

SUMMER 2023

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

**SUMMER'S
HOT TOPIC:**
IT'S ALL ABOUT SAFETY

**WCTD ALBERTA CHARITY
GOLF TOURNAMENT
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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 (or two)...

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



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LOOK BEFORE YOU LEAP



GROWING UP, one of my best friends had a saying. It never meant much to me all those years when we were young and enjoying life. But whether we were hiking, playing sports or working on our vehicles, it was so very important. And, in reality, it's even more important today than before. He would always say, and I quote: "Safety First!"

I never thought much about it. But with all the changes we've seen, and how the world has become so busy, I believe safety is more important now than any time in our lives. This is true especially in our industry, with all its different dynamics; and how fast things have advanced in all sectors of our business.

As we continue to progress and move forward there are so many areas impacted by major changes. Technology, equipment and vehicles—just to name a few. All of us know how busy we can all be in these crazy busy spring and especially winter tire changeover seasons.

have worked all their lives and now want to retire. Either way it's inevitable all of us are going to experience attrition within our businesses. That's why we're continually trying to improve our training programs to help support all our members ongoing.

One of the most important aspects of any successful business is making sure your employees are truly qualified and technically equipped to do their jobs. However, in our industry it's arguably even more crucial that we can depend on our technicians to be not only competent but fully qualified under all circumstances.

It's for this reason that WCTD places such strong emphasis on training and keeping skills up to date. I'm happy to report that we will soon be announcing some notable changes and improvements to our training programs. We believe that you and your staff will truly benefit from our new training initiatives.



Tim Hollett
President, WCTD

SAFETY IS A WCTD CORE VALUE

As we all know the past three years have been trying, to say the least. A lot of things were put on hold, done differently or shut down all together. One casualty was the safety committee. As WCTD President I am proud that WCTD has reinstated our Safety Committee.

I believe all the conversations we've had at the first few meetings have been very productive. The group's vision is to look at all areas where safety appears to be an issue and recommend any best practices that we feel would help moving forward.

Stay positive, happy and healthy!

Tim Hollett



WCTD Board of Directors, l-r: Neal Shymko, Tim Hollett, Randall Reimer, Ray Geleta (Exec. Dir.), Robert Labossiere (Front) Andrew Boulton, Paul McAlduff, James O'Reilly

OUR FOCUS ON TRAINING

Training is another critical part of safety within our business. As we all know, every business has staff turn-over—for various reasons: some people need summer work so they come and they go; others use work as a stepping stone to their next gig; and some

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RAY'S REFLECTIONS



THE BUSY SEASON is upon us which is what we as dealers always look forward to every spring. With this busy season there are several things we should be thinking about.

1. Price increases over the last year have been plentiful. We as dealers need to make sure that we are pricing our inventory accordingly.

2. From what I am hearing, the qualified labour shortage is not getting any better either.

3. Expenses and the cost of doing business have gone up dramatically. Again, we as dealer need to make sure that our inventory and labor pricing is in line.

This brings me to my next topic. With the dramatic increases in our operating expense. Fuel, utilities, wages, insurance, and the list goes on. We have posted a new **WCTD Suggested Tire Service Guide Prices** on the WCTD website. If you need the password to get into the dealer portion of the website, please e-mail me at rayg@wctd.ca or call me at 780-554-9259

1. Some of you will 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 those that think these rates are too high. I would really have a close look at your new expenses and gear yourself accordingly.

SCHOLARSHIP REMINDER

August is approaching quickly. And there is 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 awarding 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 on our website or, if needed, you can e-mail me directly at rayg@wctd.ca and I will forward the information to you. This year's deadline for applications is August 15th.

BOARD MEETING AND ANNUAL GENERAL MEETING

We held our spring WCTD board meeting and Annual General Meeting in Kelowna on April 21st. The meetings were well attended and very productive. Training was one of the important issues discussed. It was decided that we will be putting in place a qualified trainer from our own organization to lead level 300 training across the western provinces. This individual will complete all of the 'Train the Trainer' programs offered by TIA. We plan to go out to the membership later this year to offer some of the level 300 training that is currently offered by TIA.

2023 LUG NUT TORQUE CHARTS

The 2023 lug nut torque charts are now in stock. Due to a price increase and the US dollar the price now is \$29.00 each plus GST. Please let me know if you require any.



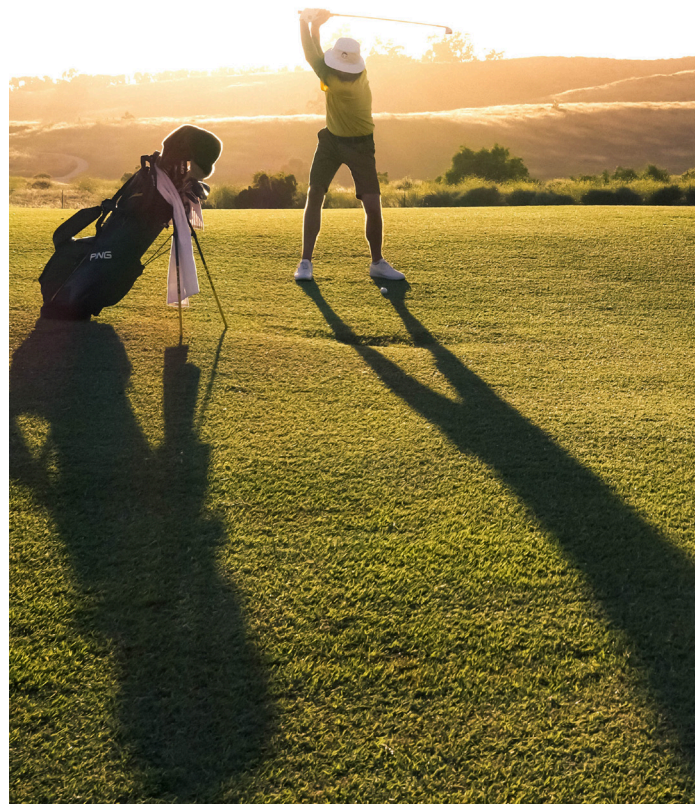
Ray Geleta
Executive Director,
WCTD

WCTD GOLF TOURNAMENT

This is a reminder that the WCTD charity Golf Tournament will be held on June 25th at the Stony Plain Golf Course in Stony Plain Alberta. The charity we will be supporting is the Stollery Children's Hospital. Registration forms for both participants and sponsors are online at wctd.ca and on pages 25-27 in this issue of *The Tracker*. Bring some of your customers and friends to participate in a great day of golf. There will be fantastic prizes as well as both silent and live auctions. Two auction items sure to be hotly contested is a couple of signed Oilers jerseys!

Please come and enjoy.

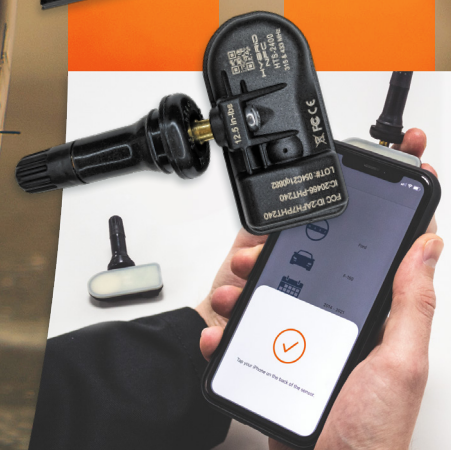
Ray Geleta - WCTD Executive Director





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EV TIRES: CHALLENGE OR OPPORTUNITY?

THIS RANDOM COLUMN is called 'Tim's Travels' for a reason. Over the years I've developed automotive-related ideas for here that came from various travels elsewhere, often international. But recently, particularly since the pandemic, those forays are less global, more local. As in mainly within Canada.

However, over the last few weeks I've become aware of a common theme that crops up: increasingly my mode of transport involves some kind of energy alternative to the Internal Combustion Engine (ICE). No, I'm not here to debate the merits for or against EVs. That's not a rabbit hole. It's a veritable warren, especially given that our membership stretches across the length and breadth of Western Canada.

What I've noticed? How easy it is to encounter these increasingly varied fuel forms that are now part of our daily lives.

A HYBRID STEPPING STONE

The other week I drove a 2023 Honda Accord Touring to our meeting in Kelowna. What struck me was a couple of things. First, what a fun ride it was, especially on the Hope - Princeton (Hwy 3), now so vastly improved. Plus, as we're now paying close to \$2 a litre for gas here on the coast, I was intrigued to see what kind of fuel economy it would deliver. Okay, going down I had more than my share of fun driving in 'Sport' mode and putting the combined 200 hp. engines (ICE and EV) and Michelin X-Ice Snows through their paces. Coming back I was more restrained and managed an impressive 5.6 l/100 kms, which is not a bad number at all. Honda has been slower move to full EV (Battery Electric Vehicle) but this year almost all the models are hybrids—and 2024 will see the first BEV.

TRANSIT ADVANCES

Then, on a quick trip to Victoria, I traveled on an electric train, a low-emission diesel double decker (soon to be fully BEV), an LNG-power refitted BC Ferry and had a ride into the BC capital in a four year old KIA Niro BEV. That's quite a range of alternatives. Consider how much has happened since 2010. While Prius may have been well established by then (predominantly but not only in taxi fleets), most of the other fuel systems above represent more recently arrived technologies.

They add up to the beginnings of a quantum shift away from the ICE. It's a matter of not 'if' but 'when.' And the changes keep coming, thick and fast. For example, in early May, California based Mullen Automotive (watch out, Tesla!) announced that its Energy Management Module (EMM) technology can boost current BEV ranges by an astonishing 60 to 70 percent.

The demands all of these developments represent in retraining technicians, engineers and so on in so many areas are considerable. (Incidentally, a TIA EV training component is under development. So stay tuned.)

RADIAL REDUX?

The arrival of the EV-specific tire may well prove to be just as disruptive as the radial was in its early days. Then, a full understanding of what was required to correctly install and service radials, as opposed to bias ply tires, was critical. Our WCTD membership not only survived but thrived at being by far the most proficient and professional option for the task at hand.

Such advances—while occasionally challenging—also represent a tremendous opportunity for our community of tire professionals: to raise the bar and respond to the customer's needs accordingly.

Indeed, even though this time around the changes may seem to be coming thicker and faster, in that respect not much has changed. Those who grasp the technology, its impact on the vehicles, ensure the proper fitments and respond fully in kind, truly, will benefit accordingly.

Tim Pawsey – Editor



Tim Pawsey
Editor



WHAT'S ALL THIS TALK ABOUT SAFETY CULTURE?



Debra Haldane and
Leigh-Ann Stewart,
Simply Safe

Safety Corner

by Simply Safe

THE SAFETY CULTURE of an organization describes “the way things are done around here.”

It reflects the individual and group values, assumptions, and attitudes around the commitment to worker safety. A strong health and safety culture positively impacts a company's workforce, bottom line, and public perception. It is rooted in mutual trust and shared perceptions around the importance of safety and in the effectiveness of preventive measures.

SAFETY CULTURE AFFECTS INJURY RATES:

Weaker company safety culture = more workplace incidents.

The impact of safety culture on actual safe behaviour has been studied over several decades involving tens of thousands of workers across industry. Analyses of the published studies show that a **stronger safety culture** correlates with:

- **Safer employee behaviour,**
- **Greater employee safety compliance, and**
- **Fewer workplace incidents.**

ACTIVITIES FOUND TO BE MOST EFFECTIVE IN STRENGTHENING COMPANY SAFETY CULTURE INCLUDE:

1. **Increasing the commitment** of leadership and promoting safety as a core value,
2. **Improving the perceived** importance of safety among employees, and
3. **Ensuring effective supervision** and monitoring.

Where worker safety is seen as a core value and vital to business success, commitment does not fluctuate or take a back seat to production, especially at times of economic downturn or increased production pressure.

Companies with effective, competent leadership have stronger cultures of safety, and since there is only so much infrastructure an organization can put in place to ensure worker safety, it is vital

that each person take ownership of their individual safe or unsafe behaviour. Effective leaders inspire and motivate - convincing workers to see the benefit of safe practices, and encouraging the actions and attitudes that reflect it. **Workers are more likely to engage in safe behaviour when management support and commitment are clear.**

ORGANIZATIONS WITH STRONG SAFETY CULTURES BENEFIT FROM AND SHARE THESE CHARACTERISTICS:

Strong programs for injury and disease prevention,

1. **An engaged workforce,** active in correcting unsafe acts & conditions before harm is done, and
2. **Transparency and ownership** of their health and safety issues.
3. **Success in health and safety** hinges on the goals, attitudes, and actions of the leaders, that together, create a culture that either supports and promotes the safety program... or does not. Any business, big or small, will benefit from a positive safety culture. Get started today by:

Establishing safety and health as a core value of your business; your people must believe that ensuring they return home safely is simply the way you do business.

1. **Empowering & encouraging** the workforce to find and fix the things that can hurt or make them sick. Back this up with action, and
2. **Leading by example.** Embody the safe behaviours you expect from your people. Make safety part of your regular conversations and consider the health and safety impacts when making business decisions.

SOURCES:

WorkSafeBC - Enhancing H&S Culture & Performance; Safety Culture UKHSE; Campbell Institute - Measuring & Promoting Safety Culture; Campbell Institute - Defining EHS Leadership in World Class Organizations Shining a Light on Road Service Safety

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

SHINING A LIGHT ON ROAD SERVICE SAFETY

Safety Corner

by Simply Safe

Debra Haldane
Simply Safe

THE TIRE INDUSTRY ASSOCIATION (TIA) recently shared its newest and upcoming training updates. Included is an increased focus on road service safety and the ways technicians can protect themselves while servicing tires outside of the shop on the side of the road.

ENSURE ROAD SERVICE PROCEDURES REFLECT THE FOLLOWING SAFEGUARDS:

- **Trained Technicians** – Providing roadside service carries inherent risks that don't exist in the more controlled shop environment. Exposure to passing traffic, extreme weather, poor lighting conditions, soft/uneven ground surfaces, and availability of medical aid all increase the risk of injury when safety guidelines are not followed. Technicians require training both in commercial tire service procedures as well as in the acceptable methods for carrying out that work roadside.
- **Customer Vehicle Position** – Make every effort to have the disabled vehicle moved out of the path of traffic and/or to have traffic or lane control in place before service work begins. If the work area is not safe, have the driver move it to an exit ramp or area with enough shoulder area to work safely.
- **Service Vehicle Position** – Park the service truck with its wheels facing straight ahead, directly behind the customer's vehicle.
- **Lights** – Activate emergency flashers, amber beacons*, and strobes as you approach the customer's vehicle. *AB & SK permit the addition of blue lights; MB permits the addition of red.
- **Warnings** – Position reflective devices and signage well in advance of the work zone to warn drivers of the upcoming hazard. Wear high-visibility clothing to ensure you stand out to traffic.



MORE ON SERVICE TRUCK POSITION

Ongoing investigations of roadside incidents continue to support positioning the service vehicle behind the customer's vehicle as the safest option when conducting roadside work.

Service Truck Parked Behind Customer Vehicle

WHAT HAPPENED?

- A tractor-trailer struck the rear of a disabled box truck. The service truck was parked in front of the box truck.
- The technician was loading his service truck when he was caught between the box truck and his service vehicle.
- The service truck's position in front reduced the likelihood of the technician observing any warning signs before impact.

The challenges faced by roadside service technicians are diverse and ever-changing. Having the necessary equipment, effective training, and meaningful safety procedures in place reduces the risk of injury and increases the ongoing safety of technicians. **The Tire Industry Association (TIA)** is an international non-profit association representing all segments of the tire industry. It is the leading advocate and provider of technical training for tire service technicians whose mission is to promote tire safety through training and education.

Tire Industry Association at tireindustry.org

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



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BLUE LIGHTS ON TOW TRUCKS: HOW THEY CAN BOOST ROAD SAFETY



BY BONNIE STARING (Alberta Motor Association)

EDITOR'S NOTE:

Blue flashing lights are now permitted on tow trucks in Alberta, in addition to the current amber, helping to improve the visibility and safety of tow operators and those they're responding to. They've been in use also in Saskatchewan, since 2017. When drivers see blue and amber ahead, they know a tow truck operator is helping a stranded motorist. Provinces have varying requirements to slow down, move over, and give service personnel room to work safely.

This story has been edited to reflect the new Alberta legislation.

One moment, Kevin, an AMA roadside responder, was placing traffic cones at the side of the icy road. The next, he was lying on the ground with a broken wrist and two torn shoulders. He'd been hit by a passing vehicle. Over the next year, he would undergo multiple surgeries, physiotherapy and counselling (it was nine months before he was able to drive again). Another surgery and rehab is still to come. All while he was simply doing his job.

AMA performs 500,000 roadside rescues each year—some of which are dangerous enough to require both a tow truck and a secondary “safety blocker unit” truck. Kevin, who has worked for AMA for nearly three decades, decided six years ago to start driving a blocker truck, which has extra lights, directional arrows and prominent signage. “It’s my way of protecting my colleagues and helping them do their jobs,” he says.

SAFETY CONCERNS

Even with blocker units and other safety measures—tall reflective pylons, high-visibility clothing, flashing amber lights, and ongoing training—roadside safety remains a real concern.

Veteran AMA tow truck operator Dave Kempinski says part of the reason is that motorists see amber lights everywhere: They’re part of the everyday environment, used on many vehicles and traffic signs. Last winter, Alberta saw three serious instances of motorists crashing into roadside towing scenes; there have already been others this winter. In each case, the tow trucks’ amber lights were on.

Kevin won’t be able to operate a blocker truck again until at least this fall. And even when he’s ready, his wife Deanna might not be—unless changes are made. “I would be scared if he went back out on the road, because we had to think about what life would be like without him,” she says.

ADDED PROTECTION

“Every Albertan deserves the right to be safe at work, even if their office is at the side of the road,” said Jeff Kasbrick, AMA’s vice-president of government and stakeholder relations.

That’s why AMA wanted to add blue lights to the amber beacon already in use. According to traffic-safety research, colour

combinations draw more attention than lights of just one colour. Blue and amber is the most visible combo in low-light conditions and bad weather, which is often when tow operators are doing their most dangerous work.

Snowplows or tow trucks use blue lights in many Canadian provinces and U.S. states. Tow trucks in Saskatchewan have used them since 2017, following the death of an operator.

ROADSIDE AWARENESS

The status quo wasn't working for tow truck operators or stranded drivers. If you need roadside assistance, "Stay in your car, with your seat belt on, until the tow truck operator tells you it's safe to get out," Kevin says.

When you do get out, be vigilant. Kempinski says he has often had to grab motorists by the arm to prevent them from being hit. "People think the side of the road is a safe zone," he says. "But in most cases, it definitely is not."

AMA met with Alberta's Minister of Transportation on an ongoing basis to express the urgent need for blue lights on tow trucks—an addition that was also supported by other key traffic-safety stakeholders.

On June 30th, 2022 Alberta introduced a one year pilot program allowing tow truck operators to add flashing blue lights to their vehicles. The WCTD Safety Committee is exploring ways to encourage all Western provinces to follow Alberta and Saskatchewan's example.

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.

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 2023-2024 program!

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



**Deadline August 15th, 2023. Full details at:
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RISK INSIGHTS - TIRE DEALER LIABILITY: TPMS



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RISK INSIGHTS WILDFIRE PLAN AND PROTECTION



FEDERATED INSURANCE WILDFIRE PREPAREDNESS PLAN

Federated Insurance has issued a plan for effective wildfire preparedness, with several guidelines to help reduce risk in the face of an increasing number of fires.

Federated notes that as urban areas extend more into forested lands the risks increase. However, the insurer says there are several steps that may be taken to reduce potential damage to buildings and property overall.

Areas to consider range from having an effective plan in place for before, during and after a wildfire to ensuring that landscapes are properly cleared of fuel and proper access exists for safe exit.

We strongly recommend that you download the full plan from the association website, at wctd.ca (*click under 'news'*).



TIRE DEALERS have a legal obligation to their customers to ensure the safety devices on their vehicles are in working order before the vehicles leave the shop. Although repair of a Tire Pressure Monitoring System (TPMS) is not mandatory in Canada, it's an important part of

the overall vehicle safety system on vehicles where a TPMS is installed.

Tire dealers have a legal obligation to ensure that the correct tire is installed on the vehicle, that the wheel and tire do not come off while driving, and that all safety systems are working properly. Whether a product is faulty or the work is done incorrectly, damages can go beyond just physical damage to a vehicle; serious motor vehicle accidents can lead to bodily injury and even death.

Tire dealers have a higher level of tire expertise than the average consumer. Customers depend on their tire dealer for advice,

so the dealer's expertise must extend to the selection of tires, and to situations where the tires are unsafe or where there is an unsafe mechanical condition. Tire dealers are obligated to warn the customer if an unsafe condition exists and to recommend the repair or replacement of tires or parts.

The best practice is to ensure that the TPMS system is fully functional when it leaves the shop and to refuse to do the work if a customer wishes to ignore or bypass the safety system. If a tire dealer decides to do the work and/or release the vehicle, they could help limit their liability exposure by having the customer sign a waiver.

If the customer refuses to have the work completed it's imperative that the dealer document the unsafe condition on the invoice or work order and have the customer acknowledge by signature that they're aware of the unsafe condition and refused to have the work completed. Courts have found repair garages responsible for accidents occurring from unsafe tires where the customer was not warned or where the dealer could not provide documentation to support the warning.



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



**Roadside
Assistance**
36 months



ROADIAN AT PRO RA8

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



**Roadside
Assistance**
36 months

ROADIAN MTX

NEW



**Tread Wear
Mileage Warranty**
40,000 Km



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



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



**Roadside
Assistance**
36 months

N FERA SU1

NEW



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



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



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



**Roadside
Assistance**
36 months



ROADIAN HTX2

YOUR #1 CHOICE FOR NEXEN TIRES!

INFLATION, HIGH FUEL AND LIVING COSTS PUT THE BRAKES ON SUMMER ROAD TRIPS



DRIVERS CAN LOWER THEIR FUEL BILLS BY CHECKING TIRE INFLATION MONTHLY. PROPER TIRE INFLATION AND MAINTENANCE ALSO ENHANCE SAFETY, PERFORMANCE AND LONGEVITY WHILE PROTECTING THE ENVIRONMENT

Canada's roadways will be significantly less traveled than usual this summer, according to a new Leger survey for the Tire and Rubber Association of Canada (TRAC).

Sixty-six per cent of drivers say financial pressures will likely force them to cancel or limit road trips this summer. Among drivers aged 18 to 34 that number jumps to 73 per cent and 72 per cent for motorists aged 35-54.

"Our survey exposes the extent of harsh financial stresses impacting Canadian motorists and the need for more education on how to gain optimal fuel efficiency from tires," says Carol Hochu, president of TRAC. "While Canada's drivers are highly aware of the importance of proper tire inflation, there are major gaps in their knowledge about when and how to ensure tire pressures are always correct. By taking the time to learn a few simple techniques, motorists can save at the pumps, be eco-friendly, and experience the exceptional performance tire makers want every driver to have."

KEY FINDINGS

1. **81%** believe today's financial pressures related to high living costs has made proper tire inflation more important than ever
2. **79%** know correctly inflated tires lessen vehicle emissions and protect the environment by improving fuel economy
3. **Nearly all (95%)** understand proper tire inflation is essential to vehicle safety

However, despite high awareness of the importance of proper tire inflation, the survey found major – and potentially dangerous – gaps in knowledge about how to measure and set the correct tire inflation level.

1. **Only 22%** of drivers check their tire inflation pressures monthly as recommended by tire makers.
2. **61%** are unaware inflation pressures should only be measured when tires are cold.
3. **33%** refer to the air pressure stamped on the tire's sidewall when identifying the correct pressure for their tires.
4. **11%** either rely on visual inspections or do not know how to determine if their tires are properly inflated.

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.

ECO-FRIENDLY, FUEL-EFFICIENT TIRES

The survey also reveals 55 per cent of drivers are unaware tire makers offer a variety of tires specifically designed to improve vehicle fuel efficiency by up to four per cent.

The survey finds just 40 per cent of Canadian motorists are aware these fuel-efficient tires are widely available and 16 per cent have equipped their vehicles with these specialty tires.

"Drivers feeling the pinch of high fuel and living costs may be better positioned than they think to lower their fuel bills," says Hochu. "Fuel-efficient tires, particularly when used in combination with monthly inflation checks and fuel-friendly driving habits such as maintaining a steady speed, accelerating gently and coasting to decelerate, deliver significant savings and substantially lighten a driver's carbon footprint."

Learn more about maximizing the fuel efficiency and performance of their tires by [visiting *tracanada.ca/consumers*](https://www.tracanada.ca/consumers)

Survey Methodology A survey of 1,517 Canadian drivers was completed between April 6-9, 2023, 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.



ASSOCIATE STORE PROGRAM

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

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

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



PROGRAM HIGHLIGHTS

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

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

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Tasha Thorburn
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SK & MB

Dan Johnson
587-337-6848

BRIDGESTONE COMMENCES SOLAR POWER GENERATION AT TIRE PLANTS IN JAPAN



- Bridgestone has commenced its first solar power generation at tire plants in Japan, based on power purchase agreement.
- Bridgestone is accelerating initiatives toward the realization of its Sustainability Business Framework that ensures the link between sustainability activities and business for contributing to carbon neutrality and a circular economy across the entire value chain.
- These efforts align with a corporate commitment "Bridgestone E8 Commitment" which accelerates transformation to a sustainable solutions company.

BRIDGESTONE CORPORATION announced today that it has commenced solar power generation at two tire plants in Japan, the Shimonoseki Plant and Kitakyushu Plant, based on power purchase agreement.

This is the first instance at Bridgestone's tire plant in Japan to engage in large-scale generation of solar power based on a power purchase agreement. With a combined generation capacity of 5.8 MW, the applicable solar power systems will supply the electricity used to produce tires at the two plants while contributing to a reduction in annual CO₂ emissions of approximately 2,700 tons (in comparison to emissions from electricity supplied through the power grid*1).

By promoting the use of renewable energy, Bridgestone seeks to fulfill the corporate commitment of "Energy: Committed to the realization of a carbon neutral mobility society" described in the "Bridgestone E8 Commitment."

- Bridgestone aims to achieve its target of reducing absolute CO₂ emissions (Scope 1 and 2) by 50% by 2030, compared to 2011.

- The company seeks to source more than 50% of its energy (electricity) from renewable energy by 2023 and challenge to achieve approx. 100% renewable energy (electricity) by 2030

- The manufacturer has transitioned to renewable energy for all electricity purchased at all of Bridgestone EMIA's locations in Europe, four plants in Japan (Hikone, Shimonoseki, Tosu, and Kitakyushu), and two plants in China (Tianjin and Wuxi). Bridgestone has also begun using solar power at plants in Thailand, the United States, and Europe.

- Bridgestone intends to transition to renewable energy for the electricity purchased at all of its bases while also accelerating CO₂ emissions reductions through the expansion of solar power generation and the improvement of energy efficiency.

MICHELIN'S MISSION: TAKE EV TIRE INNOVATION, EDUCATION FURTHER



BY ERIN PUSTAY BEAVEN
- TIRE BUSINESS

MORE THAN HALF OF EV DRIVERS don't know how tires can extend the range and improve the performance of their vehicles. Michelin aims to change that.

When it comes to electric vehicles (EVs), there are challenges ahead. Plenty of them.

And when it comes to consumer adoption of EV technology, there is one thing that seems to stand out: Range anxiety. Americans just aren't convinced they can get the most out of their batteries.

Group Michelin wants to prove they can, and according to Alexis Garcin, Michelin North America Inc. CEO and president, all it takes is the right tire.

The tire is, after all, the only component that connects the vehicle to the road, and the performance of tires fitted on specific vehicles can change the game measurably.

"Let's be frank," Garcin said during a Feb. 2 media roundtable. "(EV technology) places the tire today as the most important range extending feature of an electric vehicle."

The problem? Drivers don't know that, and that disconnect in understanding tires' role in the overall performance of an EV — particularly in relation to range — may be more prevalent than many might think.

Michelin conducted an online survey last fall of adult drivers to gauge their understanding and acceptance of EVs and the role that tires play in maximizing their performances. The results, Garcin said, were "surprising."

"Basically, 83% of consumers do not really understand what kind of EV tires they need, or what tires they need for their electric

vehicle," Garcin said, detailing some of survey's findings.

"Most importantly — or I would say surprisingly — 52% of the people that are already driving an electric car do not really know what kind of tire they need for their car."

Consumers are most concerned about the range they can get from their electric vehicles.

So how do you change that?

For Michelin, the solution is simple: Be the message. Spread the word.

As part of its educational efforts, Michelin is committed to connecting consumers to the tires that best fit their EV performance needs. Here's a look at the tire maker's performance pairing suggestions.

FOR LONGEVITY: The key is getting consumers to think more about tire wear and the economical role it plays in keeping tires on the road longer. If this matters most to drivers, Michelin's promoting its Defender 2.

FOR QUIETER RIDES: This is where advanced EV tire technology shines—even on ICE vehicles. Here Michelin is promoting the noise-dampening characteristics and materials of its Pilot Sport EV tire.

FOR ALL-YEAR PERFORMANCE: There's something to be said about tires that are capable of managing the conditions of every season. And for Michelin, the Pilot Sport All-Season 4 hits the mark every time.

FOR ALL-AROUND EV EXPERIENCE: EV tires just work best for EVs, Michelin said. So the company is putting its weight behind educating EV owners about the value of tires designed specifically for the auto technology and talking about tires like the Pilot Sport EV.

"We, Michelin, as a leader in this category, we think it is our job to educate consumers that, in the end, all tires are not the same," Garcin said. "And that, yes, tires can impact, as I said, the range of the car."

Michelin is positioned to lead in these educational efforts because it has the innovation and material science needed in this moment, Garcin said. The company continues to find ways to manipulate the magic triangle to simultaneously maximize rolling resistance, wear and wet grip to push the capabilities of its tires further without compromising the safety or overall performance. And do it all, of course, more sustainably.

There's much more... Read the full story at [tirebusiness.com](https://www.tirebusiness.com)

WINTER TIRE USE IN CANADA KEEPS GROWING

EIGHTY-TWO PERCENT of Canada's motorists believe investing in winter tires is important despite steep increases in the cost of living, according to a new Leger Marketing Inc. survey commissioned by the Tire and Rubber Association of Canada (TRAC).

TRAC's 2022 Canadian Consumer Winter Tire Study finds that outside of Quebec, where winter tires have been required since 2008, winter tire usage now stands at 63%.

Winter tire usage has gradually increased over the past five years. A similar TRAC study in 2017 found that 60% of drivers outside of Quebec were using winter tires.

Four percent of drivers said in late 2022 that this winter driving season will be their first using winter tires.

"This year's winter tire study shows clearly that Canadians place high value on the superior handling and stopping power offered by today's advanced winter tires," TRAC President and CEO Carol Hochu said.

"The fact that three-quarters of drivers using winter tires cite protecting their family as their top reason for investing in winter tires tells the story. Winter tire laws, lower auto insurance premiums and trusted advice from friends and family were other widespread reasons for investing in winter tires."

The "not-so-good news," Hochu said, is that over a third of motorists outside of Quebec still resist winter tires despite "overwhelming evidence" that dedicated winter tires are essential for safe cold-weather driving.

"Greater efforts are clearly needed to win the higher level of winter tire adoption needed to make our wintertime roadways safer."

According to the survey, the most common reasons given for not using winter tires are the belief that all-season tires are good enough (57%), cost (26%) and reduced driving in winter (25%).

Winter tire use varies throughout Canada, ranging from 54% in Manitoba to 74% in the Atlantic Provinces.

The survey also shows younger drivers (ages 18-34) are more likely to use winter tires than their older fellow citizens (ages 55 and older) by a 74% to 66% margin.

The online survey involved 1,607 Canadian drivers during Oct. 21-30. A probability sample of the same size would yield a margin of error of +/-2.4%, 19 times out of 20, TRAC said.

TRAC PLANS RUBBER RECYCLING SYMPOSIUM FOR OCTOBER

TIRE BUSINESS

THE TIRE AND RUBBER ASSOCIATION OF CANADA (TRAC) will hold its 2023 Rubber Recycling Symposium on Oct. 4-5 at the Lord Nelson Hotel in Halifax, Nova Scotia, Canada.

The biennial event — held in conjunction with host sponsor Divert N, and partner U.S. Tire Manufacturers Association (USTMA) — invites professionals and companies involved in tire manufacturing, rubber recycling, manufacturing of products from recycled rubber, end-of-life tire stewardship organizations, equipment manufacturers and governments to "participate in thought-provoking panels and ample networking opportunities, while working toward the cooperative development of an environmentally sustainable industry."

The 2023 event (the largest of its kind, says TRAC) will focus the developments and the challenging issues in sustainable tire

production and End-of-Life (ELT) tire management and market development.

Speaker sessions will focus on topics such as: global legislative challenges to ELT management; tire manufacturers' drive to sustainability; emerging technologies and challenges in tire and rubber recycling; Extended Producer Responsibility models across Canada; Rubber Modified Asphalt, Tire Derived Aggregate and other material recovery applications; a CEO panel, and more.

Speaking opportunities are available and proposals can be sent to info@tracanada.ca. Sponsor and exhibitor details, as well as an agenda, will be forthcoming, TRAC said.

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LEAD WHEEL WEIGHTS BAN TAKES EFFECT EARLY 2024



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

This new regulation makes importing and manufacturing lead wheel weights containing more than 0.1% lead by weight into Canada illegal from Feb 2, 2024, moving forward.

This means Canadian manufacturers and Canadian Importers of lead wheel weights have one year to make arrangements to move to non-lead-based alternatives.

The new regulations can be viewed at <https://gazette.gc.ca/> - Canada Gazette, Part 2, Volume 157, Number 4: Prohibition of the Manufacture and Importation of Wheel Weights Containing Lead Regulations

According to the Government of Canada, there is one (1) lead wheel weight manufacturer in Canada, and through consultation with the manufacturer, they are expected to convert to producing steel-based wheel weights. In addition, there are 10 importers of lead wheel weights in Canada that will need to convert to a non-lead-based alternative.

The government of Canada's analysis assumes that lead wheel weights will be completely phased out 12 months after the regulations are implemented on Feb 3, 2023, and that lead-free products will become the only type of wheel weights manufactured, imported and distributed in the Canadian market. It also assumes that 12 months is enough time for the current stock of lead wheel weights to be used.

The government's analysis assumes that regulated parties will pass on the incremental costs of alternatives to their customers, which include independently owned repair shops, car dealers and tire dealers, who will, in turn pass them on to vehicle owners.

In response to stakeholder comments during the consultation and comments period, the Government designed the Regulations in a manner that does not prohibit the manufacture or export of wheel weights containing more than 0.1% of lead by weight, and that does not affect the transit of wheel weights through Canada.

BRIDGESTONE DEBUTS 1ST EV REPLACEMENT TIRE TURANZA EV

TIRE BUSINESS

Bridgestone Americas has launched its first replacement tire purpose-built for Electric Vehicles (EVs).

The Turanza EV grand touring tire is designed to provide "excellent tread life, minimal ride noise, and confident wet handling to complement the electric vehicle experience."

The Turanza EV, which was designed and manufactured in North America, officially unveiled the tire at an Electrify Expo tour stop in Long Beach. The tire is now available in an initial five sizes, include fitments for Tesla Models 3, S, X, and Y, and the Ford Mustang Mach-E. Bridgestone said it plans to release 13 additional sizes early next year.

Highlights: 50,000 limited warranty; reduced road noise; wet braking and handling on a par with a "leading OE touring tire."





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WCTD Charity Golf Tournament

Date: Sunday June 25, 2023

Registration: 9:00am start Time / Check in time 8:00am

Place: Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

Format: 4 Golfer Best Ball

2023 Sponsorship Packages

Platinum Sponsorship \$1,500.00 - includes

- Exclusive Hole Sponsorship – WCTD provides the sign for the hole
- 4 golf registrations - 4 sponsored golf carts – prize sponsorship
- Hole Contest prize & hole contest sponsorship (Closest to the pin, Longest drive)
- Platinum Recognition in event program, during dinner and in The Tracker magazine

Gold Sponsorship – \$1,000.00 - includes

- Exclusive Hole Sponsorship – WCTD provides the signs for the hole.
- 4 Sponsored Golf Carts – prize sponsorship
- Hole Contest Prize & hole contest sponsorship (Closest to the pin, Longest drive)
- Gold recognition in event program, during dinner and in The Tracker magazine

Silver Sponsorship – \$700.00 - includes

- Hole sponsorship – we provide the signs for the hole.
- Draw Prize sponsorship.
- Silver recognition in event program, during dinner and in The Tracker magazine

Bronze Sponsorship – \$500.00 - includes

- Hole Sponsorship – shared with other bronze sponsorships - WCTD supplies the signs
- Draw Prize Sponsorship
- Bronze recognition in event program, during dinner, and in the Tracker magazine

Cart Sponsorship – \$50.00 + GST - includes

- Minimum 6 carts per sponsor -Brand display on each sponsored cart
- Recognition in event program, during dinner, and in The Tracker magazine

Silent Auction Donations & Raffle Prize Items

Household items / Tools / Sports & Leisure / Sporting tickets & memorabilia, etc.

Western Canada Tire Dealers thanks you for your continuing support



WCTD Charity Golf Tournament

Date: Sunday June 25, 2023

Registration: 9:00am Start / Check in time 8:00am

Place: Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

Format: 4 Golfer Best Ball

2023 Sponsorship & Registration

Please remit confirmation, registration, and payment to
Western Canada Tire Dealers, 65 Woodbine Road, Sherwood Park AB T8A 4A7
Via E-mail to rayg@wctd.ca

Company Name _____
Contact Name _____
Contact Number _____
E-mail Address _____

Sponsorship Options

Platinum Sponsorship \$1,500.00

Golfer 1 _____
Golfer 2 _____
Golfer 3 _____
Golfer 4 _____

Gold Sponsorship (\$1,000) _____

Silver Sponsorship (\$700) _____

Bronze Sponsorship (\$500) _____

Auction Item Donation _____

Payment Options

Cheque – Please make payable to Western Canada Tire Dealers
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Credit Card

Card # _____

Expiry Date _____

Western Canada Tire Dealers thanks you for your continuing support.



WCTD Charity Golf Tournament Registration

Date: Sunday June 25, 2023

Registration: 9:00am Start time / Check in time 8:00am

Place: Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

Format: 4 Golfer Best Ball

Cost: Golf & Dinner: \$140.00 per Person

Dinner Only \$35.00 per Person

Fees Include: Green Fees for 18 holes / Power Cart / Steak Dinner / Prizes

Eligibility: Open to all Tire Dealers, their staff, families, customers and Industry Suppliers.

Entry Deadline: Tuesday June 20th, 2023

Company Name: _____ **Phone #** _____

Golf as a Team (Y) or (N)

1) **Name of Entrant:** _____ **Phone #** _____

2) **Name of Entrant:** _____ **Phone #** _____

3) **Name of Entrant:** _____ **Phone #** _____

4) **Name of Entrant:** _____ **Phone #** _____

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Entries must be Paid by June 20th, 2023.

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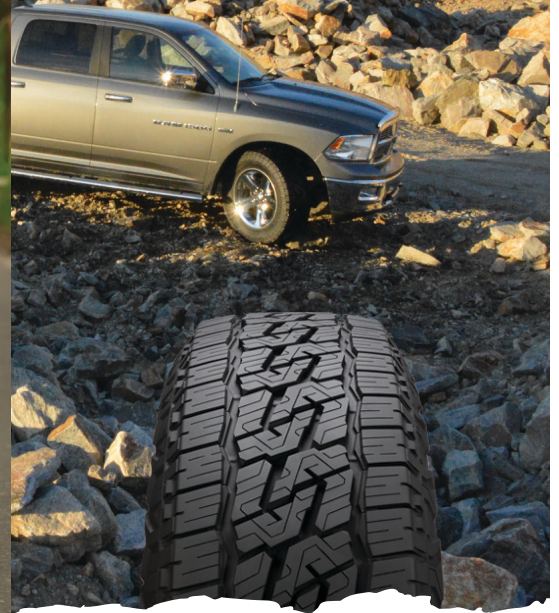
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KAL TIRE EXTENDS STORE NETWORK COAST-TO-COAST



Kal Tire is now officially a coast-to-coast business with the rebadging of a dozen GCR Tires & Service stores in Canada's Atlantic Provinces, acquired in late 2021 from Bridgestone Canada Inc.

The conversion of the locations in New Brunswick, Newfoundland and Nova Scotia to Kal Tire signage and operating policies extends the Vernon-headquartered dealership's store network to 260-plus locations coast-to-coast.

"We're very focused on helping drivers get safely on their way while ensuring they receive the efficient, reliable and friendly customer service that Kal Tire is known for," Ron Pierce, regional director, Kal Tire, said. "Our operations are designed to get you in and out of the store as quickly as possible."

"We're really looking forward to bringing that convenience to drivers in Atlantic Canada and to soon roll out other offerings in the region, including shopping online for tires and an expanded mechanical offering," he said.

After months of operational transition and skills and safety training with 81 employees at the new locations, Kal Tire signage has gone up.

"We're seeing a lot of pride in these team members," Pierce said. "We are so thorough in how we ensure our teams have the training and equipment needed to do their work as safely as possible and we've really invested in the stores with rebranding."

"These locations already had a strong reputation for service, and now with the additional offering by Kal Tire, we're hoping these stores will be a bright spot in these communities the way Kal Tire stores are in the rest of the country."

The revamped locations are in: Antigonish, Bridgewater, Dartmouth, New Minas and Truro, Nova Scotia; Moncton, New Brunswick; and Clarendville, Corner Brook, Grand Falls-Windsor, Paradise, St. John's and Wabush, Newfoundland & Labrador.

"We're really looking forward to bringing that convenience to drivers in Atlantic Canada and to soon roll out other offerings in the region..."

KIRKS TIRE ALIGNS WITH TRAIL TIRE

BRUCE DAVIS - TIRE BUSINESS

Kirks Tire, a retail, commercial and wholesale stalwart for the past several decades in western Canada, is switching the brand allegiance for its 20 commercial/retail outlets to Trail Tire.

The decision by the Lethbridge, Alberta-based dealership, in its 87th year in business, expands the network of Trail Tire-affiliated outlets to 75 locations throughout the four western Canada provinces – Alberta, British Columbia, Manitoba and Saskatchewan.

The move brings together two independent dealerships with a "longstanding mutual respect and friendship" between the groups' leadership, Trail Tire principal Allen Ambrosie said, and will allow the Trail Tire banner "to be a dominant player throughout Western Canada."

Both companies have roots that date back over five decades and both were part of the Integra Tire marketing partnership in 2013 when it was reincorporated by then President and CEO David Cosco. Prior to that, the Kirk and Ambrosie families were involved in rebuilding the Tirecraft brand following that group's bankruptcy filing in 2008.

Kirks Tire's outlets have been operating under the Tirecraft banner for the past several years but will rebadge as Trail Tire in the coming months.

Kirks Tire Principal Brad Kirk, a third-generation tire dealer, said he decided to ally with Trail Tire because he believes in the business' core message – "never promise more than we can deliver and always give the customers more than they expect" – and the goodwill it generates among the program's participants.

Trail Tire Group has added wholesale distribution centers in Manitoba and Saskatchewan in the past year to support growth in those provinces. These complement two others in Alberta and one in British Columbia.

Of the 75 locations active under the Trail Tire umbrella, Kirks owns 20 and Ambrosie 16. The other 19 are operated by other independent dealers in the region. There are no upfront fees to join Trail Tire, Ambrosie said, but there are monthly marketing fees.

The move brings together two independent dealerships with a "longstanding mutual respect and friendship" between the groups' leadership, says Trail Tire principal Allen Ambrosie.



NORTH COUNTRY TIRE DISTRIBUTORS JOINS DISTRIBUTION STOX NETWORK

DISTRIBUTION STOX, a recognized leader in replacement tire distribution in Canada, confirms the conclusion of a majority ownership agreement with North Country Tire Distributors, currently active in Alberta, British Columbia, and Manitoba.

The transaction is expected to close in the second quarter of 2023, subject to the satisfaction of customary closing conditions including Canadian regulatory clearance.

Already collaborating with North Country Tire Distributors for the past years, we share complementary business ambitions and similar values.

Strengthened by our current coverage in Quebec, Ontario and the Atlantic provinces, this new partnership allows us to affirm our national footprint as a tire distributor and positions us well to expand our banner network across the country.

"Our priority is to be a true ally in the success of our customers and proactively engaged in an evolving industry. We are pleased to

add North Country Tire Distributors, a major player in its territory, to our network, allowing us to assert our national positioning. Furthermore, forging solid partnerships with both manufacturers and the retailers in the tire and mechanical services industry is a priority for our teams" says Jean Novak, President, and CEO of Unimax.

"We are proud to announce that we will continue our development in this big new family, our current and future customers will be able to appreciate the daily work of our dedicated and committed teams" said Cory Davis, President of North Country Tire Distributors.

About 75% of job candidates are passive job seekers, they said, which means those technicians are currently employed and not actively looking for a new job, but are open to a good career opportunity. They're not looking for a new job but they're available.

SASKATCHEWAN SCRAP TIRE CHANGES

TIRE STEWARDSHIP OF SASKATCHEWAN (TSS) has announced changes to its program. To improve efficiency and program costs, TSS is committed to returning to at least two processors in the province, in the south and in the north.

A request for proposals in 2021 for a second scrap tire processor in the southern part of the province resulted in the selection of Crumb Rubber Manufacturers (CRM[®]) by TSS in 2022. CRM[®], located in Moose Jaw, begins operations in May. The contract with the existing TSS northern processor, Shercom Industries, expired April 30, 2023. TSS will be issuing a Request for Proposals (RFP) for a northern based tire processor or processors.

A program review in 2017 determined the need for the scrap tire processing industry in Saskatchewan to change. Processors with established markets for higher-value end use products which displace other more carbon intensive alternatives significantly reduce the overall environmental impact of TSS's program.

Furthermore, because of the market demand for higher value products, processors are less reliant on incentive fees ensuring that consumers receive better value for the tire recycling fees

collected. In addition, the program efficiencies from multiple locations, and lower fees, will result in cost savings which will be utilized to clean up old tire piles around the province.

"TSS is committed to running an efficient program on behalf of tire retailers and to encourage practices that lower the industry's impact on the environment," says Colin Fraser, Chair of TSS.

"TSS is moving the Saskatchewan tire processing industry forward based on rewarding innovation and the development of new products and new markets," adds Stevyn Arnt, CEO, TSS.





ASSOCIATE STORE PROGRAM

PROGRAM HIGHLIGHTS

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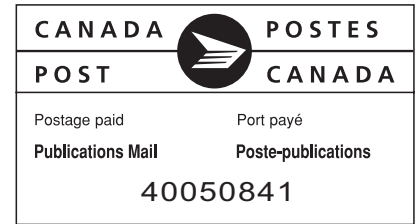
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