

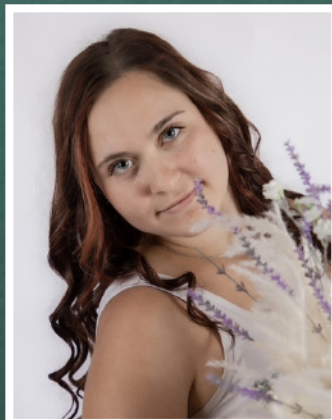
THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

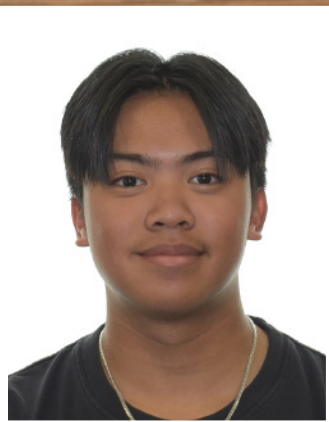
SALUTING OUR SCHOLARSHIP WINNERS



Liam Yeadon



Lexi Podaima



Sebastian Tajonera



Bryanna Rentz



PLUS

Just Sayin' • Moffatt to TIA • Golf Gives Back • Spring Training • TSBC: Rubber Redux •
Quebec's Right to Repair • Safety Corner • Solar Challenge

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TIRE AND AUTO SERVICES

THE TRACKER

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

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
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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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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

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PAST PRESIDENT - NEAL SHYMKO

VICE PRESIDENT - JAMES O'REILLY

EXECUTIVE DIRECTOR - RAY GELETA
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Phone 780-554-9259 Email: rayg@wctd.ca

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



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FALL IS HERE FOR REAL! CAN WINTER BE FAR BEHIND?



IN FACT THE weather is changing right before our eyes. Across Canada, just when it actually arrives varies from province to province. At the same time, almost overnight the shift in temperatures means higher elevation road conditions can become more dangerous in so many ways. Visibility due to rain, fog and even early snowfall can all create more challenging driving conditions. Hence all the more reason for us to be ready. Our industry has to be well prepared to handle the busy, seasonal influx from our customers.

PLUS ÇA CHANGE ...

So many things have changed and will continue to do so, as we are in the midst of diversification in all areas of our business. Consider just a few of the important topics we need to understand and be able to deal with during this busy season. As we all know Hybrids and Electric Vehicles (EVs) have been in a growth pattern and will continue to expand in the years to come. Tire Pressure Monitoring Systems (TPMS) play a major role in our daily routines—but especially during change-over season. On that note, I strongly urge you to read and note well the TPMS information from our good friends at Federated Insurance, on page 16. This is probably the

busiest time of the year for most of our businesses so we have to be prepared, with all hands on deck.

TAKING STOCK

Before we move on to the next season, I would like to take some time to talk about this past summer. As we all know it was a long, dry, hot season with temperatures extremely high—often with very little rainfall. With these extreme conditions came countless forest fires right across the country. Innumerable towns, cities, families and businesses were disrupted by such devastating conditions. I feel it important to take note as to just how many lives were directly affected within our communities. As president I would like to take the time to let everyone know that our thoughts and prayers are extended to all those families and businesses that were in any way impacted.

Your president

Tim Hollett



Tim Hollett
President, WCTD

ADAM MOFFATT ELECTED TO TIA BOARD

(EDITED FROM TIRE BUSINESS)

ADAM MOFFATT, EXECUTIVE director of the Tire Dealers Association of Canada (TDAC) and also of Ontario Tire Dealers Association (OTDA) has been elected to the board of directors of the Tire Industry Association (TIA).

He is among six new board members elected from a slate of 12 candidates. Voting began in early July and ended Sept. 1.

"TIA is excited to welcome this impressive and diverse group of board members to the association," TIA CEO Richard "Dick" Gust said. "We look forward to their contributions in carrying out TIA's mission of promoting tire safety, tire technician training, serving as a government watchdog for tire dealers and the tire industry and providing educational seminars and events."

The newly elected directors will take office on Oct. 30 during TIA's Annual Membership Meeting, preceding the opening of the Global Tire Expo/SEMA show in Las Vegas. They will join the existing 12

directors to make up the association's 18-member board.

Moffatt describes himself as passionate about the tire industry, the advancement of "our" image, safe operations and the overall role the tire sector plays in the automotive field.

His previous work experience includes involvement in the tire hauling and recycling industries. Moffatt is a certified 400-level TIA instructor and worked with the OTDA to reintroduce TIA's Automotive Tire Service training courses to the Ontario market.

He said his interest in joining the TIA board is to ensure the smaller Canadian market is not overlooked through national representation and to share his knowledge as a tire recycler and association director.



Adam Moffatt



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Roadside Assistance

36 months



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**TOTAL
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NEXEN TIRE



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36 months

ROADIAN MTX



Tread Wear Mileage Warranty

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NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

N FERA SU1



Tread Wear Mileage Warranty

P-METRIC (115,000 Km)
LT-METRIC (80,000 Km)



NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

ROADIAN HTX2



YOUR #1 CHOICE FOR NEXEN TIRES!

RAY'S REFLECTIONS



FOCUS ON SAFETY, NOT SPEED

With winter tire sales and change overs at their peak, the busy season is upon us. However, let's not lose sight of safety for speed. It's crucial—even if it takes a few minutes longer to get that vehicle out—to make sure that our people are following all necessary safety procedures.

Not only is it of vital importance to ensure the well-being of our customers. Workplace injuries and fatalities can also be a major concern. As employers, technicians and professional organizations we must work together to make sure safety is Number One. All organizations, no matter what size, should be investing in a fully developed and effectively implemented safety program in order to make safety an integral part of their corporate culture.

SIGN UP FOR 2024 TRAINING!

Western Canada Tire Dealers is committed to increasing the availability of Tire Industry Association (TIA) training through 2024 and into 2025. We will be holding a number of TIA Commercial Tire Service Level 300 training sessions this coming January to March. Currently sessions are scheduled as follows: Winnipeg, January 16th to 18th; Saskatoon, January 23rd to 25th; and Edmonton, February 13th to 15th. Sign up on page 13!

We are planning to schedule more training in March and April, in southern Alberta and BC. We are also pleased to announce that we will soon be announcing a certified trainer for level 300 Automotive Tire Service.

HOW YOUR MEMBERSHIP PAYS OFF

WCTD held another successful board meeting in late September. In addition to making a commitment to increased TIA training, we are exploring ways to bring on even more benefits to our members.

Please make sure that you are well aware of all our benefits and taking full advantage of them. A great example is the Staples program. As an association office I do not require a large amount of office supplies. But, at the end of the year, even a small operation like ours has saved over \$340.00 over 12 months. Just think about how many envelopes, paper, printer cartages, note pads—and staples (!) etc. that you may go through. I can assure you that the Staples program is well worth looking into and urge you to make the most of their offering.

Wishing you a successful—and safe—winter tire selling season.

Also best wishes to you for a very happy upcoming Holiday Season.

See you in the new year.

Ray Geleta - WCTD Executive Director



Ray Geleta
Executive Director,
WCTD

GOODYEAR RESTORES, RELIGHTS SIGN AT FORMER AKRON HQ

TIRE BUSINESS

AKRON – As part of its 125th anniversary celebration, Goodyear has refurbished and relit the iconic sign over its former world headquarters.

Goodyear collaborated with The Well CDC, a nonprofit focused on Akron's Middlebury neighborhood where the former headquarters is located, to revitalize the sign that now shines over Goodyear Hall. The sign hadn't been operational in nearly 10 years.

The sign has "has served as both a Goodyear and Akron icon" and symbolizes the company's roots in the neighborhood, Goodyear said.

"The iconic Goodyear sign is synonymous with the city of Akron," Akron Mayor Dan Horrigan said. "To see it lit up again in celebration



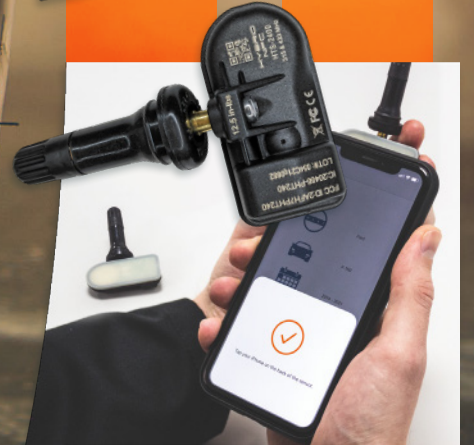
The sign over Goodyear's former global headquarters in Akron in the 2000s. Goodyear recently restored and relit the sign.

of the company's long-standing commitment to this city is a special moment for all who call Akron home.



TIRE AND WHEEL SERVICE SOLUTIONS

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



JUST SAYIN'

BY PAUL McALDUFF



WHY GREAT SERVICE SHOULD ALWAYS BE PAID FOR

AT THIS TIME OF year, those of us in the tire business converse about sales ramping up along with discussion about product—at a time when consumers are ready to purchase. We could have endless discussions on the difficulties tire shops have locating space to store All Weather and Winter tires for winter sales. It is beyond the control of the retailer to try to stock-pile the numbers necessary for the full season.

I have gotten used to it, but it feels better to grumble about the situation. Fortunately for most retailers, there are alternative sources to obtain products that will satisfy our customers' needs. I have experienced a move by customers to start planning further in advance of their needs. That is a good thing. We should all keep reminding customers to order in advance, much in the same way manufacturers and distributors ask us to do the same.

A business decision that we do have more control over is the labour fees that are charged to complete an installation. I've become accustomed to increases in the cost to run a successful business. Property taxes (which never go down), building and equipment maintenance costs, wheel, and tire accessories necessary to complete a sale.

All have risen over the past few years. And not just by a small percentage. Most of the increases come with good reasons behind why prices have gone up. So be it, I say. Wheel weights and valve stems are necessary expenses. Those suppliers' taxes, building and equipment costs have gone up as well.

As owners and managers, we must also ensure that our technicians are reimbursed for their hard work—or risk losing employees to other outlets. Add to this our government regulated paid sick time along with statutory paid holidays. I hope we all shake our heads about the nonsense of four-day work weeks within the automotive industry. All of this at a time when labour shortages are at an all time high. But enough doom and gloom.

Just last week, I had two phone-in customers who complained that I do not include free installation and balancing with a tire sale. I politely informed both that a lot of today's automobiles and trucks require more specialized equipment to complete the installation properly. And added to that, the technicians must be

properly trained to not just operate that equipment, but also to complete the process in a safe manner.

Nothing comes cheap anymore. We seldom see 13", 14" and even 15" installations that can be accomplished on a 'steel wheel' tire changer and 'close counts' balance. Our technicians will appreciate knowing that the store is getting paid sufficiently for their hard work and expertise. Mine do, and their work ethic and expertise reflect that.

WCTD supplies suggested tire related labour rates. Tire dealers and installers should look at them to determine if they are shortchanging their daily revenues. Labour charges should always reflect the services rendered and be added to all sales—just as we see in any trade. Really, imagine buying spark plugs, bathroom fixtures or even electrical components with installation included in the parts! Not likely.

Here's wishing you a successful and profitable winter season.

Paul McAlduff is owner of Tireland Performance Centre, North Vancouver, BC—a director and past-president of WCTD.



Paul McAlduff
Past-President, WCTD



As owners and managers, we must also ensure that our technicians are reimbursed for their hard work—or risk losing employees to other outlets.



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WCTD GOLF TOURNAMENT RAISES \$10,000 FOR STOLLERY KIDS

IN LATE SEPTEMBER executive director Ray Geleta presented Stollery Children’s Hospital with a cheque for \$10,000, the proceeds donated from this year’s highly successful golf tournament.

“With the help of organizations like yours,” says Paula Gibson, of Stollery Children’s Hospital Foundation, “we are able to continue to provide children and youth the world-class mental and physical health care they need, when they need it most,” says

The Stollery sees children with some of the most complex health issues, from the largest catchment area in all of North America, often after having been to numerous other hospitals on their journey of discovery.

From as far away as Nunavut, all across Northern BC, Northern Alberta, Northern Saskatchewan, Manitoba, as well as across North America, the hospital sees many children whose hope rests in the hands of the professionals at the Stollery. They are widely regarded not only as the national leader in organ transplants, but also known as leading edge specialists working through many rare and unknown cases.

Stollery’s emergency department sees over 53,000 visits each year, with 37% of inpatients coming from outside the Edmonton area. 317,461 patient visits annually take place in an outdated facility tucked inside another hospital, with surgeries, specialties, clinics and units dispersed throughout not one site (the main being the University of Alberta hospital) but two! Stollery’s Neonatal ICU is situated over at the Royal Alexandra hospital.

Stollery’s cutting edge research, programs, equipment and incredible personnel are supported with donations from the community.

“We are fortunate to be on the forefront of discoveries transforming children’s health around the world, as Stollery experts share success with colleagues around the world,” explains Gibson.

“While those statistics are impressive, each number consists of the babies, toddlers, children and youth whose lives depend on the care of their Stollery Team. Hearing from these families, how grateful they are to have the support of groups like Western Canada Tire Dealers, encourages us to reach for new heights, and touch the lives of all the kids who need Stollery family-centred care, she explains.

“Please know,,” she adds. “your donation will go directly to the priorities list, ensuring that the hospital gets the much-needed resources to continue providing Stollery Kids the best chance at long healthy lives.

“On behalf of Stollery Kids and the entire team here at the Stollery Children’s Hospital Foundation, thank you!”





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Training Notice for January / February 2024 Western Canada Tire Dealers Training

In conjunction with the **Tire Industry Association (TIA)**, Western Canada Tire Dealers will be presenting the below training courses for 2024.

There will be three TIA level 300 Commercial Tire Service training courses presented this upcoming January and February, offered in the following locations.

Winnipeg Manitoba January 16th to 18th

Saskatoon Saskatchewan January 23rd to 25th

Edmonton Alberta February 13th to 15th

Specifics of the training locations will be announced, communicated, and posted on the website at a later date.

The instructor for all of these courses is **Randall Reimer**. Randall has been certified by TIA to do this training. We will also be offering even more training courses a little later in the year.

Attendees are required to bring their own PPE equipment (steel toe shoes, gloves, hard hats, vests, safety glasses etc.) for the hands-on practical portion of the training.

Training materials, lunches and coffee breaks will be provided.

The cost of the course is \$600.00.

Attendee Information

TIA Commercial Tire Service level 300

Attendee: #1 _____
#2 _____
#3 _____

Company _____

Address _____

City _____ Province _____ Postal Code _____

Phone # _____ E-Mail _____

Payment Method: Cheque _____ Visa _____ Master Card _____

Card # _____ Expiration Date ____ / ____ Card Holder Name _____

Course fees and registration forms will also posted be on our website. Location (TBA) and dates: All Courses start at 8 am. Manuals Lunches and coffee breaks are provided. Please remember that you need to bring your own PPE for the hands-on portion of the training

Registration must be accepted two weeks prior to course

Registration can be e-mailed rayg@wctd.ca or mailed to WCTD / 65 Woodbine Road, Sherwood Park, Alberta T8A 4A7

Any Questions or Concerns please call Ray Geleta at 780-554-9259 or e-mail Ray at rayg@wctd.ca

WCTD CONGRATULATES 2023-24 SCHOLARSHIP WINNERS

AWARDS HIGHLIGHT IMPORTANCE OF WCTD BENEFITS

THE ASSOCIATION IS delighted to announce the recipients of this year's Academic Scholarships 2023-2024. This school year will mark the 20th anniversary of the scholarship program. We estimate that during this time the association has contributed some \$175,000 towards helping family members achieve their goals and career aspirations.

The successful students come from communities throughout the association's wide geographic membership area. They're all exceptional individuals pursuing an equally broad cross-section of studies. We salute them and wish them every success in the coming year—and well beyond.

MEET THE WINNERS!

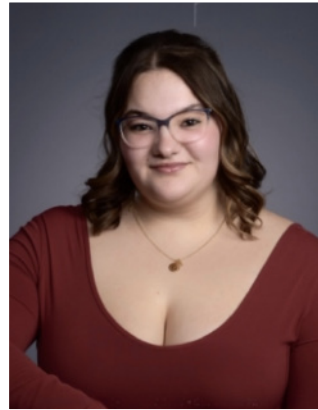


Alexis (Lexi) Podaima hails from Fisher Branch, Manitoba. "From a young age I've always had a desire to learn new things, from always having a book in my hand and reading to hands-on work and play," says Podaima. "Today, some of my favourites are building complex Lego projects, models, miniature houses, and pottery painting my very own set of dishes. I have also taught myself to crochet with my current project being a queen-sized blanket," she adds.

"By nature, I am a quiet, reserved, 'speak only when spoken to' kind of person," she suggests. "But working in an ATV dealership and assembling units has brought me out of my shell and given me so much knowledge."

Podaima says growing up in a rural community and going to a small school never gave her the same opportunities as other teenagers. Also, as Fisher Branch is an agriculture-based community, she says she was "strongly steered to agriculture as a career field."

"The majority of scholarships here are awarded to agricultural and trades. Thankfully, the WCTD scholarship is giving me the opportunity to expand my horizons, goals and, most importantly, my post-secondary education into where my interests lie, psychology. I will be studying this through the Faculty of Science at the University of Manitoba."



Bryanna Rentz is from Wainwright, Alberta. She is attending MacEwan University, in pursuit of her Bachelor of Science, and plans in time to become a doctor. She has experience working as a cashier and service attendant at the local Petro Canada, as well having worked in customer service and custodian at Integra Tire, and also as a cashier and sales associate at Canadian Tire.

Her numerous extra curricular activities include archery, volleyball, curling, Girl Guides of Canada, senior editor high school yearbook committee, piano (Grade 6 honours, Royal Conservatory of Canada), dance and babysitting. Her awards include: top archer across Canada in her category, Lethbridge Bowbenders Female Barebow Ironman Champion, Honour Roll student grades 7-12 and a Duke of Edinburgh Bronze Award.

Says Rentz, "The funds from this scholarship will help me pay for my tuition so I don't have to be concerned about working through my first year of university. Now I will have more time to study and make friends and less time to worry about money."

"As a small town kid it's scary moving to the big city and being new to everything, this scholarship will help me warm up to the city and make friends without worrying about having to get a job to pay for my tuition and textbooks. Thank you WCTD!"

Sebastian Tajonera comes from Whitehorse, Yukon, where he recently graduated from St. Francis of Assisi Catholic Secondary—and was recognised with the St. Francis Senior Leadership Award. He describes himself as "a very outgoing guy that loves to play sports, especially volleyball, and loves to spend time with my friends."

He is attending his first year in engineering at University of Alberta.



Tajonera is a prolific volleyball player both with his high school and also the the provincial Team Yukon Volleyball, and Subzero Volleyball Club in Whitehorse. Team Yukon participated in the Canada Cup (2022) and the 2022 Canada Summer Games, and also won silver in the Arctic Winter Games, 2023—for which he was selected as team captain.

Academically he has won several awards, including for Academic Excellence in science, math, physical education and more, and Principal's Award (grades 10,11,12).

Tajonera says, "I am very grateful to be one of the recipients of the 2023 Western Canada Tire Dealers scholarship, as the money will help pay for my tuition. My mother has been working for Integra Tire for eight years, and Cal Murdoch was the one that suggested for me to apply for the scholarship."

"It will help ease the stress off my mother since she is a single-parent. I would like to thank the WCTD board for selecting me to be one of the recipients of this scholarship."



Liam Yeadon calls Yorkton, Saskatchewan home. His academic achievements at Yorkton Regional High School include: Honour Roll with Great Distinction, Student of the Month 2019 and Leadership Class Participant. Between studies, he has worked as a contract maintenance worker for Kal Tire as well as a seasonal maintenance worker for Good Spirit Provincial Park.

Yeadon has also been a keen thespian since the young age of four, when he caught the bug from his brother, who was taking drama classes at Yorkton's Be My Muse. Initially starting with improv classes he eventually moved on to playing small parts and then major roles in productions such as *The Little Mermaid*, *Beauty and the Beast*, and *The Three Musketeers*. He joined the mainstage in 2020 and has taught at the studio since 2019. He says he "wants his students to learn that it's safe to show their creative side and to be who they are." He hopes that he can be an example: "that it is possible to go from the quiet kid to the kid who is always telling the jokes and that drama is more than just art. It's a way to connect with people."

When not at the studio, Liam can be found playing the bari-saxophone, snowmobiling with his family and playing sledge hockey.

"Thank you for choosing me as one of the recipients of the WCTD scholarship," says Yeadon, who is attending the University of Saskatchewan in his first year of a Bachelor's degree in Biomedical science.

"My end goal is to be an Orthopedic surgeon. When I was younger, I spent a lot of time in hospitals. My orthopedic surgeon inspired me to pursue a career in orthopedics to help others the way he helped me."

"The WCTD scholarship will go a long way towards paying tuition in what is hopefully a twelve year journey!"



It's never too soon to be thinking about next year's scholarship program.

As to just 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 WCTD. And has been a member in good standing for the previous three (3) years. The applicant must have been accepted to attend an accredited Canadian post-secondary institution and have registered for classes for the upcoming semester.

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

Full details and more information are available at wctd.ca, under Membership Benefits.

Looking for a *banner program* to enhance your bottom line while still maintaining your local brand and identity?

Then the **TreadPro Tire Centre** program may be for you.

TREADPRO 
Tire Centre

The TreadPro program is focused on dealer sell-out and profitability while being void of any reoccurring fees.

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- Access preferred pricing and rebates
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- Individual marketing fund
- Increased market exposure through group wide campaigns
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- Automotive parts and lubricant programs
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Interested?

E-mail info@treadpro.ca and we will arrange for a Territory Manager in your area to contact you to discuss this opportunity and see if TreadPro is right for you!

www.TreadPro.ca

TOTAL TIRE

Distributors Inc.

TIRE DEALER LIABILITY: TPMS



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

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

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

Tire dealers have a higher level of tire expertise than the average consumer. Customers depend on their tire dealer for advice, so the dealer's expertise must extend to the selection of tires, and to situations where the tires are unsafe or where there is an unsafe mechanical condition. Tire dealers are obligated to warn the customer if an unsafe condition exists and to recommend the repair or replacement of tires or parts.

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



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

RISK INSIGHTS

ELECTRICAL FIRE PREVENTION AND SAFETY

ELECTRICAL FIRES ACCOUNT for 20% of all fires in Canada. Electrical fires are more common than is generally thought, and account for a significant amount of property damage and serious injuries. Many fires are the result of poor electrical maintenance; however, incorrectly installed electrical components are also potential fire hazards.

Electrical systems are designed for the various needs of building occupants and have built-in safety margins. As needs change and electrical equipment and motors are added, and as electrical components age and deteriorate, the possibility for failure increases. Over time, the inspection and maintenance of electrical systems becomes increasingly important.

We suggest that the regular system checks include checks for:

- Electrical components damaged or subject to damage
- Electrical components subject to heat and moisture
- Circuit load

- Temporary wiring used instead of permanent wiring
- Electrical components deteriorated due to age or conditions
- Electrical components poorly installed and maintained

OVER CURRENT PROTECTION

Circuit breakers and fuses are designed to restrict the amperage to electrical wiring according to their design limitations. If the amperage capacity is not correct, excessive temperatures will break down wire insulation and start a fire. Over current protection must always match the wire size. Wire Size (A.W.G.) Maximum Current (AMPS) 14 15 12 20 10 30

SOME POSSIBLE HAZARDOUS LOCATIONS

Special electrical components including motors, lights, or switches are required in locations where flammable gas or vapours, dust or fibrous material are present or may be present. These components are commonly referred to as explosion proof, dust ignition proof or fiber ignition proof. A qualified electrical

contractor should be consulted to determine the necessary components for the application.

PREVENTIVE MAINTENANCE TIPS

Electrical systems deteriorate over time and require preventive maintenance. For example, wire insulation dries out, receptacles and switches become loose, and equipment accumulates dirt and oil, which can lead to overheating. A qualified electrical contractor should routinely inspect the system. Thermal infrared imaging is becoming an increasingly popular method of identifying problem areas within an electrical system. A thermal infrared imaging camera identifies hot spots, which indicates a problem that may result in a fire if not corrected. Any abnormal condition should be investigated immediately.

GENERAL FIRE PREVENTION AND SAFETY TIPS

- Do not plug several power cords into one outlet.
- Never break off the third prong on a plug. Replace broken three-prong plugs and make sure the third prong is properly grounded.
- Never use extension cords as permanent wiring. Use extension cords only to temporarily supply power to an area that does not have a power outlet. • Keep power cords away from heat, water and oil. They can damage the insulation and cause a shock.
- Do not allow vehicles to pass over unprotected power cords. Cords should be put in a conduit or protected by placing planks alongside them.
- Inspect tools, power cords, and electrical fittings for damage or wear prior to each use. Repair or replace damaged equipment immediately.
- Always tape cords to walls or floors when necessary as nails and staples can damage cords causing fire and shock hazards.
- Use cords or equipment that is rated for the level of amperage or wattage that you are using.
- Always use the correct fuse size. Replacing a fuse with one of a larger size can cause excessive currents in the wiring and possibly start a fire.
- Be aware that unusually warm or hot outlets may be a sign that unsafe wiring conditions exist. Unplug any cords to these outlets and do not use until a qualified electrician has checked the wiring.



- Always use ladders made of wood or other nonconductive materials when working with or near electricity or power lines.
- Place halogen lights away from combustible materials such as cloths or curtains. Halogen lights can become very hot and may be a fire hazard.
- Risk of electric shock is greater in areas that are wet or damp. Install Ground Fault Circuit Interrupters (GFCIs) as they can help interrupt the electrical circuit before a current sufficient to cause death or serious injury occurs.
- Make sure that exposed receptacle boxes are made of non-conductive materials.
- Know where the breakers and boxes are located in case of an emergency.
- Label all circuit breakers and fuse boxes clearly. Each switch should be positively identified as to which outlet or appliance it is for.
- Do not use outlets or cords that have exposed wiring.
- Do not use power tools with the guards removed.
- Do not block access to circuit breakers or fuse boxes.
- Do not touch a person or electrical apparatus in the event of an electrical accident. Always disconnect the current first.

For more information on making your premises safer, contact our Risk Services team at 1.833.692.4112 or visit www.federated.ca.

As owners and managers, we must also ensure that our technicians are reimbursed for their hard work—or risk losing employees to other outlets.

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

WELCOME NEW MEMBERS!



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

1-Zan Tire
1764 11 Street
Weyburn SK. S4H 3E8
Contact – Trent Stokes
Phone – 306-848-2020

AB Automotive
9-712016RR 72A
Grande Prairie AB T8W 5H5
Contact – Tanya Bendarenko
Phone – 7801-228-9184

Action Tire Inc
6251 – 64 Street
Taber AB T1G 2H2
Contact – Leonard Weibe
Phone – 403-223-3323

Red Robin Commercial Tires
Suite 107 – 46180 Thomas Road
Chilliwack BC V2R 6C6
Contact – Michael Knight
Phone – 778-539-8453

PLAYGROUND UPGRADE AT ÉCOLE ROOSEVELT PARK COMMUNITY SCHOOL, COMPLETE WITH NEW ACCESSIBLE SWING

RUBBER SURFACING MADE FROM 3,152 B.C. RECYCLED TIRES, EQUIVALENT TO 38,578 LBS OF BC RUBBER

The playground accessibility upgrade at École Roosevelt Park Community School in Prince Rupert, BC is now complete. The school received its final piece of equipment, an accessible swing, and was able to finish off the pour-in-place rubber surfacing, finalizing the playground for students.

“We are so excited to share that we have completed this beautiful park. The full project has been a long time in the making and I know the kids will continue to enjoy this expanded and accessible space for years to come,” said Karianne Pohl, Parent Action Committee member.

The school originally unveiled the brand-new state-of-the-art playground on November 1, 2022. The Parent Action Committee from École Roosevelt Park Community School raised \$36,700 toward the construction, and major funding was provided by the provincial ministry of education (\$165,000), the Prince Rupert Port Authority (\$220,000), Tire Stewardship BC (\$30,000), School District 52 (roughly \$45,000), Trigon, DP World and Northern Savings Credit Union. In total, it was a half-million-dollar project.

“It’s always great to see a project come to life! The surface of this playground is made of recycled pour-in-place rubber, which provides a smooth surface to aid mobility,” said Rosemary Sutton, Executive Director, Tire Stewardship BC. “The rubber is also extremely durable, can withstand all B.C. weather conditions, and makes for a softer landing for potential falls.”

In 2022, Tire Stewardship BC provided grants to 13 BC organizations for community developments, including rubber



surfacing for playgrounds, walkways, parks and gathering spaces. 14,928 BC scrap tires were used for the selected community projects, 3,152 of which were used in the playground accessibility upgrade for École Roosevelt Park Community School in Prince Rupert, equivalent to 38,578 lbs of BC rubber.

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 nearly \$6 million dollars in community grants, funding 300+ projects. B.C.’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. To learn more, visit tsbc.ca.

QUEBEC PASSES GROUNDBREAKING RIGHT TO REPAIR LEGISLATION

THE NATIONAL ASSEMBLY OF QUEBEC, ON OCTOBER 3, 2023, ADOPTED BILL 29. The “Act to protect consumers from planned obsolescence and to promote the durability, reparability and maintenance of goods” represents the first concrete action taken by any Canadian province on the “Right to Repair” issue.

Tabled on June 1, 2023, and broadly supported across party lines, the act moved quickly through the system. As part of the process, Automotive Industries Association of Canada (AIA Canada) senior executives were invited to testify. They encouraged Québec MPs to quickly adopt what they referred to as a “historic piece of legislation, which will enshrine the right to repair in the Act.”

According to analysis (below) by respected business legal authority Blakes (Blakes.com) “Legal Insights”, the final legislation will likely establish restrictions and obligations in the following key areas:

- **“Planned Obsolescence.** The Act makes it a prohibited practice to use planned obsolescence techniques, meaning techniques that would reduce the normal operating life of a good. The Act prohibits any person from manufacturing or offering goods to a consumer for which obsolescence is planned, whether through sale or lease.”
- **“Good Working Order Warranty.** The Act introduces a new warranty of good working order for certain prescribed goods, which include many household appliances and consumer electronics. Future regulation will set the duration of the warranty. Manufacturers and merchants must also disclose certain information relating to the warranty to consumers.”
- **“Replacement Parts and Repair Services Warranty.** The Act builds on the CPA’s existing warranty relating to the availability of replacement parts and repair services. It introduces an obligation to provide the consumer with information (in French) required to perform maintenance or repairs, including any necessary diagnostic software. Merchants and manufacturers could limit the application of these obligations by giving written notice to consumers they do not offer replacement parts, repair services or information necessary to repair the good prior to the sale or lease of a good. Merchants and manufacturers must not, subject to regulations, use a technique that makes it more difficult to maintain or repair goods and are also required to make these parts, services and information available at a reasonable price.”
- **“Technical or Manufacturing Standards.** The Act empowers the Government of Quebec to make regulations determining technical or manufacturing standards for goods, including

ANOTHER SUCCESSFUL TSBC PROJECT



standards for ensuring interoperability between goods and chargers.”

- **“Vehicles.** The Act also introduces measures relevant to manufacturers and sellers of automobiles. It includes measures intended to protect consumers against “seriously defective” motor vehicles, including the right for consumers to request cancellation of a contract or a reduction of the price paid. Automobile manufacturers must make the vehicle’s data available to the consumer or repairer of the automobile for the purposes of diagnostic, maintenance or repair.”
- **“Enforcement.** The Act builds on the CPA’s existing enforcement mechanisms, which include a private right of action. It introduces an administrative monetary penalty framework and amended penal provisions. Notably, during the legislative process, the maximum fine for committing certain offences was increased to 5% of worldwide turnover for the preceding fiscal year. Moreover, if an entity commits an offence, its directors and officers are presumed to have committed the offence. A due diligence defence is, however, available in such cases.”

“Some provisions, including the provision prohibiting planned obsolescence, came into force on October 5, 2023 (the date on which the Act received assent). Other provisions will come into force in stages over the next three years.” “While there is limited guidance available on the scope of these new provisions, they are likely to place a substantial burden on sellers of certain consumer goods into Quebec. As such, companies that sell or manufacture goods for Quebec consumers should carefully review the provisions of the Act and monitor any regulations the government may adopt with a view to ensuring their business practices remain compliant.”

“Québec has a golden opportunity to lead the way in Canada in the right to repair in the automotive sector,” says Jean-François Champagne, President and CEO of AIA Canada In Québec. “We do not have automobile manufacturers, but we are the heart of the auto-care industry. By quickly passing Bill 29, parliamentarians will protect consumers, help Québec businesses and adapt the legislative framework to the requirements of transforming part of the vehicle fleet to hybrid and electric cars.”

ARE YOU BENEFITTING TO THE MAX?

DID YOU KNOW that Western Canada Tire Dealers offers a wide range of member benefits which can translate into serious cost savings for your business? So much so that they easily cover the nominal cost of your annual WCTD membership.

You can find precise details of all current benefits programs on the member access only pages at wctd.ca. They range from discounted new vehicle purchases to member exclusive Moneris rates—and plenty more. We strongly urge you to familiarize yourself with all of our benefit programs and the suppliers who make it happen—and take full advantage of them. Also, it goes without saying that we are constantly working to expand on and improve these offerings!

Starting in this issue we will highlight each program.

STAPLES PREFERRED VENDOR PROGRAM

staples

This Preferred Vendor Program offers several business solution tools to make purchasing your business supplies quick and easy. With over 300,000 items including paper, ink/toner, stationery basics, furniture, technology, breakroom/kitchen, cleaning/sanitation, health/medical supplies, retail store supplies/display, personal care, and household items, Staples PVP will have something for all Association members.

PROGRAM BASICS:

- No fees, No penalties, No contracts
- Enrol with 1 phone call
- Web and phone-based ordering systems
- Pricing incentives – up to 25% off when purchasing items in the Bulk Centre
- Free gift with orders of \$150.00 or more
- Earn Air Miles rewards

To apply for the Staples PVP please call the Staples PVP Customer Department at 1-833-597-1515 and ask to speak with a Business Development Representative. Reference the WCTD PVP program.

PIRELLI TAGGING TIRES WITH SUSTAINABLE LOGO

TIRE BUSINESS

MILAN, Italy – **PIRELLI & C. S.P.A.** has invested heavily in the past several years to incorporate sustainable materials – bio-based and recycled origin – into its tire manufacturing process, and now it wants the buying public to know it.

Starting with a select few tire models, Pirelli will begin marking tires whose material content is at least 50% bio-based and/or recycled with a bespoke logo – two arrows in a circle – that will help customers identify which products are more sustainable.

According to Giovanni Tronchetti Provera, head of sustainability and future mobility, Pirelli has reduced its environmental impact over the past several years by carrying out a materials-sourcing and manufacturing policy that has been confirmed by all the main sustainability indices.

This third-party oversight "recognizes our commitment and transparency both in terms of results and ethos," Tronchetti Provera said, while also allowing Pirelli to indicate the percentage of sustainable materials used by saying "at least" rather than "up to" whatever amount.

Adopting this policy and carrying it out also pays dividends with Pirelli's original equipment partners, which also "recognize and appreciate" the tire maker's efforts.

The first product on the market using the new logo is the P Zero E, a tire designed for use on electric vehicles, and as such carries Pirelli's "Elect" sidewall marking – denoting the product's reduced rolling resistance and noise generation – alongside the new sustainable logo.

The tire also is one of Pirelli's first with "RunForward" run-flat technology that allows a punctured tire to be used until reaching a repair shop.

With the launch of the P Zero E, Pirelli said it has achieved an objective set out a few years ago for reduced environmental impact that it thought then would take until 2025 to achieve.

The next step, set for selected product lines by 2030, envisages cutting the amount of fossil-derived ingredients to less than 30%, with bio-based and recycled materials accounting for at least 60% and 12%, respectively, of total material consumption.



Pirelli has designed a symbol – two arrows in a circle – to be used on the sidewalls of tires whose material content is at least 50% bio-based and/or recycled.

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TIRES®
go fearless 

A WORD IN YOUR EAR...



Debra Haldane and
Leigh-Ann Stewart,
Simply Safe

Safety Corner by Simply Safe

AS PART OF your in-house safety program, having a robust hearing conservation program in place is important for a few reasons:

1. Exposure to high noise levels is a common cause of occupational hearing loss and injury.
2. Worker hearing loss can affect the ability to hear warning sounds.
3. Hearing loss can have a dramatic impact on quality of life.

No matter how sophisticated your PPE, the effectiveness of any hearing protection is reduced greatly if the protective devices don't fit properly, or are inserted or worn incorrectly. While it is important to reduce the noise to safe levels, other factors are more important for ensuring workers wear their hearing protection correctly and consistently. These include compatibility and quality of fit.

Did you know that Alberta recently updated its workplace hearing protection requirements? The changes align with CSA Standard Z94.2-14 (R2019). And they relate not only to Alberta but to all other provinces.

Regular exposure to noise levels exceeding 85dBA creates a hazard to our hearing. (See the accompanying decibel level chart.) The best way to reduce or eliminate this hazard is with engineering noise controls that reduce noise either at the source or along the path.

Examples include: substituting quieter equipment; adjusting operating conditions to reduce velocity or driving force; installing equipment or personnel noise enclosures; or using shields, to name a few. Realistically, engineering controls are not always practical, can be challenging to implement, or simply don't work to reduce noise exposures to acceptable levels. In these circumstances, **the proper use, care, and fit of Hearing Protective Devices (HPDs)** ensures a means of fully protecting the hearing of the noise-exposed population.

Part 16(222) of Alberta's OHS Code states: *An employer must ensure that hearing protection devices used and worn by workers at a work site or work area:*

- a) *meets the requirements of CSA Standard Z94.214 (R2019), Hearing protection devices – Performance, selection, care, and use, and*

- b) *are fit tested in accordance with CSA Standard Z94.214 (R2019), Hearing protection devices – Performance, selection, care, and use.*



BUY-IN

Motivating people to properly use hearing protection can be challenging, however, it can help to advise them of the risks and consequences of over-exposure as follows:

- a) The ear is susceptible to both temporary and permanent hearing loss due to both recreational and industrial noise exposure.
- b) Hearing loss can deteriorate to the point where a person's ability to detect faint sounds will be significantly impaired and understanding speech will become difficult.
- c) Hearing loss can have an impact on a person's ability to communicate with others, which can lead to social isolation and the inability to enjoy leisure activities; and
- d) Hearing loss is not only progressive it is also irreversible.

PROPER FIT

Proper fit, as recommended by the manufacturer, must be explained under close supervision. Individual training is most effective to ensure the best fit of hearing protectors and including the expectation and instruction as part of your **New/Young Worker Orientation** is a logical place to communicate and track the sharing of this important information.

TYPES OF HEARING PROTECTION DEVICES

Earplugs (*Foam, push-to-fit foam, pre-molded, & formable*) – Effectiveness depends on a snug fit, but not so tight as to cause discomfort in the ear canal. It can take a person up to two weeks to fully adjust to wearing plugs if its new for them. If anatomical issues prevent a snug fit, custom molds or earmuffs are recommended.

Earmuffs – Effectiveness depends on an airtight seal between the earmuff cushion and the wearer's head. Therefore hair, jewellery, or clothing must not be worn in such a way as to become caught between the cushion and the head.

Instruction on fit, care, and maintenance must be given to all personnel who are exposed to high noise levels and therefore require hearing protection.

For more detailed information on preventing hearing loss in your workplace contact the OHS representative for your jurisdiction—or give a shout to Simply Safe.

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



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://www.federated.ca)

BRIDGESTONE TO PROVE ENLITEN TECH AT SOLAR CHALLENGE

BY DAVID MANLEY - TIRE BUSINESS

TOKYO — **THE BRIDGESTONE WORLD** Solar Challenge (Oct 22-29) highlights the capabilities of sun-powered electric vehicles, and it gives Bridgestone Corp. a stage to showcase its Enliten tire technology.

Bridgestone described Enliten as a suite of technologies designed to achieve "maximum performance, maximum sustainability." It includes aspects such as "polymer science and chemical science to new compounds, tread patterns and everything in between," according to Davis Adams-Smith, director of communication at Bridgestone Americas Inc.

"Ultimately, our goal as we're making tires — especially moving forward into the future of our product lines — is making sure you get the tire that you love, that it does all the things you want it to do. ... And that we're doing it in a way that is super, super conscious of the world we live in," Adams-Smith said.

Enliten is part of achieving Bridgestone's goal of 100% carbon neutrality by 2050.

"We're already at 40%, so it's happening quickly for us," Adams-Smith said. "A lot of that includes the introduction of new renewable and recycled materials into our products."

The Bridgestone World Solar Challenge marks the first use of Enliten technology in motorsports competition and an important step toward more sustainable racing, the company said.

This year, Bridgestone celebrates 60 years in motorsports, where it has sought to prove the safety and performance of its products in extreme situations.

The Solar Challenge is certainly extreme. The 1,860-mile, week-long event begins at Darwin, Australia, on Oct. 22 and heads south across the country to Adelaide. The Challenge began in 1987 and is staged once every two years.

Theoretically, the Challenge website stated, it should take a 1,000W solar car around 50 hours to complete the journey. Competitors are allowed 5kW hours of stored energy — 10% of the total needed — but all other energy must come from the sun or be recovered from the kinetic energy of the vehicle.

"Ultimately, our goal as we're making tires — especially moving forward into the future of our product lines — is making sure you get the tire that you love, that it does all the things you want it to do. ... And that we're doing it in a way that is super, super conscious of the world we live in," Adams-Smith said.



Bridgestone photo

Enliten technology is part of Bridgestone achieving its goal of 100% carbon neutrality by 2050.

For the Challenge, the Enliten-engineered tires were designed for low rolling resistance, wear and weight, and Bridgestone said it will "customize" the tires for each race team to optimize and showcase the tech. The tire shown in promotional photographs is relatively narrow — 95/80R16.

Among the tires Bridgestone is supplying is one made with recycled and renewable material ratio of 63% — up 33% from the version built for the 2019 Solar Challenge. Materials used in development of the tires included recycled fiber, recovered carbon black, recycled rubber chemical, recycled oil, and reinforcement material using recycled steel.

Additionally, Bridgestone is working with DHL to deliver the tires via a 100% carbon-neutral shipment — a combination of using sustainable marine fuel and carbon credit off-sets.

"Bridgestone is passionate about contributing to a more sustainable motorsports future at the Bridgestone World Solar Challenge through our Enliten tires made with 63% recycled and renewable materials, as well as our collaborative supply chain initiatives," Naotaka Horio, director of Bridgestone motorsports, said.

"As title sponsor, we are looking forward to helping young and diverse engineering minds from all over the world create breakthrough technologies in the (Solar Challenge) that can play a role in a more sustainable mobility society of the future."

TOYO TIRE USES MOBILE GAMING TO BOOST DEALER TRAINING

BY JESSICA HOLBROOK - TIRE BUSINESS

TOYO TIRE'S NEW T3 PROGRAM USES MOBILE GAMING TO EDUCATE DEALERS AND DISTRIBUTORS.

COSTA MESA, Calif. — **TOYO TIRE USA CORP.** is taking a fun, sometimes addictive, approach to training with the launch of its T3+ Games On The Go training program: mobile gaming.

The new T3 Games on the Go program uses "gamification" to educate dealers and distributors about Toyo products, and tires in general, in a way that is meant to be quick, easy and fun. The program, accessed through a mobile app, is a series of quick online games — short quizzes and platform jumpers — customized for Toyo that tests users on product and brand knowledge among other topics.

The T3 app was developed by agency Jackson Dawson Communications Inc.

Traditional training often consists of watching videos, taking tests and getting a certificate, "almost a one and done deal," Robert "Sonny" McDonald, Toyo's senior national trainer, said.

Toyo needed a way to continue reinforcing its products while also keeping folks engaged and coming back. At the same time company management wanted to reach the next generation of dealers and distributors, who don't want to spend hours at a time in front of a video, he said.

"We want people to be actively involved with Toyo all the time," McDonald said.

The solution was microlearning, taking small bits of information that could be conveyed in two to three minutes, in conjunction with traditional training, he said.

To keep dealers engaged, Toyo turned to gamification — taking common attributes of gaming, such as leaderboards and earning points, to keep trainees coming back, added Wendy Nicolle, senior manager of product marketing and dealer support.

Toyo's more traditional training programs are fun, but they're in-depth and take a time commitment, she said. Now, dealers can whip out their phones and play for three minutes and learn or relearn about Toyo.



Toyo releases a new game every week. Games include the popular Tread Trivia, a timed quiz game with different point values and rubber burning sounds. Another involves bouncing a tire to different platforms (while avoiding broken platforms) and then answering a question once a specific area is reached. Toyo plans to release new game types every year, McDonald said.

Toyo can change the game's questions instantly, allowing the games to be updated as soon as a new product launches. Games also can be customized by region, such as a game about winter tires targeting the Northeast region, or games designed for a specific retail store, he said.

T3 — accessed through Toyo's dealer portal — allows users to collect badges and accumulate points across the different games. The more players play and earn badges, the more points they earn, which keeps them coming back to the app.

Players are ranked on a leader board that resets quarterly. The top players each quarter win prizes, including a PlayStation 5, with an annual top player reward planned.

The leader board has become quite competitive, Nicolle said, with some "super users" playing hours each week and battling each other for that top spot.

McDonald said adding the leader- board is what keeps users coming back again and again.

On the back end, Toyo collects robust data, which in turn helps improve training, Nicolle said. "Analytics will help us understand ... where dealers need more help and what they already understand," she said.

Toyo needed a way to continue reinforcing its products while also keeping folks engaged and coming back. At the same time company management wanted to reach the next generation of dealers and distributors, who don't want to spend hours at a time in front of a video, he said.

NOKIAN DEBUTS ELECTRIC FIT SYMBOL FOR EV-COMPATIBLE TIRES

TIRE BUSINESS

NOKIA, Finland – **NOKIAN TYRES P.L.C.** has introduced a symbol, called Electric Fit, to designate tires from its portfolio that can be fitted on electric vehicles.

Nokian said the symbol – which for now is not molded into the tires' sidewalls – indicates that these products are suitable both for internal combustion engines (ICE) and electric vehicles (EVs), "providing safe and high-quality product performance regardless of the car's powertrain."

Jukka Kasi, Nokian Tyres senior vice president of products and innovations, said the Nokia-based tire maker has developed and tested its products for years to be compatible options for EVs.

"As the electric vehicle market picks up speed, the new Electric Fit symbol serves as proof of these decade-long efforts," Kasi said.

Nokian said the symbol will be used across the globe and communicated to tire professionals and consumers alike to show that the premium tire range is compatible for EVs.

Consumers, dealers and distributors will see the symbol in marketing materials, including web, printed materials and point-of-purchase displays. Nokian intends to mold it into some tire lines in the future.

Nokian said tires for EVs must carry heavier loads because of

the extra weight of the battery, as well as instantly respond to the high-torque power of the vehicle and be reliably controlled in any condition or situation.

"Our starting point is that all our products make driving safe no matter what car you drive. Testing has remained a key to ensure tire performance is seamlessly integrated with electric vehicles," Kasi said.

According to Kasi, a vehicle's powertrain hasn't changed Nokian's focus.

"In addition to advancing safety, we have always developed other tire properties such as low rolling resistance, durability and comfort on a high level. With electric cars, these properties have become even more important as drivers become more aware of them."

"Soon most of new cars sold will be electric," he added. "We are moving on from specifying electric cars as electric cars. When we have no alternatives for them, they become just cars again."

Kasi cited Norway, where over 80% of new cars sold are EVs, as a great example of this development.



Nokian Tyres image
Nokian Tyres will put an electric Electric Fit symbol to designate tires that can be fitted on electric vehicles.

UNIROYAL GIANT TIRE GLOWS PINK FOR BREAST CANCER AWARENESS

TIRE BUSINESS

ALLEN PARK, Mich. – **UNIROYAL'S ICONIC GIANT TIRE** is lit pink during October to spread awareness on breast cancer and metastatic breast cancer.

Uniroyal's iconic Giant Tire is lit pink during October to spread awareness on breast cancer and metastatic breast cancer.

The tire – an 80-foot-tall 12-ton landmark along I-94 at the Uniroyal sales office in Allen Park – glowed green and pink on Oct. 13, Metastatic Breast Cancer Awareness Day.

Uniroyal, part of Michelin North America Inc., also is donating \$1,000 to METAvivor Research & Support, an organization that helps people with stage 4 metastatic breast cancer, which is cancer that has spread to other parts of the body and is not curable, Uniroyal said.



Uniroyal Tire photo

The Uniroyal Giant Tire in Allen Park, Mich., glowed pink, teal and green for Metastatic Breast Cancer Awareness Day.

"For several years, Uniroyal has spotlighted Metastatic Breast Cancer Awareness by lighting the Uniroyal Giant Tire in pink, green and teal," Uniroyal brand director Michelle Grim said. "The Giant Tire is a landmark in the Detroit area and represents the brand's long heritage. We want part of that heritage to highlight and promote metastatic breast cancer research."

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SEMA SHOW TO HIGHLIGHT ALTERNATIVE POWERTRAINS

TIRE BUSINESS

LAS VEGAS — **THE ORGANIZERS OF** the annual SEMA Show will host an exhibit space this year, dubbed "SEMA FutureTech Studio," that will focus on emerging vehicle-propulsion systems, including electric and hydrogen.

Located in the Central Hall of the Las Vegas Convention Center (LVCC), the FutureTech Studio will be part of the new EV & Future Propulsion section that evolved from the SEMA Electrified exhibit at recent SEMA Shows.

The 2023 SEMA Show is scheduled to take place Oct. 31 through Nov. 3 at the LVCC.

"The automotive aftermarket has always been at the forefront of vehicle innovation and technology, and this new section will help showcase how our industry is leading the way in the creation of new engine and fuel options," Tom Gattuso, vice president of events for the Specialty Equipment Market Association (SEMA), said.

"The FutureTech Studio is a visionary space designed to inspire and support innovation across all segments and vehicles."



The exhibit will include a SEMA Education stage, named FutureTech LIVE, where industry leaders will discuss different propulsion technology, including EV, hybrid, hydrogen, alternative fuels and other advancements in technology.

The EV & Future Propulsion area will include more than 15 exhibitor booths showcasing parts and tools that cater to this emerging technology and more than 75 vehicles will help highlight the future of automotive innovation.

"The FutureTech Studio will help attendees understand what's happening in the industry and how the industry is already pushing the creative envelope with new innovations, parts and services," Luis Morales, SEMA director of vehicle technology, said.

"The EV & Future Propulsion section embodies our commitment to featuring the latest and future trends at the SEMA Show, and it is a testament to SEMA's dedication to helping the community remain at the forefront of technological advancements."

TIA FORUM TO TACKLE RIGHT TO REPAIR, EVS

ARE YOU CONCERNED about right to repair legislation and how the growth in electric vehicles might impact your tire and automotive service business? You're not alone.

These are two of the hottest issues on the minds of tire industry business owners today. In fact, some tire dealers believe passage of right to repair legislation is crucial to the very survival of the independent tire and automotive service aftermarket.

But how best to deal with them? That's the gist of a special Right to Repair/Electric Vehicle (EV) Forum the Tire Industry Association will hold on Monday, Oct. 30, the day before the opening of the Global Tire Expo/SEMA Show this fall in Las Vegas.

TIA is inviting key industry stakeholders, including tire dealers, manufacturers, suppliers and activists to participate in an engaging, open discussion of these important topics. The Forum will take place from 1:30 p.m. – 3:00 p.m. in Melrose 4 at Planet Hollywood Las Vegas Resort & Casino.

"We recognize how important right to repair legislation is to the survival of the independent tire and automotive aftermarket,"

said TIA CEO Richard "Dick" Gust. "We understand the challenges electric vehicles are creating for tire and vehicle service shops. What better way to address them than in Las Vegas and the GTE/SEMA Show where industry leaders can delve into these topics, share thoughts and ideas, and hopefully come up with some strategies in dealing with them."

Speakers from TIA and the Specialty Equipment Market Association will lead the right to repair discussion, while members of TIA's Electric Vehicle Advisory Council will conduct the forum on EVs.

Anyone interested in participating in the Forum should contact TIA Vice President of Government Affairs Roy Littlefield to reserve their spot. TIA also will provide lunch prior to the Forum for those who are interested.

For more information and/or to sign up for the Forum, contact Littlefield at 240 544-1265 or by email at rlittlefield2@tireindustry.org.

CANADA COURT RULES FOR MICHELIN IN TIRE TRADEMARK CASE

TIRE BUSINESS

A PROVINCIAL COURT in Fredericton, NB has ruled in favour of Michelin Group in a 2022 lawsuit against two dealers in Canada for selling a Chinese tire that Michelin claims violates intellectual property rights regarding the BFGoodrich Tires All-Terrain T/A KO2 tire.

Filed in the Court of Queen's Bench of New Brunswick in Fredericton, New Brunswick, the suit alleged that the All-Terrain T/A AK3 tire sold under the Wideway brand has a tread design "virtually identical" to the original BFGoodrich All-Terrain T/A KO2 tire.

The suit was filed in April 2022 against Tire Boys & Auto Service Inc., a mobile tire-fitting business based in Edmonton, Alberta, and Atlantic King Tire Inc., a retail dealership with outlets in Moncton and Oromocto, New Brunswick,

The Wideway tire also exhibits design features protected by intellectual property rights for the All-Terrain T/A KO2 tire, which Michelin manufactures in the U.S. under its BFGoodrich brand.

DOT markings on the Wideway All-Terrain T/A AK3 tire indicate the product is manufactured in China. Shandong Wideway Tire of Qingdao, Shandong, promotes the Wideway brand on its website but U.S. Department of Transportation records don't show any DOT plant code issued to any company using "Wideway" in its name.

Tire Boys and Atlantic Tire King failed to respond in the lawsuit or appear at a recent hearing, which prompted Michelin's motion for judgment.



Michelin claims the design of the BFGoodrich All-Terrain T/A KO2 (left) is being infringed upon by the Wideway All-Terrain T-A AK3 (right).

CONTI STARTS PRODUCTION OF 65% SUSTAINABLE TIRE LINE

EUROPEAN RUBBER JOURNAL REPORT

LOUSADA, Portugal – **CONTINENTAL A.G. HAS** started volume production of what it claims is its "most sustainable series tire to date" – the UltraContact NXT – at its plant in Lousado.

With up to 65% renewable, recycled and mass balance certified materials, the new summer tire is claimed to combine a "remarkably high share of sustainable materials with maximum safety and performance."

Continental said it "will gradually introduce the UltraContact NXT in Europe [with] the first sizes will be available to tire dealers in Europe shortly."

The UltraContact NXT, it further noted, was "designed for both electric and combustion engines, offering the highest label efficiency and optimum mileage performance."

All dimensions of the UltraContact NXT carry the highest possible rating under the EU tire labeling scheme, with an "A" rating

for rolling resistance, wet braking and exterior noise, Conti said.

Renewable materials such as resins based on residual materials from the paper and wood industries and silicate from the ash of rice husks account for "up to 32%" of the UltraContact NXT.

Recycled-materials-content stands, rated at "up to 5%", includes recycled rubber material, which comes from mechanically processed end-of-life tires, while Continental is also using recycled steel in the UltraContact NXT.

Another feature is the use of polyester reinforcement produced via ContiRe.Tex technology, which generates the fiber material from recycled PET bottles.

Continental A.G. has started volume production of the UltraContact NXT which it claims has 65% sustainable materials.

The new tire is also said to use up to 28% ISCC PLUS mass-balance-certified materials: synthetic rubber and carbon black made from biobased, bio-circular and/or circular feedstock.



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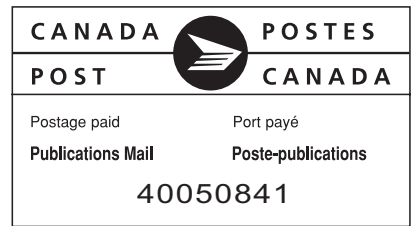
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