

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1302

Inside this issue...

TIRE RECYCLING UPDATE

TOO MANY WHEEL OFFS

INDUSTRY STEPS UP FOR CHARITY

WINTER CONFERENCE ANNOUNCEMENT

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President's Message



Lyrics from the unofficial Ontario Anthem "A Place to stand, A Place to Grow" The Place to Stand part is certainly applicable to the Ontario Tire Dealer. Tire Dealers and all small business owners in Ontario are steadfast, stoic and resilient. Standing firm in their determination to navigate their businesses through any obstacle, the Ontario Tire Dealer is a master. Through inflation, recession, good times and bad the Ontario Tire Dealer Stands firm in his professional approach to a turbulent economy. The second part of the verse A Place to Grow has been much more challenging in recent years. In 1994 NAFTA (North American Free Trade Agreement) went into effect. The promise was that by eliminating trade barriers between Canada and the United States jobs would be created. As merchandise moved across the Canada – US border so did most of Ontario's tire manufacturing. Determined to reduce costs, most of the large tire manufacturers also moved much of the administration and marketing jobs south as well. One would think that this would result in

lower costs and prices to Ontario tire consumers however this is not the case. Price disparity is still a huge issue in this province. The Ontario Tire Dealers Association is committed to addressing this and is diligently working on a strategy to combat "Country Pricing", the unfair practice of charging Tire Dealers in Canada 30 to 50 percent more than our neighbours south of the 49th parallel. Apparently higher employment and distribution costs are the main factors for this price disparity. This is in direct conflict to what we have experienced in Ontario, with fewer employees and less administrative costs being the norm. Your opinion matters so weigh in on this issue at Info@OTDA.Com.

The Ontario government is aggressively trying to implement changes to the Used Tire Program. These changes will include the dismantling of Waste Diversion Ontario and replacing it with Waste Reduction Ontario. Tire Manufacturers and First Importers aka Tire Stewards will be responsible for recovering the required amount of used tires for recycling based on the amount of tires sold in Ontario. Collectors, Haulers and Processors will be left to negotiate with Stewards as a result. The Provincial Government will be free of administration and responsibility for the program but will have the ability to enforce it with the new Waste Reduction Ontario. One of the proposed changes is that the recycling fee will be included in the cost and not a separate fee to the consumer. Is the Liberal Government in Ontario preparing for an election? 'We eliminated environmental fees' will be the catch phrase but in reality the cost of tires will increase by the amount included for recycling. The Ontario Tire Dealers Association is monitoring this closely to assess the impact on our industry and

determine a strategy to take advantage of possible opportunities for our Members.

Above is just a fraction of what your Association is doing on your behalf. The Ontario Tire Dealers Association Board of Directors are volunteers dedicated to moving our industry forward through education, training, government advocacy and member benefits. I am proud to serve as President working with such a remarkable group of Directors who put the needs of The Ontario Tire Dealer on their list of many priorities. Each Director comes with incredible experience and knowledge. Armed with this incredible pool of talent and your support we will continue our mission of advancing the tire industry in Ontario.

Mark your calendar for the 2014 OTDA Winter Conference January 17th to 24th 2014. Cozumel Palace Cozumel, Mexico. Warm and sunny this will prove to be the place to be. Informative meetings, activities and networking are what this conference is all about. I personally will be holding informal meetings at the pool side bar every second day to discuss important issues such as the next decadent dinner or extravagant activity. Book early to ensure a spot. The details are available inside this edition of Trends.

Once again, thank you for your support and commitment to the Ontario Tire Dealers Association!

Mike McClory
OTDA President

TRENDS

Tire Industry News

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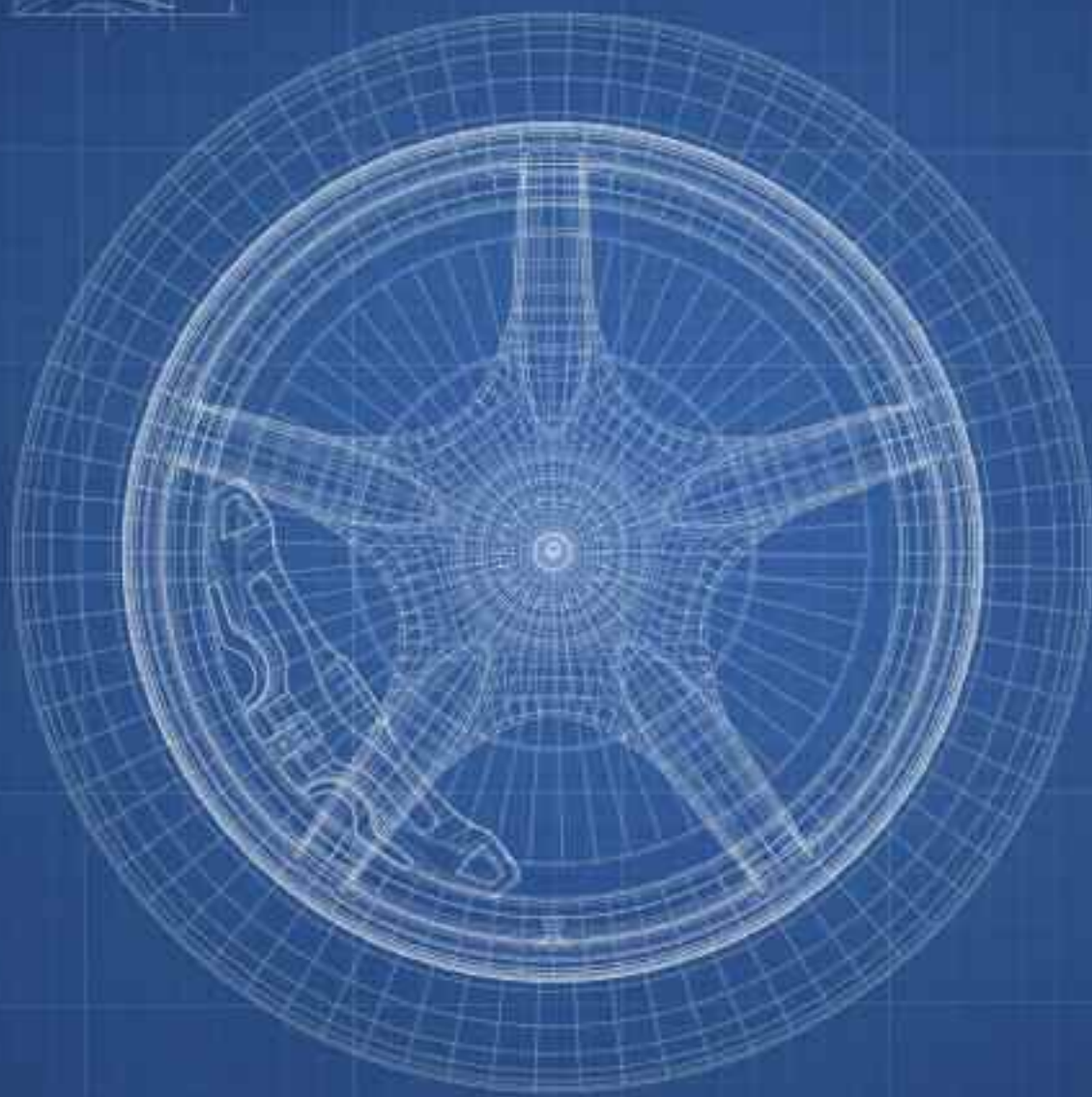
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MARK YOUR CALENDARS

OTDA Winter Conference - January 17 - 24, 2014, Cozumel, Mexico

OTDA Annual Fundraiser & Charity Golf Classic - June 18, 2014, Port Hope

TDAC National Trade Show & Conference - September 18 - 20, 2014, Niagara Falls



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Tired Recycling

Yet another round of proposed changes to Ontario's tire recycling rules seems to offer more uncertainty for Ontario tire dealers and tire consumers

In March 2013 yet another eco-fee controversy bubbled up as Ontario Tire Stewardship moved to an April 1st implementation of new tire stewardship eco-fees that would drive the cost of some larger off-road tires up by over \$1,300/tire.

In the wake of the March eco-fee controversy (which also involved increases in eco-fees charged to consumers for the recycling of waste electronics), Environment Minister Jim Bradley tabled Bill 91 Waste Reduction Act and Waste Reduction Strategy on June 6th 2013.

If enacted, Bill 91 Waste Reduction Act (WRA) would replace the Waste Diversion Act 2002 under which Ontario Tire Stewardship (OTS) is established as the Province's tire recycling agency.

If brought into force the WRA will allow OTS to continue to operate the provincial used tires recycling program under the existing rules until such time as the government chooses to transition the OTS program to the new "Individual Producer Responsibility" (IPR) rules under the WRA.

Under the IPR rules OTS would be folded and instead, individual tire stewards – tire brand-owners and first importers – would be allowed to either set up individual programs to collect and recycle tires or, if they choose to, could work collectively with other stewards to establish a new tire recycling agency.

If formed, this new tire-recycling agency might assume many of the roles that OTS fulfills today. While it might operate much like the existing OTS there would be notable differences.

Of note, the rules proposed under Bill 91 stipulate that any eco-fees charged to stewards for tire recycling will have to be incorporated into the product's price. Termed "integrated pricing" this would mean that the wholesale invoiced price of a tire will necessarily incorporate any tire stewardship eco-fees set by the recycling agency.

One potential effect of integrating the tire recycling eco-fee into the tire price is that wholesale mark-ups on manufacturers' prices will inflate the wholesale cost of goods ultimately driving up retail tire prices.

On the other hand, the rules under the proposed Waste Reduction Act that allow individual stewards to establish their own programs means that OTDA members that bring tires into Ontario will be able to setup their own recycling arrangements with tire recyclers potentially allowing them to find more competitive, lower cost options for tire recycling.

If enough tire stewards set up their own tire recycling initiatives, tire recycling in Ontario may become more competitive thereby precluding any one recycling agency from setting a universal tire eco-fee. Competitive tire recycling will ultimately lead to lower costs for consumers.

One does not need to look back at the Ontario tire market prior to the advent of the OTS program in September 2009 to remember that on average Ontario tire consumers were paying \$3/passenger tire to have their tires properly disposed of. In the free-market no new tire stockpiles were forming in Ontario and virtually 100% of passenger and light-truck tires generated annually in the Province were recovered, recycled or used as tire-derived fuel.

Today it costs \$5.69/tire to collect, haul and recycle a passenger tire under the OTS program - while the OTS program continues to be a great success in terms of having driven true tire recycling in Ontario it is relatively expensive.

Whether Bill 91 passes into legislation remains to be seen. Furthermore if it is passed, it remains to be seen whether it actually results in more competitive and consumer friendly tire recycling in Ontario or whether it simply results in what we have today with inflated tire recycling eco-fees buried in the price of tires and hidden away from the consumer.

OTDA is planning to meet with the Ontario Ministry of Environment to seek further clarity regarding the WRA and what it might mean for Ontario tire dealers and their consumers.

Submissions to the Ministry of Environment regarding the WRA are due on September 4th 2013. See: <http://www.ebr.gov.on.ca/ERS-WEB-External/displaynoticecontent.do?noticeId=MTE5NzM1&statusId=MTc5MTM2&language=en>



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Treadlines

Woman Addicted to Eating Tires?

March 06, 2013 – Tire Review
Airing March 6 on TLC's "My Strange Addiction" is the story of Allison, who says she is addicted to eating tires.

The 19-year-old has been addicted to chewing on small shreds of tires for six years, and has consumed some 50 whole tires in that time.

"The rubber tire pieces taste really chemically, like a shock to your taste buds. It's amazing," she says. "The texture of the rubber pieces is like beef jerky. It's a workout for your jaw."

According to a sneak peek of the show, she eats more than two feet of tire shavings a day for a total of up to 14 pounds per month. Allison's fiancé Sammy – who actually works in a tire plant – says, "eating tires is weird."

"Pretty much every time he comes home he has some in his pants," Allison says in the preview.

TIRE DISCOUNTER GROUP ACQUIRES YKW CANADA

June 17th 2013
Orangeville, Ontario
Tire Discounter Group Inc has announced the acquisition of Markham based YKW Motorsports Canada. YKW Motorsports Canada is a factory direct importer / distributor of quality TUV European certified alloy wheels. The acquisition of YKW Canada provides Tire Discounter Group exclusivity on 3 premium alloy wheel lines including the renowned Euro-Klasse wheel line.

During the transition, YKW will operate out of Tire Discounter's recently opened GTA Distribution Centre in Markham Ontario. YKW wheel products will be available from all TDG warehouses in Ontario

Tire Discounter Group operates distribution warehouses in Orangeville – Barrie – Hamilton and Markham GTA; in addition to private TDG branded distributors in North Bay and Sudbury.

April 30, 2013 - Bromont, QC

Odessa Canada, a major wholesaler of specialty tires in Eastern Canada, introduced an all new re-designed 2013 Product Catalogue. Although in house statistics demonstrate over 60% of purchases are made via the internet, internal research also shows customers still require and use on a daily basis a traditional paper copy of

the Odessa Catalogue.

Kal Tire cancels Regina facility

May 02, 2013
Vernon, British-Columbia-based Kal Tire has cancelled a project to construct a new distribution facility in Regina, Saskatchewan. The company will expand an existing facility in Edmonton in the province of Alberta instead.

"Timing and concern over costs impacted our ability to start construction on this new distribution center," says John Mullin, senior vice president purchasing and marketing for Kal Tire. "It has been determined that it is more cost-effective to expand an existing facility than to construct a new one."

The company says a critical deadline was missed in order to be ready for Kal Tire's 2014 winter rush season.

"Our short-term solution will be to expand our Edmonton warehouse," says Mullin. "We still have a long-term commitment to Saskatchewan both through our existing warehouse and retread plant in Regina as well as our store network throughout the province. Over time, we still intend to find a larger warehouse in the prairies to support our future growth."

Kal Tire is a retail and commercial tire dealership serving eight Canadian provinces.

Bernard Claims Canada's Largest Retread Plant

May 17, 2013 – Tire Review Magazine
Saint-Paul d'Abbotsford-based Groupe Robert Bernard has opened what it says is the largest retreading plant in Canada - a 70,000-square-foot facility in Granby, Que.

The \$3 million facility will use Michelin Retread Technologies equipment, processes and tread stock.

"We have full faith in the technology offered by MRT and we have a strong relationship with the Michelin family going back 45 years," said Jocelyn Bernard, vice president. "Our new, larger plant provides us with a larger shop floor. This will facilitate better production and storage. This will also help us reduce wait times for delivery."

"Although MRT Canada now has eight plants across the country, Robert Bernard MRT is the only hybrid facility, which means it can manufacture high quality retread tires using Michelin Pre-Mold and Custom-Mold

processes," said Harold Phillips, CEO of Michelin Canada. "With this expansion, Robert Bernard MRT is the largest retread plant in Canada. This will help the company meet the increasing demand for the highest quality MRT retread tires in Quebec."

Montreal Tire Dealer Victim of Arson - Again

April 19, 2013
For the second time in roughly a month, a tire dealership in Montreal has been struck by arson, according to The (Montreal) Gazette.

"The overnight attack was the latest in a string of what appear to be 'warning-style' firebombings in that area - of a type sometimes connected with protection rackets operated by organized crime," the paper reported.

The April 18 incident at the tire store – one of three adjoining businesses in a multi-tenant building – was the fifth attack of that nature at the structure "in the past months," according to local law enforcement, who said suspects broke a garage door window at the tire store, dumped a flammable liquid inside and set the fire around midnight.

No injuries have resulted from the incidents. In all cases, building damages have been classified as "light," The Gazette reported.

Modern Tire Dealer

June 12, 2013
Apollo Tyres to acquire Cooper Tire
Apollo Tyres Ltd. and Cooper Tire & Rubber Co. today announced the execution of a definitive merger agreement under which a wholly-owned subsidiary of Apollo will acquire Cooper in an all-cash transaction valued at approximately \$2.5 billion. Under the terms of the agreement, which has been unanimously approved by the boards of directors of both companies, Cooper stockholders will receive \$35 per share in cash. The transaction represents a 40% premium to Cooper's 30-day volume-weighted average price.

This strategic combination will bring together two companies with highly complementary brands, geographic presence, and technological expertise to create a global leader in tire manufacturing and distribution, according to a joint statement issued by the companies.

For its first quarter ended March 31, 2013, Cooper reported net income of \$56 million on net sales of \$862 million. That compares

cont'd on page 15



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Treadlines

cont'd from page 12

to income of \$22 million on sales of \$985 million for the same period in 2011. Operating profit rose 102%, from \$48 million to a first-quarter record of \$97 million. The company's net income-to-sales ratio was 6.5%.

Apollo, founded in 1972, has an international reputation for high performance tires across a portfolio of well-known premium and mid-tier brands, including the flagship Apollo brand and Vredestein.

Cooper, the 11th-largest tire company in the world by revenue, was founded in 1914 and today supplies premium and mid-tier tires worldwide through renowned brands such as Cooper, Mastercraft, Starfire, Chengshan, Roadmaster and Avon.

The combined company will be the seventh-largest tire company in the world and will have a strong presence in high-growth end-markets across four continents. With a combined \$6.6 billion in total sales in 2012, the combined company will have a full range of brands.

Non-Pneumatic Tire Makes it to Market

March 21, 2013 Tire Review

Powersports equipment-maker Polaris has unveiled a production airless tire to be sold commercially in North America.

The company plans to begin selling its Non-Pneumatic Tire, reminiscent of Michelin's



2012.

Similar to the Tweel, Polaris' airless tire uses a durable, flexible mesh structure to carry the load of the vehicle and driver. It is considered ideal for military applications because the tires cannot suffer a puncture, and because the ride and responsiveness is said to be the same as a regular pneumatic tire, recreational users will appreciate the added convenience.

The "tread" of the tire can be developed and compounded for a wide range of applications, including off-roading, farm and utility or high-performance use.

Polaris said the tire initially will be available for ATVs, but the company is considering other applications, as well.

RMA Joins Group For Rubber Pavement Conference

March 19, 2013 Tire Review

The Rubber Manufacturers Association (RMA), Rubber Pavement Association and the Rubber Division of the American Chemical Society will hold the sixth annual Conference on the Use of Rubber Modified Asphalt.

Joining in the conference are co-hosts the Asphalt Institute, the National Asphalt



Pavement Association, and the National Center for Asphalt Technology and the Federal Highway Administration.

The conference is scheduled for Oct. 15-17, at the Fiesta Resort in Tempe, Ariz.

"There is renewed interest in rubber modified asphalt by the Federal Highway Administration, state departments of transportation and the industry," said Michael Blumenthal, RMA vice president. "Additionally there have been several significant changes, both in new applications and advances in research that will lead to new opportunities to use rubber modified asphalts."

For additional information on the conference and to register, visit stref.org.

March 14, 2013

TIA, RMA, others oppose Md. tire aging bill The Tire Industry Association (TIA) is opposing Maryland House Bill 1110 regarding tire aging introduced to the Economic Matters Committee in the Maryland House of Delegates by its chief sponsor Delegate Benjamin F. Kramer (D-19th District).

TIA, in conjunction with the Rubber Manufacturers Association (RMA), the Chesapeake Automotive Business Association (CABA), the Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA), and numerous tire retailers, distributors and manufacturers, formed a coalition that came to Annapolis, Md., on March 13, 2013 to testify in opposition of the bill and edu-

cate lawmakers on the real facts about tire aging.

The bill would prohibit a merchant from selling a tire to a consumer as a new tire in the state of Maryland if the tire is a retreaded, previously used, or recycled tire or was manufactured more than a certain number of years before the date of sale to the consumer.

It requires the merchant who sells a certain tire to provide a specified notice and disclosure to the consumer relating to tire age and safety. The bill also establishes a penalty for a violation of the act.

Roy Littlefield, TIA executive vice president, told lawmakers about TIA's role in tire safety education including TIA's tire technician training program that has trained over 80,000 tire technicians and its online training program that 930 dealers have participated in since its launch last year.

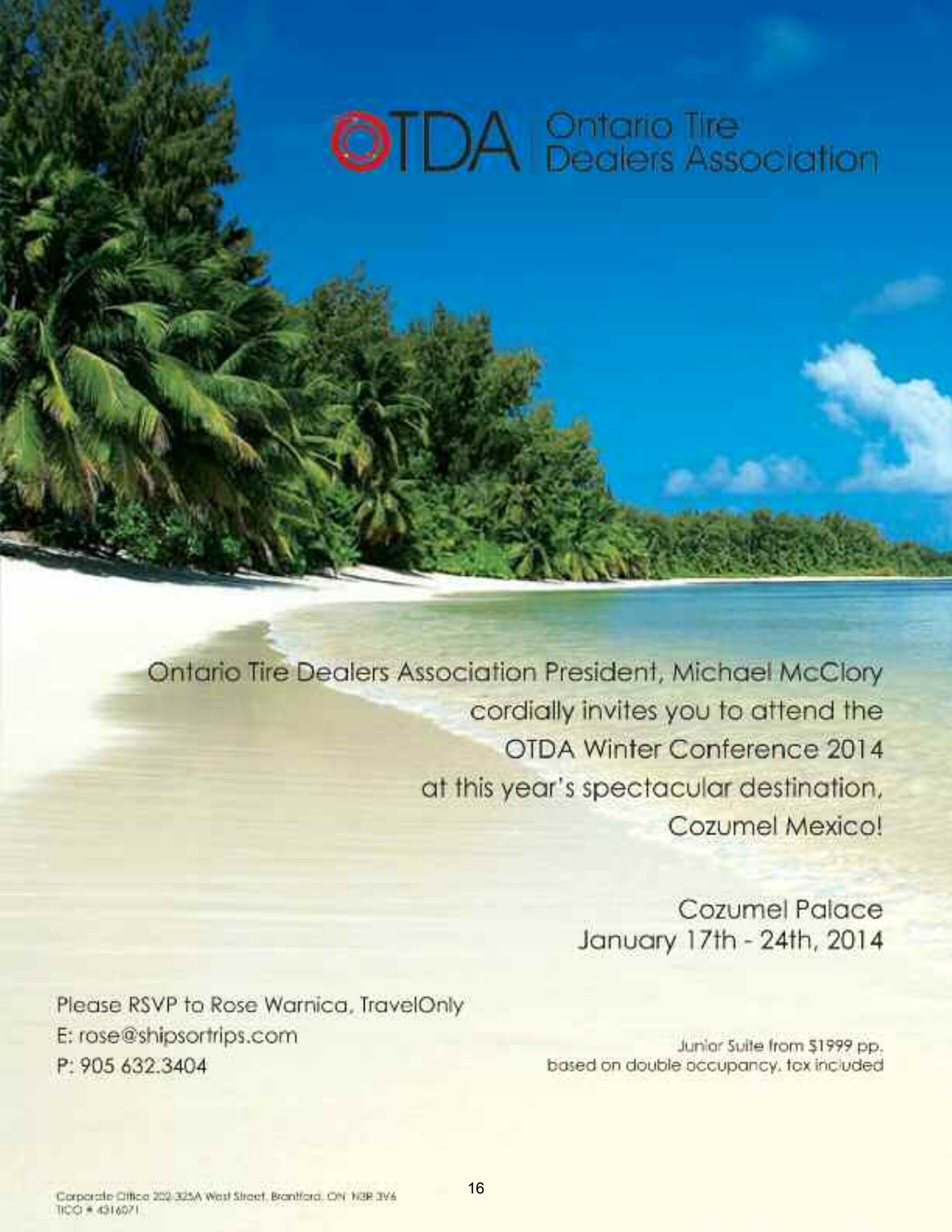
"We are very active in educating consumers and tire technicians around the country about tire safety and would love to partner with the National Highway Traffic Safety Administration (NHTSA) on a consumer education program," said Littlefield. In 2012, Delegate Kramer introduced a similar tire aging bill, House Bill 729, that was voted unfavorably after TIA and other industry groups testified in opposition.

For more information see Update: Tire aging bill is 'dead for the year' and Sean Kane takes TIA and RMA to task.

Related Topics: Maryland House Bill 1110, RMA, Roy Littlefield, TIA, Tire Aging Bill

Read more:

http://www.moderntiredealer.com/channel/performance/news/story/2013/03/tia-rma-others-oppose-md-tire-aging-bill.aspx?ref=HotWire-Monday-20130318&utm_source=Email&utm_medium=Enewsletter#ixzz2P7UVCr00

The background of the entire page is a vibrant tropical beach scene. On the left, a dense line of lush green palm trees and other tropical foliage borders a pristine white sand beach. The gentle waves of clear, turquoise water lap at the shore, creating soft white foam. The sky above is a brilliant, clear blue, dotted with a few wispy white clouds. The overall atmosphere is bright, sunny, and inviting.

Ontario Tire Dealers Association President, Michael McClory
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RMA supports ban of 'unsafe' used tires

A Texas Senate committee is considering a bill that prohibits the sale of unsafe used tires "that are readily available and pose a significant risk to motorists."

SB 459, introduced by Sen. Jose Rodriguez (D), is supported by the Rubber Manufacturers Association (RMA), the national trade organization for tire manufacturers. RMA, which testified at the March 26, 2013, hearing, believes businesses should not be permitted to offer tires that are worn out, damaged or exhibit other unsafe conditions.

"This legislation will help improve highway and motorist safety in Texas by addressing the sale of unsafe used tires," says Dan Zielinski, the RMA's senior vice president. "Safety is the highest priority for the tire industry and we support this legislation."

To demonstrate the problem and availability of unsafe used tires, RMA purchased several used tires from used tire stores in Texas. Each tire exhibited one or more conditions that are clearly unsafe: worn out, visible damage to the tread or other portions of a tire; or improperly repaired.

"Unsafe used tires are readily available for sale across the nation," says Zielinski. "Any used tire is a risky proposition since it's impossible to know the service history of a tire used by someone else. But some businesses are compounding that problem by selling tires that anyone in the tire business should know are dangerous."

Tires worn to 2/32nds of an inch are considered bald and are dangerous because they no longer provide sufficient grip on the road, particularly under wet conditions. Tires with damaged or exposed steel belts or other damaged internal components threaten a tire's structural integrity.

Improperly repaired tires can suffer loss of inflation pressure or have hidden damage that may risk tire failure.

"We are working to educate policymakers and consumers about the dangers of unsafe used tires and will advocate state laws to prohibit the sale of used tires with conditions that pose a significant motorist safety risk," says Zielinski. "Consumers may think used tires are a bargain but saving a few dollars isn't worth the risk if your choice includes a worn out or damaged tire."

Here is what the RMA said in its testimony before the Texas Senate Transportation Committee on March 27 during the public hearing for SB 459.

"Safety is the tire industry's highest priority. Tires are among the most highly engineered safety components on vehicles and are directly involved in all aspects of a vehi-

cle's movement -- acceleration, deceleration, braking, cornering, turning and handling. While they may still look very similar to tires made decades ago, numerous technological and engineering changes are made constantly to enhance tire performance.

"Additionally, tires sold in the United States comply with the strictest government safety standards in the world.

"Motorists are at significant risk when their tires are not in good working condition. That is why RMA members' concern with safety extends beyond the factory door to help consumers understand how to maintain their tires.

"RMA members fund and support a national consumer education program, Be Tire Smart -- Play Your PART, to educate motorists about proper tire care. This effort includes sponsoring National Tire Safety Week each June, which includes vigorous media outreach and distribution of tire care materials to more than 21,000 tire dealer, auto dealer, auto repair, AAA clubs and other outlets.

"RMA also makes an effort to keep tire service professionals educated about important care and service issues. Last year RMA distributed tire care and service information to more than 220,000 tire and automotive service and repair locations nationwide. This information included a number of industry standards on several tire service topics. These materials also are available on our web site.

"We estimate that 20-25 million used tires enter the market each year in the U.S. What we don't know is how many are unsafe. But it doesn't take long to find them. Our members purchased several unsafe used tires from shops in the Austin area in just a few trips. These tires are readily available.

"Consumers always should approach a used tire purchase decision with caution. No consumer can possibly know the storage, maintenance and service history of any tire. Tires driven under inflated over time; suffered impact damage by hitting a pothole or curb; exhibit uneven tread wear due to poor vehicle alignment or have been repaired improperly can increase the risk of tire failure.

"SB 459 would prohibit the sale of unsafe used tires that demonstrate clear hazards such as worn out, damaged or improperly repaired, among others -- conditions that we know will increase the risk of tire failure. Riding on damaged, worn-out tires may be further exacerbated in Texas, where exposure to high ambient temperatures puts further strain on tires. The simple guidelines in

SB 459 for tire sellers to identify unsafe used tires will help protect consumers. Furthermore, the conditions are very similar to those that already are used to identify unsafe tires in Texas' vehicle safety inspections.

"Used tires are not subject to any regulations. All that SB 459 does is attempt to weed out those tires that every tire professional can and should know poses an unreasonable risk to motorist safety. Simply put, if you're in the business of selling tires, you should know not to sell tires that match the conditions listed in this legislation.

"Requiring used tire sellers to be appropriately accountable when they return used tires back to road service is a simple, reasonable attempt to protect consumers. In the tire buying process, many consumers rely upon the advice and guidance of a tire dealer. All consumers want and expect that the tires they buy are safe. Simply adhering to a buyer-beware approach may put too many consumers at risk of purchasing tires that they believe will be safe enough to use but in reality pose a significant risk.

"RMA members, like any business, face regulatory and legislative requirements on many facets of their operations. Our members do not advocate new regulations without careful consideration and an understanding of what burdens may be placed on sellers of used tires. The approach in SB 459 lists a number of conditions that we believe that those in the tire business can and should follow. No tire business should rely on the sale of tires displaying the conditions listed in this legislation."

RMA published an information bulletin on used tires several years ago. The group is currently advocating unsafe used tire legislation in Florida as well.

What do you think? Do you support the bill? Is there such a thing as a safe used tire? Let us know what you think by leaving a comment!

And to find out what Modern Tire Dealer Editor Bob Ulrich thinks about the issue, read "Used tires get abused in Texas state legislature."

Read more: http://www.moderntiredealer.com/channel/retailing/news/story/2013/03/rma-supports-ban-of-unsafe-used-tires.aspx?ref=HotWire-Thursdays-20130328&utm_source=Email&utm_medium=Enewsletter&prestitial=1#ixzz2P7TWP Tcf

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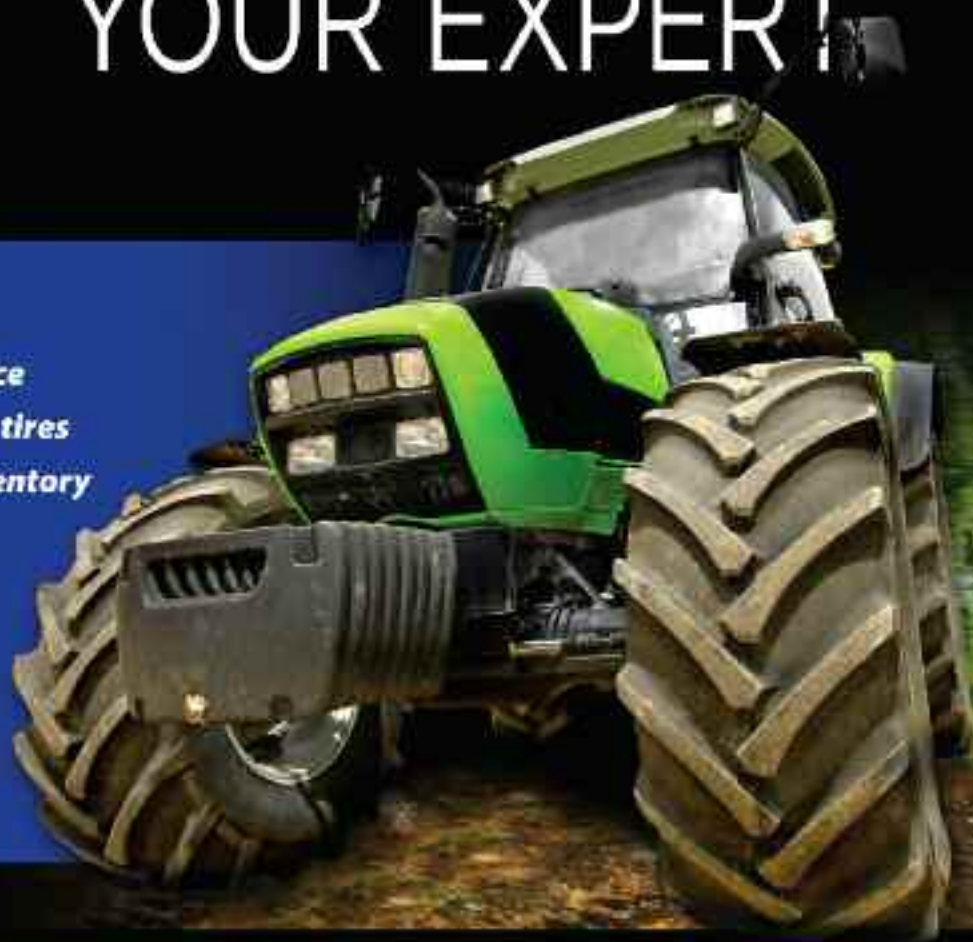
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April 17, 2013

Understanding tire sidewalls: Reading, writing & 'rithmetic

The sidewall says it all when it comes to selling

By: Bob Ulrich



A tire doesn't talk, but it still can tell you a lot about itself, especially its purpose in life. It's all written on the sidewall.

Consider this a safety primer for the newbies learning how to sell or mount not just high performance tires but any tire. It starts with the tire size (see chart below), which includes the load index and speed rating.

A tire's section or cross-section width is the measurement of the tire's width from its inner sidewall to its outer sidewall at the widest point, according to The Tire Rack. The measurement is made after the tire has been properly mounted.

"Because a tire's section width is influenced by the width of the rim upon which the tire is mounted, the correct industry assigned measuring rim width for the tire size being measured must be used."

In our example, 225 millimeters converts to 8.8 inches.

The aspect ratio is the section height of the tire divided by its section width. Ultra-high performance tires have particularly low aspect ratios; as such, they are wider and have shorter, stiffer sidewalls.

"Low aspect ratios deliver enhanced performance attributes such as hard cornering and improved handling," according to Kumho Tire U.S.A. Inc.

The load index indicates the load-carrying capacity of each tire. In our example, 91 represents a load-carrying capacity of 1,356 pounds (see the load index chart on page 34). A set of four would be 5,424 pounds, which needs to take into account both vehicle and passenger weight, as well as possible load weight.

Speed ratings are based on indoor laboratory tests that relate to straightaway performance and durability on the road. They are "not applicable if tires are underinflated, overloaded, worn out, damaged or altered."

S: maximum of 112 mph.

T: maximum of 118 mph.

H: maximum of 130 mph.

V: maximum of 149 mph.

W: maximum of 168.

Y: maximum of 186 mph.

(Y): in excess of 186 mph.

The old Z-rating refers to speeds in excess of 149 mph. It sometimes appears in the size designation in conjunction with the less open-ended W and Y ratings.

"Tire speed ratings do not imply that a vehicle can be safely driven at the maximum speed for which the tire is rated, particularly under adverse road and weather conditions or if the vehicle has unusual characteristics," according to the Rubber Manufacturers Association.

In addition, when replacing tires on high performance vehicles, speed ratings "must be equal to or greater than what is specified by the vehicle manufacturer if the speed capability of the vehicle is to be maintained."

Wheel market creeping back

William Schertz, Tire Business staff



(TIS INDUSTRIES L.L.C. PHOTO)

CHARLOTTE, N.C. (March 7, 2013) — After taking a severe beating at the hands of the downturn of the economy in 2008, the U.S. wheel market has been making steady gains, according to American Tire Distributors Holdings Inc. (ATD).

"It's been a slow recovery for sure from 2008. Things are relatively flat from 2009, but starting in 2010 it's been inching its way back," Brian Moyer, ATD's director of wheel sales, told Tire Business, citing Specialty Equipment Market Association (SEMA) data showing 5-percent annual growth.

"They're estimating 4 percent for last year," he said. "I think our predictions are about even with that for last year." Unlike the tire business, the wheel segment tends to mirror the overall economy. When the market collapsed, the U.S. wheel business was essentially cut in half, Mr. Moyer noted.

"It was pretty dramatic," he said. "As you can imagine, it is 100 percent a want-oriented business. Every vehicle ever made has come with a set of wheels that work really well for the car, so the aftermarket is very sensitive to the economy.

"As the economy has been recovering slowly, so has the wheel business."

ATD, which sells about \$60 million worth of wheels annually, according to the firm's filings with the Securities and Exchange Commission, has been pacing ahead of the market average in the growth of its wheel business, Mr. Moyer said, though he did not provide specific figures.

"We've done very well over the last couple years. We invested in the business as things started to feel like they were going to recover," Mr. Moyer said.

In 2011, the company launched a marketing alliance with DUBmagazine, giving ATD exclusive rights to distribute TIS Industries L.L.C.'s TIS- and Dropstar-brand custom wheel lines. The founders of DUB also are shareholders of TIS.

In addition, the partnership has provided ATD with marketing opportunities through the DUB print magazine, its online and television assets and the creation of the DUB Garage Dealer Program, offered exclusively through ATD.

"It's gone really well so far," Ron Sinclair, ATD's senior vice president of marketing, said of the partnership. "This category especially is about the brand and the image of the brand. This is a very image-based, almost fashion-based industry. That's why the relationship makes a lot of sense, the branding makes a lot of sense and all the tie-ins have been so successful."

While the wheel market in general is gradually making a comeback, Mr. Moyer said one of the most surprising things is the return of the light truck segment.

"There're two trends that are growing pretty strong in the wheel segment right now," Mr. Moyer said.

"One is, oddly enough, the light truck and lifted truck segment of the business. We have really expanded our offering and would consider our offering in that area pretty robust."

The aesthetics of wheel designs have been changing, too. On the passenger side, Mr. Moyer continued, there has been a strong shift away from chrome wheels and into painted wheels. There are a few reasons for the change, he said.

"(The wheels) tend to last longer in inclement weather regions of the country. The acquisition cost for a consumer is

a lot less on a painted wheel than it is with a chrome wheel," he said. "What you're seeing is a trend called concave (wheels). For probably the last 10 years the thing in the wheel business was to see how big you could get the lip of the wheel where the tire comes in, and it's totally gone the opposite direction, bringing the design of the wheel all the way out to the face of the tire and then drawing back into the center of the wheel into the hub area."

Lastly, the trend in plus sizing that was prevalent a few years ago has turned around.

"There's been a shift at the same time to smaller diameters—if not OE size, real close to OE," Mr. Moyer said.

"It wasn't that long ago that cars would come with 16-inch wheels and (buyers) were going plus six—up to 22-inch or 24-inch—and seeing how big they could get on there.

"That has definitely calmed down in an economy where I think people still want to be unique and express their personality through wheels on their vehicle, but they just don't want to, A, spend \$3,000 to do it and, B, sacrifice the ride and the comfort of their vehicle to do it.

"You can do that in a smaller diameter—really change the look of the vehicle and feel good about your car, but get into something you can afford to get into that will feel good while you're driving and will last quite a bit longer," he continued.

"It's about more practicality." Mr. Moyer noted that small diameter tuner parts have stayed consistent in their popularity throughout all the changes.

"I can't say that's a moving trend going forward, but it's a trend that has not let off."

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An article by Donald Cooper, MBA...

Meet the millennials...why employees in their 20s are probably driving you nuts:

One of biggest complaints I get from clients is how 'different' their younger employees are. *"They're self-centered, they feel entitled to time off, instant promotions and think they should be running the place. Many of them lack creativity and empathy."* Well, that's why millennials (also known as Generation Y) are called the 'ME' generation. Who are these folks? They're generally said to be young people born between the early 1980s and the early 2000s.

Where did all this 'entitlement' come from? When these kids were growing up, their parents and teachers focused so much on boosting their self-esteem that they were told endlessly that they're 'special' and they got so many 'participation' trophies in school without ever having to win anything that they now believe they're worthy, without having to produce anything. In fact, in a recent survey, 40% of them stated that they're entitled to a promotion every two years, regardless of their job performance. This is nuts.

Millennials are optimistic. Why wouldn't they be? For their entire lives people have told them they're special, for no apparent reason. And now, with technology and social media they can star in their own YouTube movies and have fans and followers on Facebook and Twitter. This is why they feel like 'stars'.

But the same surveys show that they also have a constant need for approval. I think that's because they've grown up relying on everyone else's glowing opinion of them rather than growing up with the inner strength that comes from knowing that you have worked, struggled, overcome and achieved by actually creating or accomplishing something on your own.

In another study done on the previous generation (now in their 30s and 40s), 80% of employees under the age of 23 stated that some day they hoped to have a job with more responsibility. Ten years later, when this study was repeated with millennials, only 60% of them said that they hope to have a job some day, with more responsibility. Are these the same young folks who said that they're entitled to a promotion every two years? So, let me get this straight: They want a promotion and a raise every two years...but no more responsibility. Am I the only one scratching his head over this one?

Now, here's the thing. I have no solution to offer you about your millennial employees. I'm just explaining why they're probably driving you nuts. There are a number of good books out there on how to handle and work with these folks. Perhaps one of them should be on your reading list. You might start with **"101 Ways to make Generation X, Y and Zoomers Happy at Work"** by Cheryl Cran. It's available on her website, cherylcran.com for \$20. Click on her "Store" tab.



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A Closer Look at Speed Ratings

By Mac Demere

April 16, 2013 – Tire Review Magazine

Explaining the difference between Z-rated tires and their less expensive counterparts to customers

Providing an easy-to-understand explanation of the need for more expensive, high speed-rated tires can be challenging when faced with customer doubt.

How many times have you heard this question: “Why do I have to pay extra for a Z-rated tire when I never drive over 70?” (We’ll ignore the fact that the questioner ran in a 90 mph pack on his recent trip from Memphis to Knoxville. The late British journalist L.J.K. Setright called the highway that connects the two – Interstate 40 – the fastest autobahn in the world.)

Now, here’s a question you probably haven’t heard: “Why does my Lexus stutter at 150?”

It was my mother on the phone. Despite her genteel Southern upbringing, she tended to get right to the point on phone calls. “Good morning to you, too, Mom,” I said. “What you experienced was the electronic speed limiter.” (Notice I was not surprised that Mom had bounced against the limiter.) “Why do they have that?” she asked.

Rather than discuss the agreement among most auto companies to limit their fastest cars to 155 mph, I just said: “Toyota doesn’t want you going any faster than that.” “Why?”

“If your tires are underinflated or damaged, they might fail.”

“Can the thingie be disarmed?”

Forgive me for lying to my mother, but I said: “No.”

“By the way,” I asked. “Where were you going 150?”

“Alabama.” No need for further questions: That told me she was running a buck fifty because she was late for church.

Fast forward a few years and my Mom had handed down the LS400 to my brother. He needed new tires. Of course he asked the tire salesman why he needed a Z-rated tire when the same size from the same manufacturer with the same model name was available as a less-expensive V-rated tire.

Of course, I got another phone call.

The problem: I didn’t know – couldn’t know – the full answer.

My short, incomplete answer was the same one I give any time somebody is replacing tires: “Between the tire and car companies, nearly a million dollars was spent developing the tires that are on your car. If you like how the car rides, handles, how quiet it is, and how your tires handled deep water when they were new, replace them with the identical tire. And not just the same manufacturer and model, but the same part number. Why would you take a chance on messing up what you like for \$200 (or less)? If there’s a performance category you don’t like (other than price or tread life), try an alternative.”

Another short, incomplete answer is that while you may never exceed 80 mph, perhaps your son, brother-in-law, or the person to whom you sell the car may. Or maybe Mom will borrow it when she’s late for church. If a lower speed-rated tire fails in those situations, you will be heart-broken at best and could lose a huge lawsuit at worst. (And that fact also would ring true for the dealer who sold them.)

Cars today can reach speeds that were unheard of in the 1970s. Back then, Car & Driver did an article of all the American-made vehicles that could “double the double nickel.” There were 10 U.S.-made vehicles capable of going twice as fast as the hated 55-mph speed limit. One of the vehicles was a Dodge pickup that was exempt from the then-new emissions controls because of its “gross vehicular weight rating.”

Today, a Honda Civic would easily blow past 130 mph if not for its electronic speed limiter. This is to say, trying to save a few dollars by installing a lower speed-rated tire does not make sense.

Digging Deeper

A more complete, but possibly inaccurate, answer is that there may be absolutely no difference between the Z- and V-rated tire except the labeling on the sidewall.

It’s not unusual for tire companies to put two labels on the output of one tire mold. If they work their dimensions just right, a single mold can produce two different size tires. (See: “Tire Size Allowances: All 242/43R17s Are Not Created Alike,” June 2011)

In the same manner, it’s not unprecedented that a V and a Z come from the same mold.

However, your chance of learning that – even by accident – is pretty much zero. And I wouldn’t be shocked if I got a nasty-gram from a tire company for revealing that.

Another factor is the lawsuits that plague the tire industry. When a tire company can lose a suit over a tire that was purchased used, improperly repaired at least twice, and run underinflated and overloaded for thousands of miles, the industry develops a healthy level of fear.

Plaintiffs’ attorneys have kicked more than one tire company for failing to use a nylon cap, one of the features that allows the tire to pass the speed-rating test, even when the feature wasn’t required for the intended use of the tire. Also, it’s become easier and cheaper to build tires with nylon caps. Since nylon caps provide other benefits, tire companies are beginning to liberally employ them.

Much of the speed rating issue is the tire companies’ own fault. Back in the day, they planted in the mind of consumers the fact that higher speed rating meant improved traction. But the two are only peripherally related.

Yes, most sticky tires have high speed ratings, but it’s not the speed rating that provides that grip. Try this analogy: Most bankers wear suits and ties, but wearing a suit and tie does not make one a banker. The stiff belt package and cap required to meet the speed rating helps handling, but it’s the rubber compound that provides the grip.

The next time an old lady tries to get you to install a lower speed-rated tire on her car so that she might save a few dollars, ask if she’s ever late for church.

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About Net Driven

Patrick Sandone, the President of Net Driven, was inspired to found the company while working with his family's business, Sandone Tire Car Care Centers in Scranton, PA. Patrick is a regular speaker at automotive industry events (ITEC, SEMA) on the topic of websites and internet marketing. He also just **published his fourth article** in Tire Business, The Digital Showroom.

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March 28, 2013

Will selling used tires become illegal?!

According to the Rubber Manufacturers Association (RMA), an estimated 20 million to 25 million used tires enter the domestic market each year.

How many of them are re-sold? The RMA wants to limit that; as a result, it is supporting Texas legislation that will, in essence, make selling an "unsafe" tire in Texas a punishable offense.

You might think the act of selling something unsafe, at least knowingly, already would be covered by law. The key to the law, however, is its definition of what constitutes an "unsafe" used tire.

It is an interesting bill that if passed, will affect Texas dealers and may lead to a call for a similar bill nationally. "Any used tire is a risky proposition since it's impossible to know the service history of a tire used by someone else," said the RMA in defense of the bill. To read what else the RMA had to say about SB 459, including its testimony before the Texas Senate Transportation Committee, read **"RMA supports ban of 'unsafe' used tires."**

Modern Tire Dealer

April 17, 2013

An installer's guide to wheel offset

When dealing with custom wheels, this is one case where it's better to be negative than positive

By: Sean Phillips



This is a 45 mm offset. It is often, but obviously not always, accompanied by an "ET" marking.

One of the most common modifications your customers make to their cars is to replace the wheels. It's easy to see why — there is really no faster, more effective way to customize a car's look or feel than by changing the wheels. Whether your customers are upsizing to 18-inch high-performance wheels for a "sporty" look and feel, going all out with those 20-inch or larger "bling" wheels, or downsizing to smaller wheels for a set of snow tires, there are three factors that consumers and service professionals must take into account when choosing and installing a different size of wheel.

1. There is the question of tire size. When you are changing the size of the wheels, the overall diameter of the tire and wheel assembly must remain the same to keep the proper speedometer and odometer settings. For example, when

you mount and balance wheels that are an inch larger than the originals, the profile of the new tires must be an inch smaller in order to keep the same diameter, and vice versa for downsizing. This process is known as "plus-one" or "minus-one" sizing.

2. The wheel must be the correct and approved width for the size of tire that it will carry. The chart of approved wheel widths for tire sizes is available in the "Ultimate Wheel & Tire Plus Sizing Guide" and the "Tire Guide," and online in many places.

3. Perhaps the most important factor in choosing and installing new wheels is the proper handling of wheel offset. Offset also can be one of the most difficult factors to get right when replacing wheels. It's a concept that is often very difficult for customers to understand, and can be an enormously difficult concept for service professionals to explain. However, it is important to get it right, because getting the offset wrong risks badly damaging the replacement wheels and tires as well as suspension components, and can put the driver at serious risk of a blowout.

Any of these factors, if mishandled, can severely affect your reputation, not to mention cut down on repeat business!

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What the Scrap Tire Pile Reveals

By Seth Skydel

March 03, 2013 – Tire Review

"A tire scrap pile can be a gold mine of information," says Guy Walenga, director of engineering for commercial products and technologies at Bridgestone Americas. "When you go through a scrap pile and look at how tires have been treated, you will find ways to adjust your tire choices or maintenance practices. Tires need to be utilized correctly to get their full value."

"Instead of looking at the pile of tires as a nuisance to be discarded, consider the hidden treasure your company may be throwing away," says Tim Miller, commercial tire marketing communications manager at Goodyear Tire & Rubber Co. "In that pile of tires is knowledge about what is right and, perhaps more importantly, what is wrong with your tire program. With the information you gather, you can see trends that can guide you in making choices that have a positive effect."



All truck tire manufacturers agree that effectively analyzing scrap tires can lead to improvements in tire life and lower costs. They also universally point to the "Radial Tire Conditions Analysis Guide" published by the Technology & Maintenance Council as one of the best resources for fleets. "For failure analysis and training for fleets, the TMC guide is a true aggregate of information," says Roger Stansbie, director of tire technology, commercial tires, at Continental Truck Tires USA. "It reflects the consensus of trucking companies and tire manufacturers."

Now in its 4th edition, the TMC guide is reviewed and updated by manufacturers every three years. Included are technical details on various tire failure conditions and their causes, along with photos of commonly seen wear and failure conditions and recommended steps to resolve issues. TMC also offers a "Radial Tire and Disc Wheel Service Manual," which is a compendium of Recommended Practices associated with tires and wheel ends and addresses critical service procedures for radial tires and disc wheels used in medium- and heavy-duty commercial vehicle operations.

Some of the best resources for fleets are also available from suppliers. "Dealers and tire manufacturers invest substantial amounts of time and money to educate their people and their customers on lowering the overall cost of tires to the fleet," says Rick Phillips, director of commercial sales at Yokohama Tire Corp. "Understanding exactly why tires are coming out of service is certainly a big part of that effort."

Comprehensive program

Scrap analysis should be an integral part of a comprehensive tire management program for every fleet, notes Doug Jones, customer engineering support manager at Michelin Americas Truck Tires. "The fleet should know and gather data on every tire that comes out of service."

Goodyear's Miller recommends fleets analyze scrap tires in an organized manner, carefully collecting relevant data. "Going through a pile of scrap tires should not be a one-person job," he says. "It's easier to have at least one person to help move tires around and another to write and input tire data. The sales representative from a local tire dealer may agree to help with this task."



Data to be collected, according to Miller, can be managed easily on a simple spreadsheet. Included are tire brand and type, and a brief description of why the tire has been discarded, such as even tread wear, which means it lasted its expected life, or irregular wear that caused it to be discarded prematurely. If retreading is part of a fleet's tire program, retread and date codes branded into the sidewall of the tires should be noted.

Effective analyses of scrap tires also point out what all manufacturers agree are the most common causes of tire failures. "The number one issue related to tire failures is air pres-

What the Scrap Tire Pile Reveals, cont'd

sure maintenance," says Walter Weller, vice president of Double Coin Tires. "A comprehensive air pressure maintenance program will reduce downtime and expensive emergency road calls. It is important that fleet maintenance include air pressure maintenance for tires as a function of drivers, as well as maintenance staffs, for both tractors and trailers.

"Another strategy is to use the services of a tire dealer to perform yard checks on a regular basis," Weller adds. "Of course there will be a cost for this service, but it will pay for itself quickly if it reduces road calls and downtime, not to mention the extended tire life that will come from better air pressure maintenance. Managing tires is a numbers game and the benefits can add up quickly."

Clint Covey, engineer of truck and bus tires at Hankook Tire America Corp., says that along with proper inflation, using the correct tire for the application, match-mounting tires and wheels, dynamic balancing and correct vehicle alignment all have a significant impact on tire life and costs. "In addition to promoting better fuel economy and longer wear," he adds, "proper inflation can also prevent more serious occurrences. Underinflated tires generate a great deal of heat, which can degrade the rubber components of the tire, leading to a number of possible serious failures. The necessity of proper inflation cannot be stressed enough."

Performing as designed

"Under or overinflated," says Continental's Stansbie, "tires can't perform as designed. Tires are engineered to have a certain amount of deflection based on inflation pressure and load. If that is changed, the tire's footprint changes; more movement can lead to more irregular wear or a too high pressure can push stones into grooves and damage the casing, making the tire unfit for retread-

ing."

Bridgestone's Walenga points out the importance of vehicle alignment in maintaining tire life. "Alignment should be part of the maintenance process," he says. "Don't wait until the tire shows an issue. Done properly, an alignment can last a long time.

"It is also important to pay attention to tire and wheel mounting techniques," Walenga continues. "If a tire is not mounted concentrically on a wheel, using guide rings to see that the bead is set properly on both sides, and the wheel is not mounted properly to the axle end, tire life will be affected. Proper mounting is part of getting the best life out of a tire."

Jones at Michelin points out other issues that can impact tire life. "Punctures cause failures," he says, "so fleet yards, shops and staging areas should be kept clean and free of nails, screws, bolts and other debris that could cause a puncture. In addition, fleets should address any driver abuse and conduct training to help avoid curbing, excessive hard braking, brake lock and hard turning in locked positions."

"The reasons for tire failure will vary depending on the application and vocation of the fleet," states Yokohama's Phillips. "The good news is that the majority of tire failures are preventable. A good proactive maintenance program will catch potential problems in the shop before they become real problems on the road."

Tires are valuable assets. The information that tires in the scrap pile reveals can save fleets a lot of money in the long run. An effective tire maintenance program can help avoid mistakes and result in reduced tire costs.



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Skipping The Torque Wrench: Sticks Creates Comebacks

By Andrew Markel
March 04, 2013

It's not difficult to torque wheel fasteners properly, but it's not difficult to foul up the job, either. We're not using double talk here; we're shootin' straight from the hip. The easy part of proper wheel fastener torquing is knowing the vehicle manufacturer torque specifications for a particular passenger car, light truck or medium truck, and following those instructions to the letter.



Fastener torque specifications can be found in the owner's manual of the vehicle in question. By simply following those specifications, you can avoid unwanted comebacks. Today's wheel fasteners are primarily a straight-tapered seat type, which is torqued into an alloy wheel that has a hardened seat. In this case, the wheel fastener matches the taper of the bolt hole in the wheel. As this type of wheel fastener is tightened, it is driven into the hole, thus acting as a wedge. This force is responsible for keeping the wheel attached to the vehicle.

Mushrooming Problems

Also making life a lot easier is the move away from steel wheels to much stronger alloy wheels. Although some steel wheels remain, the issue of "mushrooming" a wheel fastener into a wheel until the lug-nut material and the threads of the wheel are practically married is just about ancient history.

Still, an overzealous tire tech and an impact wrench running off shop line pressure of 150 psi can easily generate 120- to 130-foot-pounds of torque, far more than necessary for today's wheels. Any tech still torquing fasteners in that manner runs the risk of causing uneven pressure on the brake rotor.

How? In the interest of saving time, the tech may over-torque one or more wheel fasteners to the point that they distort the brake rotor. The power of over-tightening a wheel fastener should not be underestimated. Those using an impact wrench exclusively may cause a pulsating brake pedal and premature brake wear. Customers don't like that.

Further, using an impact wrench with a machine-gun approach can put the kind of stress on a wheel or wheel stud that can cause it to crack or weaken, preparing the way for future failure.

Metal changes its characteristics when placed under extreme stress or heat. Wheel fasteners are made to meet a certain strength level, along with the ability to withstand "X" amount of torque. Exceeding the torque load limit will cause wheel fasteners to stretch and ultimately fail. That's the bad news.

Here's the good news. Gear back the impact wrenches in your outlet to 30- to 40-foot-pounds to seat the wheel fasteners, and then adjust to the final torque specifications with a torque wrench, or torque stick, as it's called. Your job, and the job of your techs, is to be 100% correct in tightening down wheel fasteners to manufacturer specifications.

Monster Torque

We all remember the days of torquing a wheel fastener to 110-foot-pounds. Not only did we have to use an impact wrench to undo our work, the poor consumer had no chance of loosening those wheel fasteners when a tire went down. Even with a star wrench and the brute strength of a Mike Tyson, it was possible to rotate the entire tire/wheel assembly without ever loosening the wheel fastener.

Although it hardly seems possible given those vivid memories, the truth is that the average foot-pounds of torque needed to keep today's wheel fasteners safely in place is between 65- and 80-foot-pounds. Again, that's on average. To many of us, this doesn't seem like enough torque to keep the tire/wheel assembly from leaving the vehicle on which it is mounted.

Looking a bit deeper, we all know torque must be applied evenly when working with wheel fasteners. Yet, how many of us still use an air wrench and a socket until we feel – as in "gut feel" – that the job is done? That's a bad idea. Failing to use a torque stick on every wheel fastener means a tech is going to fall short of being 100% correct. In fact, failure to complete proper wheel torquing is right up there with improper tire inflation as one of the most overlooked tire maintenance issues.

Trouble Spots

Your shop should not only torque to specs, you should also inspect the threads and mating surfaces to ensure everything will fit clean and snug onto clean, uniform surfaces.

Another trouble spot can occur if wheel fasteners are not OE. When remounting a tire/wheel assembly, make sure the wheel fastener is absolutely compatible with the type of seat into which it will be torqued. Check the fastener thread engagement. Every stud must be long enough to accommodate a wheel fastener's length and diameter. Sounds simple, but some people miss this point.

It's a must to check and retorque all fasteners on a new installation after the first 50-100 miles of use. Failure to retorque is unsafe for the motorist and could cause damage or injury. Also, retorquing must be done any time wheel fasteners are removed for any reason.

This strong suggestion is offered just in case the wheel fasteners are not fastened in an even-load distribution pattern. A concen-

trated torquing load often occurs on the first wheel fastener the tech touches. When this area is drawn tight against the hub, a warped center section of the wheel is a possibility.

Once the wheel heats up, that set can become a permanent characteristic of the wheel. Hence, the rule of thumb to retorque all wheel fasteners after the first 50 miles of use.

All of this plays into something you may hear far too often: "I have a vibration in my car." That is often followed by premature tire wear and brake pedal pulsation. In fact, some say the number-one cause of brake pedal pulsation is uneven wheel fastener torque.

A difference of 20 percent between any two-wheel fasteners is too much. Try solving this problem by loosening all the wheel fasteners, cleaning the stud threads, lightly coating them and the nut chamfer with clean engine oil and reinstalling the wheel fasteners finger-tight or with a geared-back impact wrench.

Then, using a crisscross pattern, retorque every wheel fastener to about one-third of the specified torque setting, then to two-thirds and finally to the specified torque.

Is there more to this subject? There's always more. But, we don't expect you to be advanced-degree mechanical engineers or metallurgists.

Instead, make proper tire inflation and wheel torquing part of your tire service policy. Put it on paper, and make sure techs adhere to it every time they tighten wheel fasteners. It's just good business sense.

I ran across a "penny pincher" consumer website for misers, cheapskates and skinflients. Aside from the tip about keeping a phone book in your car so you can check prices for the best tow truck rate, the website had a tip about anti-seize and lug nuts. The tip was written by a non-credited source and it advised drivers to "spend an afternoon" applying anti-seize to all the studs to make it easier to remove the lug nuts.

If you encounter one of these vehicles with anti-seize on the wheel studs, be very careful. Take time to explain to the driver why anti-seize is bad and how it can cause problems. Also, advise them that there is a potential for failure during normal service. You should also put it on the repair order.

Is there a right way to use lubricants around the wheel? Yes, but it has to be a high-temperature lubricant used only in a very light coating. First, a high-temperature lubricant can be used where the hub goes through the center of the wheel. Many vehicles use the hub to center the wheel. These "hub-centric" designs can benefit from a very light coating.

On some conical lug nuts, you can put a light coating on the seating surfaces of the cone, while avoiding any contamination with the threads. This coating can prevent corrosion.



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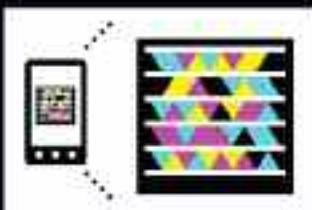
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Too Many Wheel Offs

By Bob Bignell



Think of this image the next time you are installing a wheel on a vehicle. There can be many reasons for a wheel to separate from a car, but make no mistake; there is no substitution for

proper installation and a torque check. I was told the other day that if all of the procedures are properly followed, you don't need a torque check. Maybe so, but we are still getting reports of too many wheel offs, so the practice is still a good one. Protect yourself and your customers.

The 2009 Volkswagen Jetta TDI in this photo had been serviced at the dealership when summer changeover was performed. It is estimated that the vehicle travelled 750 km between the changeover and the wheel off. The morning of the incident, the driver and his two children, ages one and three, were all in the vehicle to complete their morning daycare drop off. The vehicle entered Springwater Drive in Kanata rounding the corner at 25 km/hr. The tire made a loud rubbing noise and then the car dropped to the pavement. The tire continued to roll down the street missing a father and his three year old son before hitting a building about 140 feet down the road. The car moved approximately 25 feet further after the wheel fell off. All five bolts were recovered. Given the speed, the children were not injured, however now apprehensive about going for a ride in the car. Luckily this was not at highway speeds.

This is not an isolated case. The tow truck operator that took the vehicle back to the dealership told the driver that this was the third wheel off that week. Another twist – the father that was almost hit by the wayward wheel had recently taken his vehicle in to get a loose wheel fixed up. Interesting note on his invoice described the service as a 'Goodwill Gift'. Hmm.

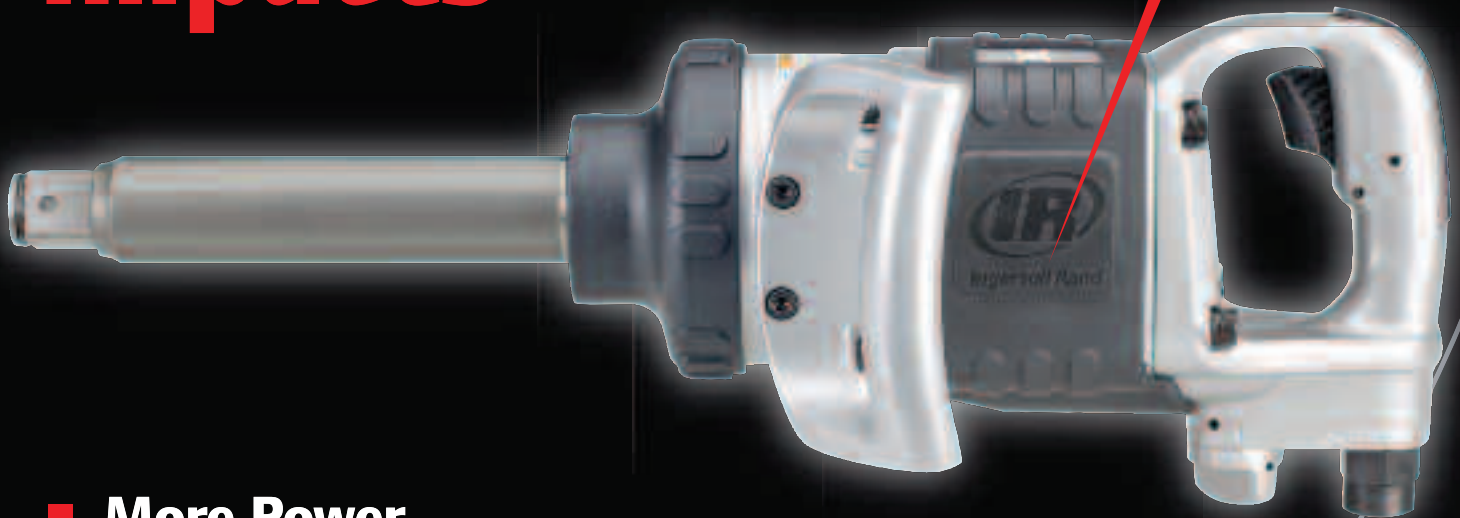
Wheel Offs deserve the attention of our Association and we have made it a mandate to do what we can to reduce the risk. We have been analyzing hundreds of insurance claims of wheel offs from across Canada. We are also looking, with officials, into analysis of all reported wheel offs in Ontario. The goal here is not to point the finger, but rather to drill down to the root cause of these incidents and help our industry prevent them. Once we have completed this project, we will report back to you with a plan of action.

(sidenote – the driver has reviewed the policy of the tire dealer that he normally gets his service done and will now only have them take care of his tires. Well Done Frisby Tire.)

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Notice to Tire and Agricultural Equipment Dealers Regarding Changes to TSF Rates on Agricultural Tires

Dear Tire and Equipment Dealer / Retailer

On April 19th, 2013 Ontario Tire Stewardship (OTS) issued new direction to Stewards regarding the classification of Agricultural tires (as defined in Section 5 of the Tire & Rim Association Yearbook and excluding Log Skidder and Industrial tires) and the Tire Stewardship Fees (TSFs) that are applied. A copy of this notice is available on the OTS website at <http://www.rethinktires.ca/update-notice-to-stewards-of-ots-program-changes-that-affect-reporting-and-remitting> and the revised TSF chart may be accessed here <http://www.rethinktires.ca/program-participants/stewards/tsf-fee-chart>.

This new direction regarding the classification of Agricultural tires modifies the direction which had been previously issued on January 31st, 2013 where all Off-Road (OTR) tires are classified according to the weight of the tire and the TSF applied according to this classification. Following the issuance of this TSF schedule, OTS heard concerns from the Agricultural community and tire dealers selling Agricultural tires regarding the treatment of these tires. OTS undertook additional consultation with these groups and this revised classification is the product of those consultations.

With this new classification, Agricultural tires 70-250 Kgs are allocated to tire class 6, carrying a TSF of \$47.04, and Agricultural tires >250 Kgs are allocated to class 8, carrying a TSF of \$182.28. This classification system replaces the previous classification where Agricultural Tires were allocated to classes based on their weight, and is retroactively effective to all Agricultural tires supplied as of April 1st, 2013.

Tire dealers / retailers who are Stewards should use this revised classification in preparing their April TSF Remittance report. Tire dealers / retailers who are not a Steward, but who have been supplied Agricultural tires on which a TSF associated with Class 7, 9, 10 or 11 has been charged, should contact their supplier for an adjustment to this amount.

In the event that a Tire dealer / retailer has sold an Agricultural tire to a consumer and charged the TSF associated with Class 7, 9, 10 or 11 it is likely that the consumer may return for a refund of the difference in the TSF between the rate which was charged and the ones now in effect as a result of this revised classification. As this revision is retroactive to April 1st, 2013, it is OTS's expectation that you will work with your customers to effect this refund.

For any questions regarding the reclassification please contact OTS at info@rethinktires.ca or by phone at 1-888-687-2202. Thank you for your input and support in delivering the Ontario Used Tires program. We look forward to continuing to work with you to ensure 100% of Ontario's scrap tires are recycled in high-value end-products here in the province.

Regards,

The OTS Team

Andrew Horsman

Tire Industry Steps Up for Charity



The tire industry can be proud of itself once again as it adds to the tally of money raised for charity. The annual OTDA Fundraiser and Charity Golf Classic has contributed \$300,000.00 for charities over the years; this while providing operating funds for the association and industry fellowship. Below you can see a list of major sponsors. There were many others who contributed to the auction table. Of particular note was the ‘Thrill of a Lifetime’ driving school donated by Bridgestone, full page ad by SSGM, Collectors Snap-On Fridge, a Cuvee Weekend Experience and wine packages. This could not be the perennial success that it is without the generous donation of time by members of the OTDA and your volunteer leaders, the directors. No matter how much goes into the event prior to the day, it is when the sun comes up the day of, and directors roll up their sleeves and start putting up signs and stuffing envelopes. It is a long but rewarding day. As co-chairs of this event we can only say Thank-you! Thank-you! Thank-you!

Eric Gilbert & Bob Bignell

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21 March 2013

Mr. Paul Hyatt
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Dear Mr. Hyatt,

I am responding to your letter that I received 15 February 2013. Thank you for sharing your views on why price discrepancies for certain products between Canada and the United States exist.

The February 2013 report by the Standing Senate Committee on National Finance, *The Canada-USA Price Gap*, concluded there are many variables that contribute to the price of products. One such variable was country pricing, which you described in your article in the context of automotive tires.

In testimony to the committee in November 2011, I also provided examples of macroeconomic and structural factors that could possibly play a role. These included the cyclical issue of an unexpected economic weakness in one country leading to an undesirable buildup of inventories and resulting in local discounting of prices. From a macro perspective, I also noted that paying attention and adjusting to fluctuations in the exchange rate requires time and energy. It is costly. Thus, when fluctuations in the exchange rate are relatively small, not all firms and consumers tend to pay close attention. On the cost side, I used the examples of higher labour costs in Canada and the fact that the retail environment is more concentrated here than it is South of the border.

It is certainly a complex issue and, as such, the committee was unable to come to one definitive explanation for the price discrepancies. I am certain you are interested to see where the report's four recommendations for narrowing these price gaps lead.

Thank you again for taking the time to write, and for your kind wishes regarding my appointment to the Bank of England.

Sincerely,

“ When a joyriding kid hits your building with their car, what can you do? You can take all the safety precautions you want, but when you’re in business for 50 years, something will inevitably happen that you’ll need your insurance company to come through.

Knowing your business matters

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In my case, Federated Insurance did. My representative Trisha is awesome. She drops by at least twice a year to make sure I have the right coverage, and if I ever have any questions or problems, I call her up and it’s taken care of.

So when that kid drove into my building, Trisha connected me with Federated Insurance’s claims service and they took it from there. Even when their quote for repair disagreed with mine, there was no fight; they treated me right and got my building fixed while I got back to my business. It’s that kind of trust, respect, and personal service that has kept my business with Federated Insurance for over 25 years.”

Sheldon Skakun
Fountain Tire

Federated Insurance is a proud supporter and the recommended insurance provider of the Ontario Tire Dealers Association.

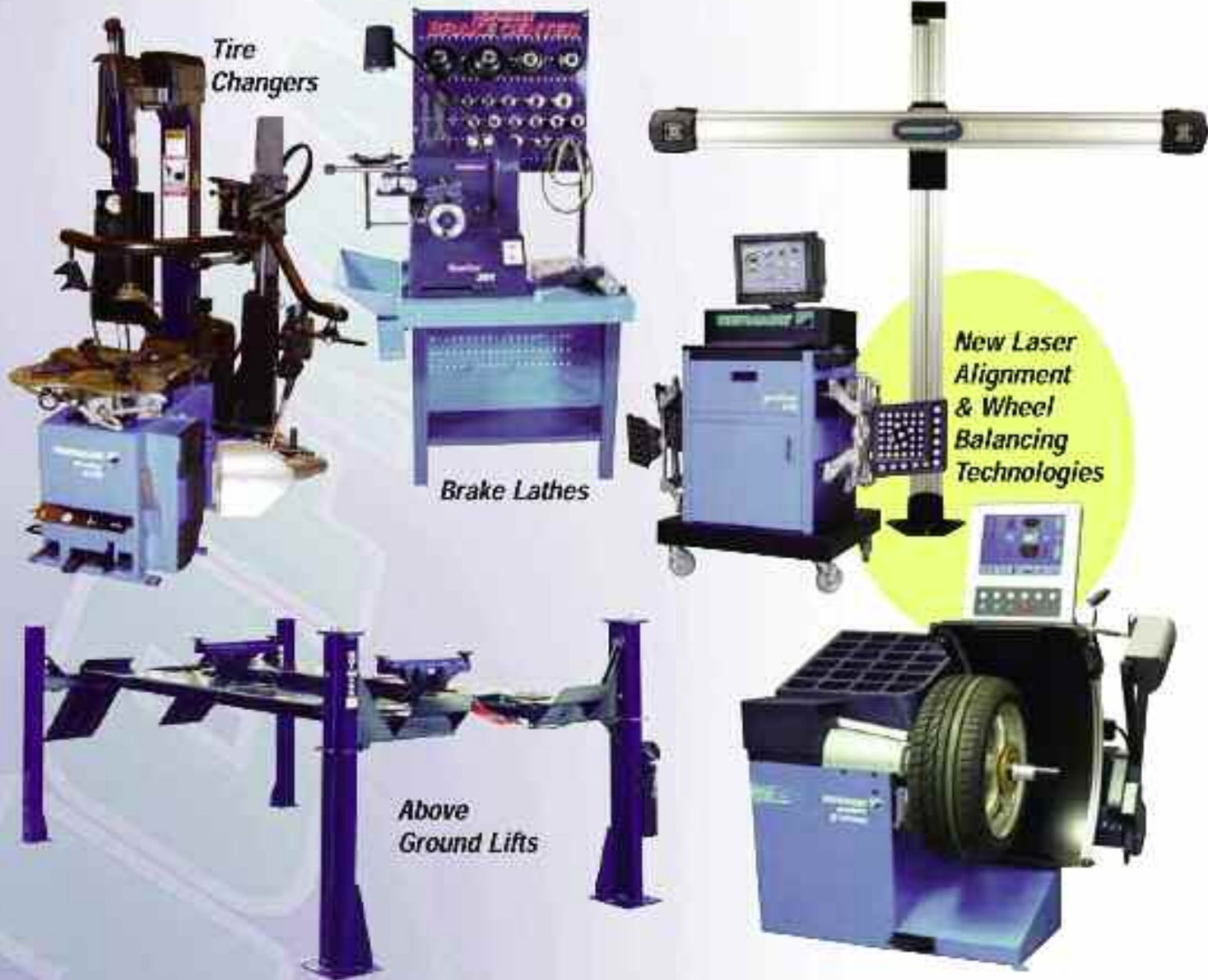


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