

SUMMER 2025

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



DRIVING IT HOME

Canadians Stay Put



PLUS

Book fore 2025 Golf • Eco Tires • Insurance Basics •
EV Ev-entuality • Welcome New Members • Scholarship Deadline

WCTD 
WESTERN CANADA TIRE DEALERS

JOIN THE LARGEST NETWORK OF INDEPENDENT TIRE DEALERS!

✓ DISCOVER THE NUMEROUS BENEFITS OF BECOMING A POINT S RETAILER:

Enhanced purchasing power

Enjoy better margins by decreasing your daily costs while earning a year-end rebate on all tire and service part purchases.

Financial support

Receive financial support towards store renovations to create an attractive exterior and interior design.

Territory protection

Enjoy strong territory protection that will help you develop the Point S brand in your community!

Broad-scale advertising campaign

Benefit from an eye-catching and persuasive 360 marketing plan that will consolidate Point S's brand awareness and boost traffic.

A transactional website

Benefit from a personalized transactional website for your business.

Exclusive promotions

Enjoy access to exclusive promotions that stand out from the competition, in addition to manufacturer rebates.



**BECOME
A RETAILER**



DIRECT CONTACT
Dwayne Ray • 1-844-303-8473
dray@pointscanada.ca



POINTSCANADA.CA

THE TRACKER

Published by Western Canada Tire Dealers
65 Woodbine Road, Sherwood Park, AB T8A 4A7 • Phone 780-554-9259

Publication Mail Agreement No. 40050841
Return undeliverable Canadian addresses to:
Circulation Department
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Email: rayg@wctd.ca
www.wctd.ca



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

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

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



WCTD MEMBERSHIP APPLICATION

COMPANY NAME											
ADDRESS											
CITY											
PROV	POSTAL CODE										
PHONE	FAX										
EMAIL											
CATEGORY OF MEMBERSHIP (SEE BELOW)											
<table border="0"> <tr> <td>VOTING MEMBER</td> <td>ASSOCIATE MEMBER, NON-VOTING</td> </tr> <tr> <td>a. Independent Tire Dealer</td> <td>1. Jobber or Distributor</td> </tr> <tr> <td>b. Retreader</td> <td>2. Manufacturer</td> </tr> <tr> <td></td> <td>3. Exporter or Mfg. Rep.</td> </tr> <tr> <td></td> <td>4. Dealer Support Services</td> </tr> </table>		VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING	a. Independent Tire Dealer	1. Jobber or Distributor	b. Retreader	2. Manufacturer		3. Exporter or Mfg. Rep.		4. Dealer Support Services
VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING										
a. Independent Tire Dealer	1. Jobber or Distributor										
b. Retreader	2. Manufacturer										
	3. Exporter or Mfg. Rep.										
	4. Dealer Support Services										
<table border="0"> <tr> <td>MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES</td> <td>YES</td> <td>NO</td> </tr> <tr> <td></td> <td colspan="2">(CIRCLE ONE)</td> </tr> </table>		MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES	NO		(CIRCLE ONE)					
MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES	NO									
	(CIRCLE ONE)										
AUTHORIZED BY (PLEASE PRINT)											

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

PLEASE FORWARD TO:

WCTD - 65 Woodbine Road, Sherwood Park, AB T8A 4A7
Email: rayg@wctd.ca

WCTD EXECUTIVE 2025-2026

PRESIDENT - TIM HOLLETT

PAST PRESIDENT - NEAL SHYMKO

VICE PRESIDENT - JAMES O'REILLY

EXECUTIVE DIRECTOR - RAY GELETA

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

DIRECTORS 2025-2026

BRITISH COLUMBIA

PAUL MCALDUFF - TIRELAND PERFORMANCE CENTRE

300 East Esplanade, North Vancouver, BC V7L 1A4
Phone: 604-980-1578 Email: tirelandperformance@telus.net

TIM HOLLETT - B&H TIREFCRAFT CHEMAINUS

PO Box 240, Chemainus, BC V0R 1K0
Phone: 250-246-4731 E-mail: bhtire@shaw.ca

ALBERTA

ANDREW BOULTON - KAL TIRE

PO Box 1240, 2501 - 48 Avenue, Vernon, BC V1T 6N6
Phone: 780-910-4650 Email: andrew_boulton@kaltire.com

JAMES O'REILLY - TRAIL TIRE GROUP

4717 99th St., Edmonton, AB, T6E4Y1
Phone: 778-215-7314 E-mail: James.OReilly@trailtire.com

LAINÉ COLMAN - COSTAR

2148 Premier Way, Sherwood Park AB T8H 2L3
Phone: 780-416-7080 E-mail: laine@costar.ca

NEAL SHYMKO - TIRE VILLAGE LTD.

8805 - 156 Street, Edmonton, AB T5R 1Y5
Phone: 780-484-1184 E-mail: tirevillage@shaw.ca

ROBERT LABOSSIERE - TIREFCRAFT

14404 - 128 Avenue, Edmonton, AB T5L 3H6
Phone: 780-509-1657 Email: rlabossiere@ntdcanada.com

SASKATCHEWAN

• Open for Nominations

MANITOBA

DAN JOHNSON - TOUCHETTE RETAIL & COMMERCIAL

750 Lebeau, Montreal, QC H4N 1S4
Phone: 587-337-6848 E-mail: djohnson@grtouchette.com

RANDALL REIMER - POINT S AUTO TRUCK CENTRE

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

EDITOR, THE TRACKER

TIM PAWSEY, Director of Communications
Email: timp@wctd.ca



TIRE AND WHEEL SERVICE SOLUTIONS

Patches & Repairs
TPMS Tools and Sensors
Tire Valves & Air Gauges
Service Chemicals & Lubricants
Wheel Service Tools & Fasteners
Air/Cordless Tools & Accessories
Wheel Weights & Balancing Beads
Shop Supplies, Equipment & more!





SOWING THE SEEDS OF SUCCESS

AS I'M SITTING here, looking out my window, in a nearby farmer's field I notice a tractor working, preparing the land for planting this year's crop. The next day there's another tractor, towing a large unit behind, which spreads the seeds, as they cross back and forth on the land.

In this particular field they plant and grow corn which in turn is used to feed their cattle, which helps them produce healthy, quality milk. This milk product is then distributed to grocery stores all across British Columbia and helps support the health and well-being of the human race.

A big part of that equation, all of these vehicles run on tires specifically designed for the applications at hand. Without their proper use and skilled maintenance there is no seeding, and no prospect of a successful harvest come fall.

This is just one example of how so many industries are so closely connected with our own. Within this industry alone we have an array of tractor tires, trailer tires, transport trucks and trailers and, of course, every day vehicles used by owners and workers.

All of these different farm, commercial or privately owned vehicles are serviced by experts in both tire repair and service as well as mechanical necessities.

Here is just one small example of what our WCTD membership is all about; and how our knowledge and expertise in this very specialized industry is so important—not only for the farm industry but for so many other industries in every community across all our provinces.

Despite whatever challenges that may arise, we understand the need to nurture, grow and improve in all areas of our crucial

businesses that, as we all know, are so valuable and important to our economy,

It's been a hectic time in the world over this past year, for sure, with ongoing challenges to our healthcare and education systems, the rise in homelessness, concerns over public safety, as well as the cost of living. And the list goes on.

Now we can add the two newest recent changes to our growing list, Tariffs and our recent Canadian federal election. As we in the tire and automotive industry already know, we've all been affected by the tariffs in one way or another. The constant, monthly or even daily moving of goal posts is truly challenging. The WCTD board of directors has been working hard to get as much information as possible from sources throughout the industry so we can keep our members updated.

We're also focusing on the development and growth of our membership moving into the future. Our training programs have grown and improved exponentially. Our ongoing goal is to offer our members the most professional and efficient systems—built on our unmatched knowledge, experience and safety skills that amount to the best in the industry.

Next year, in 2026, we'll be offering training programs from January through the end of March. Please watch for details of dates and locations, and plan to have those of your staff attend who can benefit. I can't emphasize too much the need to participate in this vital aspect of our association's activities—that contributes directly to the growth of our businesses.

All the best to everyone moving forward into the busy summer ahead and hoping that you continue to enjoy a prosperous and productive year.

Let's make sure that, together, we always work to improve our "S.S.S." program—built on the ultimate in Service, Safety and Sales. And that we forever make progress in "Sowing the Seeds of Success."

Sincerely,

Tim Hollett
President WCTD



Tim Hollett
President, WCTD



TRAIL BLADE ATS | TRAIL BLADE H/T | AZ850 | AZ810

LIFE IN THE FAST LANE



ATTURO
TIRES

DON'T LET UNPREDICTABLE ROADS HOLD YOU BACK

UPGRADE TO TIRES BUILT FOR WHATEVER THE SEASON THROWS YOUR WAY!

Trail Blade ATS – 80K Kilometer Warranty, 3PMS certified, suitable for PH/EV vehicles, 16" to 24" sizes, and 26 SKU!

Trail Blade H/T – 100K Kilometer Warranty, 3PMS certified, suitable for PH/EV vehicles, 16" to 22" sizes and 30 SKU!

AZ810 – 75K Kilometer Warranty, 3PMS certified, suitable for PH/EV vehicles, 16" to 22" sizes and 58 SKU!

AZ850 – Suitable for PH/EV vehicles, 18" to 22" sizes and 57 SKU!

NO MATTER YOUR JOURNEY, ATTURO TIRES HAS YOU COVERED.

EXPLORE OUR FULL LINEUP AT **ATTURO.COM** TODAY!

f i y t @atturotires



FROM TRAINING TO TUITION

WCTD offers everything under the sun!

THE SPRING-SUMMER BUSY season is upon us, which is what we as dealers look forward to every year. This year's season brings a mix of both optimistic and pessimistic outlooks. Between the federal election and the tariff issues, we may well be a bit leery of what might be in store for us going down the road. We have been following the tariff issue closely. But other than knowing there will be some price increases on certain products, as dealers, we will have to wait and see what effect this will have on consumers. And again, this may change at anytime. We know the manufacturers and distributors are working hard to keep price increases to a minimum. With this tariff issue and US border concerns (as TRAC reports) we are most likely to see more holiday travel in Canada.

SCHOLARSHIP REMINDER

August is approaching quickly, which means there's no time like the present to put the word out to prospective applicants about this year's WCTD Academic Scholarship program. This program is among the most worthwhile of any of our membership benefits. We will again be giving out four \$2,000.00 scholarships. We strongly encourage you to make your family and your employees' families 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 application deadline is August 15th.

BOARD OF DIRECTORS MEETING / TRAINING

We held our spring WCTD board meeting and Annual General

Meeting on April 25, 2025. The meetings were well attended and a success, with numerous topics covered.

TRAINING UPDATE

Training was one of the important issues discussed. We now have two trainers who are certified, who will be conducting both Commercial Tire Service level 300 and Automotive Tire Service level 300 training programs throughout the western provinces. We will be publishing training schedules both online and in future Tracker magazines.



Ray Geleta
Executive Director,
WCTD

WESTERN CANADA TIRE DEALERS HALL OF FAME

After a pause of several years, the association will be bringing back the Western Canada Tire Dealers Hall of Fame presentation, which will take place at our upcoming WCTD Alberta golf tournament.

WCTD GOLF TOURNAMENT

Book your spot now for the annual WCTD Charity Golf Tournament on Sunday June 22nd., at the Stony Plain Golf Course, in Stony Plain Alberta. This year's immensely worthwhile charity we will be supporting is Ronald McDonald House, Alberta. Last year we raised \$6000. Please come and help us do even better this year! You can find the registration form for both participants and sponsors later in this Tracker magazine (pp. 23-25), as well as at wctd.ca Bring along some of your customers and friends. Compete for an array of excellent prizes, as well as bid on must-have lots at our silent auction. Plan to come and enjoy a great day of golf and camaraderie—all for a really good cause.

2025 LUG NUT TORQUE CHARTS

The 2025 lug nut torque charts will be in stock by mid May. Due to a price increase and the US dollar the price now is \$35.00 each plus GST. Please let me know if you require any.

Wishing you a safe and happy summer!

Ray Geleta - WCTD Executive Director
rayg@wctd.ca



Canada's Trusted Tire Distributor Profitable Brands, Reliable Service.



At Total Tire Distributors, we specialize in wholesale tires for independent dealers, offering a wide selection of tires, wheels, commercial, and agricultural options to meet all your customer needs. With fast delivery, competitive pricing, and expert support, we're dedicated to helping your business thrive.

For our full offerings and to join, visit www.totaltire.ca.

Grow Your Business, Keep Your Identity – No Fees!

Join the TreadPro Banner Program Today!



Keep your brand and identity while unlocking exclusive benefits like preferred pricing, rebates, and access to exclusive brands and 3rd party programs. With marketing support, and a B2C tire sales platform, plus product access from 12 warehouses across Canada, TreadPro gives you the tools to grow your business—without the fees.

Email info@treadpro.ca, and we'll arrange for a Territory Manager in your area to discuss this opportunity and see if the TreadPro program is right for you!

www.treadpro.ca



DUNLOP + SUMITOMO: TOGETHER, AGAIN

— TIRE BUSINESS

JAPANESE TIRE MAKER Sumitomo Rubber Industries Ltd. (SRI) is regaining control in North America and Europe of the Dunlop brand, after agreeing to buy the brand rights for \$701 million from Goodyear in January.

Goodyear had held the rights since 1999, when it was part of a global alliance with SRI. When the alliance ended in 2015, Goodyear kept the right to sell Dunlop passenger, light truck and medium truck tires in the North American replacement market, as well as to non-Japanese auto makers as OE fitments.

For its part, SRI retained the rights to all Dunlop motorcycle tires, along with OE fitments for Japanese car makers in North America.

Before selling its rights, Goodyear estimated its sales of Dunlop-brand products to be worth more than \$750 million annually.

SRI has said it plans to make Dunlop its "core brand" and position it as a "premium tire brand in the global market."

SRI's primary brand in North America and Europe has been Falken, and the company said it would continue to develop and market the Falken brand through a "dual-brand approach" with Dunlop. SRI also makes and sells the Ohtsu brand of passenger/light truck tire.



UK ENVIRONMENT AGENCY ORDERS REVIEW INTO TIRE RECYCLING

THE UK ENVIRONMENT Agency—EA—has launched a comprehensive review into shipments of waste tires from the UK to India. The review follows a BBC investigation which found that "millions" of tires "sent for recycling - were actually being 'cooked' in makeshift furnaces, causing serious health problems and environmental damage."

The UK Environment Agency—EA—has launched a comprehensive review into shipments of waste tires from the UK to India. The review follows a BBC investigation which found that "millions" of tires "sent for recycling - were actually being 'cooked' in makeshift furnaces, causing serious health problems and environmental damage."

According to the BBC, "the UK generates about 50 million waste tires (nearly 700,000 tonnes) every year. According to official figures, about half of these are exported to India, supposedly to be recycled."

The investigation "revealed that some 70% of tyres exported to India from the UK and the rest of the world" ... are "cooked" in order to extract steel, small amounts of oil as well as carbon black - a powder or pellet that can be used in various industries."

"Conditions at these plants—many of which are in rural backwaters—can be toxic and harmful to public health, as well as potentially dangerous."

GM, LG TO MAKE LOWER-COST BATTERY CELLS

— KALEA HALL · THOMSON REUTERS

GENERAL MOTORS (GM) and battery partner LG Energy Solution are planning to start commercial production of lower-cost cells for future electric vehicles at a U.S. facility starting in 2028.

The cells will have a lithium manganese-rich (LMR) chemistry, which GM says is lower cost than the nickel-rich cells used today, but will still give customers the range they want, with prismatic design reducing the number of parts in the battery pack by more than 50 per cent.

The Detroit automaker, which now has 12 electric vehicles in its lineup, is trying to lower battery costs to enable parity with its gas-

powered products by adding new types of cells and chemistries in those cells.

South Korean-based LG Energy Solution is also partnering with Stellantis at the massive NextStar Energy EV battery factory in Windsor, Ont., expected to eventually employ 2,500 people.



TRAC SURVEY

82% OF CANADIAN MOTORISTS PLAN SUMMER ROAD TRIPS. BUT VAST MAJORITY WILL AVOID U.S.

CANADIANS ARE PLANNING to embrace the open road for summer travel, with 82 percent of motorists planning a day or overnight trip. However, the vast majority of drivers are choosing to stay in Canada and avoiding travel to the U.S., according to a new Probe Research survey for the Tire and Rubber Association of Canada (TRAC; tracanada.ca).

U.S. ROAD TRIPS DECLINE AS CANADIANS DECIDE TO STAY CLOSE TO HOME

Gauging interest in cross-border and inter-provincial road trips, the survey results reveal that 88 percent of Canadians would rather take road trips within Canada than venture to the U.S., and only 8 percent plan to cross the border as of the time of the survey. Fifty-one percent of drivers cancelled road trips to the U.S. they had planned for this year. Within Canada, 69 percent plan to take a road trip within their province, while 28 percent will drive to another part of the country.

TIRE MAINTENANCE: AN IMPORTANT AND OFTEN OVERLOOKED ROAD TRIP ELEMENT

TRAC's survey also gauged insights into drivers' attitudes and knowledge around proper tire maintenance which is crucial to road safety. It prevents blowouts, enhances fuel efficiency, extends tire lifespan, improves vehicle handling for better control, and saves money by avoiding unnecessary repairs and replacements.

DRIVER DISCONNECT BETWEEN TIRE MAINTENANCE INTENTION AND PRACTICE

The survey highlights the disconnect between drivers' awareness of the importance of tire maintenance and their actions. The majority (89 percent) of Canadian drivers agree that proper tire inflation and maintenance are more beneficial than ever, particularly given current financial pressures, as it improves fuel economy and increases tire longevity. However, this essential practice often goes overlooked and many drivers lack the knowhow about proper tire maintenance, including determining the correct tire pressure for their vehicle, and the right time and the right interval for checking tire pressure.

"Our findings reveal that Canadian drivers need more education about how to do tire maintenance right. This is especially true

88 percent would rather take a road trip within Canada than visit the U.S. at this time.



among younger drivers, who may be taking a road trip for the first time this summer," says Carol Hochu, CEO, Tire and Rubber Association of Canada.

"Proper tire inflation and maintenance aren't just safety measures, they're economic ones. Improper tire inflation—both under-inflation and overinflation—increases fuel consumption, shortens tire lifespan, and even increases the risk of tire failure on poorly maintained tires during long road trips. So, while Canadians are staying on Canadian roads this summer, they should check their tires before embarking on a road trip adventure. It's simple, easy, and helps keep drivers safe."

KEY GEOGRAPHIC ROAD TRIP FINDINGS

1. 82 percent plan to take a road trip this summer (this includes day trips and overnight trips, within province, across Canada, and to the U.S.).
2. 69 percent plan to stay within their province and 28 percent plan to drive to another part of the country.
3. Only eight percent plan to take a road trip to the U.S.; 88 percent would rather take a road trip within Canada than visit the U.S. at this time.

KEY TIRE MAINTENANCE KNOW HOW FINDINGS

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



Despite high awareness of the importance of proper tire inflation, drivers have major knowledge gaps about how to set correct inflation levels, particularly younger drivers.

level, particularly among younger drivers.

1. Just 28 percent of drivers check their tire inflation pressures monthly as recommended by tire makers; only 22 percent among drivers aged 18 to 34.
2. 64 percent are unaware inflation pressures should only be measured when tires are cold; 72 percent among drivers aged 18 to 34. (A vehicle should be stationary for at least three hours or not have been driven more than two kilometres prior to checking tire inflation. Warm tires give an inaccurate reading.)
3. 31 percent incorrectly refer to the air pressure stamped on the tire's sidewall when identifying the correct pressure for their tires. (The imprinted sidewall pressure is the maximum pressure a tire can contain under maximum load, not the recommended inflation level. The correct inflation pressure is on the vehicle placard/sticker, which is commonly located on the driver's door jamb. Prolonged driving at this inflation pressure may result in uneven tread wear and reduced traction.)
4. 13 percent either rely on visual inspections or do not know how to determine if their tires are properly inflated; 20 percent among drivers aged 18 to 34. (A tire can be under-inflated by 20 percent or more and look normal.)

\$490 MILLION WASTED ON FUEL

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

IMPACT OF TIRE PRESSURE ON FUEL ECONOMY

Industry studies show motorists can improve their gas mileage by 0.6 percent on average – up to 3 percent 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 percent 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 4 percent.

TIA CREATES GLOSSARY OF ELECTRIC VEHICLE TERMINOLOGY

– TIRE BUSINESS

THE TIRE INDUSTRY Association's (TIA) Electric Vehicle Advisory Council (EVAC) has released a comprehensive EV/Hybrid Terminology Glossary to assist industry professionals, legislators and regulators in better understanding the evolving landscape of electric and hybrid vehicles.

The glossary provides tire dealers, service technicians, and automotive professionals with the terminology needed to effectively service and maintain electric and hybrid vehicles, TIA said, noting the glossary also offers state and federal policymakers a clearer technical understanding of the industry, supporting informed decision-making in regulations and legislation. The glossary provides brief definitions for such terms as "battery charge setpoint," "electric vehicle tire" and "single-speed gear box."

"As electric and hybrid vehicles continue to reshape our industry, this glossary will be a valuable tool for both industry professionals and policymakers," EVAC Chair Mark Ferner, senior manager, technical operations for Bridgestone Retail Operations, said.

EVAC is tasked with identifying procedures for the safe servicing of electric vehicles and promoting them through education and training for tire, automotive and commercial service centers. The EV/Hybrid Terminology Glossary is part of its broader mission to enhance industry knowledge and improve safety standards, TIA said.

The glossary is now available on TIA's website to industry professionals, lawmakers and regulatory agencies.

WEST LAKE TIRES

Zuper Eco ** Z-108 **



WESTLAKETIRE.CA

WELCOME NEW MEMBERS!



WCTD is delighted to welcome to the association the following new members.

Koback Tire & Lube
Mike / Sheryl Koback
PO Box 242
Wynyard SK S0A 4T0
306-554-2525
michael.koback@yahoo.ca

Red Deer Tires Ltd
Max Sherogho
Unit #6 7830 78 Street
Red Deer SB T4P 2B3
403-872-6363
Service.tiresource@gmail.com

Roadside Tire Inc
Cody Yates
308 Forest Place
Prince George, BC V2N 3Y9
250-961-7557
roadsidetireco@gmail.com

TRAC TO HOST 2025 RUBBER RECYCLING SYMPOSIUM, OCT 8-9, 2025

THE TIRE AND Rubber Association of Canada (TRAC, <https://tracanada.ca/>) is excited to announce that the 2025 Rubber Recycling Symposium is set for October 8-9 at the iconic Fairmont Palliser Hotel in Calgary, Alberta.

TRAC invites industry leaders across the tire and rubber value chain—tire manufacturers, rubber recyclers, recycled product innovators, end-of-life tire (ELT) stewardship organizations, policymakers, and equipment manufacturers—to connect at one of the most significant events in the field.

This premier, biennial event brings together hundreds of key industry players to exchange insights, address challenges, and forge collaborations that advance sustainable practices in tire and rubber recycling, and work together toward the cooperative development of an environmentally sustainable industry.

WHY ATTEND

The 2025 Rubber Recycling Symposium is your opportunity to stay ahead through learning about the exciting developments and the challenging issues in the industry. Through dynamic panels and focused networking, attendees will gain actionable insights into:

1. Global legislative and regulatory trends in ELT management,
2. Tire manufacturers' strategies for sustainability,
3. Breakthrough technologies and innovations in rubber recycling,
4. Industry leadership perspectives in our CEO Panel,
5. Friday optional tours of CRM Rubber and Euroshield, and much more.



The biennial Rubber Recycling Symposium is one of the largest events of its kind in the world and draws hundreds of industry professionals. With thought-provoking panels and ample networking opportunities, the event provides a hub where industry leaders can interact and work toward cooperative development of environmentally and fiscally sustainable rubber recycling industry.

The Symposium brings together key industry players, international experts, and industry professionals that include tire and rubber manufacturers, stewardship organizations, government, rubber recyclers, equipment manufacturers, and the academic sector. This event offers a unique opportunity to explore the varied approaches to rubber recycling and sustainability, and to compare successes and opportunities in meeting and exceeding industry's sustainability goals.

More info at tracanada.ca/rubber-recycling-symposium/



WE'RE COMMITTED TO WCTD

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

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

BRAND FINANCE RELEASES 2025 TIRE MAKER BRAND VALUE RANKINGS

– TIRE BUSINESS

LONDON – WHILE MICHELIN remains the man and Bridgestone and Goodyear gained significant brand value, Nokian and Yokohama demonstrated the fastest growth, according to Brand Finance, a London-based independent brand valuation and strategy consultancy.

Michelin retained the consultancy's top ranking for the eighth consecutive year, with a brand value of \$8.8 billion, up 11% over that calculated in 2024 by Brand Finance, which raised the value based on Michelin Group's "strong global reputation for quality and safety, alongside consistent investment in innovation and sustainability."

Nokian, meanwhile, advanced six places to 18th this year, registering the largest jump of any brand, while Yokohama's brand value jumped a whopping 23%, finishing again in eighth place.

Michelin is among a select group of brands that have been repeat winners in their sectors. Those brands include Coca-Cola (No. 1 in non-alcoholic drinks since 2007); Amazon (No. 1 in the retail sector since 2016); and Lego (No. 1 in toys since 2015), according to Brand Finance's newly released rankings for 2025.

MICHELIN, BRIDGESTONE MAINTAIN STRENGTH

Brand Finance said it assesses brands' strength through a "balanced scorecard of metrics" evaluating marketing investment, stakeholder equity and business performance. The company said its evaluation of stakeholder equity includes original market research data from more than 175,000 respondents in 41 countries across 31 sectors.

Bridgestone repeats as the No. 2 tire brand, with brand value up 8% to \$8.3 billion. Brand Finance said the company continues to grow steadily, with strong results in key markets including North America.

Brand Finance said the Bridgestone brand has benefited from the Tokyo-based firm's focus on high-performance products and premium electric vehicle tires, reinforcing its global brand equity.

Despite losing 16% of its brand value (\$3.9 billion), Continental remains third. Brand Finance attributed the drop to a decrease in its brand strength index score, which has fallen due to lower familiarity in the U.S., according to company research.

Goodyear's brand value jumped 14% to \$2.3 billion, retaining fourth place. Brand Finance lauded the Akron-based tire maker for its year of strong financial performance and progress on its corporate transformation plan.

Brand Finance said Goodyear, under CEO and President Mark Stewart, has exceeded earnings targets, expanded margins across all business units and accelerated divestment of non-core assets.



Tire Business AI illustration

Brand Finance, a London-based independent brand valuation and strategy consultancy, has released its annual brand value tire maker rankings, exclusively through Tire Business.

Rounding out the top five is Dunlop, the venerable brand that has been co-owned by Goodyear and Sumitomo Rubber Industries Inc. (SRI) for the past quarter century.

That's changing now, however, as Goodyear agreed earlier this year to sell the rights to the Dunlop brand in North America and Europe to SRI, giving the Kobe, Japan-based company nearly global coverage for the brand.

- Michelin continues as the world's strongest tire brand;
- Sailun enters the top 10 for the first time, overtaking Toyo; and
- The total brand value of the top 25 tires increased 5% to \$38.8 billion.

REST OF THE TOP 10

No. 6 Pirelli's brand value jumped 11% to \$1.9 billion, buoyed by solid financial performance and continued growth in the high-value segment, according to Brand Finance. Pirelli maintained strong profitability, gained market share in key regions and made notable progress, the company said, on sustainability goals.

Hankook, at No. 7, matched Yokohama with a 23% jump in brand value, to \$1.7 billion. Brand Finance lauded the South Korean company for its continued investment in research and development and a focus on premium positioning. Hankook has expanded its original equipment business for high-performance and electric vehicles and leveraged global motorsport partnerships to raise brand visibility, Brand Finance said.

CONTINUED ON PAGE 19

UNDERSTANDING THE BASICS: WHAT YOU NEED TO KNOW ABOUT COMMERCIAL INSURANCE



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

— SUBMITTED BY CHRIS LEAHEY, REGIONAL ASSOCIATION MANAGER | WWW.FEDERATED.CA

RUNNING A BUSINESS means balancing opportunities with their associated risks. Commercial insurance is one of the most valuable tools businesses can have to help protect against threats. In this blog, we review the key risks that businesses face and how commercial insurance can help businesses defend themselves.

WHAT IS COMMERCIAL INSURANCE?

Commercial insurance, also called business insurance, is designed to protect businesses against various types of financial risk. Unforeseen events and their aftermath can be devastating; commercial insurance provides a safety net that can help a company recover from a wide range of challenges.

WHAT ARE THE RISKS COMMERCIAL INSURANCE HELPS COVER?

The main risks that commercial insurance can help mitigate are:

Property damage and loss

- Property damage can run from minor water damage all the way to complete loss of the company's assets, including buildings, inventory, furniture, equipment and technology, and vehicles.

Business interruptions

- Business interruptions occur when a company needs to shut down or scale back operations. These shutdowns could be due to natural disasters, fire, or other causes.

Liability claims

- There are numerous reasons why a company could face a liability claim, including physical injuries, product defects, property damage, and environmental damage.

Professional negligence

- Professionals in various fields run the risk of making a mistake or overlooking something they should have noticed.

Workplace injuries and illnesses

- Workers may be injured on the job or may contract work-related illnesses. Many jurisdictions require businesses to be insured against these risks.

Automobile accidents and related damage

- Vehicles that are owned by a company and are being used for



Understanding the basics: What you need to know about commercial insurance

company purposes can pose risks, ranging from damage to the vehicle itself to serious physical injuries.

Environmental damage

- The possibility of environmental damage is not limited to companies that deal with toxic substances. For example, construction companies may inadvertently damage wildlife habitats, improper waste disposal can result in contamination of soil and groundwater, and transportation companies can have very high emissions if their vehicles are not properly maintained. Careful attention to regulations is the best way to mitigate these risks, but commercial insurance offers excellent protection against oversights and errors.

Cyber-attacks

- Cyber criminals regularly attempt to gain access to companies computer systems and digital records with the intention of manipulating or stealing them. Cyber-attacks can altogether disable a company and can be very costly to recover from.

WHAT ARE THE DIFFERENT TYPES OF COMMERCIAL INSURANCE?

There are several key types of commercial insurance that most businesses should have, as well as policies that cover very specific risks. Note that many policies can be tailored to meet a specific company's needs via riders and add-ons. Businesses can benefit by seeking the advice of an insurance advisor or risk management expert when they are reviewing their insurance needs.

Commercial general liability insurance

- General liability insurance for businesses helps protect the company against a wide range of third-party liability claims, including physical injuries, damage to the third

party's property, defective products, slander and libel, false advertising, intellectual property theft, and copyright infringement.

Commercial property insurance

- Property insurance helps protect a business against damage to buildings, inventory, equipment, and machinery belonging to the business.

Business interruption insurance

- Business interruption insurance helps the company recover when it needs to close or scale back its operations due to a physical loss to your property. The purpose of this insurance is to protect the revenues that the company has missed out on, as well as help with expenses like fixed costs, employee salaries, and the lease of temporary facilities.

Commercial auto insurance

- Vehicles owned by your business and used for company purposes, including personal vehicles, should be covered by a commercial insurance policy. Commercial auto insurance can help protect the company from damage to their vehicles, injuries to the occupants of the vehicle, and liability claims. Individuals who work from home, gig workers, and contractors should all consider commercial vehicle insurance if they use their personal vehicle for work reasons.

KEEP YOUR BUSINESS SAFE WITH COMMERCIAL INSURANCE

Unfortunately, you can't always control what happens to your business. You can, however, control how prepared you are. Having the right protection in place can make a huge difference. To learn more, visit our Business Insurance page today.

UPDATE YOUR WILDFIRE PROTECTION PLAN



With the onset of summer the risk of wildfires increases exponentially. Federated Insurance offers 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.

Find and download the full Federated Wildfire Plan and Protection Guide at [federated.ca](https://www.wctd.ca) under "risk insights".

(<https://www.wctd.ca/wp-content/uploads/Risk-Insights-Wildfire-Plan-and-Protection-English.pdf>)

BRAND FINANCE CONTINUED FROM PAGE 15

Yokohama remains in eighth place, with record profitability in 2024 driven by increased sales of larger, high-margin consumer tires and effective pricing strategies. With double-digit growth in all key financial metrics, Yokohama continues to strengthen its global position in the premium segment, Brand Finance noted.

Giti (brand value up 16% to \$1.1 billion) is ninth and ranks among the five fastest-growing brands. Solid revenue growth in its core markets of China and Indonesia accounted for more than 65% of total revenue, Brand Finance said. Giti's Brand Strength Index (BSI) score also improved, driven by strong regional perceptions and high familiarity.

Sailun's brand value jumped 13% to \$904.6 million, entering the top 10 for the first time. It reported a significant increase in sales volume in 2024, demonstrating a strong demand, according to Brand Finance, the primary driver of the brand's financial success.

Sailun's investments in R&D results in innovative and sustainable technologies, Brand Finance said.

SECTOR ANALYSIS

The total brand value of the world's top 25 tire brands is \$38.8 billion, growing 5%, bucking a trend in the sluggish automotive industry.

Brand Finance credits investments in innovation for keeping the tire industry competitive, as well as its emphasis on sustainability and digital integration is shaping the sector. Eco-friendly products not only reduce rolling resistance and waste, but they also appeal to environmentally-conscious consumers globally.

Technology, such as smart tires, and specialized products for electric vehicles also boost the industry. With elevated tariffs on automotive imports in some regions breeding uncertainty, Brand Finance said international competition continues to intensify, particularly from China.

(Edited: full article at [tirebusiness.com](https://www.tirebusiness.com))



Trusted.

Engineered and Manufactured in Germany by Betek GmbH & Co. (SITEK) and Sold by Bruno Wessel since 1972.

Quality Controlled. **Trusted.**

Bruno Wessel Ltd., 767 McKay Road, Unit 7, Pickering, ON L1W 3H1 Tel 905-427-9025 brunowessel.com

BRIDGESTONE UNVEILS 70% RECYCLED CONCEPT TIRE

MADE OF CIRCULAR SYNTHETIC RUBBER, DESIGNED FOR URBAN WASTE COLLECTION FLEETS



— BY STEPHANIE BONTORINI— RECYCLING PRODUCT NEWS

THE 70 PERCENT recycled and renewable tire is based on the Bridgestone M870 and made with circular synthetic rubber like butadiene and halo butyl rubber, circular carbon black, and natural rubber. Bridgestone Americas

Bridgestone Americas has brought an entirely new tire concept to the market, a tire made with 70 percent recycled and renewable materials throughout the supply chain. The tire represents a massive milestone for the company, and is its first waste-specific tire to earn ISCC PLUS certification, a globally recognized system that supports the transition to a circular economy and bio-economy. This voluntary certification standard shows the sustainability characteristics of alternative materials throughout the entire supply chain, from origin to end buyer.

Bridgestone will launch the tire next to its new Drive-Over System for fleets, another commitment to expanding data collection capabilities through technology.

70 PERCENT RECYCLED AND RENEWABLE

The 70 percent recycled and renewable demonstration tire is based on the Bridgestone M870, a high-scrub, all-position radial waste and recycling tire specifically designed for urban waste collection fleets. Using a Mass Balance approach, this demonstration tire uses circular synthetic rubber like butadiene and halo butyl rubber, circular carbon black, and natural rubber. The Mass Balance approach is a chain of custody method used to trace the flow of alternative materials through complex value chains.

INNOVATIVE DRIVE-OVER SYSTEMS

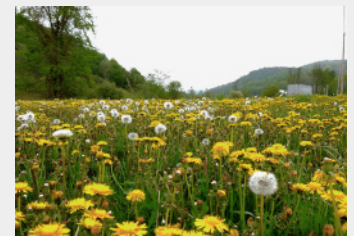
The new Drive-Over System is an in-yard solution that utilizes uniquely designed plates to capture tread depth measurements. The technology is designed to provide fleets with a comprehensive look at each tire's tread depth and alert them to irregular wear issues. With frequent data collection, fleets can make better-informed decisions related to maintenance and avoid premature or overdue tire removal. The technology helps fleets keep tires in service longer and optimize performance to maximize their investment.

FIVE FUN FACTS ABOUT DANDELION TIRES

MOST PEOPLE VIEW dandelions as a nuisance. But Continental Tire has embraced the flowering weed as a key component to the future of tires. In conjunction with The Fraunhofer Institute for Molecular Biology and Applied Ecology, Julius Kuehn-Institute, and EKUSA, Continental Tire has produced, and tested, the first tires where the tread is made 100 percent out of dandelion natural rubber as a polymer. Between 10 and 30 percent of a car tire includes natural rubber and this is where Continental is hoping to make a difference. Replacing the traditional rubber tree rubber with what has been coined, Taraxagum from dandelions. Here are a few fun facts about these weed-based tires:

1. Not just any dandelion – Continental has tapped the Russian dandelion as the dandelion of choice. This plant is a larger, more robust variant and can be produced in mass quantities. The roots of the Russian dandelion are less sensitive to weather than the dandelions in your yard and the roots are roughly the size of a large carrot.
2. Where in the world – Russian dandelions thrive in a large part

of the world and can be cultivated on land not suitable for food production. Conversely, rubber trees require a hot, damp climate and grow only in a small part of the world known as, the “Rubber Belt,” an equatorial zone that stretches around the world.



3. Growth cycle – The growth cycle of a rubber tree is seven years whereas the growth cycle of a Russian dandelion is one year.
4. Testing complete – The first test tires were produced in summer 2014 from the WinterContact TS 850 P series and were tested in Sweden and at the Contidrom proving grounds in Germany with great success.
5. When will we see them – Continental plans to manufacture consumer road tires made from dandelion-derived rubber within the next five to 10 years.



COSTAR
Automotive & Tire Software



Work smarter not harder

COSTAR IS THE ONLY SOLUTION YOU NEED

*Powerful shop management software
for your busy shop!*



SCAN ME

CONNECTED

COSTAR has loads of integrations
for parts, tires and data.



COMMUNICATE

Fully integrated DVI, SMS text
messaging and online bookings.



COLLABORATE

Use our mobile app to connect
your techs with your advisors.



<https://costarsoftware.ca>



Proudly Western Canadian!

KAL TIRE OPENS EXPANSIVE ONTARIO DISTRIBUTION AND REMANUFACTURING FACILITY

TWENTY YEARS AFTER opening its first Ontario store, Kal Tire announces the opening of a new, state-of-the-art distribution and remanufacturing facility in Amaranth—the longstanding Canadian company's largest and most modern yet.

Dedicated to warehousing tires, retreading truck tires, wheel refinishing and pre-mounting wheels to tires, the 410,000-square foot facility will support Kal Tire's network of 40 Ontario stores, a growing customer base of commercial fleets and an expanding independent dealer network. By streamlining operations within a single building, the company says those efficiencies will mean competitive prices and fast turnarounds on the highest quality tire and wheel products.

"The Amaranth facility is the most important, purpose-built investment we've made in the Ontario market—and it demonstrates our commitment to supporting growth in the region and delivering that spirit of customer service for which Kal Tire is so well known," says Cam Johnston, Senior Vice President Wholesale and Supply.

Already in operation for several weeks, the facility hosted an official opening celebration today that was attended by Kal Tire leaders and dignitaries. Those in attendance included MPP Sylvia Jones, MP Kyle Seebach, Amaranth Mayor Chris Gerrits, and members of Amaranth's city council.

With an expanded warehouse facility, Kal Tire can stock more



tires and wheels, and along with consolidated shipping, retreading and Kal's Tire Lodge for passenger vehicle tires, Kal Tire stores and customers (wholesale, commercial and retail) will benefit from even more timely deliveries.

The multi-year investment in the facility and equipment came after significant consultation with community stakeholders, including local government.

"They've really welcomed us and we're excited to be here," says Johnston. "Doing big things from a smaller community is all very much in keeping with our roots."

TIRE TECHNOLOGY INTERNATIONAL AWARDS FOR INNOVATION AND EXCELLENCE

A HIGHLIGHT OF Tire Technology Expo 2025 (held in March, in Hanover, Germany) was the prestigious Tire Technology International Awards for Innovation and Excellence 2025. Comprising 12 categories, the awards are a celebration of recent advances in tire technology and progress toward a greener and more sustainable industry, and a chance to acknowledge the personal achievements of some remarkable individuals. The major winners of this year's awards:

- Goodyear won Environmental Achievement of the Year – Tire Design for its ElectricDrive Sustainable-Material (EDS) tire.
- Continental won the Environmental Achievement of the Year – Manufacturing award for its CO2-neutral tire production the Lousado plant in Portugal.
- Nokian Tyres was awarded the Environmental Achievement – Industry Contribution award for its inauguration of the world's first full-scale tire factory with zero CO2 emissions in Oradea, Romania.

- Bekaert won the award for Materials Innovation of the Year for its next-generation reinforcement solution Mega Tensile.
- Sumitomo Rubber Industries received the R&D Breakthrough of the Year award for its Active Tread technology.
- VMI picked up the award for Tire Manufacturing Innovation of the Year award for its integrated quality monitoring for the MAXX and MILEXX platforms.
- ARP Technologies was named Industry Supplier of the Year for its many innovations in the tire curing sector.
- Bridgestone won Tire Concept of the Year for its Lunar concept tire.
- Michelin was awarded Tire of the Year for its Primacy 5 tire.

Continental, for the fourth time, won the Tire Manufacturer of the Year award, in acknowledgement of the scale and breadth of the company's achievements over the last year.

TireTechnologyInternational.com

GOODRIDE TIRES

RideMax
G-118



GOODRIDETIRE.CA



2025 WCTD Charity Golf Tournament Registration Form

DATE: Sunday June 22, 2025
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: \$150.00 per Person
Dinner Only : \$40.00 per Person
FEE'S INCLUDE: Green Fee's for 18 holes / Power Cart / Steak Dinner / Prizes
ELIGIBILITY: Open to all Tire Dealers, their staff, their families, their customers and Industry Suppliers.
ENTRY DEADLINE: Friday June 6th , 2025

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 # _____

Visa / Master Card / Name _____
Card # _____ Exp Date _____

Make Cheques Payable to:
Western Canada Tire Dealers
Ray Geleta
65 Woodbine Road
Sherwood Park AB T8A 4A7
Phone: 780-554 9259

Total \$ _____

Email Entries to: rayg@wctd.ca
Entries must be Paid by June 2nd, 2025

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.



WCTD Charity Golf Tournament

DATE: Sunday June 22, 2025
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

2025 Sponsorship Packages

Platinum Sponsorship – \$1,500.00

Includes

- Exclusive Hole Sponsorship – we provide 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 Tracker magazine

Gold Sponsorship – \$1,000.00

Includes

- Exclusive Hole Sponsorship – we provide 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- we supply the signs
- Draw Prize Sponsorship
- Bronze recognition in event program, during dinner, and in 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 and Leisure / Sporting tickets & memorabilia, etc.

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.



WCTD Charity Golf Tournament

DATE: Sunday June 22, 2025
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

2025 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 _____

Silver Sponsorship _____

Bronze Sponsorship _____

Auction Item Donation _____

Payment Options

Cheque: Please make payable to Western Canada Tire Dealers
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Credit Card:

Card # _____

Expiry Date _____

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.

NITTO®

TERRA GRAPPLER G3 

MOTIVO 365 

NT555G2



TTD

TOTAL TIRE DISTRIBUTORS INC.

**CANADA'S LARGEST INVENTORY
OF NITTO & ROADX TIRES!**

WWW.TOTALTIRE.CA

ROADX

RXQUEST R/T 

RXQUEST AT QX12 

RXMOTION UX01



UNIMAX TO ACQUIRE RSSW FROM MACPEK

UNIMAX, A NATIONAL leader in distribution serving all customers in the passenger car and light truck tire sector, is pleased to announce the conclusion of a preliminary agreement to acquire the RSSW division of Macpek. This strategic transaction, which strengthens Unimax's position in the market, was expected to be finalized on April 30, 2025.

Founded in 1991, RSSW is renowned for its comprehensive inventory of alloy and steel wheels. The company is also recognized for its precision in wheel applications, supported by an increased number of tests performed annually. Their distribution centers in the East and West parts of the country ensure top-notch service levels for their customers.

RSSW's operations will continue to operate autonomously and will enhance the product offerings provided by Unimax to its clientele.

"My brother Claude-André Pouliot and I are very pleased to ensure the sustainability, development, and future growth of RSSW," said Jean-François Pouliot, Chairman of the Board of Macpek.

"This acquisition supports our vision of being a leader in Canada in tire distribution by adding this relevant offering of complementary products for our customers. Moreover, the RSSW team shares values so close to ours that it will be very easy to collaborate, work as a team, and prioritize the satisfaction of our clients and employees from coast to coast," said Mr. Jean Novak, President and CEO of Unimax Ltd.

ABOUT UNIMAX LTD

Unimax is a key player in the tire distribution and mechanical services industry in Canada. In terms of distribution, Distribution Stox and North Country Tire provide last mile delivery services across the country. In the retail segment, Unimax is proud to be supported by one of Canada's largest independent networks of tire and mechanical service centres. This network includes renowned banners such as Point S, V1, Otobox, and Local Tire.



WCTD ACADEMIC SCHOLARSHIP DEADLINE

This year's **ACADEMIC SCHOLARSHIP DEADLINE**—August 15th—is rapidly approaching. We can't emphasize too much just how valuable this WCTD benefit is and how, over the years, it's helped so many member-family students with their tuition fees.

Please, make sure your staff is aware of how to **apply in time** for this truly worthwhile **WCTD benefit**. Full details at wctd.ca



WHY TIREMAKERS CONTINUE TO INVEST IN EV TIRES

– MIKE MANGES – MODERN TIRE DEALER

“EVs WILL ONLY GAIN IN POPULARITY,” says Jack McClure, PLT segment manager, North America, Sailun Tire Americas.

Tire manufacturers that produce and supply electric vehicle (EV)-specific — and in some cases, “EV-ready” — tires are charging ahead with the continued development of these products, as are other tire suppliers.

“Regardless of whether EV demand slows down or rebounds, the fact is the number of EVs on the road is increasing each year,” says Ian McKenney, senior product manager, Bridgestone Americas Inc. “While no one can be exactly sure how EV demand will ultimately play out, we do anticipate there will be more EVs on the road.”

“We continue to view EVs as a promising growth market,” says Jin Han, product marketing manager, Hankook Tire America Corp. “It is important to remember that there is a market beyond just new vehicles.

Aftermarket demand for EV-specific tires is also a crucial area of support and an area in which we see continued potential.”

Jack McClure, PLT segment manager, North America, Sailun Tire Americas, says electric vehicle manufacturers’ “full EV transition” targets may have been “overly ambitious,” but EVs “are among the most eye-catching vehicles and have the most tech being offered. EVs will only gain in popularity, especially as they are now offering legitimate range per charge and are continuing to reduce the time to charge.”

“There is a pool of existing electric vehicles on the road that will need replacement tires, which in general, require new tires more frequently due to the unique characteristics of electric vehicles, such as increased weight and instant torque, versus the internal combustion engine,” notes Todd Bergeson, senior manager, product planning and technical services, Toyo Tire U.S.A. Corp.

“We do not see the sales of tires for EVs declining due, in part, to the demand of the existing electric vehicle parc,” says Omer Waysman, vice president of B2C marketing, Michelin North America Inc.

“We see EV adoption as a long-term trend that will likely continue progressing,” says Andre Oosthuizen, chief marketing officer, Pirelli Tire North America (PTNA).

“Consequently, our commitment to EV-specific development remains strong.”

“While short-to-medium-term EV demand in North America may be flagging or unpredictable, it’s hard to see (EVs) as just a fad that will dissipate,” says Steve Bourassa, director of products, Nokian Tyres North America. “Electric vehicles are here to stay



Acura’s sporty, inaugural EV S Type: fitted with 275/40 R 22-inch Continental PremiumContact 6 tires

and tiremakers are wise to factor them into product development plans.”

“As the North American infrastructure is improved, cost structure for production (improves) and upgraded batteries are available, it is likely that EV demand will have significant share growth,” says Brandon Stotsenberg, vice president, automotive division, American Kenda Rubber Industries Co. Ltd.

EV TIRES FOR TODAY AND THE FUTURE

Nearly 300,000 new electric vehicles were sold during the first quarter in the U.S., “an increase of 11.4% year-over-year,” according to an April 10 bulletin from Cox Automotive.

“Despite many obstacles ... electric vehicle sales continue to grow at a healthy pace in the U.S. market.”

This is all good news for EV and EV-ready tire manufacturers and suppliers as they continue to invest in new designs and technologies to further enhance their product offerings.

(Edited, from Modern Tire Dealer)

HOW TO WAVE THE EV BANNER

– CRAIG VAN BATENBURG – MODERN TIRE DEALER

IF YOU DRIVE an electric company car wrapped with your advertising that says “EVs are Welcome Here,” have a unique EV website, and there’s a charging station in front of your tire store, you’re off to a great start to letting customers know you offer EV service.

However, there is even more you can do. Let me tell you what some shops we have trained in HEV and EV service and repair have done.

After the investment of training their techs, they needed to start working on xEVs right away. (The term xEV means any vehicle that has a high-voltage system.) There are several categories of xEVs: plug-in hybrid, battery electric, battery electric with a small gas engine to extend the vehicle’s range, fuel cell and plug-in fuel cell. In this order; HEV, PHEV, EV or BEV, EV-RE, FCEV and FCPEV. To keep it simple, we will use xEV.

PLAN AND BUDGET

Once they decided which xEVs to work on, they made a plan, created a budget and expected a one-to-two year pay-back period. Then they created a website.

Automotive Career Development Center (ACDC) owns the website, www.WorcesterEVs.com. I bought it years ago and will be launching it this year as we venture into the retail Tesla service business.

If the name of our business was “Van Batenburg’s Tire and Service Center” and we were located in Ogden, Utah, we would have bought the web name “www.OgdenEVservice.com,” created a logo and launched it with a “coming soon” sign on the web. The logo would say “Ogden EV Service Powered by Van Batenburg’s Tire and Service.”

Have some fun with this process.

About four weeks before you go live, make sure your techs have just returned from their xEV training. Learning online is very popular, but if you are not trained in high-voltage systems, web-based training is not enough.

A hands-on class where the technician works on the xEV and doesn’t just watch someone else do it will get them over the fear of getting electrocuted. The fear is real, until you overcome that scary feeling via safety training and hands-on practice.

PROMOTE

You can go to public EV events to promote your shop and credentials. Getting your techs ASE L3-certified is a bonus.

Join Plug In America. It’s a non-profit organization with a mission “to accelerate the transition to affordable and accessible plug-in vehicles and charging through education, advocacy and research.” With their help, you can hold EV events at your place of business.

One in seven (13.8%)

of all new motor vehicles sold in Canada were **zero-emission** vehicles in 2024.



If you are not for this change, don’t expect your staff to buy into it. This one statement may change your mind and theirs: “If your best customer trades in their car for an xEV, you have lost them.” Let that sink in. In 2024, 1.3 million all-electric vehicles were sold in the United States, which was a significant increase from the previous year. This was a record-breaking year for electric vehicles sold in the country.

(Ed: In 2024 Zero Emission Vehicles made up 13.8 of new motor vehicle sales in Canada—Stats Can. In the U.S. in 2024 8.7% of new vehicles sold were EVs.)

Service writers will need training, too. ACDC bought a new 2019 Kia Niro EV and when the 12 volt-battery needed replacement under warranty, I dropped it off at a local Kia dealership.

Once I entered the less-than-friendly service department, the service advisor thought a lecture was needed about what a bad idea it was to buy a pure EV. (I’m not sure what his motivation was, but clearly he needs to make his living elsewhere.)

AN EV EVENTUALITY

The addition of xEV service is not without its challenges. But not doing anything is not a plan. It is being stuck. Give some thought and see where that takes your company.

Betting on xEVs going away is a foolish thought. Getting into it now when the warranty on many xEVs is ending may be great timing. Adding more car count and taking care of all your customers is always a safe bet. Many tire dealerships will take a wait-and-see attitude. What if the competitor down the street gets ahead of you?

10 TIPS TO SHOWCASE YOUR NEW EV SERVICE

1. Create a logo.
2. Have an engaging EV-specific website.
3. Offer xEV service that is more than tires and brakes.
4. Have a marketing plan before you train your technicians.
5. Have a charger available and visible.
6. Have an EV event at your store.
7. Give out free tire pressure gauges.
8. Use an xEV as a company car.
9. Engage with the environmental groups in your town
10. Paint one garage door green with a sign on it that says, “We offer EV service here.”

Craig Van Batenburg owns Van Batenburg’s Garage Inc. dba Automotive Career Development Center.

MICHELIN ADDS ALL-SEASON VERSION OF AGILIS HD

– TIRE BUSINESS

MICHELIN NORTH AMERICA Inc. is expanding its Agilis HD line of commercial truck tires with the launch of the Agilis HD All-Season tire, designed primarily for urban-delivery applications.

The Agilis HD All-Season — available in sizes 225/70R19.5 and 245/70R19.5 — is designed to deliver superior longevity, class-leading durability and optimum traction, the company said. It is backed by a 20% More Mileage Guarantee and provides up to 21% lower rolling resistance, with dual-tread compounding technology, Michelin claims. It can be used on any wheel position in any season.

"The Agilis HD All-Season tire is specifically designed to withstand the demands of urban applications," Pierluigi Cumo, vice president of B2B Marketing at Michelin North America Inc., said. "That means reducing downtime, increasing driver confidence, and helping to make deliveries on-time, every time."

Other features include:

- Long-lasting traction thanks to 3D matrix siping and Michelin's proprietary Regenion Technology that enables the tread design to self-regenerate.
- CurbGard technology designed to resist damage from curb scraping.
- Designed with three full-width steel belts, providing long casing life, exceptional durability and toughness.
- 3-Peak Mountain Snowflake rating for snow traction.
- A retreadable casing.

Other Agilis iterations include the HD Z, HD Grip and CrossClimate.



Michelin

Michelin Agilis HD All-Season tire



PRO-CUT MULE DESIGNED AS WHEEL HANDLING SOLUTION

– TIRE BUSINESS

SNAP-ON INC. has introduced the Pro-Cut Mule Tire Trolley designed to make wheel removal and installation easier, faster and safer for automotive professionals.

"The Pro-Cut Mule is the ultimate wheel handling solution. This innovative tire trolley is a practical, ergonomic solution that improves productivity and performance in the shop," Pro-Cut President Jeff Hastings said.

"The Mule is an essential companion to every lathe in Pro-Cut's lineup. It helps technicians efficiently remove wheels before brake work begins, reducing strain and improving workflow in any shop environment."

The Pro-Cut Mule Tire Trolley handles wheel sizes from sub-compact cars to Class 5 trucks and its ergonomic design helps prevent back strain and reduce injuries, the company claims.

The Mule weighs 97 pounds and features four-inch locking casters for stability and mobility throughout the shop. It also features an eight-inch adjustable height range in either a high (36-44 inches) or low (26-34 inches) setting.

Join the winning team!



The Trail Tire Associate Program

is your partner in navigating the dynamic Western Canadian tire market.

- **CUSTOMIZED MARKETING STRATEGIES TO ENHANCE VISIBILITY**
- **ACCESS TO TOP-TIER TIRE BRANDS TO BOOST CUSTOMER LOYALTY**
- **EMPHASIZING ADAPTABILITY FOR SUSTAINED GROWTH**
- **STRATEGIC BUSINESS PLANNING TO IMPROVE PROFITABILITY**



Ready to drive your business forward?

For more information, contact James O'Reilly
at james.oreilly@trailtire.com or 855-497-2197.

TRAILTIRE

WESTERN
CANADA
TIRE
DEALERS

65 Woodbine Road
Sherwood Park, AB
T8A 4A7



ALL THE WHEELS

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

ALL THE PARTS

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

ALL THE TIME

EASY ONLINE SEARCH AND ORDERING
WORKS ON TABLETS/SMART PHONES

24 / 7 / 365

www.canadianwheel.com

GET ONLINE NOW...ASK US HOW

WE KNOW WHEELS..IT'S WHAT WE DO



CANADIAN WHEEL

100% CANADIAN OWNED 100% INDEPENDENT
EDMONTON VANCOUVER CALGARY

