 2023.

"Wayne Budge was the face of Federated Insurance to the industry in Western Canada for a many years," says Executive Director Ray Beletta. "Wayne not only supported the members of Western Canada Tire Dealers, but also supported the dealers through their respective banner organizations. He attended the majority of WCCTD's annual meetings, industry banner meetings and golf tournaments."

"I had the pleasure of knowing Wayne for over 20 plus years and enjoyed his camaraderie at all the meetings, golf tournaments and special events. He will be sorely missed."

Federated Regional Association Manager Chris Leahy reflects: "I had the privilege of knowing Wayne since 2006 - from his training all the new employees to Associations - when he would always take out the Edmonton staff for a pint (well, two of us. Wayne was an amazing person, he will be missed but always remembered."

One occasion that sticks in Chris's mind: "Wayne would always stay at the Cedar Park Best Western in Edmonton, near the Federated office."

He told us that on one stay when he was there the TV remote did not have batteries, the fan wasn't working and the bathroom was missing a lightbulb. He informed the front desk staff upon check-out."

"The following week, when Wayne returned to Edmonton, the front desk staff gave him the same room and all the issues were the same - nothing had been done!"

"Wayne was smiling—laughing—shaking his head telling us about this and I asked him 'why are you staying there anyway?'"



WAYNE BUDGE, 1955-2023

"Wayne said, 'well I stay in some Best Western dives for the points so Wendy I can stay in nice Best Westerns when we have time off!'"

"That's Wayne," says Chris.

Federated Insurance Company of Canada also paid tribute: "We are deeply saddened to share the news that we have lost one of Federated's best - Wayne Budge passed away on June 12, 2023, after a long health battle. He was surrounded by his loving wife, Wendy, son Shea along with his sister and brother-in-law."

"Wayne started his career with Federated on September 20, 1982 in the Winnipeg claims office as an Office Adjuster. He progressed in Claims in various roles, from an Adjuster to an Examiner and in 1986 to a Supervisor. In 1998, he became the Corporate Training Manager until 2008 when he joined the Association team as a Service Coordinator. In 2014, he was promoted to a Senior Account Representative and in 2016 to Manager Association Partnerships."

"Wayne celebrated 40 amazing years of service with Federated in 2022 and retired in December. Wayne was a true leader, friend, and a key Federated family member. Many described him as simply one of a kind."

WCCTD extends our heartfelt condolences to Wayne's family, many friends and colleagues.

CONSUMERS IN CANADA SOUR ON EVS AS CONSIDERATION SIGNIFICANTLY LAGS U.S.—J.D. POWER

RANGE, COST AND INFRASTRUCTURE CONCERNS DRIVE YEAR-OVER-YEAR DECLINE OF 13 PERCENTAGE POINTS

Canada's electric vehicle (EV) holdouts are digging in their heels, with a majority (66%) saying they are either "very unlikely" or "somewhat unlikely" to consider an EV for their next vehicle purchase. That's according to the second annual J.D. Power Canada Electric Vehicle Consideration (EVC) Study,SM released today, which finds that overall EV consideration in Canada has declined 13 percentage points to 34% from 47% in 2022, and significantly lags EV consideration rates in the U.S., where 67% of consumers say they are either "very likely" or "somewhat likely" to consider purchasing an EV this year.

"Despite current legislation that is pushing hard for EV adoption, consumers in Canada are still not sold on the idea of automotive electrification. Growing concerns about affordability and infrastructure (both from charging and electrical grid perspectives), have caused a significant decline in the number of consumers who see themselves in the market for an EV anytime soon," said J.D. Ney, director of the automotive practice at J.D. Power Canada. Despite a lower consideration rate year over year and a widening consideration gap to automobile shoppers in the U.S., there is still a committed group—34%—of consumers in Canada who say they are likely to consider an EV in the next 24 months."

FOLLOWING ARE KEY FINDINGS OF THE 2023 STUDY:

- 1. EV consideration declines year over year:** Nearly two-thirds (66%) of automobile shoppers in Canada say they are either "very unlikely" or "somewhat unlikely" to consider an EV for their next vehicle purchase. That is up 13 percentage points from 2022 (53%). In the U.S., by contrast, the number of consumers who say they are either "very likely" or "somewhat likely" to consider purchasing an EV has increased to 67% this year, up from 59% in 2022.
- 2. Range anxiety, purchase price and charging infrastructure are top roadblocks:** Among consumers in the Canadian market who say they will not consider an EV for their next vehicle purchase, limited driving distance per charge is the most frequently cited obstacle to consideration (63%). It is followed by purchase price (59%) and lack of charging station availability (55%).
- 3. Lack of consumer exposure presents EV adoption challenges:** Despite widespread awareness of EVs and



growing efforts by manufacturers to make EV test drives available to consumers, 55% of vehicle shoppers have never been in an EV. Among consumers in Canada who have rented, borrowed or test driven an EV, 43% say they are "somewhat likely" or "very likely" to consider an EV.

4. EV consideration varies notably by geography: The rate of EV consideration is highest in Western Canada, with 46% of consumers in British Columbia indicating interest in EV ownership. Residents of Quebec (39%) and Ontario (34%) have middling interest in EV ownership, while residents in the Atlantic Canada (26%) and Prairie (22%) regions have the least interest.

"Against this backdrop, it is going to take significant investment and close collaboration between manufacturers and lawmakers to address issues of overall affordability, capability and infrastructure before Canada can reach its national and provincial EV sales targets," Ney said.

The Canada Electric Vehicle Consideration (EVC) Study is an annual industry benchmark for gauging EV shopper consideration. Study content includes overall EV consideration by geography; demographics; vehicle experience and use; lifestyle; and psychographics. It also includes model-level consideration details such as cross-shopping and "why buy" findings and analysis of reasons for EV rejection. This year's study measured responses from 4,488 consumers and was fielded in April-May 2023.

For more information about the Canada Electric Vehicle Consideration (EVC) Study, visit canada.jdpower.com

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SASK. TIRE SHOPS CAUGHT UP IN ALLEGED INTER-PROVINCIAL TIRE SCAM

BY DAVID PRISCIAC - CTV NEWS, REGINA

A TIRE SHOP OWNER in Saskatchewan is warning others after he says he was nearly defrauded in an alleged inter-provincial tire scam, almost losing several thousand dollars worth of product.

"Stressful, very stressful," is how Roy Baird, the owner of Southwest Tire in Shaunavon, Sask., described the June incident. Baird told CTV News that his shop was contacted in late May for an order of a dozen tires. A common enough occurrence.

However, what happened next was anything but.

"All the sudden he's getting someone to pick them up and ship them somewhere," Baird said. "So I told my staff that when the shipping company comes in, check where they're going and everything."

Baird and his staff later learned that the tires were destined for a storage facility in Quebec. With his product shipped off and already suspicious, Baird called the RCMP.

"I gave them all the information and they came back and said the actual person's bank is looking into a bunch of fraudulent activity on their card," he said.

"Do not send anything, do not ship any products," was the message Baird received from police.

Thankfully, his shop's product, \$15,000 worth of semi tires, was stopped before it reached its destination.

According to Baird, the party ordering the tires had used stolen credit card information to make the purchase.

Following his own shop's experience, Baird put the word out to others in the industry. In the process, he learned that he wasn't the only one being affected.

"I put it out to my reps Arrow Tire, OK Tire, NBD, so everyone that deals tires in Saskatchewan," he said.

"They were letting their customers know, Raymore phoned me, they got hit and they said another small town near them got hit for \$30,000."

In a response to CTV News, Saskatchewan RCMP confirmed that its detachments in Shaunavon and Punnichy received reports of potential fraud on May 30 and June 2 respectively.

The reports involved phone orders placed to local businesses.

"Investigation to date has determined that the two reports may be connected," the statement read.

What worries Baird going forward is the ease of the scam, with it being very hard to tell scammers from actual customers before it's too late.

"12 tires altogether. Semi with two spares that's not uncommon. If it's a tri-axle then that's right on the bank. So I didn't think anything of it," Baird said, as recalled the fraudulent order.

"We have a lot of offfield companies, we have a lot of trucking companies. I deal with all the provinces. So getting calls from an owner of a trucking company, you don't think anything of it, right? Just somebody paying for the tires for the truck to come in and get them put on."

"But it's an eye-opener, that's for sure," he added.

The experience as a whole has been tough for Baird and his operation.

"I just opened up here a couple of months ago too. I just bought this business. I only took possession of this April 1," he said.

Important: If you experience or suspect a fraudulent transaction in your business, in addition to reporting it to the police you should notify WCTD without delay. The association will notify the entire membership immediately.

KAL TIRE ACQUIRES OTTAWA DEALERSHIP FRISBY TIRE

KAL TIRE HAS ACQUIRED FRISBY TIRE, a century-old family-owned dealership

with five stores in the Ottawa area, and is transitioning those locations to Kal Tire signage.

The acquired stores

are Kal's first in the Ottawa metro area and complement a dozen existing stores throughout the province of Ontario. Overall, Kal Tire has 260-plus outlets coast to coast, including a dozen former GCR Tires & Service stores in Canada's Atlantic Provinces it acquired in late 2021 from Bridgestone Canada Inc.

At the same time, Kal's Total Tire Distributors wholesale arm has taken over Frisby's wholesale business.

Terms of the acquisition were not disclosed.

Founded by George Frisby in 1920, the family-owned business transitioned to third-generation ownership in 1995 when his grandson Don Frisby took over the reigns. The dealership went to market with the motto: "Service that satisfies."



ATV SAFETY: KEEPING ATV OPERATORS SAFE IN THE FIELD



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



ALL-TERRAIN VEHICLES are often used for fun and recreation, but they're also a useful addition in many lines of business. They do, however, come with risks that include injury and even death. That's why following industry and provincial guidelines can help keep drivers safe and avoid unnecessary hazards.

According to Statistics Canada, there are 100 ATV-related deaths on average in Canada each year. Among the fatalities between 2013 to 2019, nearly half (45 per cent) were the result of a rollover, other causes included collisions with a stationary object (16 per cent), ejections (12 per cent), and collisions with a moving vehicle (7 per cent).

In Canada, ATV certification may be required for some forms of employment. Oil and gas, energy and forestry workers might use ATVs for surveillance and maintenance, particularly in remote areas. Police might use them for search-and-rescue operations. But smaller operators also use ATVs: Ranchers might use them for checking on cattle or fence lines, while general contractors might use them for projects in remote areas such as building a cottage.

While oil and gas or hydro companies might have a formalized process in place — such as requiring ATV operators to take a driver safety course and get certified — smaller operators often don't. But any ATV operator can benefit from training and certification, regardless of their previous experience.

We spoke with David Gork, Manager of Ontario & Atlantic Risk Services T&L at Federated Insurance, to find out what key steps ATV operators can take to help minimize their risk.

ATV TRAINING

"One of the biggest issues with ATVs is that people get overconfident, particularly if they're a novice and they decide, Oh, I can climb that hill, I can go through that mud hole," says Gork. After all, some hills are simply too steep for any ATV.

"Our recommendation for any business that has employees operating ATVs is to have them take a certified driver training course," he says. "You're not only training the person to ride the machine safely, you as a company owner are doing your due diligence."

The Canadian ATV Safety Institute (CASI) has joined forces with the ATV Safety Institute (ASI) and the Canadian Off-Highway Vehicle Distributors Council (COHV) to offer the CASI ATV RiderCourse, available in B.C., Alberta, Manitoba, Ontario, Nova Scotia, New Brunswick, Newfoundland, and P.E.I. In addition, the Canada Safety Council offers ATV rider training operated by CSC-certified instructors.

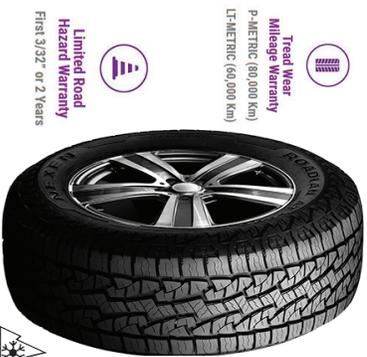
Most of the provinces also offer safety handbooks, videos, and toolkits that can be referenced such as Ontario's *Smart Ride Safe Ride* and Alberta's *ATV Safety Toolkit*.

NEXEN NEXEN TIRE

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HELMETS AND PPE

A helmet is perhaps the most important piece of personal protective equipment (PPE) for ATV operators. At least 33 per cent of riders were not wearing a helmet during ATV-related fatalities between 2013 to 2018, according to Statistics Canada.

There are two main types of helmets: full face (which completely covers the face and chin) and open face (which only covers the head and chin). The ATV Safety Institute recommends that riders wear a DOT- or Snell-approved helmet with a proper safety rating for ATVs. According to the U.S. Consumer Product Safety Commission, the applicable standards for ATV helmets include DOT FMVSS 218 or Snell M-2005, M-2010, and CMC/CMR 2007.

"If ATVs are being used in a commercial setting, then the company should be providing a helmet to each person," says Gorkik. Preferably, the helmet should have a full face shield, but if a driver is using an open-face helmet they should also be required to wear protective eye wear. Other recommendations include gloves, boots, and long pants.

While PPE is a simple way to help avoid severe injury or even death, many people don't consistently wear a helmet or only wear one on public roads. That's why creating policies and procedures around the operation of ATVs – and having employees sign off on those policies and procedures – is so important, says Gorkik. "If you're found not wearing your helmet or acting recklessly, then your privileges will be revoked," he says.

Also, ATV drivers should always drive sober, since alcohol and drugs impair your ability to drive and make decisions – and could result in impaired driving charges under the Criminal Code of Canada. In at least 51 per cent of ATV-related fatalities from 2013 to 2019, the driver had reportedly consumed alcohol, cannabis or other drugs, according to Statistics Canada.

SINGLE SEATS VS. TWO-UPS

Some ATV owners bolt a cargo box on the back of a single-seat

ATV and use it as a passenger seat – but that's not a good idea. "They aren't designed to hold all that weight," says Gorkik. "It changes the centre of gravity, so now you have more weight over the back, making it harder for the driver to control."

On a single-seat ATV, there are no footwells or grab handles for the passenger, so their dangling legs can easily hit an obstacle, such as a tree. "The passenger has nothing to hold onto, so if they start to fall, they might grab the driver and the driver could lose control or get pulled off with the passenger," says Gorkik.

In some situations, it may be necessary to send out more than one ATV operator for a job. For example, if work is required in a remote area without cellular coverage during winter weather, it's safer to have a buddy-system in place. But riders should either have their own single-seat ATV or use a two-up ATV designed to carry the weight of two people. A two-up ATV has a longer wheel base and stronger rear suspension, as well as dedicated footwells and grab handles for the passenger – which helps to keep both the driver and passenger safe.

DUE DILIGENCE

If you're using an ATV on roadways and public lands, the ATV must be registered with a rear licence plate and insured under a motor vehicle liability policy. "Make sure you're insured against liability especially if you're letting someone else drive it," says Gorkik. "And carry a copy of your ownership and registration, as well as a copy of your insurance – preferably in a waterproof pouch."

Even if someone else is operating the ATV, the owner is still liable for injury or damage – and could be charged under a municipal bylaw or other legislation, such as Ontario's Off-Road Vehicles Act (ORVA).

"You should also check the machine before you ride it – check for oil leaks. If tires are inflated properly, if the brakes are working," says Gorkik. Stick to designated trails whenever possible, and always let someone know where you're going and how long you think you'll be gone.

While there are risks to operating ATVs, many of those are preventable by following safety rules, wearing PPE, and avoiding reckless driving. The key is to have formal policies and procedures in place that keep drivers accountable – and help keep everyone safe.

To learn more about risk management practices, visit our Risk Services page today.

This blog is provided for information only and is not a substitute for professional advice. We make no representations or warranties regarding the accuracy or completeness of the information and will not be responsible for any loss arising out of reliance on the information.

WCTD CHARITY GOLF TOURNAMENT A GREAT SUCCESS

BY RAY GELETA

THE 2023 WCTD GOLF TOURNAMENT, held on June 25th at the Stony Plain golf course was a great success. It turned out to be a beautiful sunny day that produced lots of laughter and a fun time for the participants. The meal after the round was phenomenal. The silent auction got a lot of attention as the participants kept trying to outmaneuver their rivals by getting in that last bid.

Best of all, after all expenses were paid, we succeeded in raising \$10,425,000 for the Stollery Children's hospital.

A big thanks to all those who showed up to play—and congratulations to tournament winners: James Cashin, Shane Dakford, Derek Draus and Rick Kluss.

WCTD would like to recognize and thank the sponsors of this event. Their generous contribution really paved the way for the success of this tournament.

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We would also like to thank Darrell Budney, from Trail Tire, for helping to organize and getting the communication out into the field.

We are planning to hold an even bigger and better tournament next year.



TIA'S MATT WHITE: SAVING LIVES ONE TRAINING AT A TIME

MATT WHITE'S JOURNEY BEGINS ON THE FARM



BY CHRISTIAN HINTON - TIRE REVIEW

MATT WHITES PATH to becoming a prominent figure in the tire industry blossomed from a farm in Boonville, New York. Growing up surrounded by heavy machinery and the equipment, Matt developed a natural affinity for mechanics at a young age.

"I was on the farm, doing general logging work with big machines, and they had tires," Matt said. "I unknowingly learned a lot by necessity. It wasn't to fulfill a career path at that time: it was more like, they, change this tire and put a tube in it kind of deal."

After graduating high school, Matt served four years in the U.S. Army. When he returned to civilian life, he struggled to find his rightful place in the job market. He started a fishing business where he led guided tours and taught others how to fish for a couple of years, but Matt still wanted to hone his mechanical aptitude. This paved the way for a career in the tire industry spanning decades and reaching over 40 countries and four continents.

No matter where the training is needed, Matt White says he will travel there.

Matt's tire career began in Oneida, New York, at Hanlin Tire in the mid-1980s, where he turned a small, independent operation into a thriving business.

"When I got there, it was a two-guy garage that made very little

money," he said. "I eventually became the general manager and grew the business to include commercial truck, farm and automotive service. When we started servicing heavy duty, [we had to] build another couple of buildings to deal with the growth."

Matt's experience at Hanlin Tire opened his eyes to the glaring absence of training and safety measures for tire technicians at the time. So, he enrolled in many tire and part manufacturer and ASE trainings to equip himself with the necessary skills with the goal of helping others. Determined to address the lack of training, he participated in various classes, traveling across the country for extensive training sessions.

Over time, Matt's expertise grew, and he began leading training sessions himself. He started in upstate New York, providing classes for major industry players like Snap-On, MAPA and local businesses, placing a strong emphasis on safety within the tire business.

Matt's wealth of training experience caught the attention of the Tire Industry Association (TIA) in 2007 when he started as a contractor. With TIA, Matt opened up his shop to be used as a filming site for the new TPMS training program at the time.

"I was pretty much the technical guy," Matt said, who has been the director of tire service for TIA since 2012.

"My job is very simple, I save lives," Matt said. "Unfortunately in our business, there is a risk of injury or fatality. I feel like many folks don't recognize the importance of the tire technician and the safety



No matter where the training is needed, Matt White says he will travel there.

and knowledge it takes do the proper procedures."

Matt's comprehensive training knowledge in TPMS, commercial trucks, automotive, OTR and farm tires has helped him develop strong relationships in the industry and made him sought after worldwide.

From remote mines in Alaska to the unforgiving terrains of Mongolia, Africa and Colombia, there's nowhere Matt won't go to deliver his expertise.

One of his most memorable experiences was introducing TIA training to the Western Africa Tire Service (WATS), one of the biggest vehicle service providers in Western Africa for Rana Motors which is based in Accra, Ghana. Rana is an authorized distributor for Kia, Jeep, Fiat, and others in Ghana.

"The distance and travel to places never concerned me," Matt said. "What concerned me was people not having training like we do here in the States. That's why we spread training all over the world. It's just unreal that a kid that started in a tire store went on to train in West Africa and beyond."

Despite his efforts, Matt said there is still so much to be done in the industry to improve safety and grow technician pride.

"I want people to understand what's at stake," he said. "I want

to tell them that they're not just tire guys or ladies. They're tire technicians - the largest organization of service providers in the world. People need to understand what we actually do. You don't have to be a football player, a basketball player or anything else to be famous. You can just be a rockstar showing people how to be safe in our great tire industry."

As an avid outdoorsman, Matt's interests and hobbies expand outside the tire industry. Growing up near Lake Ontario and the St. Lawrence Seaway, he developed his love for fishing and still spends time in Plauski, New York, fishing and participating in various charitable activities. In particular, he takes young children, folks with special needs and those facing health challenges on fishing trips, providing them with memorable experiences and learning opportunities.

"The distance and travel to places never concerned me. What concerned me was people not having training like we do here in the States. That's why we spread training all over the world. It's just unreal that a kid that started in a tire store went on to train in West Africa and beyond."

- Matt White

TPMS MANUFACTURERS URGE TECHS TO UPDATE TOOL SOFTWARE FOR IMPROVED TPMS SERVICE

DON'T WAIT UPDATE

- UP TO 35% OF TECHNICIANS DON'T HAVE UP-TO-DATE TPMS TOOL SOFTWARE
- NEWEST GENERATION OF TPMS SENSORS NEED THE LATEST GENERATION TPMS TOOL SOFTWARE
- "UPDATE YOUR TPMS TOOL'S!" CAMPAIGN AIMS TO HELP TECHNICIANS AVOID TPMS SERVICE ISSUES AND DELAYS IN CUSTOMER SERVICE

To remind auto service technicians and service facilities that they must keep their Tire Pressure Monitoring Systems (TPMS) tool software updated regularly, a group of TPMS tool and sensor manufacturers, along with the Tire Industry Association (TIA), have launched a national public service campaign called "Update Your TPMS Tools!"

The Coalition of TPMS Manufacturers, including ATEU, TPMS Tools, Barrac USA LLC, Continental Automotive Systems Inc. and Schrader TPMS Solutions, along with the TIA, has come together to tackle the challenge faced by technicians who have not kept their TPMS tool software up to date, having up to date software is particularly essential with the introduction of the latest generation of TPMS sensors.

By updating their TPMS tool software, technicians can prevent TPMS service issues and avoid unnecessary delays, ultimately delivering improved customer service. The launch of the "Update Your TPMS Tools!" campaign, which coincided with National Tire Safety Week, The annual consumer awareness initiative of the U.S. Tire Manufacturers Association aimed at educating motorists about tire care, safety and awareness as essential parts of road safety took place June 26 - July 3.

"TPMS tool manufacturers are routinely releasing software updates throughout the year. Many factors can initiate a software change, such as new sensor technologies, vehicle model introductions or vehicle recalls. Keeping the TPMS tool software up to date helps ensure faster, more successful TPMS service with fewer comebacks." - Shawn Pease, TIA director of automotive tire service



Shawn Pease, TIA director of automotive tire service, notes, "TPMS tool manufacturers are routinely releasing software updates throughout the year. Many factors can initiate a software change, such as new sensor technologies, vehicle model introductions or vehicle recalls. Keeping the TPMS tool software up to date helps ensure faster, more successful TPMS service with fewer comebacks."

According to recent surveys, up to 35% of technicians have not updated their TPMS tool software in the last year. When working with the newest generation of TPMS sensors, technicians need the latest generation of TPMS tool software. Without it they cannot do TPMS service successfully.

In addition to alerting shops and technicians about the need to register their tool and keep its software updated, the campaign is stressing the need to always perform a sensor relearn when rotating tires or performing TPMS service. Failing to perform the relearn is one of the most common reasons for TPMS service comebacks. Up to 20% of technicians surveyed don't regularly perform the relearn when doing the service.

The "Update Your TPMS Tools!" campaign web page offers links to software update downloads for many of the most popular TPMS tools. Technicians also can check with their tool manufacturer's website to find links for TPMS tool software updates. The site, which can be visited at: <http://www.updateyourtpmstools.com/>, also includes a technician survey, and all those who complete the survey will be entered in a drawing for a chance to win one of five, \$100 Amazon gift cards.

By engaging technicians and service facilities in the "Update Your TPMS Tools!" campaign, TPMS manufacturers and TIA seek to raise awareness about the crucial role of TPMS tool software updates in delivering exceptional TPMS service. Technicians are encouraged to prioritize updating their tools regularly, ensuring they can provide efficient, reliable, and seamless TPMS service to their valued customers.

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YOKOHAMA CRAFTS 'E+' MARK FOR EV-DESIGNATED TIRES

TIRE BUSINESS

On Feb. 3, 2023, The Canadian Minister of the Environment registered the Prohibition of the Manufacture and Importation of Wheel Weights Containing Lead Regulation.

Yokohama Rubber Co. Ltd. (YRC) has begun marking tires built for electric vehicles (EVs) with a proprietary "E+" mark on the sidewall to distinguish them from other tires in the same line.

The new mark, being used on passenger and truck/bus tires that have design and performance qualities needed by EVs, is the latest facet of Yokohama Rubber's response to the rising demand such tires. The first tire to bear the E+ mark is the new Advan Sport EV, an ultra-high performance summer tire being launched this fall in Europe and other markets.

Yokohama's understanding of EVs comprises battery-electric vehicles (BEVs), electric vehicles (EVs), plug-in hybrid vehicles (PHEVs), hybrid electric vehicles (HEVs) and fuel-cell electric vehicles (FCEVs).

Tires installed on such vehicles must be able to meet the distinct needs of EVs, such as the strength to withstand the higher loads



Yokohama Rubber Co. photo. Yokohama is marking tires built for electric vehicles with a proprietary "E+" mark on the sidewall to distinguish them from other tires in the same line.

associated with heavy electric batteries as well as the electric motor's high torque output.

Such tires also must generate less noise and contribute to the vehicles' efficient use of electricity and other energy sources and expand the vehicle's driving range.

YRC said it has secured a number of original equipment fitments on electrified vehicles, including: BMW iX3, Mercedes-AMG EQS 53 4MATIC+, and Lexus RZ, crossover SUVs from Toyota Motor (the bZ4X) and Subaru (the SOLTEERRA), and mini-vehicles such as the Nissan Sakura and Mitsubishi Motors' eK X EV.

The new Advan Sport EV — based on the Advan Sport V107 UHP tire — features technologies cultivated in YRC's development of OE tires already being supplied for premium EVs. It will launch in 16 sizes. Pricing information was not disclosed.

The EV version of the Advan Sport V107 shares that product's tread pattern, YRC said, and incorporates a strip of polyurethane foam, dubbed "SilentFoam," attached to the tire's innerliner. This strip of foam reduces the cavity resonance (the sound created inside the tire as it vibrates while running over uneven road surfaces), thereby diminishing unpleasant noise in the passenger cabin, YRC said.

HANKOOK ADDS TO EV TIRE LINE WITH ION EVO, ION EVO SUV

BY CHRISTIAN HINTON - TIRE REVIEW

HANKOOK SAVES THE TIRES FEATURE TECHNOLOGY THAT FOCUSES ON TREAD WEAR, NOISE REDUCTION AND UNIQUE GRIP PERFORMANCE FOR EVs.

Hankook Tire unveiled the ION evo and ION evo SUV, the latest in the company's ION line of tires specifically designed for electric vehicles (EVs). The manufacturer said the tires are built with ION technology that focuses on tread wear, noise reduction and unique grip performance for EVs.

"The acceleration in the performance EV market means that drivers are looking for tires that maximize their experience during the varied conditions that summer driving can bring," Kijong Kil, vice president of R&E development, Hankook Tire, said. "We're confident that these new products deliver the outstanding electric performance that is a hallmark of the ION line-up."

The Hankook ION evo SUV is available in eight sizes ranging from 18 to 22 inches, while the ION evo is available in eight sizes ranging from 18 to 21 inches. Both tires come with a 30-day free trial.

TIA, ACA, SEMA SPEAK OUT AGAINST NEW 'RIGHT-TO-REPAIR PACT'

TIRE BUSINESS

THREE U.S. AUTO aftermarket trade groups – the Auto Care Association (ACA), the Tire Industry Association (TIA) and the Specialty Equipment Market Association (SEMA) – are distancing themselves from a recent 'Right-To-Repair Pact' calling it in the ACA's case, a "thinly veiled response by the automotive OEMs" to the REPAIR Act.

The pact – signed by the Automotive Service Association (ASA), the Society of Collision Repair Specialists (SCCA) and Alliance for Automotive Innovation (AAI) on July 11 – affirms and updates a 2014 Memorandum of Understanding on R2R that says "independent repair facilities shall have access to the same diagnostic and repair information that auto manufacturers make available to authorized dealer networks," according to a news release from the parties.

In a letter to Congress, the signers wrote, "This commitment was created with our mutual and valued customers in mind: vehicle owners. It affirms that consumers deserve access to safe and proper repairs throughout a vehicle's lifecycle [and] it is built to last because it anticipates changes in automotive technologies and market evolutions."

The Automotive Repair Data Sharing Commitment includes thousands of independent auto repair professionals and the auto makers producing most of the vehicles sold in the U.S. According to the signers, the agreement:

- Secures consumer choice in automotive repair;
- Gives drivers the ability to have vehicles serviced "anytime, anywhere, anyplace";
- Applies to all vehicle technologies and powertrains;
- Covers access to telematics data required to diagnose and repair vehicles.

In a statement that same day, the ACA called out the agreement, saying that it was created to cause confusion and that it only affirms the 2014 agreement, "rather than implement a meaningful solution to preserve the entire automotive aftermarket and the competition and consumer choice that it creates."

The ACA outlined what it said were flaws in the agreement, including:

- The lack of a compliance component;
- That it doesn't cover all auto makers, including Tesla Inc., or require new auto makers to join;
- Doesn't offer the aftermarket or consumers direct access to telematics but only makes those data available through OEM systems and tools, which could burden shops with needing to purchase multiple third-party tools; and
- Doesn't address safety and security concerns.

The ACA also criticized its lack of involvement in the agreement as



a national trade organization "representing over 536,000 companies and affiliates that manufacture, distribute and sell motor vehicle parts, accessories, services, tools, equipment, materials, and supplies," saying that the involved auto service agencies – the ASA and the SCCA – do not represent the auto aftermarket and only represent "a small fraction of the independent repair market."

TIA issued a statement on July 13 also not endorsing the agreement and echoing many of those concerns.

"While TIA acknowledges the positive intent and certain aspects of the agreement, the current pact falls short in adequately addressing the concerns of consumers and protecting their rights along with those of the independent automotive repair market," Roy Littlefield IV, TIA's vice president of government affairs, said.

TIA criticized the agreement's lack of enforcement mechanisms, adding that without a means to ensure compliance, consumers will be vulnerable to exploitation and inadequate protection.

"TIA firmly believes that any meaningful right-to-repair initiative must possess robust enforcement mechanisms to safeguard consumer rights effectively," Littlefield said.

The association said that the agreement also does not adequately address telematics systems, lacking a comprehensive framework to address this vital concern. "And that it does not include all automakers."

"While TIA appreciates the spirit and elements of the agreement, it firmly believes that the current pact does not resolve the core issues faced by consumers in the tire industry," Littlefield said. "Instead, it creates confusion and potential harm, ultimately falling short of meeting the pressing needs of consumers."

SEMA, in a statement on July 13, called the agreement a step in the right direction, but noted that the agreement was non-binding and only included access to telematics and data available through the OBDII port, rather than giving consumers and the aftermarket direct access to that information.

"Simply put, the NBU does not provide the full protections needed to maintain a competitive repair and modification market in the future," SEMA said.

SEMA, TIA and the ACA all voiced their continued support for the REPAIR Act (H.R. 906), federal right-to-repair legislation introduced this year.

"The REPAIR Act is a comprehensive and critical piece of federal legislation that preserves competition, affordability, accessibility, and a vibrant supply chain," the ACA said.

GROUPE TOUCHETTE ACQUIRES WHEEL MAKER FASTCO CANADA

TIRE BUSINESS

GROUPE TOUCHETTE INC., one of Canada's largest tire distributors is growing again, taking over family-owned Fastco Canada, one of Canada's leaders in alloy wheel design, manufacturing and distribution. Terms of the agreement were not disclosed.

Grpue Touchette said the acquisition significantly expands its service offering to customers and provides Fastco Canada with greater access to new markets. It said the transaction "promotes strong synergies in product offering for the benefit of both companies' customer base." This acquisition is the distributors' third in the past few years.

A little more than 10 months ago, Touchette completed the acquisition of National Tire Distributors (NTD) from American Tire Distributors Inc. (ATD). Two years ago, the company purchased fellow Quebec tire dealer Pneu's Chartrand Distribution Inc., which operated both wholesale and retail businesses throughout the province.

The latest move, Groupe Touchette said, aligns with its growth plan, acquiring an "innovative company at the forefront of technology and driven by values of excellence." Groupe Touchette said Fastco Canada state strong common values of excellence and excel in their respective markets.

Nicolas Touchette, co-owner and CEO of Groupe Touchette, said the companies will remain independent and "will continue to operate with common objectives to provide our customers with the best experience in the tire and wheel categories."

Glenn Chaplin founded Fastco in 1979 by selling auto accessories from

his basement, eventually opening retail locations called Automaton and subsequently Laser Auto. The business became wholesale only in 1989 with the incorporation of Fastco Canada. Bob and Lee Chaplin, as well as the current leadership, will remain at the company.

Touchette said the collaboration "opens new avenues for both companies and allows us to expand our product offering as part of our strategic plan."

According to the tire distributor, Fastco has built long-standing partnerships with large Canadian retailers, vehicle manufacturers and tire manufacturers, developing products that have been "the hallmark of the Chaplin family, from design, engineering to the manufacturing of superior quality products for the automotive enthusiast."

"We will now be able to count on the highly strategic experience of Fastco Canada," Frédéric Bouthillier, co-owner and chief operating officer of Groupe Touchette, said.

"Fastco Canada has not only been at the forefront of forward-looking sectors such as electric vehicles but has created unique resources such as FastFinder that enable us to offer exclusive data and precise fitment solutions to our customers."

Fastco Canada President Glenn Chaplin said the acquisition opens new opportunities while expanding the Fastco's position as Canada's leader in the design, production and distribution of alloy and steel wheels.

Fastco markets five brands of custom wheels – Braelin, Dialyn, HD, Fastco and Replika – along with steel wheels and offers mounted tire-wheel packages from its warehouse distribution centers in Yaudueuil-Borion, Quebec, and Airdrie, Alberta.

BRIDGESTONE TO INVEST \$2B IN PREMIUM PLANT UPGRADES

EUROPEAN RUBBER JOURNAL

BRIDGESTONE CORP. is planning to invest \$2 billion over the coming few years at 20 factories worldwide to "reinforce its structure for producing premium products," the company said in its recently released 2023 Integrated Report.

For passenger tires, Bridgestone said it will focus investments on production of larger-rim-diameter tires and products equipped with the groups' Enhlen Tight-weighting technology.

"To put it simply, Enhlen is a base technology which enables ultimate customization to sharpen edge in tire performance. Global CEO Shuichi Ishibashi wrote in the report, "In other words, it elevates all conventional performances and, in addition, largely evokes environmental performance leading to sustainability, as well as performance that not only meet the apparent needs and potential wants of specific markets and customers, but that further inspires and delivers new value which the market and customer may not have even imagined."

The investment plan will include replacing manufacturing equipment at 20 sites worldwide with increased production capacity envisioned at plants in Brazil, Costa Rica and Japan.

In North America and Europe, the firm has set a goal of having larger rim-diameter tires (those 18 inches and above) account for roughly 65% of its original equipment sales volume and 40% of replacement market passenger tire sales volume in 2023.

Additionally, the company will focus on tires with 20-inch and larger rim diameters to meet what it expects will be "strong growth in demand tied to the accelerated shift to electric vehicles, in particular in the U.S., which is Bridgestone's largest market."

For truck/bus tires, the manufacturing structure for new tires and retreads will be strengthened based on a circular business model, with particular emphasis on North America, where the firm has a strong business foundation.

RIDGEC GRAPPLER



ATZEL



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INDUSTRY NEWS

WHICH EMERGING TECH WILL CHANGE THE TIRE MARKET?

TIRE BUSINESS

For our annual Mid-Year Tire Report – which spans the June 19 and July 17 print issues – Tire Business reporters asked top tire makers for their takes on the latest industry challenges, trends and innovations.

We asked tire makers which technologies will be a game-changer in the tire market. Spoiler alert: Electric vehicles (EV) and airless tires (non-pneumatic).

Here is an excerpt from what we learned, along with links to the full-length stories:

WHAT TECHNOLOGY WILL BE A GAME-CHANGER IN THE TIRE MARKET?

Hankook Tire America Corp.: "EV-related technology, digital transformation, airless tires and sustainable materials. It's all about sustainability these days," President Rob Williams said.

Giti Tire USA: "There are technological constraints between wet performance, treadwear and rolling resistance that limit all manufacturers. Think of it like a triangle, and when you pull on one corner to make improvements, the other two areas are decreased. Scientific advances continue to expand the base triangle over time, but the real game changer would be the ability to increase each trait independent of the others," said Kenny Lee, vice president of sales, consumer tire sales for Giti Tire USA.

"The biggest game changer, but probably not in the near term, is a non-pneumatic tire. If and when several things occur. First, it must perform like a standard tire. Secondly, it must exist within the current set of industry standards which ideally would mean it could be mounted on a standard rim and not a specialized tire/rim assembly which will require too many SKUs for dealers."

Prixix Chengshan Tire: "The development of technology that combines low rolling resistance with long mileage for the EV market has the potential to be a game-changer in the tire industry. Additionally, the tire market may see a rise in smart technology integration, bringing innovative features to consumer tires. Samuel Felberbaum, president of Los Angeles-based Prixix Chengshan Tire North America Inc. said.

Balkrishna Industries Ltd. (BKT): "EV tires, BKT has developed a line of E-Ready tires with the Agrimax Factor. The reduced lug angle ensures less rolling resistance. The 5% increased contact area significantly reduces the noise level in the cab. Both features lead to a greater comfort level. The tires braking on wet surfaces is improved. The tires strong polyester casing provides good lateral stability and a faster steering response when used in high-speed operations and heavy-duty service. This initial offering of E-Ready tires shows BKT's commitment to electric mobility," said Doug Kershaw, president of BKT USA.



Photo by Jerome Gambier/Michelin Group
France's Groupe La Poste will test Michelin's UPTIS non-pneumatic tire/wheel hybrid on up to 40 delivery vehicles over the coming two years.

Continental Tire: "We believe manufacturers that are able to successfully minimize the trade-offs between the increasing requirements for high mileage, high efficiency (low rolling resistance) on vehicle performance (dry, wet, snow) AND increase the utilization of sustainable materials in the design will have an advantage in the future. Continental is well positioned to take on these challenges," said Continental Tire the Americas CEO, Jochem Etzel.

"In truck tires, digital-monitoring solutions and tread-depth prediction. This complete asset management, tire maintenance predictions and full tire as an asset management, through the life of a tire asset to optimize total cost of ownership within the tire fleet management.

"For the OE sector, Conti believes pneumatic tires are here to stay in the current planning horizon of Conti and our industry partners. Enhanced pneumatic tires with sealant layer or the cavity noise-absorbing materials will continue to provide greater flexibility to OEMs in developing their future vehicle platforms which are primarily EV."

China Manufacturers Alliance (CMAA)/Double Coin: "Artificial intelligence) seems to be the topic of growth and concern, with many ways of utilizing this technology in the industry, especially in the electric vehicle segment of the market. EV tires must have features and properties to address this type of vehicle dynamics," Aaron Murphy, senior vice president, said.

Kenda Tire: "Airless tire technology continues to evolve. Kenda offers this for specific non-DOT industrial applications to meet

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specific needs to eliminate vehicle down time. There may be some extended opportunities for DOT applications as the technology continues to evolve.” Brandon Stotsenburg, vice president, automotive, for Kenda Tire said.

Kumho Tire USA: Shawn Demlein, president of sales and marketing at Kumho, said airless tires are an emerging technology to keep an eye on.

“The successful implementation of airless tires would be a game-changer,” he said. “There’s still some issues that need to be overcome with rolling resistance and heat generation with high-

PIRELLI TOUTS P ZERO PRODUCTS AT GOODWOOD FESTIVAL

TIRE BUSINESS

PIRELLI & C. S.P.A. presented three of its newest tires in the Pirelli P Zero family – the P Zero E, the P Zero R and the P Zero Torneo RS – during the recent UK Goodwood Festival of Speed, dubbed “the world’s largest automotive garden party.”

The event was held July 13-16 at Goodwood House in West Sussex. Pirelli used the occasion to communicate that the P Zero products, with more than 1,300 homologations, were designed with input from manufacturers and consumers, with a particular emphasis on sustainability and efficiency. The products, Pirelli said, have been developed with Pirelli’s Eco-Safety Design approach: a process that uses “innovative methods and materials, including all the virtualization technology handed down from Pirelli’s experience in motorsports.”

Pirelli said the process helps “to overcome the inevitable compromises of developing a tire design.”

The P Zero brand began in 1986 to fit the Group B Lancia Delta S4 that competed in world rallying. The three products each address different needs of the sports cars throughout every season, Pirelli said.

The soon-to-be-released P Zero E is the first UHP tire manufactured with more than 55% of materials of natural and recycled origin, certified by certification firm Bureau Veritas according to Pirelli, giving it a triple A rating on the European tire label.

This tire was specifically developed for electric vehicles: the “Elect” marking on every tire in the range denotes a low rolling resistance and reduced noise. The tire also has run-flat “RunForward” technology that allows a punctured tire to be used until reaching a repair shop.

Research also shows a 24% reduction in CO2 emissions versus a previous generation Pirelli tire.

Pirelli P Zero E is made with specific compounds that help to increase the range of battery-powered vehicles and extend tire

speed and high-load applications with airless technology, but that would be one to keep an eye on, and one we are in the process of developing.”

Nokian Tyres: Any technology that makes driving greener will help the industry change the game. We are on a quest to make our tires from 50% renewable or recycled materials by 2030, and other tire makers have similar aspirations. Replacing synthetic ingredients with natural ones will appeal to drivers, help the environment and elevate the reputation of our industry.” Tommi Heikonen, vice president, North America, for Nokian Tyres P.L.C. said.



life thanks to reduced wear. The compounds, Pirelli said, play a role in enhancing car control throughout various different driving situations, particularly wet braking.

The tread is stiff enough for considerable torque generated by EVs, while being optimized for the position and size of the grooves that also help to reduce tire noise.

The P Zero E tire will be available in September alongside the existing lineup. Initially, it will be available in 17 sizes for the aftermarket from the second half of 2023. Development of specific versions for selected models is already underway.

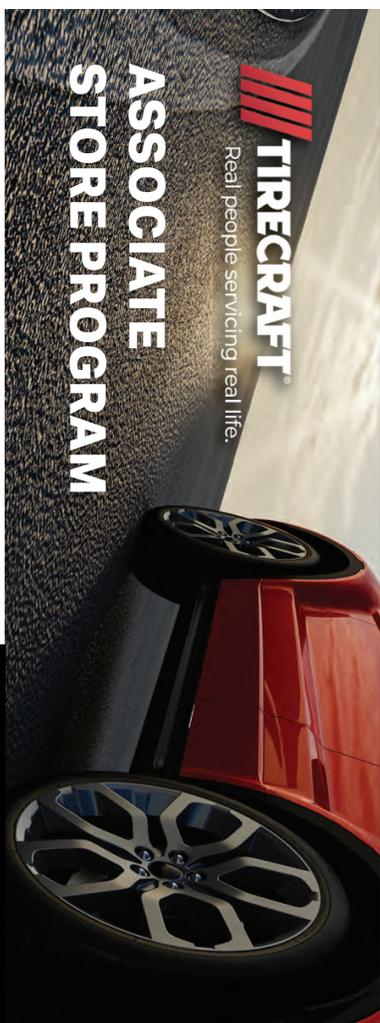
Meanwhile, the P Zero R, a road tire for sports cars, was designed for driving control in both wet and dry conditions, and offers better rolling resistance, less road noise and increased consistency.

Pirelli said its engineers have maximized the footprint of the P Zero R, the only point of contact between the car and the road, providing balanced and predictable characteristics.

Pirelli said it developed special resins for the new tire that activate themselves within a specific temperature range. These materials react to different driving environments, offering sporting performance in ideal conditions, drivability in normal conditions, and safety in wet or cold conditions, Pirelli said.

According to Pirelli, the P Zero R has been designed to combine effectiveness and efficiency, even on the track where it delivers consistent performance without fading. The product features a multi-compound tread, which offers a longer tire life thanks to a tread pattern design that is stiffer in the middle to reduce wear, paired with a softer compound at the edges for better cornering support during sports driving.

The P Zero Torneo RS, which was released previously, is semi-slick tire homologated for road use, Pirelli said, and is intended as original equipment for hypercars, with bespoke versions developed for each car.



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