

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

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- Ritchot: 40 years at Market Tire • AI is here to stay • Wildfire preparedness
- Our man at Federated • WCTD Golf • Making the most of ADAS
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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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CATEGORY OF MEMBERSHIP (SEE BELOW)											
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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES <table border="0" style="float: right;"> <tr> <td>YES</td> <td>NO</td> </tr> <tr> <td colspan="2" style="text-align: center;">(CIRCLE ONE)</td> </tr> </table>		YES	NO	(CIRCLE ONE)							
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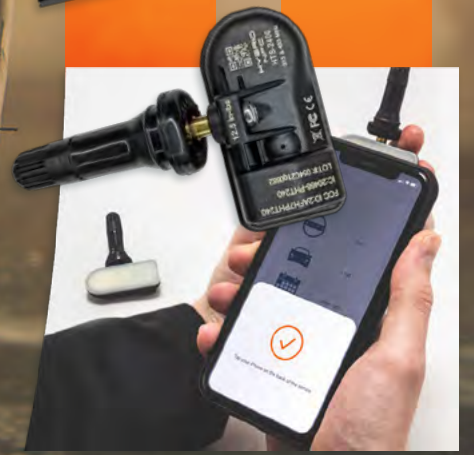
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THE DRIVE TO THRIVE



OUR AUTOMOTIVE AND tire business is in constant change. As is every other industry in the world today. The only difference from years gone by is that everything is evolving so much quicker.

Just look at the type of equipment necessary to service these modern, hi-tech vehicles in today's world, right from passenger and light truck vehicles to medium truck, school buses and fire trucks—as well as all the other options in between. Then consider that they're all being manufactured as both gas (ICE) and electric powered (EV) and that creates a whole different dynamic as to how we operate our businesses.

It's now even more important than ever to keep our technicians up to date and well informed, as the pace of new information to properly service vehicles coming on the market continues to gather speed.

With that being said, I would like to change directions and discuss some other important topics that impact not only our immediate, day-to-day business lives but which can also greatly enhance our broader quality of life both in the workplace and at home.

We at WCTD pride ourselves on nourishing relationships with companies that supply and support our members with vital, top-tier products and services at competitive prices. Thanks to our preferred suppliers, we have access to a range of crucial products starting with health and life insurance, through succession planning, financial services, investment counselling and more.

We at WCTD pride ourselves on nourishing relationships with companies that supply and support our members with vital, top-tier products and services at competitive prices.



"It's now even more important than ever to keep our technicians up to date and well informed..."

In short, when was the last time you had a really good look to see if you're taking full advantage of all the benefits included in your WCTD membership?

Please don't hesitate to contact us to ask about any of these important topics so we can point you or your business in the right direction.



Tim Hollett
President, WCTD

As I write, I'm sitting here looking out my window watching the sun rise on this glorious morning—which just also happens to be Easter Sunday. My thoughts go out to our friends, family, kids and grand-kids—that they too all have this beautiful day to enjoy !

As you read this you're probably going to think, "What's he talking about? That's all in the past!" You're right. But in this very moment I'm in the present, learning from the past and looking forward to the future. That brings me full circle—right back to thinking about all our members and their families within WCTD across western Canada. Spring is already very much here in some parts and soon will be in others: as we all know, it's a busy time for all of our tire and automotive businesses.

On that note, may you stay healthy and happy—and enjoy a busy, productive and profitable spring/summer selling and service season.

Sincerely,

Tim Hollett

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RAY'S REFLECTIONS

THE BUSY SPRING season is indeed upon us. It's what we as dealers always look forward to every year. With this heightened activity comes a mix of both optimistic and pessimistic outlooks.

On a positive note, the supply chain has recovered—and inventory levels are strong. Yet, there's also a feeling out there that the economic outlook is still uncertain. High interest rates and inflation tend to slow down consumer spending on automotive repairs and tires. There is still a shortage of qualified labour.

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

A NEW PRICE GUIDE

This brings me to my next topic. With the dramatic increases in our operating expenses—fuel, utilities, wages, insurance, and the list goes on— We will be posting new WCTD Suggested Tire Service Guide Prices at the end of April. Some of you may think that these prices are too low or too high. If you would like to participate in the next pricing discussion, please give me a call or send me an e-mail. Again, these are just suggested prices: as a dealer you can adjust the pricing to whatever you feel is needed.

SCHOLARSHIP REMINDER

August is approaching quickly. And there's no time like the present to put the word out to prospective applicants about this year's WCTD Academic Scholarship program. This potential benefit is among the most worthwhile of any of our membership offerings. We will again be giving out four \$2,000.00 scholarships. We strongly encourage you to make your family and employees aware of it. Again, the application information can be found on our website at wctd.ca or, if you prefer, you can e-mail me directly 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 WCTD Spring board meeting and AGM in Victoria, BC on March 15th. The meetings were well attended and successful. Training and benefits were among the key issues discussed: we decided that we will expand our TIA level 300 in-person training. Details to follow in due course.



Ray Geleta
Executive Director,
WCTD

2024 LUG NUT TORQUE CHARTS

The 2024 lug nut torque charts will be in stock by the end of April. Due to a price increase and the strength of the US dollar the price is now \$30.00 plus GST. Please let me know if you require any.

SIGN UP FOR WCTD GOLF TOURNAMENT

Here's a reminder that the annual WCTD charity Golf Tournament will be held on June 23rd. at the Stony Plain Golf Course in Stony Plain Alberta. The charity we will be supporting this year is Ronald McDonald House. Registration forms for both participants and sponsors will be on-line at wctd.ca and are also included in this Tracker magazine. Bring some of your customers and friends to participate in a great day of golf! There will be a wealth of prizes and a silent and live auctions. One of the items will be a couple of signed oiler jerseys. Please plan to come and enjoy a fun day with your industry peers—all for a very good cause.

Ray Geleta - WCTD Executive Director
rayg@wctd.ca





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LAINÉ COLMAN JOINS WCTD BOARD

WCTD IS PLEASED to welcome Laine Colman to the association's Board of Directors. Colman is the vice president of sales and marketing for Costar Computer Systems Ltd., a position he has held since 2009. Laine is a strong leader with hands-on business management experience in tire and automotive retail and tire distribution. He has logged more than 27 years servicing the automotive aftermarket.

Colman, who joined WCTD in 2024, brings extensive knowledge of the tire industry in Canada as well as expertise for how technology has and will continue to impact the automotive aftermarket. As vice-president of Costar, he has fostered and maintained industry relationships across North America.

Colman is passionate about ensuring that the WCTD remains a vital resource for western Canada's tire dealers. He will bring a unique perspective to the association board.

Costar is an Alberta based software development company founded in 1975. Costar designs, builds, trains and supports software applications exclusively for Tire Dealers and Distributors in Canada. Costar's software provides dealers a comprehensive "one stop" solution to operating their automotive repair and tire business.



Colman is passionate about ensuring that the WCTD remains a vital resource for western Canada's tire dealers. He will bring a unique perspective to the association board. Over the years, Costar has been a strong supporter of the association.

Colman is also a 'car guy': he is active with both the EVVA and PCA Polar Region car clubs. When he's not spending time with his wife and two children Laine enjoys collecting and restoring cars.

KAL TIRE ANNOUNCES LEADERSHIP TRANSITION

VERNON, BC. AFTER 15 years as president of Kal Tire and 37 years with the company his father founded, Robert Foord is transitioning to the role of executive vice-chair of the board – and Corey Parks, a long-time industry leader, has assumed the role of president as of March 1, 2024.

Parks is an accomplished senior executive with more than 22 years of experience in successive leadership positions with Les Schwab Tire Centers in the US, with his most recent roles being chief administrative officer, executive vice president, secretary and general counsel. His hands-on operating experience, touching nearly every aspect of the business, and his long-term commitment to working closely with a dynamic family ownership group, serves as a solid foundation for him to be the next president of Kal Tire.

"Corey is an exceptional leader, communicator and relationship builder—and he's someone who strongly aligns with the values and culture of Kal Tire," says Robert Foord, adding Kal Tire will remain a private, family-owned business. "Our family remains as committed as ever to the long-term success of the company, and we are excited for him to join the team."



Parks joined Kal Tire in September 2023 as a member of the Senior Management Team. He's spent the last six months touring much of Kal Tire's vast Canadian store network and international mining operations.

"This is a company I've respected deeply throughout my career, so I'm humbled and honoured by the opportunity to build on the legacy of Robert Foord," says Parks. He and his wife, Michelle, now proudly live permanently in Vernon, BC, where Kal Tire is based. "As we look to the future, I hope to offer not just continuity but also new opportunities for team members around the world to excel in their roles and exceed every customer's expectations—even, and especially, as our industry evolves."



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APPLY NOW! CALLS FOR FOR 2023-2024 WCTD SCHOLARSHIPS!

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. Even more so when you consider that with rising costs all round it's becoming ever more challenging for students and parents to pay tuition fees.



Deadline August 15th, 20234 Full details at:
<https://wctd.ca/>

The WCTD scholarship program is one of the industry's longest running. Over the last 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 are invited to apply on behalf of eligible family members! Even more important, please be sure to circulate this information widely within your company or employee group.

Please note that this year's deadline is August 15th., 2024. NOW is the time to submit applications for the 2024-2025 program!

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

Lives Lived:

JAMES WILLIAM LEBUKE

Having survived a traumatic brain injury from a fall in January 2010, James (Jim) LeBuke passed away at the Norwood Rehabilitation Unit in Edmonton after a long battle with cancer.

Jim is survived by his wife Marilyn of 60 years and his 3 children : Elaine (Tim), Scott (Maryjean) and Dawn-Marie (Jeff). Also survived by his sister Doreen and many loving nieces, nephews and cousins. Jim was especially close with his cousin and friend Bert LaBuick and niece Suann Wolf.

Jim was born in Kinistino, Saskatchewan to Viola (Paynter) and William LeBuke. He was the youngest of three children, having two older sisters Doreen Sullivan and Joan Degerness (deceased) both of Melfort SK. He grew up in Kinistino and Melfort Saskatchewan until he left home at the age of 17 to join the Royal Canadian Navy.

Jim met Marilyn while he was stationed in Halifax with the Royal Canadian Navy. That was the beginning of a 60 year relationship- leading to a fruitful and interesting life in the various cities where life and job opportunities took them.

Jim was a loyal and valuable employee of Michelin Tire Canada for over 30 years and had the privilege to travel to many places in

Canada and the U.S. and live in many different cities in Canada with his family as he moved his way up in the company. He retired from Michelin as the Canadian Head of the Farm Tire Division and he was well respected in the farming community for his expert knowledge and unwavering kindness.

A highly respected Master Swim Official, Jim had the opportunity to officiate many swim meets at the local, provincial, national and international level. He was always known for his professionalism, easy-going nature, and fairness.

He made friends everywhere he went, and has many close and devoted friends from coast to coast. Jim had a big heart and welcomed everyone into his home.

Jim was a very hard worker in all aspects of life. He was a big strong man who faced his health challenges head on and beat the odds on many of them. His determination to live gave us many more years to spend time with our Mighty Jim.

May he rest in peace.

(Edited from serenity.ca)

LEN RITCHOT: 40 YEARS OF GROWTH AT MARKET TIRE

ONE OF WESTERN CANADA'S tire industry stalwarts, Len Ritchot is celebrating something of a milestone. This year marks four decades since Ritchot joined Market Tire, starting a new phase in his tire industry career. On his watch the Saskatoon-based company (originally established in 1953) has grown to include ten locations in central Saskatchewan, almost all added during Ritchot's tenure.

In 1982 Ritchot, who worked for Goodyear at the time, moved from Winnipeg to Saskatoon as a store manager on 8th Street. "A couple of years later Goodyear was selling the retail outlets," says Ritchot. "Back in those days they were branded as Goodyear Go Centres." In 1984 Goodyear sold the Saskatoon branch to Market Tire (which had been purchased in 1976 by Brian Hoiness).

"When I chose to move forward with Brian, he said, 'Here are the keys. Run the operation and make some money!' I managed it from '84 to about '96."

"In 1996 the owners of Rosthern Tire and Battery were looking to sell and move on. We took it over in the spring of 1996 and I ran it for five years," says Ritchot. "I moved out there with my young family. It was Market Tire's third operation."

Over the next several years, Market Tire in Saskatoon expanded to 5 shops, including two locations in the north end when they opened a retail shop on Circle Drive (now moved to 51st Street), a commercial and Off-The-Road shop on 60th Street, as well as one on the Muskeg Cree Nation urban reserve in Sutherland. Ritchot became General Manager and took on more internal responsibilities such as insurance, pricing, HR, and heading up the marketing team.

In time more rural dealers opted to sell to Market Tire, including in Prince Albert, Nipawin, Rosetown, and Tisdale.

Over those 40 years, the biggest change that's taken place, says Ritchot, relates to the tires themselves and, especially the range of sizes on offer. "Back in the '80s there were probably a dozen or so popular sizes. Now there are hundreds or even thousands, going from the small sizes on up to today's much bigger list of tractor tires. Everything is so much more expensive—and takes so much



more room to to stock." And, he notes, it all adds up to a whole lot more inventory space.

Even when Market Tire was still a small shop downtown it always handled agricultural work, says Ritchot. "We've always dealt with generations of farmers and their families: it's a big part of our business. Now almost everything is done on site."



Other changes include catering to the needs of the growing number of Electric Vehicle owners. While the demand is still small, "it's growing every year and will definitely change our industry," Ritchot suggests. "What we are finding is that they wear through them faster—with so much torque and weight. Also, the tires are more expensive and built stronger—and we're seeing the manufacturers coming now with more sizes. It's not a whole lot different to HP (High-Performance) tires, although EV tires are less difficult to work with."





As to whether Market Tire will keep on growing, “we never say ‘never’ on expansion,” says Len Ritchot. “When it’s time, we look at each and every opportunity that comes along.”

Len Ritchot served as a director on the WCTD board from 2000 to 2003 and was president of the association from 2003 to 2005. He remained on the board as past president until 2006. He also served as a board member on the former Saskatchewan Scrap Tire Corporation and in 2018 he joined the The Tire Stewardship Saskatchewan board.

Like most dealers, Ritchot says that, at certain times, staffing continues to be “one of our biggest challenges.... although it is a little better than a year ago.” Over the years, he says it has been difficult to find good people. “But we’ve been fortunate to retain good people for a long period of time. That’s due, in great part, to still being a family-owned business, where you’re dealing directly with the owners, not a big corporation. So in that respect we’re able to retain a core of long-term employees”—including family members. Len’s son Colton now manages the 8th Street store that Len started, and his wife Shelly works as Media Coordinator, handling social media, events planning, advertising and more.





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Q & A WITH CHRIS LEAHEY

'OUR MAN AT FEDERATED'



HOW LONG HAS FEDERATED BEEN IN BUSINESS?

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TELL US ABOUT YOUR PROGRAM DESIGNED SPECIFICALLY FOR TIRE DEALERS

At Federated we like to say "knowing your business matters" – and we truly mean it. We understand the risks tire dealers can face, and we have property and liability coverages that can be tailored to your business' needs. Some of our coverages include: business interruption insurance, commercial auto insurance, cyber insurance, tools and equipment protection, pollution liability insurance, and mechanic's warranty of work protection.

Connecting with a Federated agent is the best way to learn about all our coverages—and how they can help protect your business.

WHAT SHOULD TIRE DEALERS KNOW ABOUT GETTING BUSINESS INSURANCE WITH FEDERATED?

Once one of our commercial insurance specialists has taken the time to learn about your company and determined what coverages may be required – you'll be able to pick those that make sense for you and your business. We aim to be more than just your insurance provider. By choosing to partner with Federated you also gain trusted advisors and business partners. You'll have direct access to our Risk Services team, experts who have decades of experience combating risks for all business types and can provide loss prevention strategies to help keep your business safe. Consider your coverage

WHAT ARE SOME OF THE COMMON INSURANCE ISSUES YOU'RE SEEING IN THE TIRE DEALER'S WORLD?

Some of the most common claims are theft of tires and faulty work claims. When it comes to theft, Federated risk management team members can assist you by providing solutions to better secure your property. These can include security cameras, alarm systems, and enhanced locking systems, also known as CPTED (crime prevention through environmental design), which can be key to reducing your losses and comes as a free value-added service.

At Federated, we aim to keep everything under one roof. You'll have a dedicated commercial insurance specialist who thoroughly understands the coverages your business may need.

We encourage supervisors or foremen to work with their employees to review, report, and document all repairs which can assist us if there is a claim for faulty work. Reviewing junior team members work can be essential in reducing faulty work claims.

CYBERSECURITY AND SCAMS SEEM TO BE HAPPENING ON A REGULAR BASIS. HOW CAN TIRE DEALERS PROTECT THEMSELVES FROM THESE AND OTHER SERIOUS INSURANCE ISSUES?

There are many steps a business can take to mitigate the risk of a cyber crisis, from backing up your data to hiring a cyber security consultant. A few of the simplest are to always protect your passwords, use MFA (multi-factor authentication) where possible, and develop employee cyber fraud awareness training.

Remember to always confirm with a sender or colleague if digital communications you've received seem suspicious. Criminals can be quite sophisticated and even use voice and facial recognition taken from social media. They can use this information to impersonate decision makers and request staff to transfer funds, make changes to accounts, or make fraudulent payments.

WHAT REALLY SETS FEDERATED APART FROM OTHER INSURANCE COMPANIES?

Sometimes, if your business is complex, insurance companies will divvy up your coverage amongst a few different providers. But if you suffer a claim, this can get messy due to multiple deductibles and different procedures. This can ultimately lead to longer timelines.

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C.P. (CHRIS) LEAHEY, FCIP, CRM
REGIONAL ASSOCIATION MANAGER

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CIOFFI: TIRE INDUSTRY SHOULD EMBRACE AI, DESPITE WORKERS' UNEASE

MIKE CIOFFI - TIRE BUSINESS

ACCORDING TO A recent Forbes Poll, about 77% of people express concerns about job loss in 2024 due to the rise of artificial intelligence (AI).

This concern is felt across various industries, and the tire industry is no different. The 2024 Employment Tire Industry Trends Report, based on responses from 256 people, digs into how employees feel about AI and its impact on job security.

While the report indicates an average concern score of 4.3 out of 10, suggesting employees aren't overly worried about job impact in 2024, the Forbes poll emphasizes the importance of striking a careful balance between technology adoption and job stability.

To keep up with the changes, the tire industry needs to embrace AI, data and analytics to move forward. Using advanced tech helps teams grow and achieve better results.

Investing in AI-driven tools for managing teams, optimizing production and predicting outcomes is not just a choice but a must for long-term success. Companies embracing these technologies show they're forward-thinking, attracting candidates who love innovation and can steer success with data.

For example, at our organization, we leverage ChatGPT. This tool is instrumental in our team's growth, helping us in achieving better results.

Recruiters within our team use ChatGPT to draft emails, address queries and provide valuable content for both candidates and clients, illustrating the practical impact of embracing advanced tools in our day-to-day operations.

Companies embracing such technologies showcase a forward-thinking approach, attracting candidates who thrive on innovation and can drive success through data.

Innovation in the tire industry relies on employees not just understanding data but working with it while keeping security and privacy in mind. Training programs, like the ones by Coursera Inc., make sure the workforce not only gets data but also learns to handle it responsibly.



Investing in AI-driven tools for managing teams, optimizing production and predicting outcomes is not just a choice but a must for long-term success. Companies embracing these technologies show they're forward-thinking, attracting candidates who love innovation and can steer success with data.

Focusing on security and privacy builds a culture of good data ethics, making candidates with strong data skills, security and privacy awareness top picks in hiring. Platforms like the IBM Data Science Community serve as handy resources, offering insights and best practices to keep employees updated on the latest in data science.

The tire industry's growth means companies must be proactive about boosting employees' skills. This becomes particularly crucial when considering the prevalent skills gap across the country, as highlighted by a report revealing 6 million unemployed individuals alongside 9 million job openings.

Investing in training programs not only gives workers the skills they need but also opens up paths for career growth. Collaborating with schools and programs shows a commitment to nurturing talent.

Teaming up with platforms like Udacity for special courses and programs is a smart move, helping companies in the tire industry upgrade their workforce. A skilled team means more productivity and innovation in the always-changing tire industry.

The tire industry is at a turning point, with AI and tech changes making companies rethink how their workforce operates. Balancing worries about job security with the potential for growth through AI is a big challenge.

Strategic investments in training, data literacy and tech solutions can guide the tire industry through this change, turning it into a success story in the age of artificial intelligence.

Mike Cioffi is the founder of Tire Talent recruiting agency



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NEW PLAYGROUNDS ADDRESS NEED FOR OUTDOOR PLAY SPACES IN VANCOUVER'S KITS NEIGHBOURHOOD

TIRE STEWARDSHIP BC

TSBC COMMUNITY GRANT PROGRAM recipient Bayview Community School has completed two elementary school playground projects, which included the installation of playground equipment and poured rubber surfacing at the site. The two playgrounds are open to all members of the public and in total, 5,483 tires were used for the playground surface.

"It's our strong belief that the benefits of providing these outdoor play spaces at the school will benefit not only current and future children who attend the school, but also families across the Kitsilano community who depend on access to safe public outdoor spaces for daily exercise and stimulation," said Brie Lunn, Chair, Bayview Parent Advisory Council. "In addition, the school provides space for community groups such as Jericho Kids Club, a provider of before and after school programs and holiday childcare for families across multiple Vancouver schools."

"Kitsilano is a community seeing continued growth in children and families and these playgrounds will continue to support children who live close by with access to a safe, accessible, and inclusive outdoor play space," said Rosemary Sutton, Executive Director, Tire Stewardship BC. "The Parent Advisory Council applied for and received a grant for the playground surfacing as a part of our annual Community Grant Program."

- 17% of Kitsilano residents live beneath the poverty line and many families live in small rental apartments without access to a yard.
- Two recently developed playgrounds at Bayview Community School provide Kitsilano community with access to safe, public outdoor spaces for daily exercise and stimulation.
- 5,483 total BC scrap tires used in the creation of playground surfaces.



Bayview Community School has served families in the Kitsilano community since 1914 and is recognized for its strong tradition of parent participation and community involvement. The original building was demolished to make way for a brand new earthquake-safe building which opened in April 2023, enabling the school to continue this legacy, build on its existing history and heritage, and bring new opportunities for children within the school both today and in the future, as well as across the wider community.

The TSBC community grant program supports municipalities, registered non-profit community groups or organizations, schools, and First Nations and Métis settlements that are building or upgrading their facilities utilizing recycled tire products. To date, TSBC has given out more than \$6 million dollars in community grants, funding 340+ projects in over 90 different communities. BC's scrap tire program has been recycling tires for over 30 years, and it is the oldest recycling program in Canada. Since the scrap tire recycling program was first established in BC in 1991, over 100 million tires have been recycled in the province.



WCTD Charity Golf Tournament

Date: Sunday June-23, 2024

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

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

Format: 4 Golfer Best Ball

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2024 WCTD Golf Tournament Registration Form

WCTD Charity Golf Tournament Registration

Date: Sunday June-23, 2024

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

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Entry Deadline: Friday June-2nd, 2024

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

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CONTINENTAL SECONDARY TIRE BRANDS ARE EV READY

TIRE BUSINESS

CONTINENTAL A.G. HAS extended its strategy of making all tires compatible for electric vehicles (EVs) to include its secondary brands in Europe.

All new passenger car and 4x4 secondary-brand tires launched in Europe will meet EV requirements, while also being suitable for conventionally powered vehicles.

The tire brands involved include Barum, General Tire, Mabor, Matador, Semperit, Uniroyal and Viking, Continental announced April 17. All the tires will also carry the "EV-compatible" logo on their sidewalls.

Elaborating on tire requirements of EVs, Continental said for high performance and long-range vehicles, the focus is on handling and mileage-oriented tires. In smaller cars, low rolling-resistance is a particularly important requirement to optimize fuel- and power-consumption.

"In principle, vehicles of all powertrain types benefit from technological advances in tire development," the tire maker said.



With the advent of electro-mobility, however, Continental said its development focus had changed in certain areas.

"We have used the past few years intensively to optimize our entire tire portfolio for all drive systems," says Maria Hanczuch, head of program management and private mobility EMEA at Continental.

The strategy also offers potential supply chain advantages, as Continental said it is not unnecessarily increasing the complexity of its product portfolio.

"This simplifies warehousing, ordering and logistics processes and saves valuable resources from the production to the mounting of a tire," it said.

Lives Lived:

TOM HARPER AUGUST 6, 1964 – APRIL 19, 2024



Tom Harper, beloved husband of Angie Harper (nee Madsen), of Calgary, AB, died suddenly on Friday, April 19, 2024, at the age of 59 years.

Tom was born in Calgary on August 6, 1964, and lived in Calgary his entire life. Tom went to Chinook Park Elementary School, Milton Williams Junior High School, and Henry Wise Wood High School.

Tom's passion was always his family, and he took great pride in looking after them. Tom was a loving father and cherished every moment that he spent with Riley. He especially loved the time he spent teaching her to golf as well as all the time they spent together at Sylvan Lake. Tom took on the role of ball hockey coach in order to have more time with Riley.

Tom spent 37 years of his career at Harper's Tire and loved the tire business. He especially loved his coworkers. Tom also served as a director of the Western Canada Tire Dealers Association for many years.

Tom was an avid golfer and was a member of Carnmoney Golf Club. While his love of golf was what initially brought him to Carnmoney it was the friendships with the other members of the club that kept him going back. His love of golf became secondary to the love of his friends at the club.

Tom played ice hockey for most of his early years as well as on the Centennials' old timers' team. The hockey he played with the

Centennials was just an excuse to spend time with his friends on the team, many of whom he had been playing with since they were young kids.

Tom spent most of his summers on the water at Sylvan Lake. He was into water skiing, wakeboarding, sailing, tubing, and riding around on his Seadoo.

Tom's favourite vacation spot was Kihei, Maui. He, Angie, and Riley spent many holidays there and Tom took pride in speaking Hawaiian during the Christmas season.

Tom was an alumnus of the Calgary Boys Choir and was easily the biggest fan of the Detroit Lions outside of Michigan.

Tom was predeceased by his father Stanley William James Harper, and his grandparents, Hellen (Gam) Snow, Frank Snow, John (Jack) Harper, and Marion Harper.

Tom will be lovingly remembered by his wife Angie, daughter Riley, mother Beverley, brothers, Danny (Sally) and Michael (Loretta); nephew Cleeve and as well as numerous cousins.

Thank you to all of Tom's family and friends for their love and support during this difficult time.

Tom Harper, Harper's Tire – will be most remembered for his quick wit, kindness, and sense of humour.

WCTD extends our heartfelt condolences to the Harper family.



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WHY YOU SHOULD CONSIDER OFFERING ADAS SERVICE – MODERN TIRE DEALER EDITORIAL

MIKE MANGES - MODERN TIRE DEALER



ADVANCED DRIVER ASSISTANCE SYSTEMS (ADAS) service can be a profitable revenue stream for your dealership.

Last year around this time, I bought a 2019 – Subaru Outback – certainly not a high performance vehicle by any stretch of the imagination, but one that checked several boxes for me.

In addition to all the usual things, I wanted something that was reliable and built to last (I put lot of miles on my cars).

There were other features of the vehicle that appealed to me. I'll admit that the presence of advanced driver assistance systems (ADAS) was very low on my list of "wants."

That said, I quickly learned that the 2019 Outback comes with an ADAS package called Subaru Eyesight, which was introduced six years earlier.

According to the website Caradas.com, Subaru Eyesight uses various sensors, including two front-mounted cameras, to evaluate the environment around the vehicle – detecting lane markings and even the presence of other cars.

Within Subaru Eyesight are several other ADAS features, including adaptive cruise control, advanced adaptive cruise control, lane keep assist and pre-collision braking.

I knew next to nothing about these systems when I bought the car.

If I was a betting man – and I did win a few bucks playing blackjack recently – I would guess that many of your customers also are unfamiliar with the ADAS that comes on their sportier, more expensive, higher-performance vehicles.

Herein lies a great opportunity for your business.

It's generally recognized that modifying a vehicle's dimensions, including its ride height, has the potential to impact ADAS sensors, thereby triggering recalibration.

And it's a lock that more and more vehicles will come equipped with ADAS.

As an installer of high performance/ultra-high performance tires and custom wheels, you should consider providing ADAS service at your business. This is especially true if your shop provides other vehicle modifications, like lift kits, etc.

If you don't believe me, listen to the experts.

"Over 40% of the total car count is ADAS-equipped, with that number projected to be 75% of the car parc by 2030," says Eric Sponhaltz, director of sales, ADAS, Autel North America.

"Changes in ride height and tire size trigger ADAS calibrations as part of OE service and repair procedures. Are you working on brakes and steering systems? All of these tie to ADAS installed on the vehicle and trigger required ADAS calibrations after alignment.

"Calibrating ADAS is one part of the work required to restore the full safety effectiveness of a vehicle" before it leaves your shop, Sponhaltz explains. "ADAS is here to stay."

"I firmly believe ADAS services and calibrations are one of the biggest opportunities and challenges the automotive industry has seen in more than a quarter century," says Frank Terlep, vice president of ADAS solutions for Opus IVS.

"The number of vehicles tire dealers see that require ADAS services and calibrations will continue to increase every year."

Terlep adds that many businesses "do not have the proper equipment, facilities and training to properly perform ADAS services and calibrations. This presents an opportunity for tire dealers to offer ADAS services and calibrations."

"Any drivability modifications to a vehicle equipped with ADAS sensors, past OE specifications, would require an ADAS calibration to confirm sensor visibility is correctly targeted," says a representative from TEXA USA. "This includes suspension work or tire size adjustments."

Ryan Gerber, product specialist, ADAS, at Hunter Engineering Co., says tire dealers and installers should offer ADAS service simply "because they can. They can get into the game at several different levels and grow from there."

"For example, an easy inroad is a quality scanner that can handle dynamic resets and get along with your aligner," which, he says, requires "no additional space" and can be "a small investment."

"Once you've achieved a comfort level through experience, (you can) explore further growth with more sophisticated equipment for static calibrations. Nearly all ADAS calibrations begin with an alignment, because if their wheels aren't straight, neither is the ADAS."

"The tires are there, the customers are there, the vehicle is there," and if your shop is so equipped, "the aligner is there. Most of all, the work is there.

"It's a logical progression" to go from tire/wheel installation to ADAS work, he says. ADAS service "can be very profitable and it will never go away."

If you're reading this, your shop is already on the cutting edge of tire and wheel installation and vehicle modification. Offering ADAS service will help you stay there.

Once you recoup the investment in equipment and training, ADAS work will contribute positively to your bottom line. At the very least, you owe it to yourself to consider offering this service.

WORKSAFEBC MAKES SIGNIFICANT CHANGES TO OCCUPATIONAL FIRST AID REQUIREMENTS



Debra Haldane and
Leigh-Ann Stewart,
Simply Safe

**Safety
Corner**
by **Simply Safe**

- Means of effectively communicating first aid procedures to workers
- Direction for all stages of first aid drills, from planning & executing the drill to debriefing, finding opportunities for improvement, & tracking for completion
- First Aid Certificate requirements
- Required First Aid training and First Aid kit contents, now aligned with CSA 1220, including vehicle kits, emergency transport information, other supplies, & specialized equipment for worker transport & evacuation
- Guidance for First Aid Attendants including:
 - Availability during scheduled breaks and unexpected absences, and
 - Emergency Medical Assistant (EMA) license holders' roles, including license recognition, employer obligations, and operational scope limitations.

FROM STOCKING YOUR first aid kits, to managing your fire drills, there are significant changes on the horizon for BC employers.

WorkSafeBC has released draft guidelines for the Occupational First Aid regulatory changes coming into effect on November 1, 2024. The guidelines will help employers understand and implement the changes related to:

- Remote & less-accessible worksites
- The nature & extent of risks and hazards
- Types of injuries likely to occur
- Integrating equity, diversity, & inclusion (EDI) considerations into first aid programs
- Barriers to accessing First Aid
- First Aid Assessments and development of the related written first aid procedures

To help employers prepare for November 1st., when the regulations officially take effect, the finalized guidelines will be posted in May 2024 following stakeholder feedback and subsequent revision by Prevention Practices, Quality, and Engineering.

Questions? We're happy to help.

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](mailto:info@simplysafeconsulting.ca) or at info@simplysafeconsulting.ca.

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').

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

ANYLINE: FLEETS USING OUTDATED PRACTICES

A NEW SURVEY commissioned by technology firm Anyline Inc. shows commercial fleet managers have a disparate approach to tire monitoring and management.

"The survey's insights reveal a complex picture. On the one hand, the commitment to tire health and safety among fleets managers is commendable. On the other, the apparent lack of digital integration and the significant portion of fleets uncertain about their inspection routines highlight critical areas for immediate action," Anyline Founder and CEO Lukas Kinigadner said.

"This is a wake-up call for the industry to leverage technology to not only close these gaps but also to enhance overall fleets efficiency and safety."

The survey's findings include:

- 70% of respondents conduct tire inspections at least weekly; 30% are uncertain about how often they conduct inspections or perform monthly or less.
- 82% of respondents use handheld tire gauges – which are error-prone and measure only one individual point on a tire, Anyline said – while 48% rely on visual inspections. Fleets

use more accurate tire-measurement methods less than 10% of time.

- 66% of fleets rely on manual data logging, a "significant time sink," though 54% are working toward a paperless processes.
- A majority of respondents said they are knowledgeable about tire health, though only 18% integrate tread management into IT systems and 52% enter data manually into systems.
- Only 15% of fleets capture tire sidewall information digitally, which "starkly contrasts with the acknowledged benefits of predictive maintenance and reduced downtime," Anyline said.
- 74% of respondents adhere to performing required Driver Vehicle Inspection Reports (DVIR) though 39% are still using paper checklists.

The survey was conducted by Babcox Research Feb. 1-29 and engaged about 200 fleets managers and professionals across different industries, offering a comprehensive view of current practices and attitudes towards fleets maintenance and tire management.

EDITED FEATURE FROM TIRE BUSINESS

TOYOTA AND NISSAN PAIR UP WITH TENCENT AND BAIDU FOR CHINA AI ARMS RACE

BY DANIEL LEUSSINK - REUTERS

BEIJING - JAPAN'S TOYOTA MOTOR will pair up with China's Tencent while Nissan will team up with Baidu, the companies said on Thursday, cross-border partnerships that highlight the importance of artificial intelligence for carmakers.

The separate announcements from two of Japan's biggest automakers at the Beijing auto show also underscored the attempt by Japanese manufacturers to come to grips with the massive technological shifts that have disrupted their once enviable positions in the Chinese market.

Just a few years ago, Japanese car companies were some of the most prominent foreign brands in China. More recently, they have been left flatfooted as local manufacturers led by BYD have snatched market share with software-laden electric vehicles aimed at younger drivers.

Both Tencent, a gaming and social media giant and Baidu, China's leading search engine, have been leaders in the country's generative AI race.

Toyota, the world's largest carmaker by volume, will include technology from tech giant Tencent technology in a China-made passenger vehicle that will go on sale this year, said Toyota's Yiming Xu, a director for brand and communications for China.

The companies will offer services through Tencent's strengths in big data, AI and cloud computing, Xu said.

Nissan said it and Baidu had signed a memorandum of understanding to carry out research on AI and so-called "smart cars". Nissan will use Baidu's generative AI on its platform to study the feasibility of future tech development, it said.

It will also equip its Chinese cars with Baidu's AI products, it said.

The partnerships also show how competitive China has become for automakers, even globe-spanning giants such as Toyota.

Foreign automakers are fighting to show they can remain relevant in China, amid the pressure from the shift to EVs, the rise of domestic brands and a price war.

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CANADIAN MOTORISTS UNDERSTAND PROPER TIRE INFLATION IMPROVES FUEL ECONOMY AND OPTIMIZES ELECTRIC VEHICLE RANGE: SURVEY

THE TIRE AND RUBBER ASSOCIATION OF CANADA

HIGH FUEL PRICES and a growing electric vehicle (EV) market are keeping fuel efficiency and range top of mind for Canadian drivers, according to a new Leger survey for the Tire and Rubber Association of Canada (TRAC)

TRAC commissioned the survey to gauge attitudes and knowledge around the impacts of proper tire inflation on both internal combustion engine (ICE) vehicles and EVs. Over three quarters (77 percent) of motorists know that correctly inflated tires improve fuel economy, lessen vehicle emissions, and protect the environment. 62 percent understand proper tire inflation plays an important role in optimizing EV range.

The survey also found that 36 percent of drivers are now considering an EV on their next purchase. Among drivers aged 18 to 34 the number of motorists considering an EV rises to 48 percent. The latest Statistics Canada data shows EVs now account for 10.8 percent of all new motor vehicle registrations.

The survey also underscores the continuing impact of high fuel prices and the cost-of-living crisis on summer driving plans. Almost six in ten drivers (58 percent) say financial pressures will likely force them to cancel or limit road trips this summer. That number jumps to 66 percent among drivers aged 18 to 34, and 62 percent for motorists aged 35 to 54.

“Canadian motorists are well-aware of the crucial role tire maintenance plays in optimizing efficiency and EV range,” says Carol Hochu, president of TRAC. “However, our findings reveal a pressing need for more education



TRAC | Tire and Rubber Association of Canada

about how to do tire care right. This is especially true among younger drivers, who show a heightened interest in EVs but lack essential tire maintenance knowledge. It's time to empower all drivers with the know-how to keep their journeys both efficient and safe. Tire maintenance is one of the simplest and fastest car care tasks drivers can perform to keep their vehicles and families safe on the road.

KEY FINDINGS

- 81 percent believe today's financial pressures related to high living costs has made proper tire inflation more important than ever
- Nearly all (95 percent) 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, particularly among younger drivers, who are more likely to purchase an EV.
- Only 24 percent of drivers check their tire inflation pressures monthly as recommended by tire makers; only 18 percent among drivers aged 18 to 34.
- 62 percent are unaware inflation pressures should only be measured when tires are cold; 69 percent among drivers aged 18 to 34.
- 32 percent improperly refer to the air pressure stamped on the tire's sidewall when identifying the correct pressure for their tires.
- 12 percent either rely on visual inspections or do not know how to determine if their tires are properly inflated; 19 percent among drivers aged 18 to 34.

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 under-inflated by 56 kPa (8 PSI) can increase vehicle fuel consumption by 4 percent.

PIRELLI CUSTOM P ZERO ELECT OE FOR HYUNDAI IONIQ 5 N

BY CHRISTIAN HINTON - TIRE REVIEW

PIRELLI HAS DEVELOPED a tailor-made version of its P Zero tire as OE for the Hyundai IONIQ 5 N. In a two-year collaboration with Hyundai, Pirelli said it developed a tire that meets the requirements of the EV, which was tested on the Nürburgring circuit in Germany to test its performance and consistency under extreme driving conditions.

To meet the specific characteristics of the Hyundai IONIQ 5 N, Pirelli said it equipped the bespoke P Zero with its Elect technology, developed by the company specifically for electric cars and plug-in hybrids. According to Pirelli, P Zero Elect offers advantages for electric vehicles thanks to compounds, tread patterns and structures, such as:

- Its reinforced structure and materials can withstand the stresses associated with the mass of a battery-powered vehicle.

- The tire can also withstand the high torque immediately applied by the electric motor, which increases its durability.
- The use of functionalized polymers in the compound has resulted in improved wet grip and handling.

According to Pirelli, P Zero Elect offers advantages for electric vehicles thanks to compounds, tread patterns and structures. It also features Pirelli's Noise Cancelling System (PNCS). This technology reduces the noise inside the vehicle by using a sound-absorbing material on the inside of the tire, according to the manufacturer.

Pirelli said its team used virtual simulation tools to develop the P Zero for the IONIQ 5 N, in particular to optimize the structure. As a sign of its bespoke approach for the IONIQ 5 N, the tire has a 'HN' marking on the sidewall.



In a two-year collaboration with Hyundai, Pirelli said it developed a custom version of its P Zero tire for the EV.

BRIDGESTONE DEBUTS NEXT-GEN LUNAR ROVER CONCEPT TIRE

TIRE BUSINESS

BRIDGESTONE HAS DEVELOPED a new lunar rover tire that it claims exhibits improved performance over the first-generation design unveiled in 2019.

The new concept model of the tire was displayed at the 39th Space Symposium in Colorado Springs, April 8-11.

Bridgestone's exhibit was located in the Japan's Space Industry booth organized by the Japan Aerospace Exploration Agency.

Bridgestone said its first-generation lunar rover tire used unique technology inspired by the footpads of camels that traverse deserts. By placing a soft, metal-based felt material on the tread area that contacts with the moon's surface, which is covered with fine sand called regolith, Bridgestone said it has enhanced the frictional force between the tire and the regolith, resulting in improved traction.

The tire maker's second-generation tire applied the skeletal structure to meet the harsher demands for durability and traction on the lunar surface that the company discovered through its research and development efforts.

For the new structure, the company use technology gained thorough the development of next-generation "air free" tires and introduced thin metal spokes and divided the tread segment in the rotational direction to withstand the extreme lunar environment, which is characterized by rocks, sand, radiation exposure, vacuum conditions and intense temperature fluctuations.

With the advancement of both real and digital technologies, Bridgestone said it optimized the shape and thickness of the metal spokes using structural simulations. This allows the spokes to flex while minimizing localized strain on the metal spokes, thereby enhancing the tire's durability and improving the traction and ability to traverse by increasing the contact area and reducing sinking with divided tread segment.

The lunar rover tire project is an initiative to expand the utilization of "Air Free" – which is positioned as an exploratory business in Bridgestone's Mid Term Business Plan (2024-26) – from Earth to space and the lunar surface.

In the future, the company said it aims to apply the technology refined in the extreme lunar environment to tires used on Earth.

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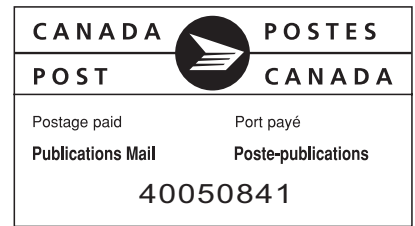
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