

# TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1103

**Inside this issue...**

New Member Benefit

Members on the Move

TDAC Conference In Quebec  
City

OTDA Winter Conference in  
Costa Rica



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 **OTDA** | Ontario Tire  
Dealers Association

President: Mike McClory

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# President's Message



One of the benefits of being the OTDA President is a sneak peak at the first draft of the current Trends magazine. I am pleased to inform you that this issue is packed with information on Upcoming events such as the OTDA Winter Conference January 21 – 28, 2012 to be held at the beautiful Hilton Papagayo Resort and spa in Costa Rica and the Tire Dealer Association of Canada 2012 Convention on February 8 – 10th 2011 during the Quebec Winter Carnival in Quebec City. These are sure to sell out quickly as they are both going to be packed with informative Speakers, Seminars, Food, Fun and entertainment (not necessarily in that order). Book early as space is limited and these are two events you don't want to miss!

After reviewing this issue of Trends the first thing that comes to mind is how our industry has and is current-

ly evolving. The focus on Training and certification, Action Tire in Barrie has attained Certified Female Friendly status and positive information on tire recycling in Ontario. Back when I entered into the Tire Business in 1980 training was done on the fly usually in a busy shop or at the side of the road. Today Tire Dealers have the ability to access the training and certification for their Techs to keep themselves and the vehicles that their servicing safe with proper guidelines and procedures. In 2011 the average tire shop is clean and friendly and Action tire is leading the way on how we represent ourselves treating all customers with courteous respect and friendliness in the 80's this wasn't always the case Tire shops could be very male oriented with posters, calendars and language that let's just say are not appropriate today. Positive news on tire recycling in Ontario! Back in the day tire dumping was News. Farmers fields, land-fill sites, empty warehouses and at the side of the road. As Ontario Tire Dealers we can hold our heads high we have evolved into a specialized well trained, responsible and environmentally friendly industry.

Check out this issue of Trends closely, it's full of news, information and deserves attention. As an Ontario Tire Dealer Association Member you are entitled to all the benefits and the Trends magazine is a valuable resource to keep you up to date on current events in our industry. Visit the OTDA website at [WWW.OTDA.COM](http://WWW.OTDA.COM) and browse the

information on member benefits, training, upcoming events and industry news. Another tool that as an OTDA member you are entitled to. Stay informed on OTDA issues with Trends and the OTDA website. In upcoming issues of Trends and the OTDA website keep your eyes open for an ever expanding menu of Member Benefits. Take advantage of all the tools available to you through your membership. As an effective association we constantly look for ways to assist you in the day to day operation your business. On a final note check out page 10, Don Frisby presenting the proceeds of this year's OTDA Charity Golf Classic. A lot of money donated for a great cause just one other reason to be proud of you're a member of the Ontario Tire Dealers Association.

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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# “YOUR STRENGTH IS IN OUR NUMBERS”

The OTDA is recognized by industry and government as the representative body of the Independent Tire Dealers of Ontario.

## WELCOME NEW MEMBER’S TO OTDA!

New Member	City
Tunnelstone Truck Casing . . . . .	Windsor, ON
Tire Wholesalers Inc. (TWI) . . . . .	Troy, MI
Avy International Inc. . . . .	Richmond Hill, ON
China Manufacturers Alliance, LLC . . . . .	Monrofia, CA

## 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
Bruce Barnim . . . . .	Health & Safety . . . . .	TireCraft Ontario
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
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Eric Gilbert . . . . .	Director-at-Large . . . . .	Ericway Tire
Paul Hyatt . . . . .	Director - Consultant . . . . .	Superior Tire & Auto
Ron Waites . . . . .	Director - Consultant . . . . .	O.T.D.A.
Bob Bignell . . . . .	Executive Director . . . . .	Veritech Mfg. & Wholesale Inc.

### MARK YOUR CALENDARS

2012 Annual OTDA Fundraiser and Charity Golf Tournament

Wednesday June 20, 2012

Ariss Valley Golf & Country Club

Hosted by Bob Bignell

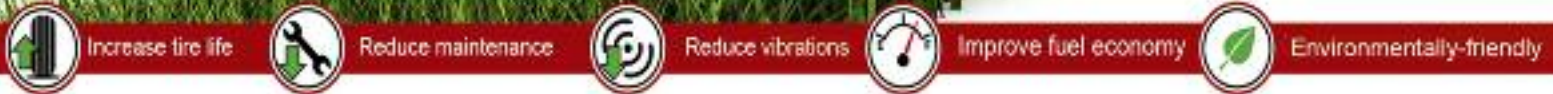
Vice-Chair - Eric Gilbert



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David M Baker  
Vice President of Maintenance*

*I own a flatbed trucking company in Yankton, S.D., and after many years of using the powder balancing stuff a friend of mine that works for a Goodyear tire company told me about Counteract. We have been using it in all of our tires since three years ago, we use it in steer tires, drive tires and trailer tires. I have seen about 50 percent better tire wear and the tires cap better as we have very little trouble with tire damage or failure. I also have seen about half a mile to the gallon improvement on fuel mileage. Plain and simple I would quit trucking before I would go back to the other stuff we used before and would never consider using anything other than Counteract Balancing Beads. Don't forget no powdery dust mess either.*

*Thanks  
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Premium Best Transport Inc*

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# TireSupplier Expands With an Eye on Green

Cambridge, ON, Canada (September 15, 2011). TireSupplier (Division of Bast's Tire Service Ltd) invited a variety of dealers and industry representatives to attend an inaugural open house at its' new distribution centre located on Thompson Dr. in Cambridge today.

Glenn Warnica states, the TireSupplier distribution centre features a variety of innovative construction techniques aimed at efficiencies in operations, savings in energy costs and a safe workplace.

During a tour of the facility Warnica points out a unique, custom designed heating system that forces air down the open aisles of tire storage following an open path up and over the second level where the heated air continues in a cycle through the furnace, providing a comfortable working environment at reduced cost.

Next on the tour he mentions efficient T5 lighting combined with a series of high level windows providing an abundance of natural light. The ceilings have been painted white on both levels of storage to provide a greater level of reflection.

Warnica is convinced their much larger new facility will run at a significantly lower cost of energy as you combine the efficiency of improved lighting, natural light and significantly improved insulation in both the walls and ceiling of the building.

Warnica says, TireSupplier is concerned about the safety of our staff and went to great lengths to provide a safe workplace. TireSupplier installed a pallet safety system that protects against falls when loading pallets to the upper deck and when unloading a pallet as well. Receiving docks are equipped with a red light, green light system the drivers can see as they back trailers to the docks, automatic doors and

a trailer lock system that latches to the trailer to the dock and eliminates the need for manually installed wheel chocks. The locking system provides improved security and a reduced risk of injury.

The TireSupplier warehouse is equipped with two levels of fire suppression and features sprinklers on each level of storage. In addition the fire suppression system is monitored as part of the building security system as an extra layer of protection.

Warnica, owner Wayne Moser, Distribution Manager, Jeff Moser and the entire team at TireSupplier were pleased to take me on a tour and talk about the new TireSupplier Distribution Centre.

Warnica says, as we move forward and grow our network we will continue to search for efficiencies in distribution and methods to reduce our carbon footprint.



 Ontario Tire Dealers Association

## 2012 Winter Conference

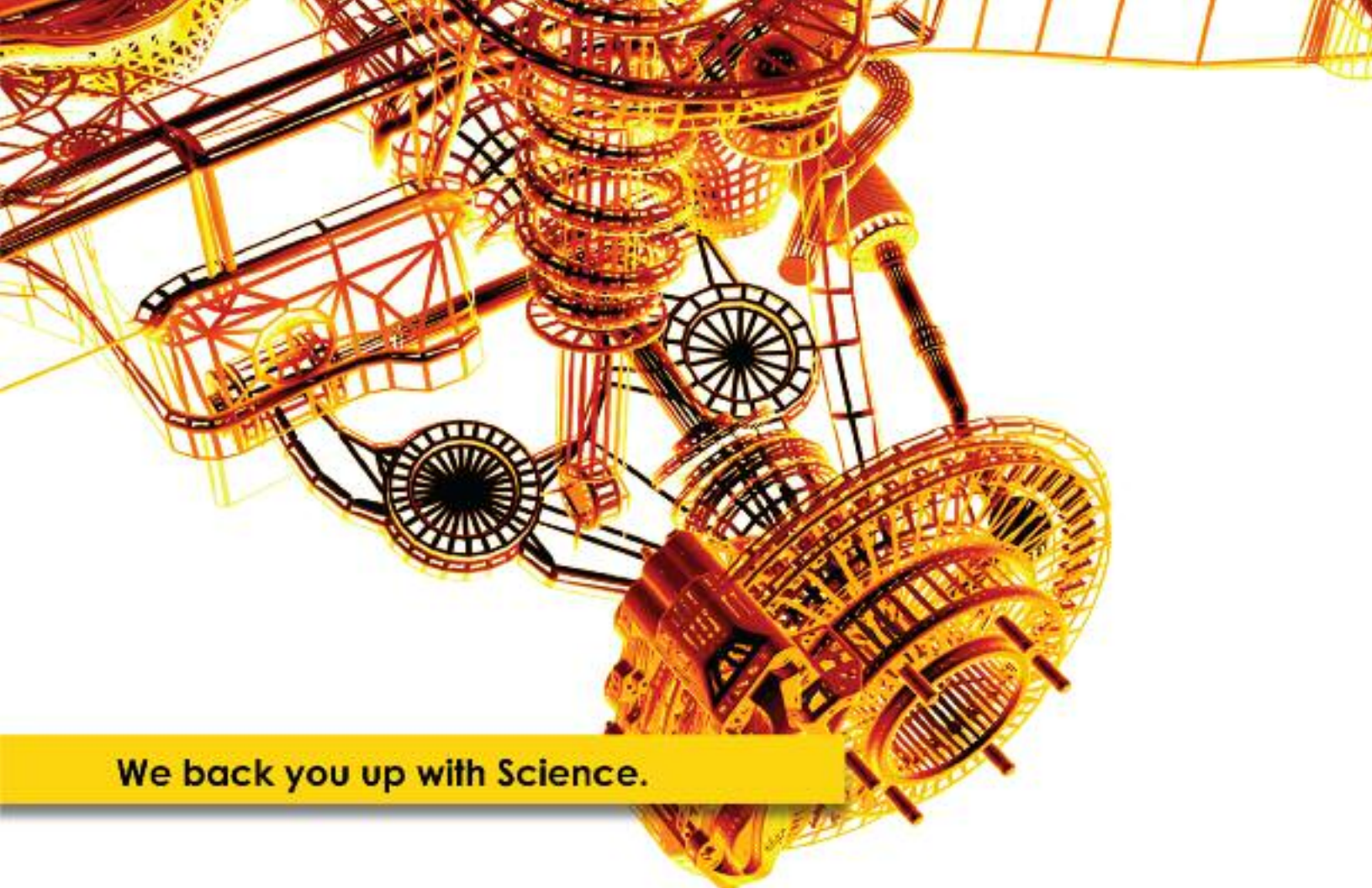
Ontario Tire Dealers Associations  
President, Michael McClory,  
cordially invites you to attend the  
OTDA Winter Conference 2012  
at this year's spectacular destination, Costa Rica!

Hilton Papagayo Resort and Spa  
January 21-28, 2012  
\$1899.00 per person, based on double occupancy  
Land only rates are available on request

Space is limited and confirmation is on a first-come first-serve basis

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# Treadlines

## TIRECRAFT CANADA GOES COAST-TO-COAST WITH NEW QUEBEC PARTNERSHIP

### Pneus Robert Bernard Is A Perfect Fit For Fast-Growing Chain

(BURGESSVILLE, ON – Sept. 7, 2011) – Tirecraft Canada has expanded its retail and commercial tire operations to all ten provinces with the announcement of a new strategic partnership with Pneus Robert Bernard, a retail and commercial tire sales and service chain with 18 stores across Quebec.

“ We’re really excited to complete Tirecraft’s national retail and commercial footprint plan for the Canadian marketplace and to now have representation across the country, “ said Tirecraft Canada’s president, Don Gauthier. “ When considering candidates for this Quebec expansion, we were looking for an organization that closely resembled our existing business makeup and service platform, and someone who shared our long-term business vision and goals. It was quite a tall order, but after our initial meeting with Pneus Robert Bernard, we knew we didn’t have to look any further. They fit this description perfectly.”

Founded in 1950, when Robert Bernard

opened a service and gas station in Saint-Paul-d’Abbotsford, the company has evolved into a provincial industry leader with extensive coverage in the Quebec marketplace and has earned a strong reputation for providing exceptional customer service.

“Dad pumped his first gallon of gas on January 2nd, 1950 and built the business around service. To this day, we still put customer service at the top of our priority list and it has served us very well,” said Gerard Bernard, president of Pneus Robert Bernard.

They service all tire business segments including passenger, light truck, truck, industrial, off road and farm, with 170 service bays, a fleet of 36 commercial service trucks, all backed by a workforce of close to 500 employees. They also operate an MRT pre-cure and mould cure retread facility and a wheel refinishing plant.

“Our company has enjoyed significant growth over the past 61 years and our entire team is looking forward to even further growth with the Tirecraft family,” added Jocelyn Bernard, Gerard’s brother and vice-president of the company. “We are very excited about being able to provide seamless 24/7 Emergency

Road Service to our fleet accounts right across Canada and we are looking forward to introducing the Tirecraft and Signature associate dealer programs in Quebec.”

Pneus Robert Bernard has begun the process of adapting the various Tirecraft and Signature program elements for the Quebec marketplace and expects to be ready to roll out the programs in January. For more information contact Jocelyn Bernard at 450-379-5757 or [jbernard@robertbernard.com](mailto:jbernard@robertbernard.com).

### About Tirecraft Canada

Tirecraft Canada is a national sales and service program with 169 outlets across Canada, along with 32 Signature Tire locations. Member stores enjoy an industry-leading package of benefits, including a wide selection tire sizes and major brands, online ordering, multiple deliveries a day, a hassle-free return policy with no restocking charges, warranties processed within 48 hours of receipt, plus significant sales and marketing support. For more information about joining Tirecraft, contact Don Gauthier at 519-421-9954 or [DonGauthier@Tirecraft.ca](mailto:DonGauthier@Tirecraft.ca).

## CHEO Cheque Presentation



Don Frisby, President of Frisby Tire (left) presents a cheque for \$30,000 to Kevin Keohane, Chief Operating Officer, CHEO Foundation on behalf of the Ontario Tire Dealers Association. The money was raised at the OTDA Charity Golf Classic which was held at Edelweiss Golf Club on June 15. The OTDA has now raised more than \$300,000 for local charities over the past decade.

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# Book now for TDAC Convention 2012!

~ Today's efforts for tomorrow's results... ~

**I**t pays to book early for the Tire Dealers Association of Canada National Convention, which takes place this coming February in Québec City. The three-day long agenda is packed with seminars, networking opportunities with major suppliers and exhibitors and no shortage of opportunities to grow your business—as the convention theme stresses: **Today's efforts for tomorrow's results.**

Organizer Rémy Rousseau (publisher of *Tire News* and *autosphere.ca*) and his team have worked hard to bring together some of the leading names of the tire industry in North America. They include:

Ginette Bureau, President of Recyc-Quebec, who will talk about Quebec's highly successful Tire Recycling Program; Glenn Maidment, President of the Rubber Association of Canada will analyze Canadian tire industry statistics and present his well-regarded opinions on where the market is going; John Watts, President of Watts Consulting will share his secrets on how to sell tires and increase your business' profitability, while John Paisley, President, Federated Insurance will present his viewpoint on how best to limit risks in the tire industry. Also expected to present is TIA tech guru Kevin Rohlwings, along with a growing line-up of other experts and industry authorities still being confirmed at press time.

Other highlights include a panel discussion with major manufacturers on the growth of the 'green' tire industry, which should be a 'must attend' seminar for anybody serious about making their company more environmentally responsible.

Time has been set aside to enable plenty of interaction with all the exhibitors and to exchange ideas between the various industry associations from across Canada. This will include a special update from Canadian Association Tire Recycling Agencies (CATRA).

Also on the schedule is the Hall of Fame presentation (at the closing night's gourmet dinner), along with plenty of entertainment and opportunities to explore historic Québec City. And, of course, not to be overlooked, this unique, once every four year opportunity plays out against the backdrop of Carnaval de Québec - The Québec Winter Carnival—the largest winter carnival in the world today.

Convention goers will have a chance to join in with all the fun and popular events such as winter sports, snow sculptures, as well as activities based on the traditional Québec lifestyle, from canoe races and dogsled races.

The Québec Winter Carnival is third on the List of Top Carnivals after the famous carnivals in Rio and New Orleans.

All this means, of course, that accommodation will be at a premium, making it all the more important to book your hotel room and flight as soon as possible. For full information, registration details and preliminary agenda please consult the advertisement and complete the forms contained in this issue. For detailed information, please contact Wendy Allain (1-866-454-0477), email [info@aspmq.ca](mailto:info@aspmq.ca)



**Rémy Rousseau**  
Publisher, *Tire News*  
*autosphere.ca*



**Ginette Bureau**  
President of Recyc-Quebec



**Kevin Rohlwing**  
TIA Senior VP in charge  
of technical training

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# Tire Dealers Association of Canada 2012 CONVENTION



**FEBRUARY 8-10, 2012**  
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Frank Connor  
ATDA

Bob Bignell  
OTDA

Andy Nagy  
WCTD

Eric Gilbert  
TDAC

Daniel Dubuc  
ASPMQ

## Great Networking Opportunity!

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- Travel to a fantastic destination

**Have an amazing time!**

### AGENDA AT A GLANCE (Preliminary)

Wednesday, February 8, 2012	
TIME	ACTIVITIES
1:00 PM - 1:15 PM	Opening remarks
1:15 PM - 1:30 PM	ASPMQ President
1:30 PM - 1:45 PM	TDAC President
1:45 PM - 2:30 PM	Keynote speaker
2:30 PM - 3:00 PM	Federated Insurance
3:00 PM - 3:30 PM	Networking break with exhibitors
3:30 PM - 4:15 PM	Guest speaker
4:15 PM - 5:00 PM	Tire dealers panel
5:00 PM - 6:00 PM	Free time
6:00 PM - 9:00 PM	Welcoming reception

Thursday, February 9, 2012	
TIME	ACTIVITIES
9:00 AM - 10:15 AM	Tire distributors panel
10:15 AM - 11:00 AM	Networking break with exhibitors
11:00 AM - 2:00 PM	Greening the tire industry
2:00 PM - 5:00 PM	Visiting exhibitors
5 PM - 6 PM	Free time
6 PM - 7 PM	Cocktails
7 PM - 8:30 PM	Gourmet dinner
8:30 PM - 10 PM	Hall of Fame Presentation
10 PM - 1 AM	Entertainment

Friday, February 10, 2012	
TIME	ACTIVITIES
9:30 AM - 11:30 AM	How to sell tires and more by John Watt
11:30 AM - 12:00 PM	Closing remarks



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Association of Canada**

**Today's efforts for tomorrow's results**

**REGISTRATIONS INCLUDE :**

Welcome reception, all meals, coffee breaks, cocktails, seminars, meetings, panels, gala dinner, access to all exhibitors, closing ceremonies.

Full payment is due upon registration.

Full refunds are available if cancellation is received by December 31st, 2011.

**DELEGATE INFORMATION :**

Company	
Delegate Name - 1	Delegate Name - 2
Delegate Name - 3	Delegate Name - 4
Address	
Phone	Fax
Email	

**REGISTRATION FEES :**

**Quebec** - \$300.00 \$ + \$15.00 (GST) + \$26.77 (QST) = \$341.77

Number of delegates \_\_\_\_\_ x \$341.77 = \$ \_\_\_\_\_

**Elsewhere in Canada** - \$300.00 + \$39.00 (HST) = \$339.00

Number of delegates \_\_\_\_\_ x \$339.00 = \$ \_\_\_\_\_

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For more information, contact Wendy Allain at 1-866-454-0477 or info@aspmq.ca

**For Hotel accommodations at the Quebec Hilton, dial 1 800 447-2411.  
Special rates apply if you reserve before January 8, 2012.  
Room rates begin at \$171 /night.  
Please mention the *TDAC Convention Bloc*.**





## Action Tire Becomes an AskPatty.com Certified Female Friendly® Tire & Service Center in Barrie, Ontario

### Action Tire Joins with AskPatty.com to Offer Services Designed with Women Consumers in Mind

09.12.2011– Action Tire, with 2 locations in Barrie Ontario, Canada is proud to announce they are ready to address the needs of women consumers, as part of the growing network of AskPatty.com Certified Female Friendly® locations in North America. Team members at Action Tire have completed a training and certification process to provide a Certified Female Friendly® experience that exceeds women's expectations.

"We are delighted to call this city home as we continue to shape our future on the promise of providing the best possible tire service to the residents of Barrie. We see the importance of establishing positive, respectful, long term relationships on trust, not price, and bring convenience, safety and reliability with comfortable surroundings for women consumers," stated Alexa Labrecque.

Visit the Action Tire micro-site: [http://femalefriendlydealer.askpatty.com/index.php?d=Action\\_Tire\\_Barrie\\_Ontario](http://femalefriendlydealer.askpatty.com/index.php?d=Action_Tire_Barrie_Ontario) locations at 696 Bayview Drive, Barrie, Ontario L4N 9A6 and 40 Morrow Road, Barrie, Ontario L4N 3V8

To become AskPatty.com Certified Female Friendly®, Action Tire personnel completed an extensive training program on how to best serve women. Action Tire employees will participate in year-round instruction to enhance their awareness, appreciation, and commitment to a female-friendly serv-

ice experience. Action Tire will also benefit from a unique marketing support program designed to reach out and build lasting relationships with women customers.

"Women influence 85 percent of the buying decisions in North American households, effectively becoming the family's chief purchasing officer," says Jody De Vere, CEO of AskPatty.com, Inc." AskPatty trains and certifies automotive businesses on how to communicate more effectively with women and ensure they feel safe, respected and empowered, which creates tremendous customer loyalty. Action Tire's commitment to women shows that management is serious about earning their business."

In conjunction with AskPatty.com, Action Tire has launched a female-focused micro-site that provides the tools and resources most requested by women. The micro-site gives women the ability to schedule service appointments, access coupons and discounts, and learn more about car buying and maintenance online from the comfort of their home or office. The micro-site is easily accessed by searching on AskPatty.com, or by going directly to their site.

#### About Action Tire

Peter and Alexa Labrecque are the founders and owners of Action Tire (AI's Wholesale Tire), providing tire sales, service and tire storage, with 2 locations servicing customers in Barrie and Simcoe County. Action Tire offers tires and service for all seasons, for all automobiles, light trucks, SUV, recreational vehicles, four wheelers, ATV, boat trailers, utility trailers, lawn &

garden and even golf carts.

Action Tire is committed to ensuring its customers enjoy the best possible service available, and has become Central Ontario's Authority in Tire Sales and Service. As the company adopts new services and acquires new patrons, it has never lost sight of what ensured its original success: taking care of all customers by treating them with honesty and integrity.

#### About AskPatty.com, Inc.

With international headquarters in Thousand Oaks, California, AskPatty.com, Inc. takes a two-pronged approach to revolutionizing the women's automotive retail market: For consumers, the AskPatty.com website, is a safe and reliable source for expert automotive advice and research. For auto dealers, tire dealers, collision centers, auto service and repair centers, the revolutionary AskPatty.com Certified Female Friendly® program, designed from the ground up, trains and certifies automotive retail and service centers on how to attract, sell, retain and increase loyalty with women customers.

Women can find an Ask Patty Certified Female Friendly® auto dealer, tire dealer, collision center, auto service and repair centers using the location search at AskPatty.com.

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275/55R17 V	275/55R20 XL V
265/60R18 H	285/45R22 XL V
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## Going Polar

By: Bruce Davis  
August 15, 2011

OTR tire retreader and solid tire manufacturer J&M Tire International Inc., now fully owned by Kal Tire, is phasing out the J&M Tire name in favor of its Polar Rubber Products identity.

Vernon, British Columbia-based Kal Tire, North America's largest commercial dealership, acquired full ownership of Oshawa-based J&M Tire/Polar Rubber last year from founder Jim Michaud after being joint owner of the company for the past decade.

Mr. Michaud has retired and is

involved in land development, equipment rental and road construction, according to a posting on his personal website. Mr. Michaud did not return inquiries seeking comment on his decision to sell the business he founded in 1966 and to retire.

Allen O'Reilly, a J&M tire veteran, has taken over as president and COO of Polar Rubber, which oversees the OTR retreading and solid tire production elements of J&M Tire. Polar Rubber markets its retreads and solid tires under the Polar Lug, Polar Mold and Polar Solid names.

The business' website still lists J&M Tire as a separate business, active in sales and service of OTR tires for the

construction, mining, quarry, waste, steel, container handling and other industries. It handles Michelin, Bridgestone, Firestone, Titan, Yokohama and Primex new tires along with its own retreads.

A Kal Tire spokesman said earlier this year the company decided to keep the business operating under the Polar Rubber name because of the recognition factor that identity has with customers throughout Canada.

Kal declined to discuss the acquisition or its strategy for J&M Tire/Polar Rubber in further detail.

J&M Tire has been listed for the past several years as North America's fourth largest OTR tire retreader.

## Kal Rebranding OTR as Part of Global Plan

7/8/2011 – Tire Review Magazine

Now an integral part of Canadian dealer's Kal Tire Mining Tyre Group, OTR is close to completing the systematic 'rebranding' of its corporate image to



the new global Kal Tire corporate brand.

As part of this, the traditional green/black/white OTR identity is in the process of being replaced by the orange/blue/white of Kal Tire, and all new company trucks now hit the road branded in the Kal Tire all white livery.

"The Kal Tire investment was the first step in a plan to build a global earthmover tire service company capable of delivering real value to customers," commented Chris Skelton, Kal Tire's managing director for Europe, Africa and Australia. "Now, as part of the Kal Tire Mining Tyre Group, I am confident we are able to deliver greater value to our customers – globally. The OTR brand has traditional values to many people within the company as well as

to customers and suppliers.

"Over the last 33 years OTR has developed a reputation that we are all extremely proud of and by rebranding we are not abandoning that history, we are evolving in to a new entity that will build on our past," he said. "That evolution means that we now have 4,500 colleagues in 17 different countries as part of a company with sales in excess of a billion dollars."

Kal Tire's investment in OTR, with operations in Europe, Australia and throughout the African continent, combined with existing operations throughout Canada, Central and South America has created what is arguably the first truly global earthmover tire service company. (Tyres & Accessories)

## Sailun Canada Launches New Website

July 28, 2011 – Tire Review Magazine



Sailun Tires Canada, distributed in Canada by Dynamic Tire Corp., has

launched a new website – sailun-tires.ca – to support the tire brand.

"Our efforts to break through stigmas, unfamiliarity and resistance, in combination with the continuous belief in us from our wholesalers, dealers and customers have brought us to this much anticipated launch of our website," Sailun Tire Canada said.

The new website features information about Sailun's passenger and medium truck tire lines, information and coverage of the brand's participation in glob-

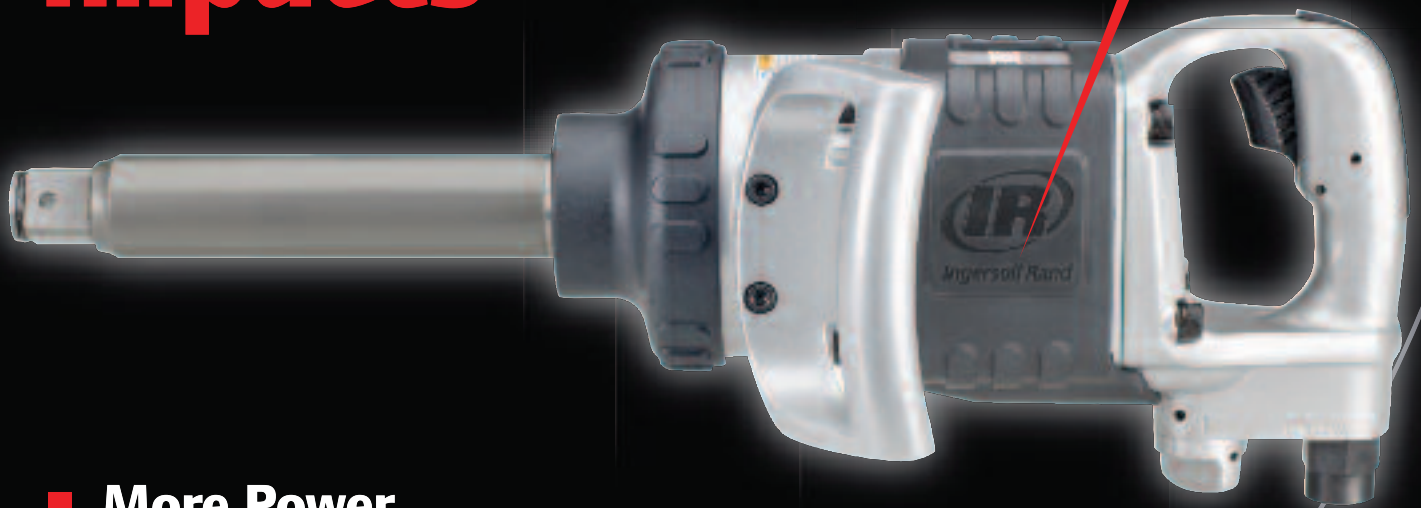
al trade fairs, a dealer locator, Sailun news and event updates, and access to Sailun's social media efforts on Facebook, Twitter and otherwise.

"Sailun's online social properties have driven that attention and success right to the doors of our dealers and wholesalers," the tire company said. "In the past seven months, we have achieved 1,000 Facebook fans. Every Sailun Like, Tweet, click, follower and blog comment has funneled into a brand that represents and speaks to all who look for quality and value."

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The background of the advertisement is a collage of various vehicles. At the top, a green tractor with a front loader is shown in a field, lifting a large bale of hay. Below this, a yellow forklift is visible in a field. At the bottom right, a yellow kayak is mounted on a trailer with a red wheel. The entire scene is set against a clear blue sky and green fields.

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# Upcoming Fall MOL Blitz

## Racking & Storage

During the month of November, the MOL will switch their focus to Racking and Storage, running an inspection blitz from November 1 – 30. This blitz will focus on industrial pallet racks (not common shelving) due to the weight of the loads supported and potential risk of collapse. Although specific target sectors are not yet available, pallet racks are common in distribution centres, warehouses, retail operations and manufacturing plants. Key priorities for this blitz may include installation and selection of racking, the condition, maintenance, repair and use of racks, as well as other related issues such as aisle obstruction, lighting, and pedestrian safety.



## Doubles Footprint, Coverage

August 25, 2011

Vaughn, Ontario's Wholesale Tire Distributors has increased both the size and geographic scope of its operations with the acquisition of a distribution center in Hamilton, Ontario.

The new 50,000-square-foot warehouse will give WTD a second distribution point in the Ontario market to service independent tire retailers and commercial customers. The warehouse will be supported by a full complement of distribution and sales staff when it becomes operational on Sept. 12, WTD said.

The new Hamilton location augments WTD's existing 56,000-square-foot warehouse in Vaughn.

"The new facility not only gives us a much larger distribution footprint in our market, it is vital infrastructure that will help us grow our service across the province," said WTD vice president Jonathon Karelse.

## OK Tire contracts roadside service

July 18, 2011

OK Tire Stores Inc. has contracted Emergency Road Services Corp. (ERS) of Ontario to provide 24-hour emergency roadside assistance in Canada and the U.S. for the firm's commercial trucking customers. ERS, a bilingual emergency roadside assistance provider, will help OK Tire customers whose vehicles have broken down locate the dealer closest to them. ERS claims to have more than

16,000 service providers in its network, more than half of which are in the U.S.

"We value our commercial trucking customers and we want them to feel protected if they should break down," said Larry Hardy, national manager truck and specialty tires for OK Tire, which supports more than 100 franchised commercial locations across Canada. "Partnering with ERS is the best way we can get them back on the road as quickly and cost effectively as possible."

Ottawa-based ERS was founded in 2006 as Emergency Road Services of

Canada Inc. to provide round-the-clock emergency roadside services to Canada's trucking industry. The company expanded its service reach into the U.S. in 2008 and changed its name last year to Emergency Road Services Corp. to reflect the change. Canadian truckers who experience problems in the U.S. are guaranteed their contracted price for products they might have to purchase on the road, said Mr. Hardy, who called the ERS contract a "value-added proposition" for OK Tire's franchised dealers.



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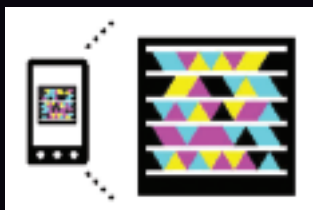
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# How Wheels Go at Three Different Speeds Simultaneously

Esther Inglis-Arkell —

Some sciences prove that everything you know is wrong. Physics doesn't. It just proves that everything you know is relative. A good example of this is the motion of the wheel. Although it was one of humankind's earliest machines, it still has some tricks up its sleeve.

One of those tricks is the fact that any given wheel is going at many different speeds, at least from the road's point of view.



Photo via Jalopnik — read about this six-wheeled supercar on Jalopnik.

When we measure speed, we generally measure the distance an object goes over time. For an overall car, that's a fine measurement. But the wheels are in different kinds of motion. When a wheel skids, it's moving over the road without any traction. The rubber of the wheel is sliding with respect to the surface of the road. Tires don't usually, or optimally, skid. They aren't usually moving over the ground - at least the part that touches the ground isn't. It's gripping, and staying still.

The car is moving forward at a certain speed, S, with respect to the ground. The bottom of the wheel is motionless in respect to the ground. In order for the bottom of the wheel to have a speed of zero when the car is racing forward, it has to be going backwards just as much as the car is going forwards. It's like someone on a moving sidewalk walking backwards as fast as the sidewalk is pushing them forwards, so they don't appear to move when observed from someone off the sidewalk. The wheel's speed, with respect to the car, is negative S. To the road, it's motionless.

Here's where things get weird. The exact center of the wheel moves at the same speed of the car, of course. So looked at from the road, it is moving at speed S. But the top of the wheel is moving with the speed of the car, and it is also moving forward at exactly the speed that the bottom of the wheel is moving backward. Since the bottom of the wheel is spinning backwards at negative S, so the top of the wheel is spinning forwards at speed positive S, and also moving with the car at speed positive S, making for a combined speed of 2S.

And that is how a single wheel, all in one piece and attached to a car going at a steady pace can have a measured speed of 0, S, and 2S, all at the same time.

The moral of the story is, if anyone tries to ticket you for speeding, you can make a case that certain parts of your car were not only not over the limit, but completely motionless.

Further Reading: Sydney School of Physics and Davidson.

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## Ontario Rolls the 25 Millionth Tire Into New Products – OTS Reaches Major Milestone

August 9, 2011

Before the launch of the Used Tires Program, millions of tires were illegally dumped throughout the province and thrown into landfills. In addition, many were shipped out of Ontario where they were used for fuel. Since the launch of the program in 2009, over 125,000 tonnes of tires have been recycled in Ontario and made into a range of innovative tire derived products.

“OTS has made it a priority to invest in a more sustainable Ontario, and we’ve had great success in reducing tire waste across the province,” said Executive Director Andrew Horsman. “We have reached the 25 millionth tire far ahead of schedule. This milestone is a great coup for our dedicated staff, stakeholders and communities across Ontario, and it is a great indicator of our future success.”

Not only has OTS significantly reduced tire waste in Ontario, it has also fostered positive change in

the province’s tire recycling industry, creating opportunities for new and existing Ontario-based businesses and giving Ontario’s economy an overall boost. The first year of the program alone saw a \$23 million investment in the Ontario tire recycling industry.

Of the announcement, the Honourable John Wilkinson, Ontario’s Minister of the Environment, said, “I want to congratulate Ontario Tire Stewardship on this significant milestone. I commend them for the environmental progress they have achieved through this successful program. Diverting tires from landfills not only helps the environment it also creates new jobs for Ontarians.”

In order to launch the program successfully, a variety of stakeholders were brought together including tire retailers, haulers, processors, collectors and recycled product manufacturers. Emterra Tire Recycling is one of these valued stakeholders.

“As an OTS registered hauler and processor of used tires, Emterra is

proud of our role in reducing tire waste and contributing to a greener Ontario. Our innovative tire processing technology ensures that 100 per cent of the tires we process are recycled,” said Emterra Founder and CEO Emmie Leung.

A new video portraying the life cycle of a tire was launched today to demonstrate what happens to tires once they reach the end of their serviceable life. It shows tires being worked into new products including rubber mulch for landscaping and playground surfaces, rubber pavers for walkways, roof shingles and athletic surfacing, among others. Thanks to Ontario Tire Stewardship, the 12 million tires sold each year in Ontario will eventually be recycled and reused through the Used Tires Program.

For more information about Ontario Tire Stewardship visit [www.GreenMyTires.ca](http://www.GreenMyTires.ca), or for a list of registered processors and product manufacturers call 416-969-2717.

## Successful Test for Tire Recycling System

July 15, 2011

Tire Review Magazine

Canadian firm Environmental Waste International Inc. has completed testing of its TR900 pilot plant.

This first trial of the company's latest tire recycling machine involved the processing of 20 tires. EWS says the trial "fully met" its expectations and demonstrated the technical viability of a production scaled TR900 system.

The goal of this first processing was to validate the system’s design and the EWS “reverse polymerization” process. EWS reports this goal was achieved and the TR900 was able to process tires and successfully separate the majority of the steel, recycled carbon, oil and hydrocarbon gases.

The company is now testing samples of the recovered products to analyze their composition, to determine the efficiency of the separa-

tion process and to identify future improvements to the system. Work on system programming and adjustments is set to continue as EWS moves toward the next production milestone of using the tire gas for a power generation system.

The company is also focused on completing the work required to allow for continuous operation of the TR900 for extended periods of time. (Tyres & Accessories)



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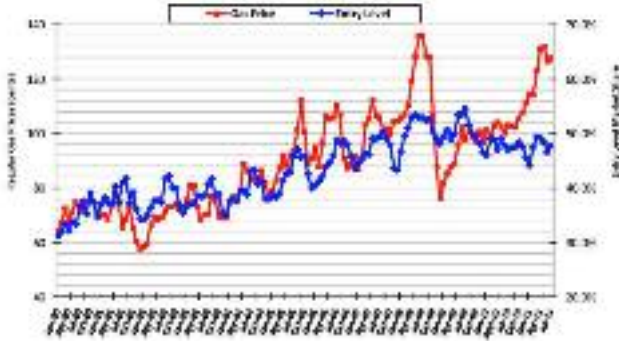
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# Gas Prices versus Market Share of Entry Level Vehicles



Entry Level Market Share vs. Gas Prices  
January 2000 – July 2011



both GM and Chrysler have been in an all out war to find profits and Ford has had no choice but to follow. To move these trucks they launched an incentive war through most of the year like we have never seen before. Now some of this doesn't make any sense since I'm not sure how they are able to find profits with these added pickup truck sales when they virtually give them away but that is fodder for another Observation. In the mean time these incentives have artificially pushed up the market share of pickup trucks to all time record levels in Canada. There has been months where pickup trucks have accounted for as much as 18 percent of total sales where as longer term they usually account for about 13-14 percent of sales. But this incentive driven push into pickup trucks does mathematically result in lower market shares for entry level vehicles and indeed all other segments that are NOT artificially inflated. Understand that it is not the entry level buyer who has decided to buy a pickup truck but instead other buyers who have come out of the woodwork to embrace these incentives and artificially inflated their market position resulting in lower shares virtually everywhere else in the market. This is also good news in that when these companies come back to a more sane position on pricing, pickup truck sales will moderate and mathematically result in higher shares elsewhere in the market.

I've sent this chart out many times over the last decade and the story was always the same. Gas prices go up and market share of entry level vehicles goes up with them ... and the reverse was true as well..... Gas Prices go down and so does the market share of entry level vehicles. A decade of this trend led me to believe that these two variables were highly inter connected and that gas prices could be a powerful tool to move consumers to more fuel efficient vehicles.

The last 18 months is proving this to not be the case. In a very interesting twist of economic factors, gas prices have skyrocket and market share of entry level vehicles has actually gone down or at the very least have stabilized. The question is WHY?

## I can come up with at least three reasons.

First, although I have no data to proof it the retail side of the entry level market plays primarily to the bottom half of the economic spectrum. To be sure even the wealthiest consumer may buy these gas misers but for the most part it is the more income constrained. And it is the bottom two quartiles of the economic spectrum that has been hardest hit with the difficult economics over the last couple years. So I suspect that many of these consumers have just not been in the market and with this the vehicles they typically purchase would also register a lower market share. This makes sense to me. We know that the market is operating at least 200K units below its potential and it would follow that many of these lost consumers would be in the core entry level segments when they return to the market. This is the good news part of this story since they will eventually return and this would push up the market share of these products at that time.

Second, the most profitable part of the market in Canada is pickup trucks. As part of their emergence from receivership

Third and this is the problematic issue from a policy point of view but perhaps the market for entry level vehicles is nearly fully absorbed in that there is a natural equilibrium market share position for this size of vehicle and perhaps we are getting close to full absorption. Tell a soccer mom to buy a "B" or even a "C" size vehicle and she will look at you sideways and tell you to take a hike. There is a large swath of the market that CAN'T move to a smaller platform because of the fundamental need for a larger vehicle. If we are pushing the upper limits of this market position then even higher gas prices will not move the market to smaller vehicles. Canada reached a low 50 share for entry level vehicles a couple years ago and is now in high 40 share territory. And perhaps with some design innovation we could ultimately settle into the high 50 share territory but it is highly unlikely that entry level products could account for an even higher share of the market even with high gas prices, better products, more products in this segment etc.

The issue then arises as to how is the industry going to meet these very tough fuel efficiency standard that are heading its way. If you can't get consumers to downsize, if new technologies like electric power trains are still a long way from meeting the needs of consumers, if gas prices no longer work, if from a needs perspective consumer find it difficult to downsize then these fuel efficiency standards may end up being a pipe dream of the politicians in Ottawa and Washington. That's my bet ... we'll see in five years when the 2016 Standards are suppose to be met.



**Scientifically Speaking:** The unique wide tread and deep grooves ensure exceptional wear resistance, outstanding year round traction and optimal high-speed stability. The wider contact surface, armed with a Large Block pattern and offset shoulder blocks provide superior protection from irregular wear, chunking and chipping. The shoulder structure also offers excellent steering stability and precise turning response.

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Since the beginning of the Program, Ecotire Recovery has implemented a detailed and comprehensive system of Claims Management for our customers - free of charge. The cornerstone of this system is our preparation and submission to OTS of the quarterly Collector Claim. By having Ecotire Recovery handle the administration, preparing and submitting Collector Claims, our customers are assured that their Claims are done properly, submitted accurately and on time, and that they are claiming for the full value they are entitled to under the Program.

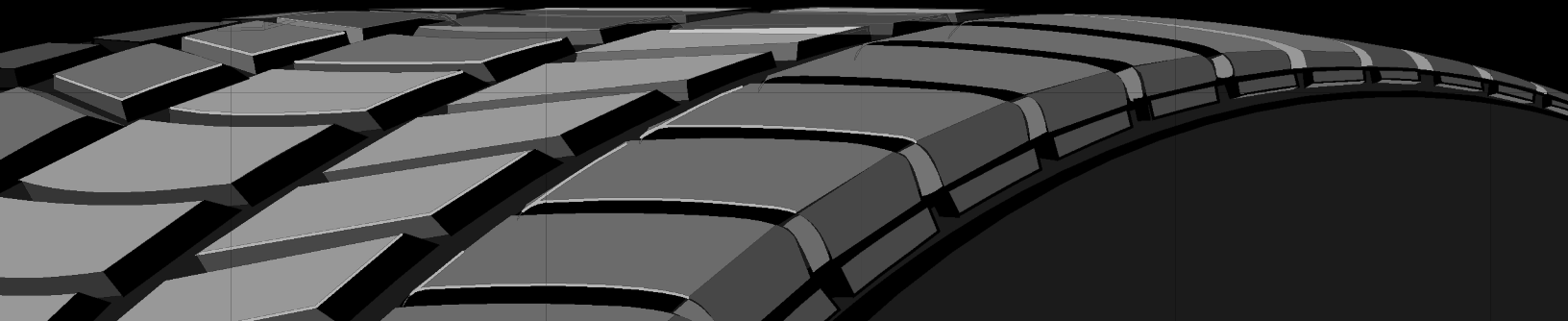
Our customers rave about this service, and for good reason! It eliminates the administrative difficulties associated with trying to navigate a new Program. Claims are submitted quickly and accurately, ensuring our customers are paid on time. Each customer receives a comprehensive report each quarter for their records that contains back-up documentation of all scrap tire activity, including a confirmation of submission to OTS and digital copies of all scrap tire pickups. In the event of a review or an audit, Ecotire Recovery works hand in hand with our customers to make sure they have all the required documentation at their fingertips.

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## Atlas Tire Wholesale Inc. On the move and rewarding Clients in 2011

**It's Confirmed!** Atlas Tire Wholesale Inc. moved to its new Corporate Head Office and main distribution centre in Mississauga in September 2011. The new location is based only blocks away from its existing facility. Together with the 22,000 sq. ft. in Scarborough, this will increase Atlas Tire Wholesale Inc.'s footprint in the GTA to 100,000 sq. ft. and facilitate inventories of 120,000 tires and 10,000 wheels.

To celebrate the move, and their 21 years of successfully servicing the needs of their clients, Atlas Tire Wholesale Inc., is introducing their new Corporate logo; maintaining signs of its proud Canadian Heritage and emphasizing the strength of its name in the Canadian marketplace. The new logo will adorn the new Corporate Head Office and distribution centre in Mississauga and will be introduced in all of its communications.



Atlas Tire Wholesale Inc. recently sent 3 winners and their guests to the F1 Grand Prix Montreal, June 10<sup>th</sup>-12<sup>th</sup>, 2011. Billed as the 2011 F1 Grand Prix Montreal VIP Raffle, Atlas Tire Wholesale Inc.'s clients had to purchase Pirelli tires in order to qualify for a draw in the raffle. (Pirelli is the exclusive tire supplier to F1)



Witnessing the draw (l-r):

Grant Paton, Regional Sales Manager – Pirelli  
Scott Vloet, C.A.- Cooper & Company  
Jim Shkut, Director Sales & Marketing- Atlas Tire  
Peter-James Gregory, President – Atlas Tire  
Christopher Chin, Marketing Manager – Atlas Tire

Each client won:

- 2 prime location "Silver Grand Stand" tickets for 3 day access to the F1 Grand Prix in Montreal
- 3 Day Access to Pirelli's VIP Hospitality Tent
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### **About Atlas Tire Wholesale Inc.**

**Atlas Tire Wholesale Inc. was founded in 1990 and is an industry leading supplier to the automotive aftermarket segment. Atlas Tire Wholesale Inc. is a distributor for major tire manufacturers who are members of the Rubber Association of Canada. Brands carried and sold by Atlas Tire Wholesale Inc. include Bridgestone, Continental, Dunlop, Firestone, General, Goodyear, Hankook, Pirelli and Yokohama. Atlas Tire Wholesale Inc., based in Ontario, employs 72 people and sells their products to Automotive Dealerships and Independent Tire dealers across Canada.**

# TIA Elects Bill Fountain to Hall of Fame

## Tire Business staff report

BOWIE, Md. (Aug. 12, 2011) — The Tire Industry Association (TIA) has elected Bill Fountain, founder of Fountain Tire; John Gamauf, former president, consumer replacement tire, Bridgestone North American Tire; Onkar Kanwar, chairman, Apollo Tyres Ltd.; and Ralph “Buddy” Snow, former vice president and counsel for Oliver Rubber Co., to its Hall of Fame.

The four individuals will be inducted into the TIA Hall of Fame on Oct. 31 at the Cosmopolitan Las Vegas prior to the start of the 2011 Specialty Equipment Market Association Show in Las Vegas.

TIA Executive Vice President Roy Littlefield lauded the four honorees, saying, “Their remarkable careers have helped to make the tire industry what it is today, and they exemplify everything that is great about this industry.”

The late Mr. Fountain founded Edmonton, Alberta-based Fountain Tire in 1956, opening the first Fountain Tire store in Wainwright, Alberta. He later expanded the dealership’s services into agricultural to meet the needs of local farmers and expand the business into more rural areas.

Early growth concentrated on towns along the then- burgeoning Alaska Highway, and Mr. Fountain established a business model of having key store managers as owner-partners in their stores.

In 1967, Mr. Fountain and other tire dealers from Ontario, Manitoba, Saskatchewan and Alberta formed Astro Tire & Rubber Co., creating their own private label tire brand.

In 1976, Mr. Fountain was killed in a car accident.

Today, Fountain Tire has 145 locations across western Canada.

The Hall of Fame induction will take place during TIA’s Tire Industry Honors event from 6 to 7:30 p.m. on Oct. 31 at the Cosmopolitan Las Vegas.



**2011 FIA Hall of Fame inductees:**  
Ralph ‘Buddy’ Snow; Onkar Kanwar;  
John Gamauf; Bill Fountain  
*(Photos courtesy of TIA, Apollo Tyres)*



Greg and Carla Lindsay Celebrate  
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## Safety Policy Need Updating?



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- Highly competitive tire repair pricing.
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Tech International celebrated its 70th year of doing business in 2009. Further, Tech products have been sold in the Canadian market for over 35 years, and we continue to enjoy strong sales and market share growth. Unfortunately, there are some unauthorized distributors in Canada attempting to sell Tech products and are incorrectly positioning themselves as authorized Tech distributors.

Please be advised that only the Tech distributors below are authorized by Tech to sell our products in Canada. We encourage all Tech customers in Canada to purchase Tech products only from the Authorized Tech Distributors below. We sincerely appreciate your continued business!

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## **Quebec Winter Tire Regulation Has Positive Impact**

(from Regional Tire Distributor website)

### **Accident statistics**

After two seasons of enforcement of the new regulation, the accident data show that its objective was achieved, as the measure had a positive impact on road safety. A comparison of the data from 2008-2009 and 2009-2010 with numbers for the five preceding years indicates that the reduction in the number of fatalities was greater during the time of year when winter tires are mandatory than during the rest of the year (18% as compared to 13% for all of Québec). The net reduction in fatalities was thus 5%, after accounting for the effect of the overall improvement in the road safety record over the past years. In each of the first two seasons of its enforcement, the new measure helped to prevent an average of 574 road accident fatalities.

### **Police activity**

From December 15, 2008 to March 15, 2009, the Sûreté du Québec and the Montréal Police Service issued some 600 statements of offence for non-compliance with the regulation. In the second season, from December 15, 2009 to March 15, 2010, 578 statements of offence were issued.

### **Exemption certificate**

In the first two seasons of mandatory winter tire use, the Société de l'assurance automobile du Québec issued a total of 73,862 exemption certificates, with 27,339 issued in the 2008-2009 season and 46,523 in the 2009-2010 season. Of these, 97% and 92% respectively were issued to owners of passenger vehicles registered in Québec wishing to use their vehicle for the purpose of leaving or returning to Québec.

### **Conclusion**

The prohibition on putting certain vehicles into operation during the winter unless equipped with winter tires, in addition to all other actions recently implemented to promote road safety in Québec, has had a significant impact on accident statistics. In 2009, 515 motor vehicle fatalities were recorded, a 21% reduction compared with the average of the five previous years.

When it comes to road safety, it takes action on human factors, roadway environments and vehicle characteristics, such as making winter tires mandatory for winter driving, to help reduce the number of road accidents and effectively minimize injuries in the event of a crash.



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## Flying wheel strikes car on QEW

OPP warn drivers to maintain vehicles  
A freak accident on the QEW Wednesday afternoon could have been a lot worse say police. A man was driving his vehicle eastbound on the highway near Bartlett Avenue in Grimsby Wednesday afternoon when a wheel, which came off a west-bound vehicle, struck his windshield. The man received non-life threatening injuries as a result, but police say it could have been a lot worse and are warning drivers to ensure their vehicles are properly maintained.

"I can't imagine what would have happened if the wheel hit the centre of the windshield," said OPP Staff Sgt. Jan Idzenga, noting the wheel hit the beam that divides the windshield and driver door. "It could have been a lot worse."

Idzenga said incidents such as this are rare for passenger vehicles. A few years ago there was a rash of incidents involving commercial vehicles, said Idzenga, but since then stricter regulations have come into play. No such regulations exist for passenger vehicles, which are not as strictly regulated.

"It's rare, but it does occur," said Idzenga, noting it is the onus of driv-

ers to ensure their vehicles are properly maintained. "We put a lot of faith in engineering these days. All it is holding on that tire is a lug nut, and that can make the difference between life and death."

The incident occurred around 1:35 p.m. July 20. The 21-year-old woman driver of the west bound vehicle reported she felt a vibration in the front end of her vehicle and then felt it drop. That is when police say the wheel came off, passed the centre median and struck the east bound sedan.

"The warning to drivers is make sure you stay on top of maintenance," said Idzenga. "Something as simple as lug nuts don't get paid attention to. They should be torqued to make sure they are secured tight. Often, if they are not tight enough they will vibrate, heat up and snap off."

Idzenga advised drivers to have their vehicles maintained by someone who knows what they are doing, preferably a licensed mechanic.

Charges have not been laid, but Wednesday's accident is under investigation by Niagara OPP.

## Last Shuttle Mission a Grand Finale for Michelin

For 30 years, since the Space Shuttle first entered service, Michelin North America has been a part of the programme. The tyre maker has been the exclusive supplier of the enormous tyres that rode on all five Shuttles, which have flown a total of 135 missions over 30 years.

On July 8 the Space Shuttle Atlantis blasted off on its final mission from Launch Pad 39A at NASA's Kennedy Space Center in Florida. When it returns on July 20, Michelin will revert, for the time being at least, to solely supplying earthbound vehicles.

# TIA's Matt White & Jeff Faubion train another crew of Automotive Tire Service and Commercial Tire Service Instructors.



# Preferred Vendor Program



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# CENTENNIAL COLLEGE

2011 – 2012 TRAINING SEASON COURSE OUTLINE  
*Centennial College – 75 Ashtonbee Road - Ashtonbee Campus*  
*6:30 pm start (dinner included)*

<p><b>MONDAY, SEPTEMBER 26, 2011</b>  <b>Advanced Fuel Trim Diagnostics</b></p>	<p><b>MONDAY, OCTOBER 24, 2011</b>  <b>ADVANCED DIRECT FUEL INJECTION</b></p>
<p>Have you ever wanted to road test a fuel mileage complaint and get a definitive answer for the customer as to whether the vehicle is running normally or not. Have you wanted to know from your scan data if the vehicle fuel system is working normally or if the vehicle has a vacuum leak? With fuel trim these types of issues can be diagnosed through scan data and fuel trim from the driver's seat. This class covers all aspects of fuel trim including how fuel trim is calculated and how to use fuel trim data to determine vehicle faults.</p>	<p>Most manufacturers offer at least 1 engine with <b>direct</b> fuel injection and many such as Ford have entire engine lines using direct fuel injection. We will look at the most popular system and will include instruction on how these systems work and how to properly test system components. Technicians will be given known good reference specs and scope patterns.</p>
<p><b>MONDAY, NOVEMBER 28, 2011</b>  <b>COMPUTER CONTROLLED STARTING SYSTEMS</b></p> <p>Like every other system on the vehicle, computer controls have taken over the starter as well. In this class we will cover the most popular systems. Instruction will be given on how these systems operate common inputs and outputs, scan data and systems testing as well as several case studies to highlight diagnostic techniques.</p>	<p><b>MONDAY, JANUARY 30, 2012</b>  <b>HANDS ON SCOPE PART 3</b></p> <p>Due to the complexity of modern vehicle systems it is sometimes necessary to bypass the computer and directly test many circuits. In addition to circuit testing, component sequencing and timing also need to be considered. When this type of testing becomes necessary a Lab Scope is the preferred tool. In Lab Scope Part 3 we will introduce dual tract testing and more complex failures will be programmed into our engine simulator.</p>
	<p><b>NOTE: TECHNICIAN WILL BE REQUIRED TO BRING TESTING EQUIPMENT TO CLASS.</b></p>
<p><b>MONDAY, FEBRUARY 27, 2012</b>  <b>SECONDARY &amp; PRIMARY IGNITION</b></p>	<p><b>MONDAY, MARCH 26, 2012</b>  <b>ADVANCED DATA BUS DIAGNOSTICS</b></p>
<p>There is a wealth of diagnostic information that can be obtained from reading ignition patterns with a lab scope. You can use these waveforms to analyze the ignition system, fuel system and the mechanical condition of the engine all from some very simple tests that can be performed while the engine is running.</p>	<p>As more and more systems are networked together using data communication lines there is an ever increasing incident of bus failures. This class covers the most popular bus formats and how to properly test these systems. Instruction will be given on bus operation, bus signatures and bus diagnosis.</p>

To register: contact Luanne Fedosoff (Local) 905-634-4040 ~ (Toll Free) 1-800-268-5400  
 Member Season Subscription - \$570.00 ~ Member cost per class - \$115.00

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## Tirecraft targets auto service centers with Signature program

By Vera Linsalata – Tire Business Magazine

BURGESSVILLE, Ontario — Tirecraft Canada Inc. continues to expand its reach, this time targeting automotive service centers that want to sell tires with its new Signature Tire Centres marketing program.

Rolled out eight months ago, Tirecraft has gained 23 affiliates for Signature Tire Centres, which is a separate retail banner program that parallels many of the features and benefits of Tirecraft's affiliated tire dealer program, said President Don Gauthier.

Tirecraft's strategy is to leverage Signature Tire Centres' auto service customer base to sell tires, he said. "It's kind of a reverse strategy," Mr. Gauthier said. "If you look at Tirecraft and all of the tire banner programs out there, they tend to cater to shops that have their primary focus on tires and a very strong focus on tires. If you look at the Signature Tire program, their primary focus tends to be automotive service and their volume of tires tends to be very small. It's secondary."

Mr. Gauthier said the typical auto service shop that has joined Signature sells \$50,000 (Can.) per year in tires, and the Signature program intends to help those shops increase annual tire sales to a range of \$250,000 to \$300,000 (Can.).

He added that the "potential to grow" to that level is what's important when evaluating a prospective Signature affiliate, even if it takes a shop a few years to achieve that. There also is no minimum initial investment to sign with Signature.

"We don't have a fee to join the program, but they do participate in the POS investment, which would be an

outdoor sign and some POS material for the showroom," Mr. Gauthier explained.

Passenger and light truck tires make up the primary portfolio for Signature Tire Centres, but some rural shops will be full auto service shops selling highway truck tires and ag tires, he said.

Signature dealers have access to the same benefits as Tirecraft dealers in terms of point-of-sale materials, daily tire deliveries, sales and marketing support, warranties, business support programs and online ordering, among others. Regional Tire Distributors, Tirecraft's primary wholesaler, is also supplying Signature Tire outlets.

Signature also offers equipment programs, an oil program through Valvoline and auto parts supplied by NAPA, CARQUEST and Uni-Select.

And just like Tirecraft dealers, Signature Tire participants are independent entrepreneurs who are co-branding their business names with the Signature name.

"We don't want to take away from the equity they've built up in their marketplace in their local community," Mr. Gauthier said.

For example, Jim's Automotive Service joins Signature and becomes Jim's Signature Tire Centres, just as Jim's Tire changes to Jim's Tirecraft when a tire dealer enrolls in the Tirecraft program.

The goal for 2011 is to recruit 30 Signature outlets, and Tirecraft already has 10 Signature locations in Ontario, 11 in the British Columbia and Alberta provinces, and two in Nova Scotia. Mr. Gauthier said it's not "out of the realm of possibility" for the Signature program to have 40-50 locations by year-end, but he noted Tirecraft wants to expand Signature Tire slowly and methodically across

all provinces.

"We want to focus on quality not the quantity," he said. "So we've got no rush to get to 200, 300 or 400 locations. We just want to do it right."

As far as tire brands, Mr. Gauthier said Signature Tire outlets are selling the same major brands as Tirecraft dealers, but he said Tirecraft has such a broad range of flag, associate and private brands that both Signature and Tirecraft dealers can share the same market. Major brands offered by both include Michelin, Uniroyal, BFGoodrich, Bridgestone, Firestone, Yokohama, Pirelli and Continental, among others.

"We have such a varied offering that they can co-habitate without going head to head," he said. "The intent is not to create competition for Tirecraft."

He added that the marketing group's regional sales representatives are "cognizant of their current distribution and they're not going to do anything to disrupt it."

The Signature name is one Tirecraft has had "on the backburner" for a while, at least going back to when Tirecraft emerged from bankruptcy in 2008, Mr. Gauthier said.

The Tirecraft and Signature programs are owned by independent dealerships Barnim Holdings of Burgessville, Kirk's Tire Ltd. of Lethbridge, Alberta, Trail Tires Group of Edmonton, Alberta, and Miller Tire Services Ltd. of Dartmouth, Nova Scotia.

The Tirecraft affiliate program now has 155 participating dealers. There are no upfront fees to join but participants must put up signage and purchase a minimum tire volume of \$150,000 (Can.) in annual passenger and light truck products.

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