

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1203

Inside this issue...

New OTDA Directors

Wheel Offs

**Ontario College of Trades
Update**

OTDA Charities



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OTDA | Ontario Tire
Dealers Association

President: Mike McClory

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President's Message



I hope this winter edition of Trends finds you busy with the typical winter in Ontario. Snow, Sleet, Freezing Rain and all the wonderful weather we as Tire Dealers typically wish for this time of year. Shops are busy and hectic, everyone involved is stressed. The Customer is anxious and has probably waited until the last moment to arrange a Winter Changeover or to purchase a new set of Winter Tires. Inside the Shop, Customers are lined up, the phone is ringing, Tire changers and Balancers are buzzing, and the Bay Doors are constantly open to accommodate the traffic. Time to shine, your customer should leave with a feeling of relief and comfort knowing they are prepared! This is it! Tire Dealers ironically embrace the nasty weather. Don't get stressed, remember the leaner months, enjoy the foul weather and chaos in the bays and never forget all this anguish equals profit!!

At this year's OTDA Annual General Meeting we welcomed three new Directors to the Board. Dave Nicksy (Weelz One Stop Auto Centre – Parry

Sound), Stephen Manley (Manley Tire Sales – Kingston) and Steve Charlebois (Royal Tire – Sault Ste. Marie). These new volunteers (All Seasoned Tire Professionals) bring various skills to our Board of Directors but the common denominator is fresh ideas and dedication to the Ontario Tire Dealers Association. I look forward to working with all of them on the many challenges and successes facing the Ontario Tire Dealer's now and in the future.

The Ontario Tire Dealers Association has been diligently working on your behalf on some very pressing issues. Price Disparity has reared its ugly head once again. With cross boarder shopping to the US at record levels the OTDA has joined forces with the Tire Dealers Association of Canada and enlisted the assistance of the Retail Council of Canada to help in our efforts to achieve a more level playing field to compete on. Training is currently being developed for Consumer Passenger and Light Truck Tire installation and service. This has already been developed for Commercial Tire installation as mandated by the Provincial Government. Having a curriculum in place for Passenger and Light Truck Tire Technicians will enable Ontario Tire Dealers access to training across the Province. The OTDA has an ongoing commitment to the Ontario Tire Stewardship to help ensure tires are recycled responsibly in our Province. OTDA members should be proud of our participation in this program. As Tire Dealers in Ontario we have communicated to the consumer that this is a permanent solution to recycling tires and that the environmental fee is actually benefiting the environment. The above are just a few examples of how the OTDA is working on your behalf to raise the profile of our industry. The Directors

of the Ontario Tire Dealers Association are volunteers and I am personally grateful for all their hard work and commitment.

In this issue of trends you will see cheque presentations from the OTDA to various charities. These are the proceeds from our 2012 OTDA Annual Fund Raiser and Charity Golf Classic. A record \$36,500.00 was raised for local charities this year. The running total of contributions the OTDA (with your support) has donated from this event is in excess of \$400,000.00 to date. Mark June 19, 2013 on your calendar the next Classic promises to be an epic event! Another worthwhile date to reserve is the upcoming TDAC National Trade Show & Conference - September 18 - 20, 2014 to be held at the beautiful Niagara Falls Convention Centre. This is a great opportunity to network with Dealers and Suppliers from across Canada as well as attend worthwhile seminars, speakers and social events.

Finally I would like to encourage everyone to take advantage of all the Ontario Tire Dealer Association has to offer. Access the Web Site at www.otda.com for news, upcoming events, training and benefits available to you as a valued OTDA Member!

Wishing you a Safe and Profitable Winter Tire Selling Season!

Mike McClory – OTDA President

TRENDS

Tire Industry News

**If you have a Website....
Send it to us and we will link it to our Website!!!**

Please take note to use the correct current address as listed below!

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WELCOME NEW MEMBER’S TO OTDA!

New Member	City
The Tire Store Inc.	Stouffville, ON
Goldwing Auto Care	Ottawa, ON
Retread Tire Association	Pacific Grove, CA
VM Tire Service	Mississauga, ON
Envi-Recycle	Toronto, ON

OTDA DIRECTORS

Mike McClory	President	Remco Tire Distributors
Harold Boake	Vice-President	Steelcase Tire
Regean Murray	Secretary	O.K. Tire Service (Val-Rita)
Glenn Warnica	Treasurer	Bast Tire
Paul Marshall	Education & Training	Enns Battery & Tire
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Richard Bender	Marketing/Promotion/Events	Tire Discounter Group
Alexa Labrecque	Member Benefits	Action Tire
Dwight Rose	Membership Development	O.K. Tire Store (Brantford)
Don Frisby	Committee Support	Frisby Tire Co. (1974) Limited
Ron Spiewak	Committee Support	Northumberland Tire Sales
Eric Gilbert	Director-at-Large	Ericway Tire
Paul Hyatt	Director - Consultant	Superior Tire & Auto
Ron Waites	Director - Consultant	O.T.D.A.
Dave Nicksy	Director	Wheelz One Stop
Bob Bignell	Executive Director	Veritech Mfg. & Wholesale Inc.

MARK YOUR CALENDARS

OTDA Winter Conference - January 19 - 26, 2013

OTDA Annual Fundraiser & Charity Golf Classic - June 19, 2013

Rockway Glen, St. Catharines

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

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OTDA Charity Donations



Heather Bults, President of the Palmerston and District Hospital Foundation receives a cheque from Drayton Rotarians Jim Curry, Bob Bignell and President Ellen Papenburg.



OTDA Executive Director Bob Bignell presents a cheque to the Rotary Club of Drayton.

Palmerston – September 26, 2012

The Rotary Club of Drayton presented a cheque for \$16,000.00 to the Palmerston and District Hospital for the purchase of an Auto Pulse Non-Invasive Cardiac Support Pump. The purchase of this pump supports new standards for resuscitation, and allows medical personnel to provide compressions while performing other life-saving activities or while transporting a patient. Heather Bults, President of the Palmerston and District Hospital Foundation accepted the gift and stated "the Foundation is extremely grateful for the support of the Rotary Club of Drayton and the Ontario Tire Dealers Association. This gift will make a difference to patients suffering from sudden cardiac arrest, and greatly improve our standard of care". Drayton Rotary raises funds with their annual dinner theatre, poinsettia sales and food booth at the fair and other events. This year the club received a generous donation of \$18,250.00 from the Ontario Tire Dealers Association. This is the largest single donation that the Drayton Rotary Club has ever received. The small but mighty Drayton Rotary Club is a perennial sponsor of local athletics, youth leadership conferences, Aquaboxes for disaster relief, playground and park structures and Polio eradication to name a few of their many worthy causes.





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RMA takes its tire repair campaign to the streets

The Rubber Manufacturers Association (RMA) is taking its campaign to promote proper tire repair to the streets, distributing free tire care and service materials—under the banner, "Repaired Right Here"—to more than 220,000 business locations in the U.S. it has identified as possible tire service sites.

The trade association, which separately is pushing for legislation governing tire repair procedures and restrictions on the sale of used tires, recently reviewed and updated its recommended tire repair procedures, which it said are recognized by the industry and courts as the industry standard.

The materials referenced include a puncture repair wall chart with detailed procedures to teach and remind repair technicians to properly inspect, assess and, if conditions warrant, repair tires according to long-standing industry standards.

"We're providing tire dealers, auto dealers, auto repair facilities and others with free tools to allow those businesses to address punctured tires with industry-approved tire repair standards," said RMA President and CEO Charles Cannon.

"For those who train their people to repair tires properly and follow RMA's repair procedures, we invite them to promote themselves and their business by telling their customers that tires are 'Repaired Right Here.'"

The materials being distributed also include a one-page summary of RMA's puncture repair procedures suitable for explaining to customers who ask about tire repair policies and a Repaired Right Here decal to display in a retail location once RMA's tire repair procedures are implemented.

The mailing also includes four tire repair and service wall charts plus a comprehensive CD-

ROM with additional tire service publications, which the association claims are important reference materials for any business that sells or services tires.

"Consumers should understand that there's a right way and a wrong way to repair tires," Mr. Cannon said. "Improper tire repairs are a safety risk and should be avoided. We hope that these materials will not only serve as important reminders and training tools for tire and auto repair technicians but also will be used to help educate consumers about proper tire repair."

Among the criteria the RMA recommends for a proper repair are:

- * Repairs are limited to the tread area only;
- * Puncture injury cannot be greater than 1/4-inch (6mm) in diameter;
- * Repairs must be performed by removing the tire from the rim/wheel assembly to perform a complete inspection to assess all damage that may be present;
- * Repairs cannot overlap; and
- * A rubber stem, or plug, must be applied to fill the puncture injury and a patch must be applied to seal the inner liner. A common repair unit is a one-piece unit with a stem and patch portion. A plug by itself or a patch by itself is an unacceptable repair, the RMA said.

Guidelines for proper tire repair, including the wall charts and other documents, can be accessed on the RMA's website: www.rma.org/tire_care_info/index.cfm.

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With *proof* of current membership, TDAC/OTDA (Tire Dealers Association of Canada/ Ontario Tire Dealers Association) member **companies** can now purchase a new vehicle from any Chrysler dealer with substantial discounts.

The TDAC/OTDA has been assigned its own unique Fleet Administration Number available in the "members only" section of our website for use by all TDAC/OTDA member **companies**.

Due to our large membership and purchasing power the TDAC/OTDA has been able to secure remarkable "members only" fleet discounts. For TDAC/OTDA members you need only purchase a single vehicle to obtain the discount.

Fleet concessions apply only to vehicles purchased and registered in the name of a TDAC/OTDA member company, except when used in conjunction with the Fleet Buyer Qualification Letter

If you are planning on leasing the vehicle through an independent leasing company such as National Leasing please advise the leasing company that you qualify for fleet concession discount from Chrysler through the TDAC/OTDA.

TCA Fleet Discounts are deducted from DEALER invoice and NOT Manufacturer's Suggested Retail Price (Window sticker price). In other words, a TDAC/OTDA member pays DEALER INVOICE, LESS the TDAC/OTDA Fleet Discount plus the negotiated dealer profit, freight and applicable taxes.

NEW FOR 2012: Employees of TDAC/OTDA member companies who are required to purchase their own personal vehicle for work purposes may also qualify for the program discounts. If the TDAC/OTDA member company provides the Chrysler dealer the Fleet Buyer Qualification Letter (available from dealer) stating that the employee is receiving a CAR ALLOWANCE on an ongoing basis (for items like mileage, depreciation or other related expenses) for the personal vehicle and that the vehicle is being used in the performance of company duties they will qualify for the discounts.

This is a great opportunity for active TDAC/OTDA members to save thousands of dollars on the purchase of new Chrysler Dodge and Jeep vehicles. Please ask for the **Fleet Manager** at your local Chrysler dealer and be sure to identify yourself as a TDAC/OTDA member and that you want to use the fleet discount program set up for the TDAC/OTDA. It is imperative that you advise the Fleet Manager that you wish to purchase a new vehicle using the TDAC/OTDA Fleet Discount. You also must provide proof you are an active member. A fleet sale is a sale that is licensed and registered in the company name. These discounts are not available for retail purchasers.

For further information on Chrysler Dodge Jeep vehicles or to locate a Local Dealer please use their website at www.fleetchrysler.ca or email them at fleetinfo@chrycan.com

For more program details view the OTDA website at www.otda.com

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OTDA Director Bio

Stephen Manley - Manley Tire OTDA Director

Stephen Manley started in the tire business at age 18 after purchasing a 1984 Chev ¾ ton truck completely equipped for mobile tire service(see photo). He



started changing tires for his dad on their family farm then went knocking on doors looking for business. Business grew fast because Steven was willing to work hard around the clock, 7 days a week. At the age of 21 Steven was operating three service trucks with a busy retail location in the great farm community of Berwick Ontario. (Southeast of Ottawa). Frustrated with receivables and the high cost of business Steven

decided to downsize and gradually turned his attention to wholesaling casings and used tires. He is so thankful to this business, because he met some great people across Canada, the United States and countries such as Panama through Central America, Mexico, many countries in the Caribbean, Brazil, West Africa and others.

While purchasing casings from tire dealers over the years Steven quickly realized that they were being underserved with regards to their retreading needs. There were no retreaders catering to the independent tire dealer. By 2004 he knew he had to try retreading and finally put this dream to a reality in 2006 when he purchased a then closed retread plant in Laval, Quebec.

In 2008, Steven acquired the former Tirecraft Group Inc's retread plant in Kingston.

Today Manley Tire services commercial tire dealers across Ontario for their retreading needs while still supplying casings and used tires to many retreaders in US, Canada and Central America.



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Donald Cooper, MBA, HoF

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To access 100s of Donald's free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the "Free Articles" button.

To book Donald, contact Sharen Skene at 1-416-252-3704 or email at sharen@donaldcooper.com in Toronto Canada.

An article by Donald Cooper, MBA...

Have you thought of "everything"?

To "own" your customers and not let your competitors get their foot in the door, you need to try to "think of everything". This may sound like an impossible task but when you take the time to truly think and feel like a customer, it will be a lot easier than you think...and the results will amaze you!

First, think and feel through the process of choosing, buying and using what you sell, step-by-step. Then, think and feel through the process of doing business specifically with you. What do those experiences look like and what do they feel like?

Here's another example. LePage's now makes nine different kinds of household glue specially formulated to stick a variety of materials from leather, to glass, to steel. That's enough different types of glue to confuse anyone... but LePage's has thought it through.

Each glue is clearly numbered, both on the tube and on the package, and all nine glues are presented, in sequence, in a convenient and attractive retail display.

On the back of the packaging for each type of glue they've put a simple chart that shows which glue, by number, works best for what materials. If you're gluing styrofoam, #7 is best; if it's porcelain, you need #9. Sales have increased tremendously and customers are delighted with the simplicity of getting perfect results every time.

Here's an example of not thinking it through. The Canadian Tire store in Gravenhurst, Ontario set up a convenient process designed to let you drop your car off for service after store hours by filling out a simple work order and putting it in an envelope with your car keys. For reasons of security, you then drop the envelope through a slot in the door and the theory is that they will repair your car and call to advise you when it's ready.

Only one problem...they didn't think it through. The slot in the door is not big enough to fit the envelope. Like I said...it ain't rocket science!

So, to "own" your customers and keep them coming back, here are seven questions that will help you to "think of everything" ...

- a) When it comes to buying what we sell what are our target customers confused or stressed about?
- b) When people do business with us, what do they want to do, what do they need to know and how do they want to feel?
- c) Are we "easy"?...easy to find, easy to get to and is what we do easy to understand?
- d) What kind of information or coaching might our customers need to wisely choose and effectively use what we sell?
- e) What might we be doing as a business that is stressing our customers and perhaps even driving them away? Think about how we look, how we perform, our attitudes, our policies, selection and prices.
- f) Do we really understand how we impact our customers functionally, emotionally and financially when we don't "deliver"?
- g) What little simple acts of kindness could we offer that would amaze and delight our customers?

So, how can you use these seven questions to help you to "think of everything"?

Donald Cooper, MBA, HoF, has been both a world-class manufacturer and an award-winning retailer. Now, as a Toronto-based international management speaker and coach, he helps business owners and managers to rethink, refocus and re-energize their business to sell more, manage smarter, grow their bottom line...and have a life.

Donald can be reached at 416-252-3704, or by email at donald@donaldcooper.com. For more info and free management articles and tools, go to donaldcooper.com.

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ONTARIO COLLEGE OF TRADES
ORDRE DES MÉTIERS DE L'ONTARIO

Ontario Tire Dealers Association

August 29, 2012: An introduction and update on the Ontario College of Trades

The Ontario College of Trades is about to do what has not been done before – create an organization where those in the skilled trades speak for themselves and shape their own future. By regulating persons practicing in the skilled trades in Ontario and employers who employ them, the College will change how apprentices, tradespeople and employers are engaged with each other and the consumer public.

Journeypersons, apprentices and their employers are the future of Ontario – from the Tool and Die Makers in the industrial sector, the Chefs in the service sector, the Stone Masons in the construction sector to the Auto Body Repairers in the motive power sector – they will be the ones that keep our economy growing and our young people in training.

While the College is not a part of the government, it will work at arms-length from the Ministry of Training, Colleges and Universities, which will con-

tinue to administer exams and help apprentices in finding on-the-job training. The relationship exists to keep checks and balances in place and to promote accountability between both organizations.

When the College opens its doors in early 2013, it will be supported by membership fees. As members, your voice, as well as those of journeypersons, apprentices and employers will be represented and heard at decision-making tables. The College will aid in recruitment and attraction of talented youth to skilled trades careers, creating more jobs and securing the future of the next generation as they transition from apprentices to journeypersons.

As an industry-driven self-regulating organization, the College will allow tradespeople to have their voice heard on matters that are important to their particular trade. The cost of membership, which will be the lowest among the regulatory bodies in Ontario will provide members with mean-

ingful enforcement, development and maintenance of training standards for all apprenticeship programs across the province; direct access to industry decision-makers and a decision-making process that includes them; and discounts from vendors of products and services such as savings on tools and materials that they use in the practice of their trade.

What the College hopes to achieve in Ontario is the creation of a gold standard that consumers can rely on and employers can count on to get the job done. As the College continues to move forward, building momentum and generating conversations about the issues that are most important to the skilled trades, its message becomes clear - this is an exciting time to be entering the skilled trades.

For more information on the College, news and announcements, visit their website, www.collegeof-trades.ca.

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TPMS: Evolving and Simplified

People view TPMS (Tire Pressure Monitoring Systems) in different ways:

A safety feature that helps drivers stay safe, as well as prolongs the life of their tires, and reduces gas consumption.

OR A constant headache of diagnostic tools, sensors, technology and money!

Depending on your role in the industry will depend which of the options above you have chosen.

Fortunately for tire shops, dealerships as well as the technicians that work on the vehicles, TPMS has been simplified over the past number of years. Gone are the days when you would have to stock 150+ aftermarket sensors, ensuring you are ready to deal with any vehicle that comes in your shop. Newer vehicles' relearn procedures are easier to work with. TPMS diagnostic tools available allow you to relearn a vehicle with an OBD connection in just minutes.

There are now many options available, especially when it comes to aftermarket sensors. Walking through the Sema Show in Las Vegas each year, new sensor companies have come along offering customer's the "perfect solution".

Having been involved with TPMS for 6 years now, it has been amazing to see TPMS progress. There are many options for tire shops in regards to replacement sensors, I recommend that you do a few things first:

Research! Review sensor manufacturers online, read chat forums on what people have posted, make sure you know what you're getting with this sensor.

Talk to people in the industry – ask them what they've found works, and what they've had issues with.

Don't judge by price. There are a lot of sensors out there you can get for very cheap, but there's a very good chance that you're getting what you pay for.

TPMS is an opportunity for tire shops, garages and dealerships to keep their customers both happy and loyal. If a customer is sent to another shop to service their TPMS sensors or system, there is a good chance they will not return. Great service and fair pricing is as important as ever. Don't shy away from dealing with TPMS.

Greg Van Sickle Canadian National Sales Manager
Dill Air Controls

Tire Discounter Group holds 2012 Annual General Meeting.

September 20th-23rd saw over 70 Tire Discounter Group dealers and guests gather at Collingwood's Blue Mountain Resort to attend Tire Discounter Group's Annual General Meeting. The 3



day conference was designed to include both a business and social environment. Dealers and guests enjoyed various activities in the Collingwood area including a golf tournament and

Scandinavian Spa.

An informal round table dealer discussion was held on Friday which gave Tire Discounter dealers an opportunity to participate and comment on issues which directly affect their businesses.

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Stray Wheel Hits OPP Truck

Chris Kitching, cp24.com Published
Thursday, Sep. 13, 2012 8:02AM EDT
Last Updated Thursday, Sep. 13, 2012 10:33AM EDT



At least two deaths in similar incidents

At least two people have been killed in similar incidents in southern Ontario in the last 10 months. Last May, a 36-year-old Innisfil man was killed when his van was struck by a tire that came off a sport utility vehicle on Highway 400 in Barrie. The man was with his wife and daughter when the tire caved in part of the van's roof and windshield. The man's wife and daughter, and the driver of the other vehicle were not injured. Last December, a 54-year-old Hamilton woman was killed when a tire came off a tractor-trailer and struck her car on the QEW near the Burlington Skyway.

OPP officers inspect a van after its wheel came off and struck a police truck on Highway 401, near Trafalgar Road, on Thursday, Sept. 13, 2012. (CP24/Cam Woolley)

An Ontario Provincial Police truck was hit by a flying wheel from a van on Highway 401, near Trafalgar Road, on Thursday, Sept. 13, 2012.

An Ontario Provincial Police officer narrowly escaped serious injury when a marked pickup truck was struck by a flying wheel Thursday morning. The incident occurred in heavy traffic on Highway 401, west of Trafalgar Road, at about 7:30 a.m. OPP spokesman Sgt. Dave Woodford said the wheel came off a westbound van, skipped across the road and struck the eastbound police truck. The officer saw the wheel flying in his direction and ducked just before it hit the vehicle, Woodford said. When it smashed into the truck, the wheel shattered the driver's side window and tore off the side mirror. Police told CP24's Cam Woolley the van's wheel was an old, rusty spare that was installed Wednesday. The wheel wasn't tight and the fasteners fell off as the man was driving, police said. The van also has problems with its steering, suspension and brakes, said police, who are charging the van's driver with an "unsafe vehicle" offence.

Tire Discounter Group holds 2012 Annual General Meeting

September 20th-23rd saw over 70 Tire Discounter Group dealers and guests gather at Collingwood's Blue Mountain Resort to attend Tire Discounter Group's Annual General Meeting. The 3 day conference was designed to include both a business and social environment. Dealers and guests enjoyed various activities in the Collingwood area including a golf tournament and Scandinavian Spa.

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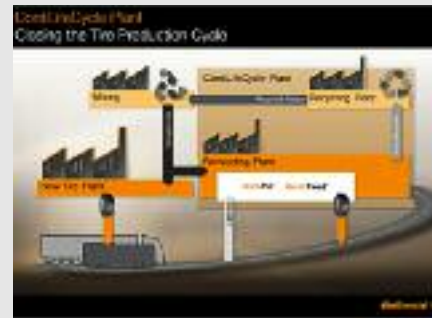
Record number of overnight visits to the US in June

June was the same month duty free limits increased

VANCOUVER (NEWS1130) Canadian travelers set a record in June, the same month new duty-free limits took effect. Duty free limits quadrupled from \$50 to \$200 for shoppers who spend at least 24 hours out of the country. Statistics Canada says 2.8 million of us made overnight trips that month, the highest monthly figure since record keeping began, back in 1972. But John Winter with the BC Chamber of Commerce says it's still been a good summer on this side of the border. "The retail, I think, is having a very good summer, certainly the influx of foreign visitors into the Vancouver area has never been higher." He says some sectors might be struggling, and suggests steps might need to be taken to make sure those parts of the economy are competitive. "There is a very strong Canadian economy and people are spending more, at a higher rate perhaps than they normally would, but at the same time there is certainly some attraction south of the border." Canadian overnight travel was up 5.7% compared to May. Ken Oplinger with the Bellingham Chamber of Commerce says a number of other factors are influencing Canadian shoppers. "You also have, over the last couple of years, the HST issue, you still have price differences, you have parity of the currency, all of these things have been driving the increase in traffic." He says everything seems to favour retailers on his side of the border right now, but he notes that nothing lasts forever. Canucks took 807,000 trips to overseas countries in June, up 1.4%. This was the continuation of an upward trend, but it marked the first time overseas trips have passed the 800,000 mark.

Conti Plans 'First of its Kind' Retread Plant

September 18, 2012 – Tire Review Magazine



Continental is investing 10 million Euros to build a ContiLifeCycle retread plant for truck and bus tires, as well as a facility to recycle rubber from used tires.

Continental announced it will invest 10 million Euros to build a new ContiLifeCycle retread plant for truck and bus tires, as well as a facility to recycle rubber from used tires, at its headquarters in Hannover, Germany.

According to the tiremaker, the facility is the first of its kind worldwide and makes use of the synergies between retreading and recycling production. "In the face of limited raw materials, we see it as our obligation to come up with sustainable solutions in tire production and retreading," said Andreas Esser, head of Continental's Commercial Vehicle Tires business unit. "We are now able to process used tread buffings and ground end-of-life tires in such a steered and controlled way that it can be reused in the production of new and retreaded tires." According to Conti, 41% of end-of-life tires in the EU are used for incineration in the cement industry. Another 35% are being "downcycled" and subsequently used in low stress technical rubber goods, such as molded rubber products. Continental has developed a new recycling process that allows high shares of recycled rubber in compounds for new and retreaded tires. By implementing this new approach, the amount of recycled rubber in a tire can be doubled, the tiremaker added. "This marks the next step in optimizing the utilization of raw materials in tire production," said Boris Mergell, vice president of material and process development and industrialization. "Considering the planned recycling volume of approximately 4,000 tons annually, this results in the conservation of approximately 2,400 tons of rubber and 1,600 tons of carbon black and silica." Based in Hannover-Stocken, the new retreading factory will start production together with the recycling factory in 2013. Once fully on-stream, the projected annual capacity will be 180,000 retreaded tires. Tread buffings from the ContiLifeCycle retreading factory will be completely used in the recycling facility.

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Thoughts for 1921

- ¶ Recent survey of the tire trade, from the standpoint of the manufacturer and dealer, indicates a gradual return to normal.
- ¶ While the readjustment is slow, that very fact indicates a healthier condition in the industry, which will be reflected in the trade during the season of 1921.
- ¶ The wise dealer will not buy 1000 tires where he should only buy half that amount. He will be content with a smaller initial order and first turn over that capital represented before purchasing his requirements for the last half of the season.
- ¶ This will allow him greater profits which will be represented in cash rather than in an over-supply of tires, and in turn it will make him a more valuable asset to the manufacturer who expects him to meet his bills when they fall due.
- ¶ Manufacturers will be more careful than in the past in helping the dealer along these lines. Instead of the over-enthusiastic salesman whose first and only consideration has been to secure a "whale of an order" — the dealer will be met by more of that worm-blanded variety who realize that the size of the order is a second consideration.
- ¶ Consideration will hereafter be given to other elements which go to make an order of any kind really worth while.
- ¶ The great earning power of any bank is in its ability to loan money, but they use good judgment in placing that money. They do not lend to any one wishing to do business with them.
- ¶ So it should be in the tire business. In yet that same amount of common sense in the tire business and we believe there will be ample business for all of us and a legitimate profit for those who mean to do a square business.



Quebec cleans up final scrap tire stockpiles in province



Tire Business staff report

Posted July 23, 2012

FRANKLIN, Quebec (July 23, 2012) — The last of roughly 45.5 million stockpiled scrap tires in Quebec have been removed and recycled with the cleanup of the province's last remaining stockpile, according to provincial and municipal officials.

The last scrap tires were removed from the stockpile in Franklin July 20, which once contained more than 22 million tires, the officials said.

"Emptying the Franklin site is an important, symbolic and progressive step in the management of scrap tires," Pierre Arcand, minister of Durable Development, Environment and Parks, said at a press conference in Franklin marking the achievement.

Since 2011, 12 major scrap tire sites and nearly 800 smaller ones have been cleaned up in Quebec, he said.

The provincial government empowered Recyc-Quebec in 1996 with managing Quebec's first integrated program to reclaim and recycle all scrap tires generated in the province every year, Recyc-Quebec said. In 2001, the agency launched a separate program to clean up Quebec's scrap tire stockpiles.

In all, more than 151 million car, van and truck tires have been recovered and processed in Quebec since 1990, the agency said, including the 45.5 million recovered from scrap piles.

Recyc-Quebec did not disclose how much was spent over

the years to recover the stockpiled scrap tires. The province has collected a \$3 per tire environmental tax on new tires since 1999 to fund a collection and recycling program.

The recycling industry in Quebec employs more than 500 and generates almost \$40 million in business annually, according to Stéphane Billette, member of the Canadian Parliament representing Huntingdon, Quebec. Approximately 11,000 collection points are available in Québec for the recovery and recycling of scrap tires.

"Québec is by far Canada's best performing province, both technically and economically, in the area of scrap tire management," Mr. Arcand said.

Responsibility for managing scrap tires soon will be transferred to industry in accordance with the principle of "extended producer responsibility" (EPR), which is applied to various products that could have negative effects on the environment, Recyc-Quebec said.

The EPR approach already is being applied to electronic devices, batteries, mercury lamps, antifreeze and brake cleaners as well as paints and oils.

Recyc-Quebec is the designated organization for coordinating recovery activities under Quebec's Residual Materials Management Policy.

Also present at the Franklin event were Ms. Billette, Ginette Bureau, president and CEO of Recyc-Quebec, and Suzanne Yelle-Blair, mayor of Franklin, where one of the province's largest stockpiles — 20 million tires — was located.



On hand to mark the end of Quebec's scrap tire recovery program were (L-R): Stéphane Billette, parliamentary adjunct to Pierre Arcand; Suzanne Yelle-Blair, mayor of Franklin, Quebec; Pierre Arcand, minister of durable development, environment and parks; and Ginette Bureau, president and director general of Recyc-Quebec. (Recyc-Quebec photo)

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Bullseye!

Bouncing tyre is caught on camera smashing through centre of BP petrol station sign

By AMY OLIVER

PUBLISHED: 12:04 GMT, 10 July 2012 | UPDATED: 13:23 GMT, 10 July 2012

This is the bizarre moment a runaway tyre scored a perfect bullseye after smashing through the centre of a BP petrol station sign.

With unerring accuracy, the wheel bounded down the A1 before bouncing up and careering through the sign leaving a gaping hole straight through the middle of the oil giant's logo.

Strangely, the tyre has not been found and no driver has come forward to say they were involved.



The outlandish incident, which took place on the southbound carriageway at North Muskham, Nottinghamshire, was captured on CCTV.

BP area manager, James Kemp, said: 'A vehicle coming down the A1 at speed lost one of its tyres that then bounced at speed and height down the A1 towards our site.'

'It hit the grass verge in front of our forecourt and bounced straight through our pole sign destroying the BP Helios. Its aim was incredible.'

'Luckily no one was injured but judging by the speed of the tyre on CCTV I have no doubt that it could have been fatal if someone had been in its path. He added: 'Fuel prices have decreased by 5p over the past month but it seems that the tyres are still not happy and are fighting back.'

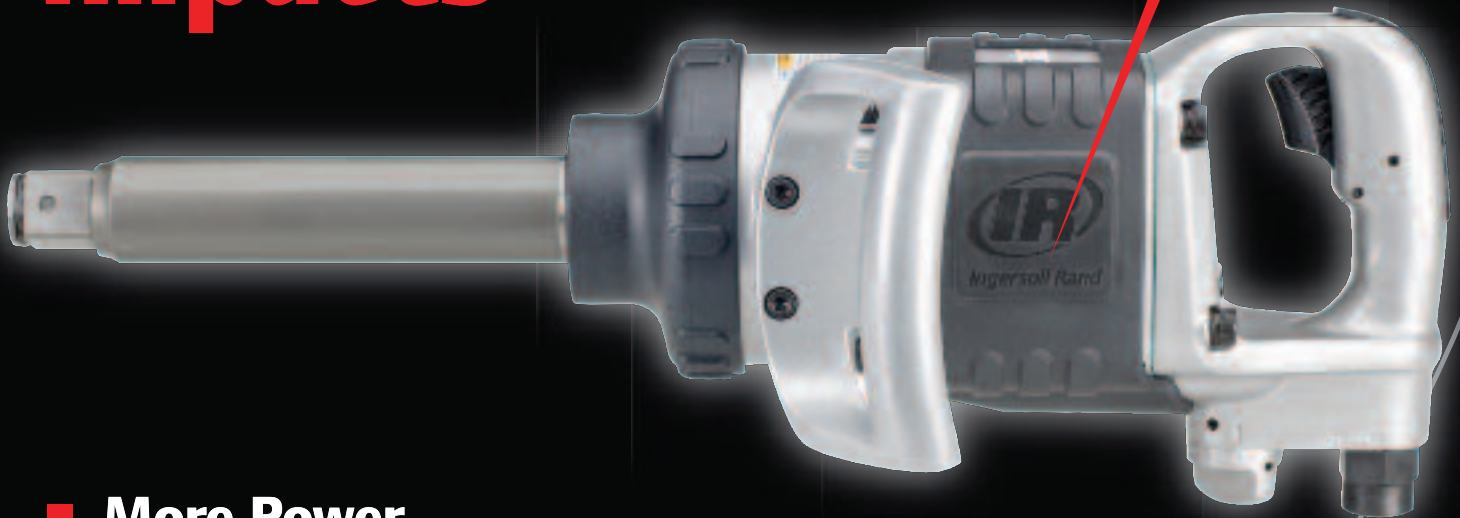
'It couldn't be found so we presume it's still on its journey. Nobody came forward and accepted responsibility.'



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The Most Recent Vehicle Trends in Canada

Average Canadians spend \$796 annually on vehicle maintenance according to survey data from DesRosiers Automotive Consultants' Light Vehicle Study. The three times a year survey of 4,500 vehicle maintainers also yields extensive insights into the ownership and repair habits of Canadian consumers across more than 25 product areas from air filters to wire sets.

While the average vehicle owner can expect to pay just under \$800 in yearly maintenance costs, those with Detroit Three-branded vehicles pay slightly more while those with import nameplate vehicles pay slightly less. Similarly, a wide variance exists when vehicle age is taken into account; owners of vehicles aged one to three years spend the least followed by those with vehicles aged four to five (\$756), six to seven (\$944), eight to twelve (\$913), or over thirteen years old (\$801). Given that vehicles ten years and older represent more than a third of the total vehicle fleet, understanding the maintenance habits of these owners is of growing importance to the aftermarket.

The majority (73.7%) of vehicle maintainers stated that they take their vehicle to a service outlet for maintenance and repair work. Those who perform their own maintenance are in a declining minority (26.3% in 2011 vs. 27.0% in 2007). As with most other vehicle maintenance issues, the "Do It Yourself" to "Do It For Me" ratio (DIY / DIFM) varies considerably with vehicle age; DIY rates soar from 9.0% for vehicles one to three years old to 46.2% for those thirteen years or older.

DIY and DIFM rates vary not only with vehicle age but also by product category. Wiper blades, for instance, led the industry in 2011 in DIY install rates, with 74.3 percent of vehicle maintainers opting to swap their own. On the other hand, the routine oil change was Canadians' top DIFM service last year; a full 82.1 percent of vehicle maintainers stated that they had their oil changed at a service outlet, up from 78.4 percent as recently as 2007.

With twenty years of history available in addition to current-year results, LVS data can help your business understand where the Canadian automotive aftermarket is headed. Detailed data is available for more than twenty five aftermarket product areas. Contact Lisa Marchese (905-881-0400 x. 28 or lisa@desrosiers.ca) to learn more.

DesRosiers Automotive Consultants Inc.

www.desrosiers.ca

July 25, 2012

RMA issues RFID bulletin

The Rubber Manufacturers Association (RMA) recently released its newest Tire Information Service Bulletin (TISB), "Truck Tire Radio Frequency Identification (RFID) Passive RFID Tags."

RFID is "an enabling technology which has become more popular in the tire industry both nationally and internationally," says the RMA. Global standards have been established to standardize the identification information provided by a RFID transponder installed during the tire manufacturing process or as an aftermarket installation such as RFID patch application to tires.

The RMA's bulletin recommends adherence to these global standards, which can ensure consistency and allow for interchangeability of hardware and software to be used.

The two-page bulletin:

- * explains the four ways an RFID tag may be attached to a tire;
- * identifies the two key memory data storage locations and kinds of data that is stored; and
- * shows standardized RFID emblem diagrams concerning the use of RFID in consumer and workplace environments as outlined in ISO 29160.

References on global standards of RFID technology are also noted in the bulletin. For more information, visit www.rma.org.

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Sheldon Skakun
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