

# **TRENDS**

**Tire Industry News**

**Editor: Bob Bignell**

*Issue 1101*

## **Inside this issue...**

**ANNUAL FUNDRAISER AND CHARITY GOLF  
TOURNAMENT**

**OTDA AGM NOTICE**

**AUTOMOTIVE TIRE SERVICE TRAINING**

**COMMERCIAL TIRE SERVICE TRAINING**

**TPMS TRAINING**

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Dealers Association

*President: Glenn Warnica*



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# President's Message



We just can't say it too often ...  
"Membership in OTDA does not cost, it pays"

As an association our goals and objectives are many, a few of which are outlined below:

- To promote cooperation between members and people in local, provincial and national regulating bodies concerning issues affecting the tire industry

- To raise the profile of our members in their communities and throughout the Province of Ontario through participation in a variety of provincial and community based activities

- To be an industry leader in the promotion of training, education and health and safety initiatives

- To encourage the exchange of

information, ideas and technical knowledge throughout the membership of the association

- To act as lobbyists on behalf of the tire and automotive industry in areas such as, responsible environmental programs and price disparity

- To promote continuous improvement of practices and procedures designed to improve the quality and standards of the tire industry

A short list of a few of the benefits of Membership in OTDA includes:

- Representation at the board table of Ontario Tire Stewardship

- Representation at (WSPS) Workplace Safety & Prevention Services

- (ATS) Automotive Tire Service Training, presented by professional trainers provided by (TIA) - Tire Industry Association

- (CTS) Commercial Tire Service Training, presented by professional trainers provided by (TIA) - Tire Industry Association

- (ATI) Automotive Management Training, presented by professional trainers provided by (ATI) - Automotive Training Institute

- Health & Safety Manual (Starter Kit) and WHMIS training designed by members of the tire

industry and representatives of the controlling bodies is a great place to begin when developing your health & safety program

- General insurance and group benefit programs specifically designed with the unique requirements of tire and automotive, commercial, wholesale and retail dealers in mind

- Visa, Mastercard and American Express programs through Moneris

- Special rates on TIA membership, vehicle rentals and uniforms

- Quarterly newsletter TRENDS, Annual Whoo's Whoo membership listing + Conferences and Trade Shows

- An informative industry specific web site at [www.otda.com](http://www.otda.com)

- Charity Fundraising through our Annual Fundraiser and Charity Golf Classic – \$235,000.00 + Donated to Charity on behalf of our Members

- And many, many more...

Good Health, Good Luck and Good Selling in the Spring Selling Season!

Glenn Warnica  
President  
Ontario Tire Dealers Association

# 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!**

**Administrative Office**

22 John Street  
Box 516  
Drayton, ON N0G 1P0  
Canada  
Phone: 888-207-9059  
Fax: 866-375-6832  
email: [bbignell@otda.com](mailto:bbignell@otda.com)  
web: [www.otda.com](http://www.otda.com)

**Billing Office**

Suite 3-148, 3350 Fairview St.,  
Burlington, Ontario L7N 3L5  
Canada

**Printer**

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Woodstock, Ontario N4S 1X8  
Canada  
Phone: 519-537-3082  
Fax: 519-537-7253  
email: [nethercottpress@execulink.com](mailto:nethercottpress@execulink.com)

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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
Icon Tire Company International	Waterloo, ON
LugNutz	Cambridge, ON
7 & 25 Tire	Picton, ON
Dial A Tire Ontario	Kitchener, ON

## OTDA DIRECTORS

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Alexa Labrecque	Director	Action Tire
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## MARK YOUR CALENDARS

Tire Dealers Association of Canada National  
Conference and Trade Show  
Quebec City, February 8 - 9, 2012

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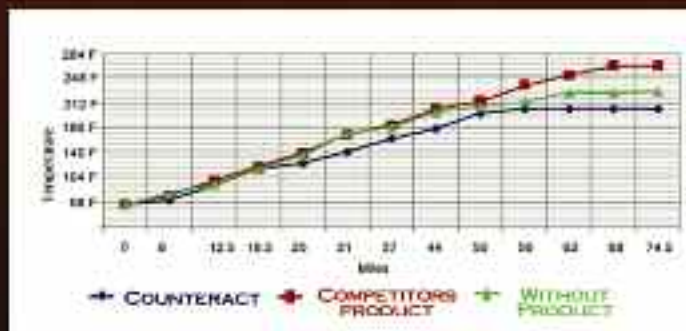
Tire shops should make at least an extra \$20 for every tire or retread they sell.

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The Tire Dealers Association of Canada and Imperial Oil are pleased to offer the **Esso Business Card Program** to all Tire Dealer Association members.

Each member may enjoy:

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(403)455-7092 Fax  
(888)817-0590 Toll-free Voice  
(888)817-0591 Toll-free Fax  
e-mail: dan.vitale@esso.ca

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**Roy Brian Miller**  
(Died February 28, 2011)

*Miller, Roy Brian- Age 61, of Porters Lake, passed away peacefully surrounded by his loving family on February 28, 2011, after a hard fought battle with cancer. Brian was born in Saint John, NB on November 14, 1949. Brian and his father, Roy, started Miller Tire in a small garage on Windsor Street in Halifax in 1978 and his determination and work ethic helped to shape the business into a present day Maritime success story. Brian built lasting relationships throughout the Maritimes as a responsible corporate citizen, Volunteer Fire Fighter of 25 years, Mason, Shrine Clown, past-Master of Acadian Lodge, founding member and past President of the Dartmouth District Shrine Club, and on January 15, 2011, he was proudly sworn in as Potentate of the Philae Shriners for Nova Scotia and Prince Edward Island; an organization that has assisted in providing care for thousands of sick children for over 100 years. Brian continued to be active as a business owner and as a volunteer throughout his illness, spending his final days working and always in the company of friends. Brian will be most remembered for his sense of humour, generosity, and kindness.*



Mr. Mike Davenport of Shelburne, Ontario Being Selected the Grand Prize Winner of a New Pontiac G6 Special Edition.

Mike entered his ballot at Auto Centre Dufferin Tire Discounter in Shelburne.

Mike's name was drawn from over 4,000 entries received from across Ontario during Tire Discounter's 2010 "Win-Me" contest which concluded Dec. 10th. A presentation to hand over the keys to Mike will be held at 10:30 on Thursday December 23rd the The Auto Centre Dufferin Tire Discounter, 4710 Industrial Road in Shelburne. Tire Discounter Group would like to thank everyone who participated in the "Win-Me" Contest.

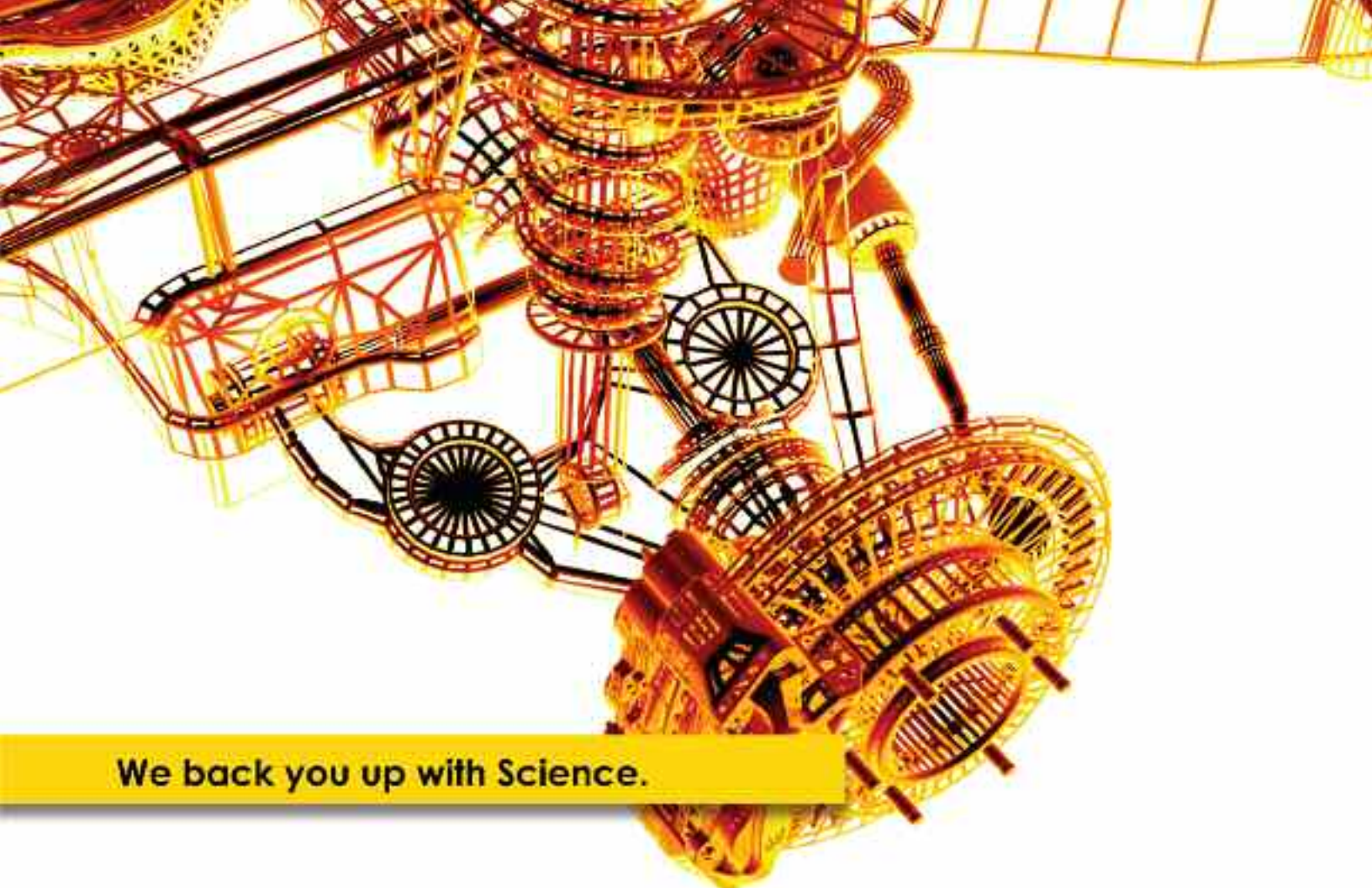
Tire Discounter Group is comprised of 26 independently operated branded locations throughout northern and central Ontario.

Tire Discounter operates distribution centres in Orangeville, Barrie and Hamilton and supplies tires to over 600 wholesale customer's daily.



At the Western Canada Tire Dealers Association AGM held at their trade show and conference in Victoria BC, Ken Essex (left) of Sturgeon Tire, Winnipeg was elected President. Paul Newton (Saskatoon Wholesale) passes the gavel to the new President.





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# Treadlines

## **Tirecraft associate program gains momentum**

March 3, 2010 Modern Tire Dealer - Tirecraft Canada reports that more than 20 independent tire dealerships and garages have joined its associate store program, which relaunched 12 to 15 months ago, "depending on the region," according to Tirecraft officials.

## **Goodyear Canada Offers 'Get There' Awards**

### **News: North American**

Goodyear has enlisted three-time olympian and five-time world champion ice hockey star Sami Jo Small to help identify Canadians who help future athletes achieve their dreams by driving to practices, games and competitions.

New Board of Directors for AIA Canada Members of the Automotive Industries Association of Canada attending the 69th AIA Annual General Meeting held in Toronto elected a new slate of Directors proposed by the AIA Nominating Committee.

## **Goodyear offering Olympic Games aerial coverage**

AKRON (Feb. 18, 2010) — As it does for many sporting events the world over, Goodyear is providing TV viewers with aerial coverage of the winter Olympic Games from Vancouver, British Columbia—but its blimps are absent due to the mountainous terrain.

## **Modern Tire Dealer**

Goodyear Tire & Rubber Co. has named Curt Andersson president of its North American Tire business unit. Andersson currently serves as president of Cooper Crouse-Hinds in Syracuse, N.Y. He will assume his new position Feb. 16.

## **Canadian firm Ellsin Environmental Ltd.**

is receiving government support in its implementation of technology that will enable scrap tires to be converted into usable by-products by means of a microwave process.

The patented reverse polymerization technology was developed over a period of more than 15 years by another Canadian company, Environmental Waste International (EWI), and Ellsin has contracted EWI to build a demon-

stration system based on the EWI process. To assist, the Northern Ontario Heritage Fund Corporation announced in December it is investing CA\$2 million assist in the construction of a test plant.

Once environmental approvals are gained, funding for this project will be provided under the NOHFC Enterprises North Job Creation Program, a scheme that invests in private sector projects that hold the potential to benefit Ontario. "Supporting new technologies and creating green jobs is the right thing to do for our economy and our environment," commented Ontario Premier, Dalton McGuinty. "Projects like this one put Ontario at the cutting edge of green tech, while ensuring that used tires are managed in an environmentally responsible way."

The EWI process uses microwaves in a nitrogen chamber to break tires down into the same components as achieved by pyrolysis – oil, steel and carbon black – yet it is said to accomplish this at a far lower temperature (between 250°C and 300°C). The pilot plant will have the capacity to handle approximately 900 scrap tires per day. Once the process is proven, Ellsin plans to build plants with the capacity to process 6,000 to 7,000 tires a day in a number of countries.

Ellsin's business plan involves the company's establishment as a tire processor under Canada's Ministry of the Environment guidelines utilising the EWI technology, the construction of a new building, the establishment of a carbon manufacturing operation and the development of an alternative energy facility. This system, says Ellsin, will generate its own electrical power through the use of ultra-clean micro-turbines which, after providing the necessary electrical power directly to the prototype pilot recycling machine, could then feed the remaining electrical energy production into the power grid.

## **WATERLOO, Ontario (Feb. 9, 2010) Tire Business**

A start-up company that plans to devulcanize recycled tire rubber has received \$750,000 in financing from First Leaside Visions II Limited Partnership, a venture capital firm.

## **February 11, 2010 Tire Business EDMONTON, Alberta**

In the land of ice hockey fanatics, Integra Tire dealers in Western Canada have a vested interest in following Canada's Olympic women's ice hockey team at the 2010 Olympic Winter Games in Vancouver, British Columbia, but they most likely will be cheering on one teammate in particular.

The EU has agreed that all new tyres sold in Europe from November 1, 2012 onwards must be classified and labelled according to their fuel efficiency, wet grip and noise performance.

The tyre label will take on the shape and form of the European energy label and employ classes ranging from best performance (green 'A' class) to worst (red 'G' class). Besides indicating how much a tyre affects a car's fuel efficiency, the label will also give information about its performance in wet conditions and its external rolling noise in decibels.

## **Daily News Wednesday, February 10, 2010 AutoService World**

### **Tyre Tripling Without the Muscle**

Tyre tripling, inserting two used tyres inside another one, has been increasingly adopted as a method of saving space and achieving transportation cost savings. To give a real life example, up to around 1,600 tyres can normally be fitted into a standard container. Up to 3,500 "tripled" tyres can be fit in the same space. According to Arne Blaes, the proprietor of a company which manufactures tripling machinery, the process was invented by Africans who in most cases carried out the strenuous tripling process by hand.

## **Toyo Tire Canada names Hirao president**

### **RICHMOND, British Columbia (Jan. 11, 2011)**

Toyo Tire Canada Inc. has named Shoji Hirao president, succeeding Shingo Matsuoka, who will become general manager, Toyo Tire overseas sales department No. 1, supervising the North American market from Toyo's head office in Tokyo

*continued on page 42*





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**Take Notice** that a general meeting of the members of Ontario Tire Dealers Association will be held at: **Four Points by Sheraton 35 Laurier Street, Gatineau, Quebec J8X 4E9** on **Tuesday June 14** at 5:00 p.m. for the following purposes.

- a) Hearing the reports and statements , to be read and laid before the members at the annual meeting
- b) The election of Directors
- c) Appointing the accountant and fixing, or authorizing the Board to fix, their remuneration

Dated at Drayton, Ontario this 26<sup>th</sup> day of March, 2011.

Robert Bignell, Executive Director

The following Directors have completed their term and are eligible for re-election:

Glenn Warnica, Don Frisby, Ron Spiewak, Dwight Rose, Richard Bender, Mike McClory, Bruce Barnim, Eric Gilbert, Rejean Murray, Ron Waites, Paul Hyatt, Paul Marshall, Harold Boake and Alexa Labrecque.

**A Member** of the Association seeking election as a Director shall forward a signed Notice of Intent to Seek Election form to the Head Office of the OTDA, to be received by the **Executive Director** of the OTDA at least **seventy-two (72) hours** prior to the annual meeting.

As a **Dealer Member** of the OTDA you are entitled to vote either in person, or by proxy, at any annual or special meeting of the Corporation. If you are unable to attend, please return your proxy to the Executive Director at 22 John Street, Box 516,, Drayton, Ontario, N0G 1P0 or by fax or email.

.....  
**NOTICE OF INTENT TO SEEK ELECTION**  
.....

I, \_\_\_\_\_ of \_\_\_\_\_

Ontario, am a Member of the Association and am eligible to become a Director, and hereby give notice of my intention to seek election for a two-year term, to the board of Directors of Ontario Tire Dealers Association, at the next annual general meeting.

Dated at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2010

\_\_\_\_\_  
Signature

.....  
**PROXY FORM**  
.....

**I HEREBY AUTHORIZE** \_\_\_\_\_

to be my **proxy** at the September 16, 2010 general meeting of **Ontario Tire Dealers Association**.

\_\_\_\_\_  
Name (Pease print)

\_\_\_\_\_  
Signature



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## Ontario Tire Dealers Association Annual Fundraiser & Charity Golf Classic

**News Flash: Hunter Engineering Company generously donates  
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Join us at your AGM  
 Details page 12

- From Rideau St. go North on King Edward over the McDonald Cartier bridge and take Highway’s A5 (4 lanes) and #105 (2 lanes) to Wakefield. Do not turn into Wakefield – stay on 105N 366E to stop light – go straight through, crossing Gatineau River, follow 366E (Chemin Edelweiss) 5Km and look for Course on your left.

**Registration/Lunch:** 11:00 AM - 12:30 PM **Golf:** (New Time) 12:30 PM Shotgun **Price:** \$195.00 per person  
 (18 holes of the Edelweiss Golf Experience, Cart, BBQ Lunch, Evening Banquet, Prizes, Donation)

### Cheques made payable to: OTDA Annual Fundraiser & Charity Golf Classic

**Golf Chair** Don Frisby P: (613) 224.2374 F: (613) 224.3782 C: (613) 866.6992 E: [donfrisby@frisbytire.com](mailto:donfrisby@frisbytire.com)  
 Frisby Tire Co. 1377 Clyde Avenue Ottawa, ON K2G 3H7

**Golf Committee:** Don Frisby, Bob Bignell

<u>Name</u>	<u>Company</u>	<u>Phone</u>	<u>Fax</u>	<u>Amount</u>

**Special Requests:** This foursome to play together  Yes  No

**Pair me with:** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

*If there are no special requests then players will be divided up in groups of 2 suppliers with 2 dealers*

**Please Note:** Only players registered and paid in full will be scheduled. Please limit guests. Maximum **144** players

**Dinner Only \$60 per Guest**, # of Guests: \_\_\_\_\_ Total Amount: \_\_\_\_\_

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# Faulty Tire Repair Brings \$22.8 Million Court Award



A bad tire repair and a lack of proper repair training led to a record \$22.8 million award to the estates of a couple killed when a tire repair failure caused a rollover accident.

The Jan. 11 jury verdict in a San Diego County Superior Court awarded \$14,465,864 to the estate of Casey and Melanie Barber, who were killed in a July 2006 accident. The accident was caused by a failed tire repair, and caused the Barber's Ford E350 Sportsmobile van to crash on Highway 98 near Page, Ariz.

The San Diego couple sustained fatal injuries, and are survived by their three

young sons, who were the plaintiffs in the lawsuit.

In addition to the jury verdict, the Barber estate received another \$8.3 million settlement with other defendants.

The list of defendants included car dealer Mossy Ford, which performed the tire repair in August 2005. Plaintiffs' counsel was able to show that Mossy Ford improperly failed to take the tire out of service and that this conduct caused the tire tread separation and led to the fatal rollover accident.

While the type of repair performed is not known, TIAs Kevin Rohlwing suggests that this case will be quite important to the tire industry and anyone who handles tires.

"I believe this becomes the baseline for all future repair lawsuits," said Rohlwing, TIA's senior vice president of training. "Everytime a repaired tire fails and someone is injured or killed, that \$22 million

award will be front and center for the jury. It opens the floodgates and sets a new bar for these types of accidents. The risks associated with tire service are high enough to begin with thanks to the Ford/Firestone recalls and this case just makes it worse. If this trend continues, the cost of insurance will make it nearly impossible for most retailers to survive."

As a condition of the settlement, Mossy Ford agreed to immediately begin to follow industry guidelines regarding tire repair practices and to implement a training program to better train its technicians about safe tire repair practices to improve consumer safety.

Plaintiffs' counsel Robert Buccola said, "Our goal was more than just obtaining a monetary recovery. Here, we were able to evoke real change and get the word out to other tire repair facilities of the importance of following tire repair rules to a tee."

## Jury awards \$14.4 million in wrongful-death lawsuit

**JANUARY 11, 2011 SAN DIEGO**

The three young sons of a San Diego couple who were killed in a 2006 vehicle accident in Arizona were awarded \$14.4 million Tuesday by a San Diego Superior Court jury in a wrongful-death verdict against a San Diego car dealership, their attorneys said.

Casey and Melanie Barber's children were plaintiffs in the lawsuit against Mossy Ford, attorney Adam Shea said in a statement.

Barber was driving his Ford E350 Sportsmobile van on Highway 98 near Page, Ariz., on July 31, 2006, when a tire-tread separation caused him to lose control of the vehicle, which rolled. Shea said he and attorney Robert Buccola argued in court that Mossy Ford performed a faulty tire repair that led to the accident. Shea said the damage to the tire was such that the deal-

ership should not have tried to repair it. Messages left at Mossy Ford and with a Los Angeles-based lawyer who represented the business in court were not returned Tuesday night.

According to an obituary that the couple's family placed in The San Diego Union-Tribune, the couple's three sons were ages 8, 5 and 3 at the time of the accident.

Casey Barber, 40, was a graduate of the University of San Diego. He was a master carpenter and member of the Set Builders Union, and was involved in theater arts and production, stage managing and lighting techniques. Melanie Barber, 40, received a basketball scholarship to the University of California Riverside and later played professional club volleyball in Switzerland. Both were survived by their parents.

Shea said that before the trial an \$8.3 million settlement was reached with other defendants who did work on the van. He declined to name those defendants, citing a confidentiality agreement.



At Tirecraft Ontario Annual General Meeting, Lorne Koch from the Clinton and Exeter locations was given the first Tirecraft Humanitarian of the year award. Lorne selflessly went above and beyond in terms of helping to improve the lives of others. Lorne exemplified the qualities of compassion and humanitarianism through unusual understanding and empathy.

Lorne made it clear after receiving the award that he did not make it his mission in 2010 to make significant contributions to both The Canadian Breast Cancer Foundation Ontario and the Haitian community to be recognized, which Tirecraft knew. Tirecraft did however want to recognize Lorne for his honorable leadership in the industry.

**OTDA / TIA AUTOMOTIVE TIRE SERVICE (ATS) INSTRUCTOR CERTIFICATION**

OTDA will offer the TIA certification courses Automotive Tire Service (ATS) Tuesday September 13 – Thursday September 15, 2011 at the Hofmann training facility in Mississauga Ontario.

**ATS Course Outline – Includes new in-depth TPMS Instruction**

**Instructor Certification** – this is a two and a half day course and those that successfully complete are TIA Certified as Instructors, and are qualified to go back to their place of business and hold TIA Technician Certification Courses. This is considered a Train-the-Trainer course. Each student who successfully passes the 100-question exam receives a TIA Certified Instructor Certificate and 13 Certified Instructor uniform patches. TIA Certification is good for two years, at which time Instructors are required to take a 60-question exam available via the internet. **The course will run from Tuesday September 13 starting at 8:00 am, concluding on Thursday September 15 at 12:00. The cost is \$495.00 per student.**

**ATS Certification Curriculum**

- Basic principles of tire construction, sizing and sidewall information.
- Vehicle lifting procedures using above-ground and portable equipment.
- Tire and wheel assembly removal and installation including rotation patterns.
- Wheel fastener torque procedures and guidelines.
- Step-by-step demount and mount procedures using a center-post and rim-clamp tire changing machine.
- Tire and wheel assembly balancing procedures.
- Diagnosing tire and wheel problems.
- Step-by-step procedures for installing one-piece and two-piece nail hole repair units.
- Tire Pressure Monitoring Systems
- Rubber Manufacturers Association passenger and light truck tire service guidelines and information bulletins.
- Automotive Lift Institute Lift Point Guide and lift inspection guidelines.
- Tire and Rim Association load and inflation tables and tire dimension charts.

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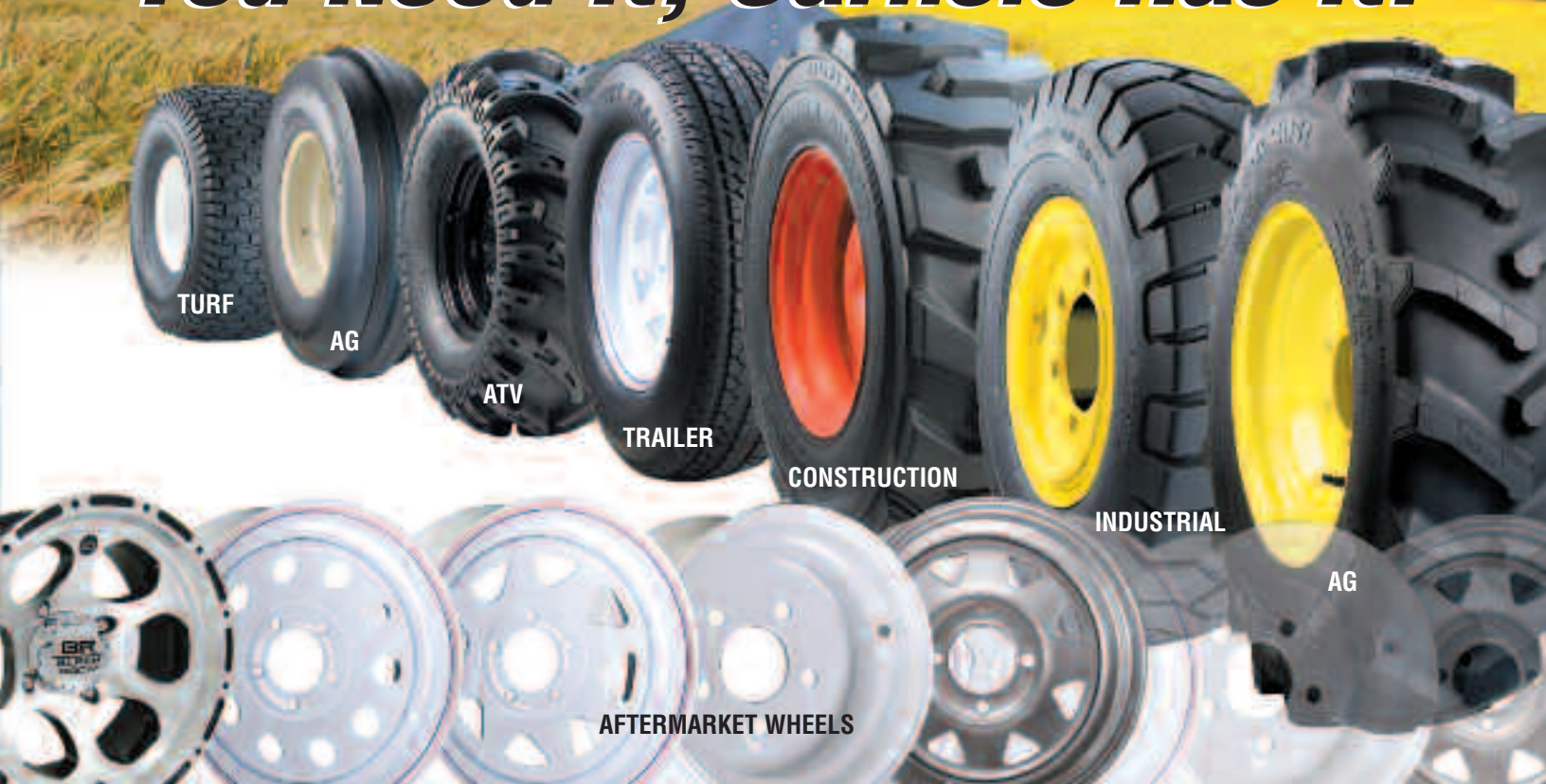
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# Want the Best TPMS Relearn Chart On the Market? This Is It!



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**Your organization won't want to be without one! It will save you time and money the first time you use it.**

The **TIA Tire Pressure Monitoring System (TPMS) Relearn Chart** is divided into two sections: domestic and imported vehicles. In each section, vehicles are listed by make, model, and year.



Year	Make	Model	Year	Vehicle Mounted (VMS)			Sensor Type	Sensor Part #	Schrader Part #	Dill Part #	Myers Part #	NAPA Part #	Orange Electronics Part #	Torque Specifications	Torque Specifications	Torque Specifications	Torque Specifications	Torque Specifications	Torque Specifications
				Direct	Indirect	Indirect													
2006	Chrysler	PT Cruis	2006	Direct	Indirect	Indirect	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150
2007	Chrysler	PT Cruis	2007	Direct	Indirect	Indirect	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150
2008	Chrysler	PT Cruis	2008	Direct	Indirect	Indirect	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150
2009	Chrysler	PT Cruis	2009	Direct	Indirect	Indirect	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150
2010	Chrysler	PT Cruis	2010	Direct	Indirect	Indirect	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150	3150

The **TIA TPMS Relearn Chart** includes:

- The type of TPMS, whether direct or indirect.
- Three columns of data that indicate when a system relearn is necessary, i.e. after a change in air pressure, tire rotation, or tire/sensor replacement.
- A relearn summary – this includes a reference number that corresponds to the vehicle's procedure for initiating sensor relearn mode. The vehicle relearns are located in the back of the corresponding section, either domestic or import.
- The sensor manufacturer.
- OEM sensor part number, Schrader replacement sensor part and service pack numbers, Dill replacement sensor part and kit and band numbers, Myers Tire Supply replacement sensor part and kit and band numbers, NAPA replacement sensor part and service pack numbers, and Orange Electronics sensor numbers.
- The torque specifications for the sensor nut, torx bolt, worm gear, and lug nuts are listed.



**Order the TIA Tire Pressure Monitoring System (TPMS) Relearn Chart Today!**

*See the back of this flyer for ordering information.*

# TIA TIRE PRESSURE MONITORING SYSTEM (TPMS) RELEARN CHART ORDER FORM

## I. WAYS TO ORDER

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Ontario Tire Dealers Association  
22 John Street, Box 516  
Drayton, ON N0G 1P0

### PHONE

P 888-207-9059  
F 866-375-6832

### EMAIL

[bbignell@otda.com](mailto:bbignell@otda.com)

### WEBSITE

[www.otda.com](http://www.otda.com)

## II. CONTACT INFORMATION

Date Ordered \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_



## III. PRICING INFORMATION

Quantity	Member	Non-Member
1-10	\$85 ea.	\$185 ea.
11-100	\$75 ea.	\$175 ea.
101-500	\$65 ea.	\$165 ea.

Plus HST & Shipping.

## IV. ORDER INFORMATION

Item Ordered	Quantity Ordered	Unit Price	Product Cost
TIA Tire Pressure Monitoring System (TPMS) Relearn Chart	x	=	

## V. METHOD OF PAYMENT

- Check (make payable to OTDA)  
  Invoice Me (OTDA members only)  
  P.O. # \_\_\_\_\_
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  MasterCard  
  AMEX
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## TIRE PRESSURE MONITORING TECHNICIAN TRAINING SEMINAR

Tire Industry Association's Matt White will present a Tire Pressure Monitoring System Seminar at the Hofmann facility in Mississauga in September.

TIA's TPMS Training Program is designed to provide technicians with a basic understanding of how different types of systems interact with the vehicle. It also includes the various types of service that techs will

need to perform in order to maintain the system. Since most TPMS utilize a valve stem sensor and many include run-flat tires, special

attention is given to the step-by-step procedures for handling these assemblies. The Program also covers recalibration guidelines for many popular models relearn summaries and installation torque values for valve stem sensors.

Member Cost: \$95.00 per student + HST

**Course runs from 6:00 pm to 9:00 pm  
Tuesday September 13, 2011**

Sign up for one today. Space is limited



### Course Includes Relearn Chart (\$85.00 Value)

The new **TPMS Relearn** covers multiple aspects of TPMS service including when the relearn procedure is necessary (i.e. after pressure adjustment, tire rotation, or replacement), the part numbers for sensors and seal kits from the OEM, Schrader, Dill and Continental/Siemens, torque specs for the hex nuts, torx bolts and banded sensors, as well as the lug nut torque for all makes and models up to 2008. But the highlight of the chart is the comprehensive list of relearn summaries for all makes and models, foreign and domestic.

For registration call or email [bbignell@otda.com](mailto:bbignell@otda.com). 888-207-9095 or Fax Back to 866-375-6832

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This course will be held at the Hofmann facility at 6500 Millcreek Drive, Mississauga

**OTDA / TIA COMMERCIAL TIRE SERVICE (CTS) INSTRUCTOR CERTIFICATION &  
Ontario Provincial (CVWS) Commercial Vehicle Wheel Service Instructor Training  
Three day Instructors Course**

OTDA will offer the TIA certification courses Commercial Tire Service (CTS) for instructors **Sept 26 - 28, 2011** at the Hoffman training facility at 6500 Millcreek Drive, Mississauga, Ontario. The course will run from 8:00 am to 5:30 pm Tuesday to Thursday. Cost is \$595.00 plus HST

**This Instructors course includes certification for the new Ontario Commercial Vehicle Wheel Service program. Students will receive training material necessary to conduct the CVWS course.**

The TIA CTS Training Program is based on the **NEW** TIA CTS in-depth manual developed by TIA's expert staff with input from industry professionals. The Manual contains step-by-step procedures for every aspect of servicing medium truck tires and wheels as well as safety guidelines, OSHA regulations and other important information.

The CTS Training Program and Manual specifically cover the following:

Basic Tire Construction	OSHA Regulation 19 10.177
OSHA Rim Matching Chart	Dual Matching Tolerances
Road Service Safety	Jacking and Lifting
Hub-Pilot Wheel Systems	Stud-Pilot Wheel Systems
Demountable Wheel Systems	Wheel Torque Specifications and Procedures
Mounting, Demounting and Inflation	Industry Tire Repair Guidelines
One and Two-Piece Repair Procedures	Load/Inflation Tables

Each Instructor who successfully passes the exam will receive, in addition to the Manual, a TIA Certified Instructor certificate, 13 Certified Instructor uniform emblems and a 2-year subscription to the monthly publication, TIA CommercialTireServicetoday.

The CTStoday is another important facet of TIA's complete program for this rapidly growing market segment. The CTStoday is the primary vehicle for providing a continuous source of information for personnel in the tire service sector. Each monthly issue addresses technical and safety concerns for commercial tire dealers, and various pieces of equipment are featured throughout the year to allow dealers to see tools that are available through industry vendors.

TIA Certification is valid for two years, at which time each certified technician is eligible for recertification. To recertify, each technician must successfully complete a 60-question exam which is available via the internet. This convenient method of testing allows instructors to take this exam anytime, anywhere during the three week window of opportunity.

**For registration call or email [bbignell@otda.com](mailto:bbignell@otda.com). 888-207-9059 or Fax Back to 866-375-6832**

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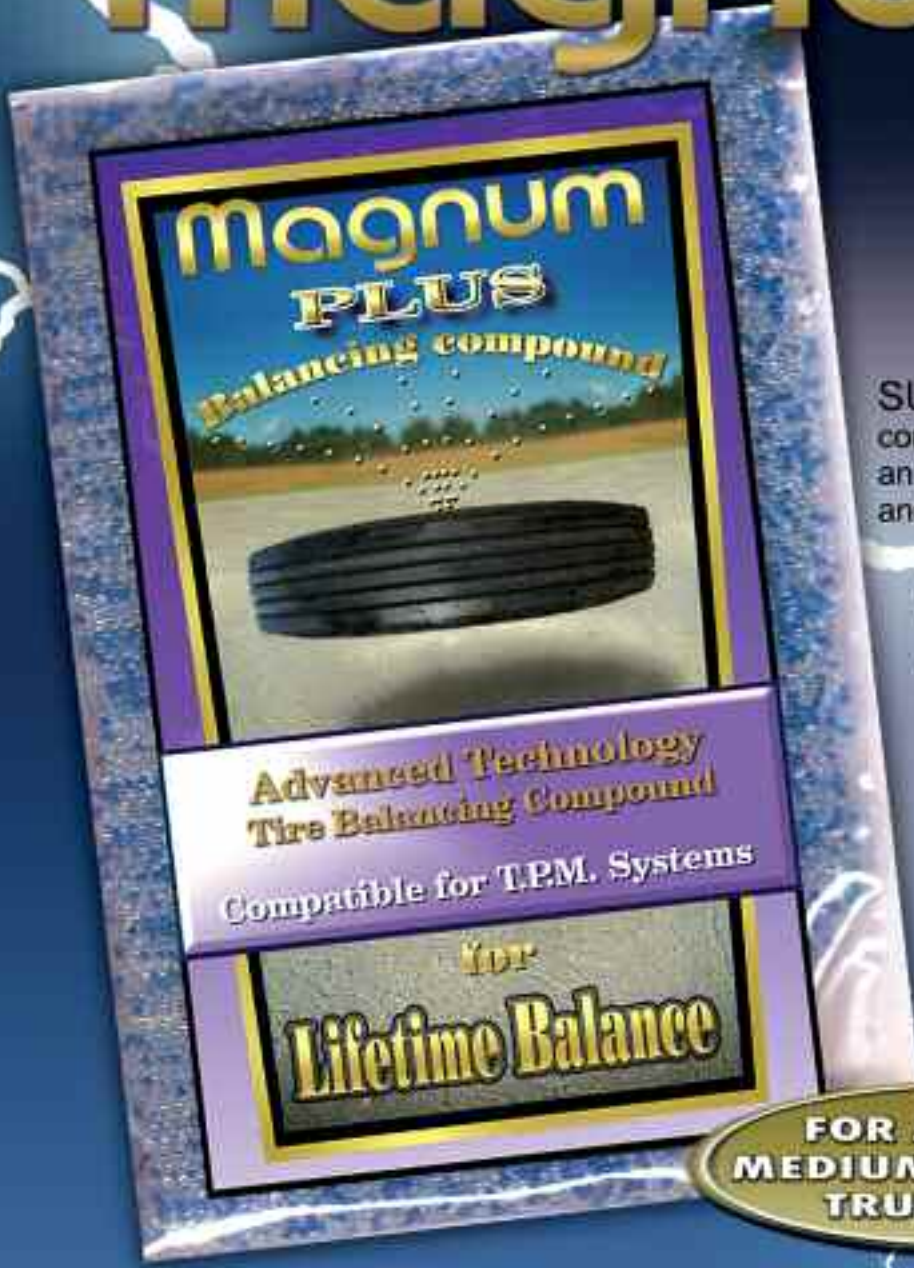


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# Kinfarm Tire Celebrates 25 Years



Bonnie and Larry Kraemer were married in July 1976. A year later they bought a farm and started a dairy operation. The incredibly high interest rates of the early 1980's increased the debt load to a point where they could no longer carry it. In 1985 they decided that the only solution was to liquidate the dairy herd and quota and pursue another business. Originally they were interested in a farm supply business, something like a TSC store, which would also sell tires and wheels. When they conducted their research they soon learned that a full service tire business was much more appealing and provided greater long term opportunity in their circumstance. Kinfarm Tire was founded March 1, 1986. The name was chosen because it started in a building they owned on their farm in Kincardine Township. From the beginning they served all sectors of the tire business. The following year a property became available on highway #9 in Bervie which the Kraemers acquired. They moved the business August of that year. Bonnie and Larry's three sons Jason, Adam and Conor grew up in the tire business, each starting with various odd jobs and working after school to earn spending money, along the way gaining a strong work ethic.

As the business grew and evolved they recognized the need for them to encourage a continuing learning environment. To that end they took college courses in accounting, computer skills and business management. Kinfarm joined the Ontario Tire Dealers Association and participated in their training and conferences. Kinfarm Tire earned three of the very first Tire Wheel and Rim Certificates awarded in the Province of Ontario. Larry & Adam Kraemer still proudly display theirs in their business. They also still sign up staff as apprentices.

In 1994 Kinfarm expanded their warehouse and office capacity by building a 5000 sq ft warehouse on the

farm property. Recognizing that there is strength in numbers they joined OK Tire Stores in September of 1997. November of 2000 Larry entered local politics and was elected to The Municipality of Kincardine Council as Mayor. The following year Adam bought a 30% share in Kinfarm Tire Ltd. and became General Manager with responsibility for daily operations. Larry retained the job as President. Larry was unsuccessful in his re-election bid in November 2003, however he continued to serve his community by becoming First Vice-President of the Kincardine and District Chamber of Commerce, then served two years as President. During that time Kinfarm Tire continued to grow. The company acquired more land on highway 9 in 2003 and in 2004 greatly expanded its business by building a new service shop and converting the existing building into on site warehousing. As part of the expansion Kinfarm entered the under-the-vehicle mechanical business in 2005 with state of the art Hunter Optical Alignment equipment, Hunter GSP 9700 Match Mount and Wheel Balancing as well as Brake and Suspension Service.

Larry was elected as Mayor once more in 2006 and again in 2010. Adam continues as GM and Bonnie is still responsible for advertising & finance as the company's CFO.



Left to right are: Mike Hales of Toyo Tire Canada, Adam Kraemer, Larry Kraemer, Bonnie Kraemer owners of Kinfarm Tire Ltd, and Ming Chan from Bridgestone Canada.





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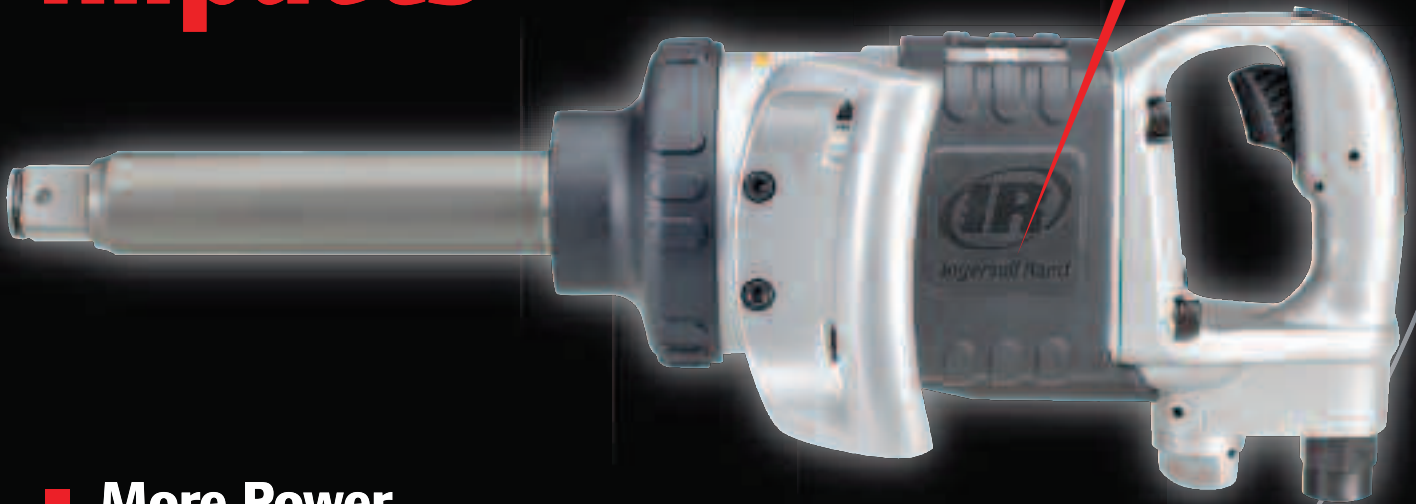
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## Ontario Tire Dealers Association *Health & Safety Manual*

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- \* Generic H&S manual now covers new violence requirements
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- \* Helps you meet your Health & Safety documentation requirements
- \* Help reduce injuries, illnesses and lower WSIB premium costs
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- \* Developed on behalf of the OTDA by the Ontario Service Safety Alliance (OSSA)

*Engage OSSA for additional hazard assessment, site specification and roll-out implementation coaching.*

**Download available now for OTDA Members!**

In a tightening economy, having to pull management and staff off of revenue opportunities to work on health & safety is a difficult choice. The OTDA has partnered with OSSA to develop a generic Ontario Tire Dealers Health & Safety Policy Manual. This downloadable electronic manual includes:

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- \* Digital copies of generic manual available for download by all OTDA members
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 **Ontario Tire Dealers Association**

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ON THE MOL & WSIB RADAR

**Eight steps to reducing premium rates in the long term**  
**Focusing on claims that cost you most is the key to a sustainable future**

Your organization could be paying more for safety and insurance benefits and services next year. The Workplace Safety & Insurance Board (WSIB) has announced an average increase in premium rates of two per cent for Ontario firms in 2011, reflecting the rising cost of injuries. More than half of registered employers will see little to no increase. Others with a history of costly injury claims will see increases that are higher, in some cases much higher, than two per cent.

**What this means for you**

What some employers may not know is that most high-cost injury claims are the result of injuries

that by their nature tend to reoccur or become chronic or permanent; for example, shoulder or lower back injuries and fractures. These injuries also have a high cost in terms of the long-term and sometimes permanent impact they have on the lives of employees and their families.

If you belong to one of the 58 industry groups that successfully focused on eliminating these expensive claims, and kept its injury rates down and claim durations short in the last couple of years, you will avoid rate increases in 2011.

However, if you belong to one of the remaining 96 industry groups whose performance reflects climbing claims costs, you can expect rate increases ranging from 1.7 per cent to close to 20 per cent.

The WSIB has provided detailed backgrounders to explain how it

set premiums for your industry group, or "rate group," in 2011. Some firms feel caught off guard by the rate increases, given that almost every industry group has seen its injury rates come down in the past couple of years. While that's a valuable achievement, it doesn't acknowledge the fact that premiums are based on a second compelling reality: the length (duration) and cost of long-term disability claims. Indeed, the cost of supporting a growing number of injured workers on long-term and short-term disability has been going up almost as fast as the number of injuries has been coming down.

To See the Eight Steps to Reducing Premium Rates in the Long Term go to the [www.otda.com](http://www.otda.com)

## Electronic Stability Control and the Role of Tires

By Skip Scherer  
December 14, 2010

Electronic stability control - ESC - introduced in 1995 and touted as the second most important advancement in auto safety after seat belts, will finally be standard equipment on all passenger vehicles sold in the U.S. starting in 2012.

When a loss of steering control is detected, ESC automatically - and in the blink of an eye - uses the vehicle's braking system to correct its path, literally steering the vehicle back on course.

ESC is supposed to help drivers maintain safe control of their vehicles and prevent accidents.

But it will be the tires that determine the effectiveness of ESC for every vehicle.

Simply put, ESC is on-board computer technology that helps improve a vehicle's steadiness on the highway by detecting and minimizing skids and maintaining steering control. It works whether a vehicle is braking, accelerating or coasting by detecting understeer from front-end slides, oversteer from rear-end slides, and hydroplaning. It performs in any driving condition, such as dry, wet or icy pave-

ment, and at any speed.

In general, ESC systems monitor a vehicle's stability 25 times per second to detect imminent skidding. It uses sensor signals that compare the intended direction in which the driver wants the vehicle to move with the vehicle's actual direction. If there is a discrepancy, the system makes adjustments to help prevent skidding and keep the vehicle on its planned path.

During normal driving, ESC works in the background and continuously monitors steering and vehicle direction. The driver's intentions are determined through the measured steering wheel angle. The actual direction is determined by measured lateral acceleration, yaw or vehicle rotation, and each wheel's road speed.

When a loss of steering control is detected, ESC automatically - and in the blink of an eye - uses the vehicle's braking system to correct its path, literally steering the vehicle back on course. Braking is automatically applied to individual wheels.

For example, braking a front wheel on the outside of a skid would counter oversteer, while braking an inner rear wheel would counter understeer. Some systems combine select braking with reduced engine power to help regain control of a vehicle.

The corrections happen so quickly that without a dashboard warning light, the driver might not know the vehicle's on-board controls just helped avoid a potentially serious accident and injuries.

**A Look Back**

The Bosch Group is credited with introducing one of the first ESC systems 15 years ago in Europe. Based in Germany, Bosch has more than 300 subsidiaries in more than 60 countries and is considered the world's largest supplier of automobile components.

Marketed as Bosch ESP for "electronic stability program," the technology grew from the company's 1983 commitment to optimize its fledgling antilock braking system to improve vehicle stability during full braking. Bosch filed its basic patent application for ABS in 1987.

*continued on page 39*



**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.

**Translation:** We understand the science of tires.

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# Tire Review Magazine

## Always Install Two New Tires on the Rear Axle

By Skip Scherer

When installing two new tires, always place them on the rear axle and move the older tires to the front. This applies to front-, rear-, four- and all-wheel drive vehicles.

When it's time to replace only two tires on passenger vehicles, logic should take a back seat to physics – or in this case, a rear axle.

Typically, vehicles are shod with four similarly designed and constructed tires of the same size on the front and back. The tread depth of each starts out equal, and inflation pressure matches specifications posted on a vehicle's information placard label and owner's manual.

However, the equality usually disappears as interaction between vehicle and road takes its toll on the tires. Wear is commonly more pronounced on the front tires of front-wheel-drive vehicles, compared to the tires following behind. Acceleration, braking, steering and engine weight combine to scrub off the rubber more quickly up front.

Regular tire rotation is designed to be the grand equalizer that helps maintain similar tread depths on the front and rear tires. However, it's no longer unusual to have customers pass on tire rotations, resulting in the front tires wearing out much sooner than those on the rear, often in half the time.

Other forces might be at play to create unequal wear, so it's important to fully understand why only two tires wear out, according to T.J. Tennent, engineering manager for Firestone consumer and government products at Bridgestone Americas. "Proper tire maintenance goes beyond regular rotations and includes inflation pressure, alignment and other factors," he said. "If the four tires don't wear out at the same time, a tire technician owes it to the customer to discover, report and hopefully be able to correct the root cause when replacing the worn-

out ones."

At this point, a critical assumption could be made and a dangerous situation created.

Common sense, along with past practices, might lead a customer to demand – and a tire technician to conclude – that a new pair of tires should be mounted on the front axle of the vehicle. After all, the front tires wore out first, and there's still a lot of rubber on the remaining ones that had been on the rear. The logic seems reasonable, maybe even infallible. Put the greatest tread where the powertrain is driving the vehicle, and if luck holds out, the front and rear tires will wear out simultaneously the next time around.

### Setting the Record Straight

In reality, the exact opposite needs to take place, according to Ron Margadonna, senior technical marketing manager for Michelin North America. "The two new tires should always be placed on the rear axle and the older tires moved to the front."

The reasoning has been proven on test tracks and in labs. It's all about oversteering, understeering and the physics of a vehicle's center of gravity. While the explanation requires an understanding of hydroplaning, it also applies to a loss of traction caused by snow or ice.

Hydroplaning crops up when water can't be channeled through a tire's tread pattern, and the tire doesn't maintain contact with the road. Worn tires will hydroplane more readily than tires with deeper treads.

A loss of traction on a rear axle causes oversteer, which could cause a vehicle to fishtail and kick into a tailspin. A similar loss of traction on the front axle creates understeer, causing the vehicle to keep going in a straight line. For the driver, it's easier to compensate for understeer; oversteer usually is much more hazardous.

It all adds up to the fact that if you



have to lose some road grip, it's better to lose it up front, rather than in the back.

Tennent explained why understeer is the safer handling dynamic for the person behind the wheel. "If a driver gets into trouble on the road, the first thing he or she does is lift a foot off the gas and possibly hit the brakes," he said. "When this occurs, the vehicle's center of gravity swings forward, puts most of the load on the front axle and lightens the rear axle. The load transfer literally presses the front tires to the ground and assists in maintaining front traction."

He said if the front tires have the least amount of tread depth, the transfer of the vehicle load to the front still occurs, assisting the driver in steering and maintaining some control of the vehicle. At the same time, the rear tires' deeper tread depths help them evacuate water on the road's surface and retain proper tracking behind the front tires. "The vehicle may understeer, but it can be controlled in most cases with additional maneuvering and braking."

If the worn tread is on the rear tires and a driver quickly decelerates, the vehicle's center of gravity still shifts to the front of the vehicle, and the front tires still maintain traction as the newer tread "pumps" away the water. However, the danger lurks behind. The rear worn tires will lose traction and slide around, causing the driver to lose control of the vehicle.

Margadonna said the same dynamics apply to front-, rear-, four- and all-wheel drive vehicles. "Oversteer from the loss of grip on the rear axle can develop whether it's the drive or free axle," he said, "and similar behavior occurs with bias-ply or radial tires."

If four tires are properly maintained and rotated at the recommended inter-

*continued on page 39*



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## Electronic Stability Control and the Role of Tires

By Skip Scherer

December 14, 2010

ESC and ABS are not the same thing. ABS prevents wheel lockup during braking. Speed sensors on a vehicle's wheels detect developing problems and the on-board control unit sends signals that pump brakes rapidly to prevent individual wheels from locking.

In the early 1990s, Bosch engineers began expanding the company's ABS technology to make it effective in all driving situations, and in 1995 Bosch ESP was put into full production.

Earlier this year, Bosch began mass production of its ninth-generation ESP. A spokesperson for the company said Generation 9 is up to 30% smaller and lighter than the previous ESP edition. Weighing only 3.5 pounds, it is the lightest and most compact system on the market today. The company official compared it to the original 1995 model that weighed 9.5 pounds.

According to its representative, Bosch's latest-generation design offers cost-effective solutions for all vehicle segments, including compact cars, premium vehicles and light trucks, and will support U.S. automotive and government initiatives to make active safety systems standard equipment in every 2012 vehicle model.

The Fall 2011 deadline for all new model introductions was established following published results in 2004 of a study by NHTSA.

NHTSA concluded that ESC reduces passenger car crashes by 35% and SUV crashes by 63%. It also determined that ESC was effective in reducing accidents of single vehicles that ran off the roadway and rolled over or struck a sta-

tionary object.

A similar study by the Insurance Institute for Highway Safety reported that ESC prevents 56% of fatal single-vehicle crashes and almost 80% of fatal single-vehicle rollovers.

### The Role of Tires

In spite of all the high-tech electronics controlling a vehicle's handling capabilities and stability, its four tires provide the contact points on a roadway's surface that ultimately control the amount of slipping and sliding that can take place. ESC is only as good as the available traction.

So, what do tire manufacturers consider when designing a tire that taps into ESC's full potential? A spokesperson for one of the three largest tire companies, who asked not to be identified, said there is no special consideration given to ESC when tires are being developed.

At first blush, the response may seem surprising. However, tire dealers know that properly designed tires provide optimum traction for specific vehicles. A car's design, weight, center of gravity, speed, direction and many other traits, as well as road conditions, add up to its overall balance. The tires contribute to the vehicle's overall stability.

Since ESC is safety technology and not a performance enhancement, it can't improve on traction attributes already built into a tire. ESC doesn't improve the inherent traction of tires, but good tires can maximize the safety maneuvers provided by ESC, such as better-controlled cornering.

The conclusion: ESC can only work when traction is available. Bald tires render ESC ineffective in rain. Hard tire compounds render ESC almost useless on ice.

A tire technician's role in maintaining a fully-functioning ESC starts with understanding the technology and educating his or her customers. Informing drivers about proper tire maintenance, as well as using appropriate tires for the winter season, ensures that on-board ESC, ABS and Traction Control technology improve the safety of the driver and others. Consistent tire wear is important to ESC's complex electronics. Conflicting tire diameters and air pressures can fool the sensors.

Hunter Engineering warns that tire technicians must know if the model of a vehicle that has undergone wheel alignment service requires its ESC steering angle sensor to be reset. Failure to perform an OEM's required SAS reset procedure after an alignment could create ESC performance issues.

The company recently introduced Hunter CodeLink, which directly connects the company's WinAlign tire alignment system to a vehicle's on-board diagnostic system, enabling it to recalibrate the SAS to match a vehicle's proper alignment angles. CodeLink is touted as replacing multiple OE calibration tools and working quickly and easily with software using simple, standardized procedures.

## Tire Review Magazine

### Always Install Two New Tires on the Rear Axle

By Skip Scherer

val of 5,000 to 7,000 miles, the difference in the tread depth on the front and rear tires is insignificant. However, Tennent cautioned that tread wear differences of more than a couple 32nds of an inch on some all-wheel-drive and 4x4 vehicles can cause damage to the vehicle's differential.

### Subsequent Rotations

It's important to note that new rotation rules apply after two new tires are placed on the rear axle, since the front tires now will almost always have less tread than the rear ones. Michelin has a rotation policy for this situation to ensure that the deeper-treaded tires remain on the rear axle, said

Margadonna.

"When two new tires have been installed on the rear axle, the recommended rotation pattern requires keeping the tires on the same axle, but rotating them from side-to-side," he said. "This applies after installing two new tires to the rear position or discovering significant tread depth differences between front and rear positions during the recommended rotation interval."

He said a normal four-tire rotation pattern can be performed if there is a 2/32-inch or less tread depth variation across the tread of each individual tire and the same tread depth variation

between front and rear tires.

No doubt, tires should be replaced in sets of four whenever possible, and they should be regularly maintained following the rotation schedule found in a vehicle's manual. Explaining the recommended rotation intervals when a tire dealer's customer is still in the store can help build customer confidence and satisfaction. After the new tire purchase, staying in touch with customers – by phone, e-mail, social media, postcard or mailed coupon – provides an opportunity to have them return for the rotation service.





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# OTDA Winter Conference





# Treadlines

## Boy Killed by Exploding Tire Tire Review - January 03, 2011

It was a sad Christmas Day for a Port Hope, Mich., family whose 8-year-old son was killed by an exploding truck tire his father was attempting to repair.

According to reports, the boy was with his father, who was trying to find a leak in a mounted medium truck tire, and was putting air in the tire while it remained on the truck.

The tire exploded, police said, throwing the boy "several feet and knocking him unconscious." The boy was later pronounced dead at the hospital, and the man was treated for minor injuries.

## Quebec winter tire law working, Transport Ministry says Tire Business staff report QUEBEC CITY (Feb. 17, 2011)

Since the Quebec provincial government mandated the use of winter tires throughout the province two years ago, the number of individuals involved in road accidents during the winter months has fallen 18 percent, according to the Quebec Transport Ministry.

This compares with a 13-percent drop in road accident reports the rest of the year, the ministry said, meaning a 5-percentage-point improvement in safety throughout the winter. That translates into 547 fewer individuals becoming accident victims.

The Quebec provincial legislature voted in 2008 to require owners of passenger vehicles registered in the province to equip their vehicles with approved winter tires—that is, ones bearing the mountain/snowflake pictogram or certain studded tires—from Dec. 15 to March 15. Offenders are liable to a fine ranging from C\$200 to C\$300, but no demerit points are added to their driving record.

Despite the safety improvements, the Quebec Transport Ministry is urging drivers to continue to be vigilant, making sure their winter tires are in good condition—tread depth of at least 4.8 mm at the start of winter—and inflated properly.

## OTDA RAISES FUNDS FOR RARE DISORDER

**January 21, 2011 - The Cystinosis Awareness and Research Effort** was seeing green on one of the snowiest days this year thanks to the Ontario Tire Dealers Association (OTDA). Trevor Strauss seen here between Bob Bignell (left), Executive Director, OTDA and Glenn Warnica, President, OTDA Charity Golf Tournament receives 2 cheques, both for \$36,167.

Thanks to the OTDA over \$72000 was raised to drive the research and awareness efforts of for this rare disease which affects only 50 or so children in Canada. The OTDA golf tournament in June of 2010 was host to nearly X golfers from local tire dealers across Ontario. This group of men and women raised their clubs and more than \$36,000 at this annual golf tournament which was match by a local Waterloo, Ontario phi-

lanthropist for a grand total of \$72,334.

"For decades Independent Tire Dealers across Ontario have given back both their time and money to service clubs, fund raisings and community" says Wayne Moser, President, Bast Tire Service Ltd. and Past President, Ontario Tire Dealers Association. "It has been a pleasure to be counted as part of this generous group of independent business men and women for over 35 years. I look forward to supporting their continued success."

Cystinosis is a metabolic disease in which the amino acid cystine, gets into the cells but has no transporter out causing the cell to crystallize and die, slowly destroying the organs in the body including the kidneys, liver, eyes, muscles and the brain. With such



a rare disease affecting such a small population, research money is scarce to nonexistent. And yet research on complicated diseases like Cystinosis often lead to advancements in other rare diseases like Huntington's disease, Batten disease and Parkinson's disease.

"It was an amazing day of golf, albeit a little wet" says Trevor Strauss, President, Cystinosis Awareness & Research Effort. "We never imagined the generosity this group of individuals would show, we are truly grateful and 100% of the funds raised will go to finding a cure."

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## Tire Industry Association Executives

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## OTDA Insight on the Industry

There are many ways that your association serves you. Involvement with our industry partners is a significant source of influence and information sharing on your behalf. We hold positions of Vice-Chair of Workplace Safety Prevention Service (Vehicle Sales & Service Advisory Committee), Executive Director and Presidency of Tire Dealers Association of Canada, Advisory Committee for AIA’s Automotive Service Provider Association Council, two seats on the board of Ontario Tire Stewardship, Tire Review Magazine Editorial Advisory Board and Chair of Tire Industry Association Executives.

It is important to be involved in our trade. Just as you rely on us as a conduit to the industry, we work with other industry partners to maximize our ability to improve our industry.

The Tire Industry Association Executives Association is a group of Executive Directors of State and Provincial tire dealer associations representing twenty-four associations across North America. These associations represent first and foremost the grass roots of the industry, that being the members of the regional associations such as OTDA.

TIAE meets at least once a year, traditionally at a full day meeting one day prior to the Global Tire Expo in Las Vegas each fall. This meeting is generously sponsored by TIA. Typical agenda items are presentations from prospective Affinity Programs, new legislative initiatives, TIA program updates and any local programs that would be beneficial to share. On occasion, TIAE will hold a Leadership Conference sponsored by TIA. These conferences are of great benefit, particularly to new Executive Directors. State/Provincial Executive Association relations is a TIA A sub-committee of TIA Membership Committee. Each TIA committee has a staff liaison assigned to carry out what is needed.

TIAE has a liaison representative that holds a seat on the board of TIA. This position is typically held by a Past-Chair of TIAE. This position is currently held by Reece Hester, Executive Vice-President of North Carolina Tire Dealers & Retreaders Association. Reece communicates to TIAE the activities of the TIA and State Association Council meetings. The TIAE liaison also reports to the TIAE members after the two primary TIA Board meetings, which are in June and November. As TIAE liaison to the TIA board Reece also conveys the position of the regional associations on current industry issues. The current Chairman of TIAE is Bob Bignell, Executive Director of Ontario Tire Dealers Association.

Your membership in OTDA reaches far beyond our borders. Participation in TIAE is a valuable exercise in cooperation for the benefit of tire dealers across North America.





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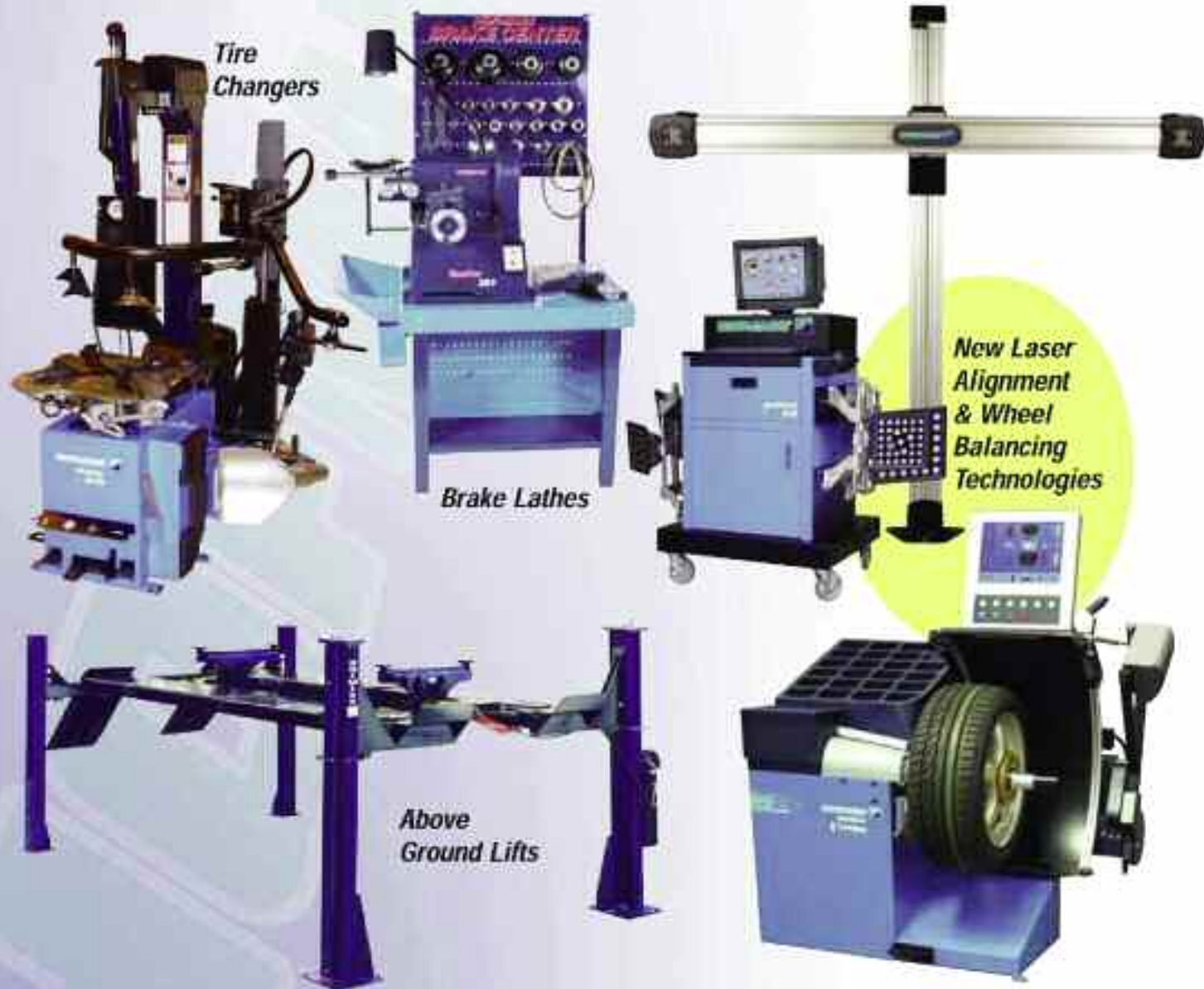


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