

# **TRENDS**

Tire Industry News

**Editor: Bob Bignell**

*Issue 1104*

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

**Get Ready for TDAC in Quebec City**

**February 8 - 10**



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*President: Mike McClory*

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# President's Message



On behalf of the OTDA I would like to wish everyone a happy and prosperous New Year. With the peak winter tire season leveling off this is a good time to regroup and plan for 2012. This is a perfect opportunity to reorganize the shop to increase efficiency, review procedures and policies to ensure due diligence and compliance. Also a great time to develop a strategy to increase sales, reduce expenses and above all increase profit. Maintaining a professional atmosphere where your customers feel comfortable and confident requires training. This is a great time to investigate all that's available through the OTDA web site at [WWW.OTDA.COM](http://WWW.OTDA.COM) a valuable benefit of OTDA membership.

The upcoming 2012 TDAC convention in Quebec City February 8th – 10th is being held at the start of the famous Quebec Winter Carnival. It

is sure to be a memorable event. The historic city of Quebec will be buzzing with activities. What better way to stay informed on tire industry trends, view the trade show floor and enjoy all that this convention has to offer. I would like to encourage everyone to attend this great networking opportunity but book now as space is limited. There is a registration form and details of the convention in this issue of Trends so please check it out.

Looking forward to spring, plan on attending the upcoming Ontario Tire Dealers Association Annual Fundraiser & Charity Golf Classic on June 20, 2012. This year's golf chairman Bob Bignell has picked a pristine location just north of Guelph at the Ariss Valley Golf & Country Club. Mingle amongst Tire industry professionals, Tire Dealers and Suppliers alike. This promises to be an amazing day of Golf, Prizes and great company. Always a sell out this popular event is a must to attend. You might want to put your foursome together now and register as early as possible. What an excellent way to spend the day!

On a more serious note if you install wheels on commercial vehicles you must be certified. Recently there have been two fatal incidents in Ontario due to tire and wheel offs. These tragedies are sober reminders of our responsibility to always follow guidelines and proper installation procedures. In this Trend's you will find a helpful poster and information related to the

Ontario Regulations and Certification. The OTDA is diligently working on behalf of its members with the Ontario Trucking Association and the Ontario Government to provide education and awareness. This has resulted in a decline of tire and wheel separation incidents from 215 in 1997 to 48 in 2011. Although a significant decrease we can do better. Please take the time to investigate all the training available. As Ontario Tire Dealers we set the standard in the Tire Industry. Well educated people are what customers are relying on for professional tire installation and service. Let's all enjoy a Happy and above all safe 2012.

Mike McClory  
OTDA President

# TRENDS

## *Tire Industry News*

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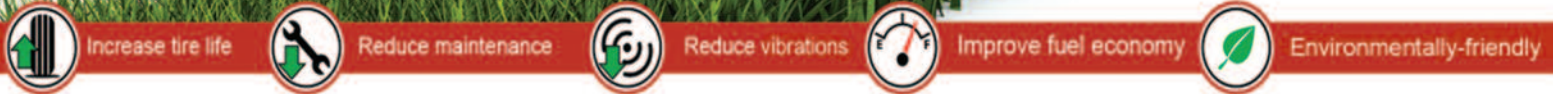
MARK YOUR CALENDARS  
2012 Annual OTDA Fundraiser and Charity Golf Tournament  
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# RMA ruffling tire repairers with proposal for model repair legislation

Tire Business - By Miles Moore, Senior Washington Reporter



The RMA is advocating proper tire repair. Photo courtesy of the Tire Industry Association.

WASHINGTON—The Rubber Manufacturers Association (RMA) is devising a plan it expects will, once and for all, make sure the word gets out to tire technicians and consumers about safe, proper tire repair techniques.

The tire repair community, however, staunchly opposes one of the options the RMA is considering: model state legislation to enforce proper tire repairs.

"Education needs to be the focus, not legislation," said Phil Nigh, head of sales at Elgi Rubber Co. Ltd. and immediate past chairman of the Tread Rubber and Tire Repair Materials Manufacturers' Group (TRMG).

"We don't need the government to get involved," Mr. Nigh told Tire Business. "Every time the government gets involved in this industry, it screws things up."

Jeff Young, sales manager of tire repair and retread materials for Patch Rubber Co. and himself a past TRMG chairman, also is unhappy at the RMA suggestion of legislation.

"We support the RMA, and we've used their materials as an important part of our training," Mr. Young said. "But they seem to have an agenda now, and I'm very disappointed."

The legislative idea is only one of several the RMA is floating to various stakeholders in the tire, auto and related industries to obtain their opinions, an RMA spokesman said.

Another RMA suggestion involves updating its tire repair publications and printing 200,000 new copies for repair

shops, tire dealers and other interested parties, he said. Still another is adding tire repair to the "Be Tire Smart" tire safety program to inform consumers about proper tire repair techniques.

"We've tried to work with as many groups as possible," the spokesman said. "We want to get everyone's input and best thinking."

The RMA and the Tire Industry Association (TIA), with the support of the TRMG and other groups, have been striving for years to ensure that anyone who has the responsibility of repairing tires does so correctly.

The dangers of accidents, deaths and litigation are too great to leave tire repair to chance, the RMA and TIA have both said often.

Kevin Rohlwing, TIA senior vice president of training, spoke at the Clemson University Tire Industry Conference this past April, insisting that it simply isn't enough to plug a flat tire.

"Fixing a flat is cheap and easy," Mr. Rohlwing said at the conference. "You stop the air from leaking out of a tire, often without removing the tire from the rim."

"Repairing flats, however, means restoring the original condition of the tire by removing the damage, filling the void and sealing the inner liner with pitch," he said. "If you don't inspect the inside of the tire, you don't know what's going on. That's why you never repair on the wheel. If you do, you're gambling with your life."

Barber vs. Mossy Ford, a court case in which a San Diego-based Ford dealer was ordered to pay \$22 million to the family of a couple killed in an accident caused by an allegedly faulty tire repair, demonstrates how high the stakes are, Mr. Rohlwing said.

"This sets the bar for future lawsuits regarding failed tires that were improperly repaired," he said. "You can bet every product liability lawyer in the United States has looked at this case."

Despite these dangers and the intensive education and training efforts within the industry, improper tire repairs remain a serious issue, according to the RMA spokesman.

The RMA has met with all the stakeholders it can to get feedback on its pro-

posals, and it met with TRMG officials during the SEMA show in Las Vegas, the spokesman said.

But the spokesman also said the TRMG found out about the RMA initiative from TIA. Mr. Nigh resented that the TRMG was not one of the first organizations contacted.

"Who did the RMA contact?" he said. "They contacted auto dealers before they contacted us. They were going to people who didn't have a dog in the fight!"

Tire dealers want to repair tires correctly, and all they need is the education, Mr. Nigh said.

At the Nov. 3 RMA-TRMG meeting, RMA officials said they sent people out in the field, and they found tire dealers who wanted to repair tires with a plug only rather than the proper, plug-and-patch combination, according to Mr. Nigh.

"That may be true, but it's not cause for legislation," he said.

Roy Littlefield, TIA executive vice president, said the TIA board of directors stands with the TRMG in opposition to any tire repair legislation.

"This issue is a little sensitive, because we've been trying hard to work with the RMA," Mr. Littlefield said. TIA has communicated its concerns to the RMA, he said, and now it is waiting to see what the RMA finally proposes.

Mr. Littlefield added that, to his knowledge, there is no state that currently has a law on its books setting standards for tire repair.

TIA's Automobile Tire Service (ATS) certification training contains all the information tire technicians need to perform both one-piece and two-piece tire repairs, covering the complete processes for both types, according to Kevin Rohlwing, TIA senior vice president of education and technical services.

"The training covers everything on the RMA wall chart, which is the industry standard for tire repair, plus a lot of other information," he said.

The RMA is considering all suggestions made by outside organizations, and will make its recommendations public within the next several weeks, the RMA spokesman said.



# Fee, Fi, Fo, Fum

## In a land of make-believe an eco-fee is an eco-fee and a tax is a tax and never shall the two meet

On October 31st 2011 – during the year’s most hectic sales period – an Ontario Ministry of Environment (MOE) official posing as a tire consumer visited one of OTDA’s members.

The official alleged that the tire dealer verbally misrepresented, “Charges on products that are subject to an Ontario-approved waste diversion program...as a government tax.” The MOE official also cited the Consumer Protection Act noting that, “... making a false, misleading or-deceptive representation is an unfair practice and a representation that misrepresents the purpose of any charge or proposed charge is a false, misleading or deceptive representation.”

As Ontario tire dealers know, tire suppliers pay a \$5.84/tire Tire Stewardship Fee (TSF) to Ontario Tire Stewardship (OTS) on every passenger tire they supply to dealers in Ontario. Truck tires bear a TSF of \$14.65/tire. Suppliers typically pass the TSF on to dealers and dealers typically recover the TSF from consumers. OTS uses the TSF to cover the costs of recycling tires in Ontario.

In a nutshell, rather than run a tire recycling program itself, the Ontario Government has told tire suppliers to form OTS and to run the program. At the same time the government has empowered OTS to charge a fixed TSF (i.e. “eco-fee”) on every tire supplied into Ontario which, in a competitive tire supply market,

inevitably gets sent straight to the tire consumer at the point of sale as a separate fee.

So, what’s the difference between an eco-fee set by industry as a result of a government requirement for a tire recycling program and a government tax used to cover the costs of tire recycling? In practice, not much.

While TSF may technically not be taxes (they aren’t set by the Ontario legislature) they are without a doubt government approved charges levied by a private stewardship organization created by Ontario Government policy.

So, in Ontario it is okay to know that an eco-fee is essentially a tax and its okay to even think it. But please don’t say it.

If you do you’ll get one warning and then you’ll be charged.

Sidebar: OTDA provides its member dealers with a point-of-sale information poster explaining the Ontario TSF and how it is used to cover the costs of tire recycling in Ontario. Additional copies of the poster can be obtained from the OTDA by sending an e-mail to [bignell@otda.com](mailto:bignell@otda.com)

# Debunking Tire Inflation Myths Keeps Drivers Safe, Fuel-Efficient

By Rudy Consolacion  
October 14, 2011

When it comes to tire inflation pressure maintenance, there are three categories of consumers.

The first group includes the ones you see driving down the road with under-inflated tires. They don’t regularly



*A vehicle with a recommended inflation pressure of 35 psi running 20%, or 7 psi, below recommended pressure will result in a 10% increase in rolling resistance - which translates into a 1.5% decrease in fuel mileage.*

check their tires or even think about what’s keeping their cars rolling down the road. Unfortunately, they account for a large portion of the driving population.

The second category includes the safety-conscious people armed with a reliable tire pressure gauge who check pressures regularly and abide by the vehicle placard. They do not deviate from the vehicle manufacturer’s recommended tire pressure.

The third category is a derivative of the second in that they, too, check pressures regularly, but have become self-taught tire engineers and have determined that both the vehicle and tire manufacturers are keeping something from them. They take it upon themselves to determine what tire pressures are best, especially when it

comes to their fuel economy, hence their category term of “hypermiler.”

While the debate continues on Internet forums as to what tire pressures are best for maximum fuel economy, the overall idea that higher pressures translate to higher miles per gallon is widely accepted. So, what are the real numbers? In order to understand the relationship between tire inflation pressures and fuel economy, we must first take a look at rolling resistance.

As a tire rolls down the road, deformation takes place at the tire footprint. The sidewalls deflect and the tread rubber squirms due to the vehicle load. This deflection creates a certain amount of resistance, preventing the vehicle from rolling freely. Approximately 5% of a vehicle’s energy

# Treadlines

## **Ontario Driver Earns Bridgestone Truck Hero Honour**

Tire Review Magazine - November 22, 2011

Darryn Belanger, a driver with Kriska Transport in Ontario, was named the winner of the 2011 Bridgestone-Ontario Trucking Association Truck Hero Award.

The award was presented to Belanger last week during the annual OTA conference in Toronto. The annual award recognizes professional truck drivers who demonstrate courage, quick thinking and integrity in the face of an emergency.

On July 16, Belanger was traveling behind another Kriska truck driver, James Monaghan, going westbound on Highway 401 in Mississauga, when a car lost control and struck Monaghan's rig. As a result, the truck tipped over and the cab split open when it came down on a steel barrier.

Belanger maneuvered to avoid the collision, and then ran to Monaghan's crushed cab. He found a way inside the crushed cab through a hole in the sleeper, but found Monaghan was trapped and possibly had a broken leg. Belanger was able to free his fellow driver just as spilled diesel fuel caught fire.

"Darryn is a model professional as evidenced by his selfless act of bravery and kindness," said Mark Seymour, president of Kriska Transportation. "We're proud to have Darryn as part of our organization. He quietly goes about his business and is now a hero amongst his peers. Congratulations to Darryn from everyone at Kriska."

## **California EPA Releases Wheel Weight Study Results**

November 17, 2011 Tire Review

The California Environmental Protection Agency's Department of Toxic Substances Control has released the findings of its "wheel weight assessment."

According to Hennessy Industries, makers of Bada brand steel wheel weights,

the study was "conducted to measure the environmental impacts of lead alternatives in the wake of a law passed in the 2009 California legislature that bans the sale, installation and import of lead wheel weights in the state.

"The life-cycle study, which measured impacts associated with lead, steel and zinc wheel weights, sought to identify 'regrettable substitutions or burden-shifting as a result of the lead wheel weight ban,'" the company said.

"As an increasing number of states take a look at this issue and take action to ban lead weights, reports like this one will play an important role in helping states make wise decisions about alternatives to lead," said Kevin Keefe, marketing director for Hennessy.

"Hennessy's position has always been that if a state bans lead, it shouldn't replace it with an alternative like zinc that also presents environmental concerns. It is becoming increasingly clear that steel is the best alternative, and the California study presents solid evidence on why that is the case."

## **Jury awards \$73M in Ford tire failure case**

Tire Business

By Miles Moore, Senior Washington Correspondent

SACRAMENTO, Calif. (Nov. 17, 2011) — A jury in Sacramento Superior Court has ordered Ford Motor Co. to pay \$73 million to plaintiffs in a tire failure court case that alleged Ford was responsible for the deaths of two members of the Fair Oaks Presbyterian Church in Sacramento and the severe injuries of two others.

Ford said it plans to appeal the verdict. Four church members were riding in a 15-passenger Ford E-350 Econoline van on I-5 in Sacramento on April 9, 2004, when a Goodyear Load Range E tire on the van—of a model on which Goodyear had conducted a voluntary replacement program two years earlier—suffered a tread separation, causing the van to vibrate, plaintiffs' attorneys said.

The driver, William Brownell, 48, tried to steady the vehicle by pulling it into the median, but when Mr. Brownell tried to pull back onto the road, the van overturned four times, killing him and front seat passenger Tony Mauro, 41. Another passenger, Marlene Shirley, suffered severe abdominal injuries, and a fourth, Alexander Bessonov, suffered lacerations, according to the lawsuit. Ford and Goodyear, according to the original complaint filed in March 2006, acted with reckless disregard for the lives of the passengers by allegedly deliberately selling defective products. Goodyear settled with the plaintiffs before the trial.

The plaintiffs also alleged that Ford never told its dealers about the Goodyear replacement program because it wanted to limit bad publicity after the Ford Explorer-Firestone ATX/Wilderness light truck tire recall of 2000.

"At no time did Ford Motor Co. ever communicate to its dealers of the defective tire and the need to get it off of these 15-passenger vans," stated a press release from Dreyer Babich Buccola Wood, the Sacramento law firm that represented the plaintiffs.

In its defense, Ford argued that the van was not defective, that Mr. Brownell drove negligently, and that the passengers either weren't wearing seat belts or wore them too loosely. It also denied withholding information about the Goodyear replacement program.

In a 10-2 decision Nov. 10, the jury awarded the plaintiffs \$50 million in punitive damages. It also awarded \$17.5 million to Mr. Mauro's wife Susan and sons Michael and Cody. Although Mr. Mauro wasn't wearing his seat belt, the jury determined a seat belt wouldn't have saved his life.

Van passengers Marlene Shirley received \$5.2 million, and Alexander Bessonov \$292,000.

Warren E. Platt, attorney for Ford, said

*cont'd on page 38*

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# Flying truck tire renews outrage

DAVID RITCHIE PHOTO

Allyshah Hasham, Jennifer Pagliaro and Wendy Gillis Staff Reporters



Police inspect a car that was hit by a truck tire, killing the driver, on the Queen Elizabeth Way in Burlington Thursday morning.

The death of a 53-year-old woman on the QEW from a stray truck tire on Thursday is raising questions about the wisdom of closing truck inspection sites.

Stronger truck inspection laws were introduced a decade ago after a spate of deaths from flying tires.

However, two truck inspection sites on the QEW were closed last fall and the province recently announced it is eliminating a dedicated Peel district enforcement office for truck inspectors, a move critics say could allow more dangerous trucks on the road.

"We've been sounding alarm bells for years but no one is listening," said Don Ford, of the Ontario Public Service Employees Union, which includes the transportation ministry's truck inspection officers.

However, the ministry says the truck inspection changes are meant to maximize resources and will not compromise public safety.

The number of wheel separation incidents is also down from 215 in 1997 to 47 last year, and 48 so far this year, said a ministry spokesperson.

Seven people died during that period, including Miroslawa Chmielewska.

The Polish-born woman was alone in her car when the tire bounced into her Toronto-bound lane on the QEW, coming off a truck heading toward Niagara and possibly the U.S.

"The driver of the tractor-trailer did not remain on the scene, possibly not noticing the tire had come off," said Ontario Provincial Police Const. Graham Williamson.

This is the second tire-related fatality in two weeks. Jason Eligh, 24, was killed just west of Brockville when a west-bound truck lost a dual rear wheel set from its trailer.

Chmielewska, who lived in Hamilton, was en route to her

job behind the deli counter at Starsky Fine Foods near Oakville, said her husband, Marek Chmielewski, 51.

Inside their modest home in a quiet Hamilton neighborhood, Marek remembered his wife of 29 years as someone who was kind to everyone and took pleasure in watching their three children, now adults, grow up.

"That was my best friend," he said somberly, his eyes red. "I miss her."

Flying truck tires are also punishable by fines of up to \$50,000. The law puts "absolute liability" on the truck operator, meaning charged drivers cannot use a due diligence defence. The only defence would be to prove the wheel did not separate from the truck.

In 1996, a year before the law was introduced, the GTA had more fatalities involving trucks than the national average due to higher traffic volume. That year, there were 32 incidents involving truck tires, injuring 19 people and killing two. Two others were killed in 1995, and in 2006, an Oakville mother of two died in a collision caused by a runaway truck tire.

Walter Klym and his wife, Linda, were travelling on Highway 401 on April 5, 1995, when a tire came off the trailer of a truck, striking their westbound car. The couple escaped serious injury, as did the truck driver.

"I think that is just unreal that it could ever happen again," Walter Klym said from his Sault Ste. Marie home Thursday. "I thought they had made it impossible to happen again."

As of Dec. 1, 9,260 truck inspections were conducted in Ontario, down about 600 from last year. However, more trucks were put out of service because of more intensive inspections this year, said Nichols.

Closing the Fort Erie and Winona truck inspection stops and reassigning the dedicated Peel transportation enforcement officers to other divisions is a step backwards, said Edie Strachan, president of OPSEU Local 506 and a transportation enforcement officer. She says the move could mean "unsafe trucks can go through Peel completely unimpeded."

The ministry maintains the region will still be patrolled carefully.

Chmielewska's death prompted the president of the Ontario Trucking Association to issue a statement calling on all truckers and operators of commercial vehicles to review their wheel installation and maintenance practices.

"It doesn't matter to us at this point whether the wheel in question came off of a truck or not," said David Bradley. "This is a tragedy which should not be inflicted upon any family."

Brian Patterson, president of the Ontario Safety League, said such tragedies are "relatively infrequent" thanks to what he called Ontario's aggressive actions against truck tire incidents.

Since the provincial laws came into place, there are frequent inspections on Ontario highways. Officers have been

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# Tire Dealers Association of Canada 2012 CONVENTION

**FEBRUARY 8-10, 2012**  
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### 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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## Debunking Tire Inflation Myths Keeps Drivers Safe, Fuel-Efficient

loss is attributed to rolling resistance. Anyone who has ridden a bicycle knows that low tire pressures require more energy input in order to keep moving down the road. Eliminating tire deflection, therefore, will decrease the amount of rolling resistance.

An extreme example of low rolling resistance can be seen at a railroad crossing: Trains ride directly on their steel wheels on steel rails, which maximizes load carrying capacity and minimizes rolling resistance.

So, it is obvious that increasing inflation pressure gives the tire a higher spring rate or stiffness, effectively reducing the rolling resistance.

### Truth in Numbers

An extensive study was conducted by the National Academy of Science to determine the effects of tire rolling resistance and inflation pressures on vehicle fuel economy. The 2007 study found that for passenger tires inflated between 24 psi and 36 psi, a 1 psi drop resulted in a 1.4% increase in rolling resistance. Pressure changes below 24 psi resulted in even greater rolling resistance changes.

A 1.4% change in rolling resistance equates to a fuel consumption change between 0.15 and 0.3 miles per gallon. This range in fuel economy drop-off is due to the fact that vehicles respond differently to changes in rolling resistance. A vehicle with a recommended inflation pressure of 35 psi running 20%, or 7 psi, below recommended pressure will result in a 10% increase in rolling resistance – which translates into a 1.5% decrease in fuel mileage. For a vehicle that averages 35 mpg, that is a decrease of 0.5 mpg. For a vehicle that averages 20 mpg, that is a change of 0.3 mpg.

Imagine the amount of fuel that could be saved if all of the 220 million passenger and light trucks traveling a

combined 2.9 trillion miles annually on our nation's roads had proper tire pressures.

Now taking a look at the other end of the spectrum, hypermilers take this data and go to the extreme. Trolling through various Internet forums shows that hypermilers are exceeding vehicle manufacturers' pressure recommendations by 10 psi and higher, often exceeding tire manufacturers' maximum inflation pressures.

Tire pressures as high as 70 psi are reportedly being used because the thought is that tire burst pressures are above 100 psi; therefore, operating pressures below that should be fine. Little do these drivers know that wheel failure will occur well before a tire fails.

As with most tire performance parameters, there are tradeoffs. There is a point of diminishing return with regard to rolling resistance vs. inflation pressures and its effect on vehicle handling. Increases in inflation pressure reduce a tire's contact patch area, which decreases the available traction. From a vehicle dynamics point of view, increased inflation pressure reduces lateral grip, not only from a reduced contact patch, but also from a high vehicle stiffness or spring rate. That, however, is another topic of discussion.

When a hypermiler comes across an "uh-oh" moment on the road and needs to perform an emergency maneuver, chances are they will fail because they have given up so much grip for their increased tire pressures. The tradeoff between vehicle handling and inflation pressures exists, and it is the task of vehicle engineers to find the best balance of performance, economy and safety. Much testing goes into finding the proper inflation pressure for a specific vehicle, and consumers should recognize this and follow the manufacturer's recommended infla-

tion.

Tire manufacturers continue to advance technology by formulating lower rolling resistance tread compounds while maintaining adequate grip levels for varying weather and load conditions. This trend will continue as vehicle manufacturers design and build higher efficiency vehicles, government regulations become tighter, and consumers demand more fuel-efficient replacement tires.

### Other Options

What things other than maintaining correct tire pressures can consumers do to improve their vehicle's fuel economy? Since much of the energy loss (about 65%) occurs in the vehicle's engine, proper vehicle maintenance is critical. Consumers should make certain that their engine is properly tuned, change their air filter as prescribed by the vehicle manufacturer, and use a quality full-synthetic oil to reduce engine friction.

Another area for improvement in fuel economy is to remove excess cargo. Items such as golf clubs should be removed if a tee time isn't on the schedule that day. Same with other items – tools, toys, other athletic gear – that aren't needed in the vehicle. By reducing the overall weight of a vehicle, there is less mass to get moving from a stop, thereby improving fuel economy.

A final tip pertains to driving style. Avoiding quick acceleration (jack rabbit starts) and driving the speed limit are certainly ways to avoid frequent stops at the gas pump.

Proper tire inflation (as recommended by the vehicle manufacturer) – with these other easy-to-do strategies – is by far the safest way to getting the best balance of fuel economy and vehicle handling.

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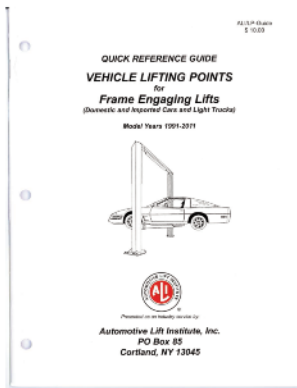
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# Flying truck tire renews outrage

retrained in tire inspection in the last five years, and in addition to ministry officers, the OPP, Toronto, Peel, Durham and Hamilton police have traffic enforcement officers qualified to the same tire inspection standard.

Patterson said the truck in question may well have been inspected recently, but said "we're clearly looking at some negligence-related issues that are fairly significant."

Meanwhile, Marek Chmielewski's phone keeps ringing as people call to offer their condolences, including Miroslawa's only sister in Poland.

He can't imagine celebrating Christmas now. A neatly decorated tree topped with golden wire frame star sits in the front hall.

It would be too sad, he said.

## Flying truck wheel fatalities in Ontario

**Dec. 11, 2011:** Jason Eligh, 24, is killed heading eastbound on Highway 401 just west of Brockville when a westbound truck loses a dual rear wheel set from its trailer. Eligh was a father of two sons from Mallorytown, Ont.

**Sept. 14, 2006:** Kym Soutar, a mother of three, is killed instantly by two flying transport truck tires on the Queen Elizabeth Way as she drives to see her daughter at an after-school event. The eastbound truck's two rear tires fly off, bounce over the median and strike the woman's westbound Mercedes.

**Nov. 14, 2003:** A wheel assembly flies off a tractor-trailer on the 401 at Waverly Rd. near Bowmanville and smashes into the windshield of a Ford Focus, killing Sylvie Theoret, 40, instantly. Her 15-year-old son suffers minor injuries. A driver of a Pontiac Sunfire also suffers injuries when the flying tire bounces off Theoret's car and then hits his car. Section 84.1 of the Highway Traffic Act that imposes fines of up to \$50,000 on trucking companies when a wheel separates from a vehicle does not apply when the entire axle, hub, wheel and tire assembly comes off.

**July 28, 2001:** John Drysdale, 51, is killed instantly on

Highway 401 in Durham Region when the wheel of a truck detaches, bounces off a centre guardrail and smashes through the windshield of his 1996 van. The truck company is charged with operating an unsafe vehicle and having a wheel fall off. The truck is impounded and its plates removed after the rig is deemed unsafe. The truck's driver is charged with failing to maintain a proper log book and failing to conduct a proper pre-trip inspection. No criminal charges are laid against the truck driver.

**July 1997:** Shane Perry, 22, dies after his pickup truck hits a trailer wheel lying in his path on Highway 400 north of Rutherford Rd.

**Dec. 28, 1996:** Mary Louise Jessiman, 40, and her mother, Robina Campbell, 58, of Mississauga, are killed on Highway 401 near Oshawa by a set of wheels that fly off a truck. The trucker, Louis Lauzon, is later fined \$5,500 after being found guilty of driving an overweight commercial vehicle and failing to ensure a commercial vehicle conformed to standards. April 3, 1995: James Tyrrell, 31, of Mississauga, dies when a wheel falls off a transport truck. The wheel bounces over a guardrail and smashes into his Toyota as he heads in the opposite direction along the QEW near Highway 10 in Mississauga. An inquest is held in October 1995 in response to the deaths of both Worona and Tyrrell. The 17-day inquest concludes that in both accidents the wheels that flew off and killed the victims had been poorly maintained and improperly installed. The inquest led Ontario to introduce North America's toughest laws for the trucking industry. They include increased fines and putting unsafe transport trucks in compounds known as truck jails for a minimum of 15 days. Laws enacted in 1997 set fines of between \$2,000 to \$50,000 for truck-related offences.

**Jan 31, 1995:** Angela Worona, 31, of Whitby dies when a truck wheel bounces over the guardrail and smashes into her Pontiac Grand Am as she was driving in the opposite direction along Highway 401 in Whitby.



## Passing

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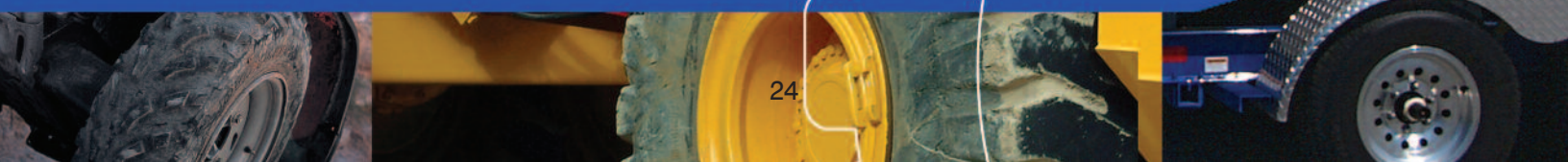


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# Respect the lowly valve stem

By: Peggy J. Fisher  
September 26, 2011

You know, we take a lot of things for granted.... We assume our computers are going to boot right up and perform magically every day. We just expect that the lights will come on when we flip the switch.

And we trust that tire gauges will always be accurate.

But when our cable TV connection goes out, a car crashes into a nearby electrical transformer, knocking out power to the neighborhood—or tire technicians never check their gauges against a master gauge—it really messes up our whole day.

The same holds true for the lowly valve stem. We just take for granted that the valve stem is selected and installed properly along with the valve core and cap. When this doesn't happen, boy, does it cause problems.

## An afterthought

Valve stem selection, installation and maintenance is a topic that no one seems to think much about, other than the valve stem manufacturers, of course. Valve stems are an afterthought for most commercial tire and fleet people who spend most of their time thinking and worrying about tires followed by wheels. How much time do you actually spend concerned about valves stems—other than ensuring you have some in stock?

Well, think about it. The valve stem is like the Rodney Dangerfield of the commercial tire industry: It just doesn't seem to get any respect. It is a piece of hardware that usually is taken for granted and readily forgotten.

People try to find the cheapest ones they can buy because, after all, it's not like they're really doing anything other than providing a channel through which tires are inflated and deflated and keeping the air in the tire. But isn't that an important job? If the valve stem leaks, you've really got a problem.

As you may be aware, cheap, off-shore valve stems have been coming into the U.S. for the last several years. The quality of these valves can vary from manufacturer to manufacturer as well as from shipment to shipment.

There may or may not be a name or marking on these valve stems. Without a marking, traceability is usually impossible if they are found to leak.

Good quality valve stems meet the design and performance requirements for aging and ozone resistance set by the Tire & Rim Association (TRA) and the Society of Automotive Engineers (SAE). Always check for the "TR" (TRA) number on the valve stem. This number does not guarantee that the level of quality is high, but manufacturers that apply this number should have production processes that strive to meet set material and dimension standards.

Also look for the manufacturer's name or trademark, part number and country of origin.

You probably won't find all of this information on the valve stem because they are kind of skinny, but the more information there is the more certain you can be that the manufacturer is reputable, produces a good quality product and will stand behind it.

Tire, wheel and valve stem manufacturers recommend that valve stems be removed, inspected and/or replaced before tires are mounted. Most commercial tire dealers employ a standard practice of replacing all valve stems when a tire is changed. That isn't always necessary and some fleets require that the valve stem be inspected and, if it still is in good shape, just the grommet or O-ring be replaced.

The same heat-resistant type grommet should be installed as the original grommet. The valve core, however, should always be replaced every time a tire is changed.

## Core values

Since the valve core is the paramount seal of the valve stem assembly and is exposed to heat, it is essential that high-temperature valve cores always be used in truck applications. The high-temperature core usually has a red seal and has a temperature range of -65 F (-54 C) to 250 F (121 C).

Not only should the valve stem be inspected prior to replacement, but the valve stem hole in the wheel should be

checked for burrs, nicks and corrosion. If present, a thorough wire brushing or a light sanding will remove corrosion and jagged edges that will otherwise damage the new O-ring or grommet and cause a leak.

We usually take for granted that every tire technician knows how to install a valve stem properly, but do they really?

You know how important torque is to tighten wheel nuts properly when installing a tire/wheel assembly on a vehicle, but did you know it's also important when installing a valve stem? There are specific torque ranges established for truck tire valve stems:

\* Light truck—TR416 valve: 25-45 inch pounds.

\* Medium and heavy truck steel wheels—TR500, TR501, and TR570 Series: 35-55 inch pounds.

\* MS Series (imported trucks): 80-125 inch pounds.

\*Medium and heavy truck aluminum wheels—TR540 and TR550 Series: 80-125 inch pounds; TR509 through TR511: 100-125 inch pounds.

## Use proper tools

Care should always be taken when installing the valve stem. As mentioned before, if the O-ring or grommet gets nicked or damaged during installation, the valve stem will leak. Damage to grommets and O-rings also can occur if valve stem nuts are over tightened. That is why it is always a good idea to use a valve-stem torque wrench for tightening valve-stem nuts.

In addition, when installing valve stems in aluminum wheels, it is also necessary to lubricate the valve-stem threads and O-ring with a high-temperature, anti-corrosive or dielectric compound to prevent corrosion from growing around the O-ring. That eventually will pinch the ring and cause leaks.

It's a common practice for technicians to hold the valve stem with a pair of pliers or a vise grip while they tighten the valve stem nut. However, if the pliers or vise grip is too tight, it will crimp the valve stem—which is especially damaging if the valve stem is held at its end.

# Why do Americans run Canadian made tires at lower inflation?

The question sounds like the opening of a bad tire industry joke. But there really isn't anything funny about the fact that a Canadian living next to a tire manufacturing plant in Bowmanville, Ontario pays significantly more for tires made in his neighboring plant than an American across the lake in Rochester, New York does.

While the Canadian dollar has consistently remained at, near, or even above parity with the US dollar since early 2011, Canadian tire dealers regularly receive tires from suppliers at wholesale prices that are typically inflated by 30-50% over US wholesale prices.

The result is that Canadian dealers in border jurisdictions are left uncompetitive with their US counterparts. Cross border shopping is rampant with little or no border enforcement by the Canadian Border Services Agency. US based internet tire retailers can offer consumers retail prices that Canadian tire dealers can't match given the inflated wholesale prices they buy their tires at.

Grey market tire imports driven by the wide Canada-US price spread is also undermining Ontario's tire recycling efforts. Many grey market tire importers are not registering with Ontario Tire Stewardship (OTS) and are therefore not remitting the \$5.84/passenger tire and \$14.65/truck tire stewardship fees that are used to cover the costs of recycling tires in Ontario.

The result is that Ontario tire dealers are put at even a further competitive disadvantage while Ontario's tire recycling program is starved of financial resources that will be needed when those grey market import tires finally require recycling in Ontario.

All this is happening while tire manufacturers quietly sit on the sidelines – they make their sales irrespective of which country their tires are sold in and benefit from windfall profits associated with inflated Canadian wholesale prices.

But Canada-US tire price disparity is

part of a growing discussion about the overall Canadian prices of consumer products. Recently a number of news pieces in both print and electronic media have focused exclusively on the disparity between Canada-US tires prices.

Ontario tire dealers can't escape the controversy. Tire dealers are often wrongly blamed for "gouging" consumers. As the Ontario face of the tire industry, OTDA has been doing its part to ensure consumers, regulators and the public know why Canadian tire prices are so out of line with the US (see sidebar).

Recently, Canadian tire dealer associations have banded together to develop a Canada-wide strategy to protect Canadian tire consumers from inflated wholesale tire pricing. A key priority on the list of action items is to put the real question of why Canadians pay more for Canadian made tires than Americans do firmly on the public agenda.

*cont'd from page 26*

## Respect the lowly valve stem

Not only can the threads for the valve cap be damaged, but the valve core will not be able to be installed properly either and will leak.

A valve stem repair tool comes in handy when damage to the valve stem is discovered. A valve-stem repair tool can extract damaged cores, rethread the inside of the stem and rethread the outside part of the stem to enable a valve cap to be installed.

Not only can valve-stem nuts be tightened too much, but so can valve cores. Too much torque on a valve core will damage the core and create a leak as well. Valve cores should be tightened to between 2- and 5-inch pounds, which essentially is hand-tight. If your technicians have a problem properly tightening valve cores, there are torque wrenches for this purpose that are available from tire tool suppliers.

### Capping the operation

Finally, technicians should never for-

get to install the valve cap since it provides the final seal to the valve stem assembly and prevents contamination of the valve core, which also can cause a leak.

There are two types of valve caps: sealing and non-sealing. The plastic valve caps that often come with light truck valves are non-sealing and must be replaced with sealing, metal valve caps. These can be either standard metal valve caps that must be removed to check and adjust tire pressure or double seal, inflate-through valve caps that enable tire pressure to be gauged, inflated and deflated without removing the cap.

However, keep in mind that these valve caps can be overtightened as well, which will distort the internal seal in the cap and cause a leak. Inflate-through valve caps should be installed hand-tight. Never use pliers to install them.

After tire/wheel assemblies are installed on a vehicle and are back in

service, the valve stem should be inspected for damage or leaks every time the tire is balanced or the pressure is checked. Look for bent stems and damaged threads and ensure the valve stem is free of debris. Always make sure a metal valve cap is in place. If the tire is low on air, spray soapy water on the valve stem base to check for leaks.

For a component that most people take for granted, it is amazing the number of tools and materials that are available to ensure the valve stem is installed properly. Do you have these items in your service area or on your service trucks? Have your technicians been trained to properly install, inspect and service valve stems?

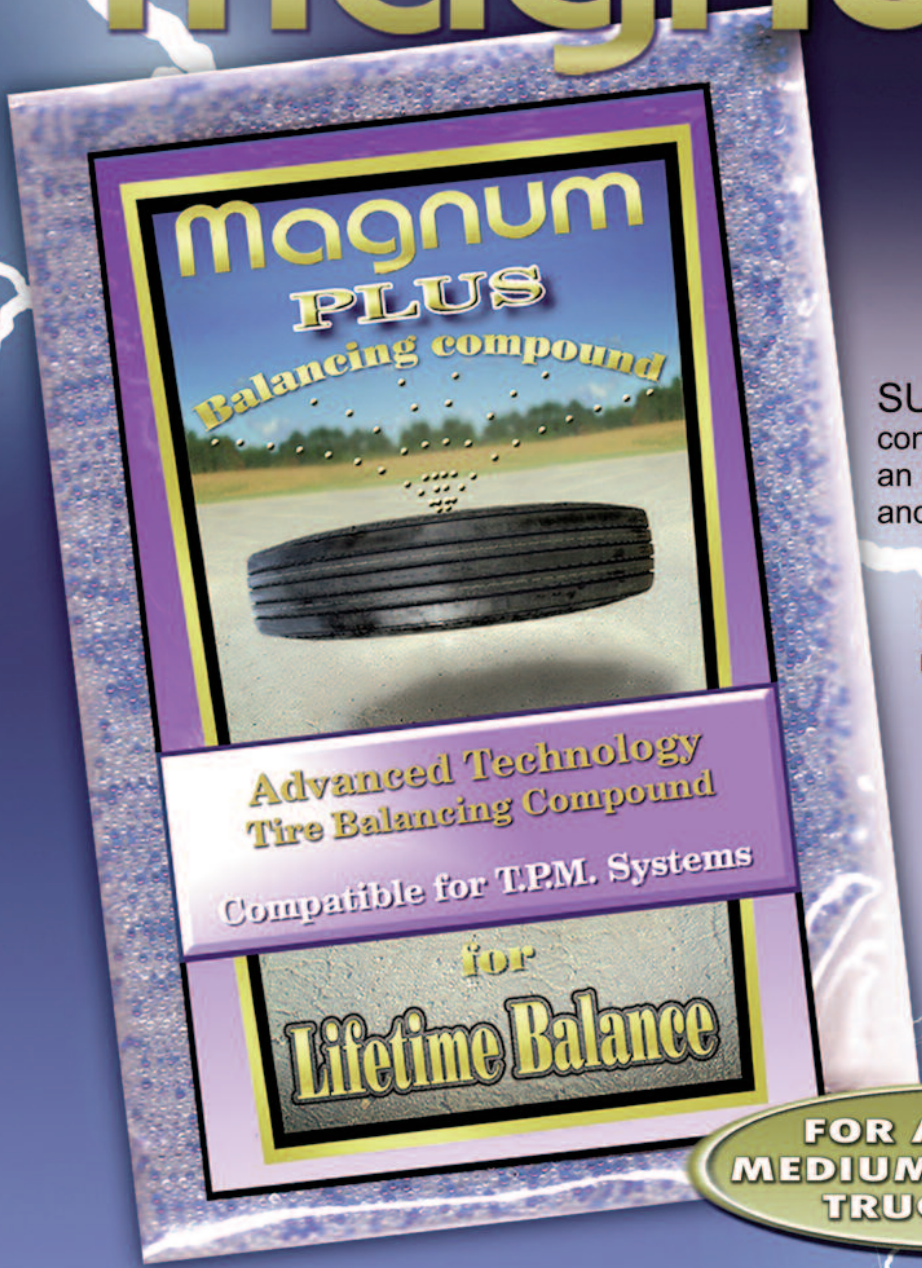
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**All Motor Carriers Operating Into/Out of & Within the Province of Ontario**  
**OTA Advisory on Proper Wheel Installation & Maintenance**

December 22, 2011

As you may be aware, an apparent wheel-off incident occurred today on the Queen Elizabeth Highway near Burlington, ON which caused the death of a woman motorist after crashing into her vehicle. As of this time, it has not been confirmed that the wheel was separated from a tractor-trailer, but that is the speculation. A similar tragedy took the life of a motorist on Highway 401 in Eastern Ontario last week.

While we await the results of the investigations into these incidents, it is still nevertheless important that all truck owners and operators review their wheel installation and maintenance procedures and policies and take whatever steps necessary to try and prevent these sorts of tragedies from occurring again.

All carriers who travel into, out of and within Ontario are reminded that wheel-off incidents are an absolute liability offence under the laws of the province. What that means is: If a wheel separation occurs on one of your trucks you are automatically deemed to be guilty and subject to a fine of up to \$50,000, as well as other potential criminal and civil penalties. Absolute liability means you do not have access to a due diligence defense; your only defense being to prove that a wheel separation did NOT occur.

In addition, every person who is involved in removing and replacing wheels on a commercial vehicle in Ontario must be trained and certified through a recognized training program approved by the Ontario Ministry of Training, Colleges and Universities and developed by the Ontario Trucking Association and the Ontario Tire Dealers Association. Truck and trailer technicians and apprentices are certified through their trade qualifications. All other people including tire-men, drivers, yard workers or casual labourers who are installing wheels on trucks and trailers has to have a certificate. Ontario is the only Canadian jurisdiction that requires any type of wheel installer training and the OTA program has become the model for voluntary training.

Regardless, proper wheel installation and regular wheel-end maintenance as taught in the OTA program is an absolute necessity for all, regardless of domicile. A proper installation includes:

- A thorough inspection of all parts
- Replacing all defective parts with good quality replacements
- Cleaning all critical surfaces and threaded fasteners
- Lubricating where it is required – for example all hub-piloted wheel nuts require lubrication, while other wheel nuts are put on dry
- Tightening wheel nuts in stages and in the correct sequence
- Final tightening of wheel nuts to the recommended value using a calibrated torque wrench
- checking the wheel nuts regularly after they are installed

According to information provided by the Ontario Ministry of Transportation, since 1997 there have been seven (7) fatalities in Ontario resulting from wheel separations. That is at least seven families that have been shattered by preventable incidents. In total, there were 215 reported wheel-off incidents in 1997. In 2010 there were 47 reported; and this year so far there have been 48 reported incidents. While this indicates that there has been significant improvement over the past number of years in the number of commercial wheel separations, OTA is committed to preventing all such incidents and calls upon all truck owners and operators to work with us to make this happen.

David H. Bradley  
President & CEO, Ontario Trucking Association



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# ONTARIO REGULATIONS

## If you install wheels on commercial vehicles, you must be certified!

Every person who is involved in removing and replacing wheels on a commercial vehicle in Ontario must be trained and certified through a recognized training program.

Truck and trailer technicians and apprentices are certified through their trade qualifications. All other people including tire technicians, drivers, yard workers or casual labourers who are installing, tightening or re-checking wheels on trucks and trailers must be certified through a government approved training program.

## If you install wheels on commercial vehicles, you must install them correctly!

A PROPER INSTALLATION INCLUDES THE FOLLOWING STEPS:

**Carefully inspect all parts**

Inspect each part for any defects that may interfere with a reliable installation



**Replace all defective parts with good quality replacements**

Source replacement parts from reliable suppliers and make sure they are good quality parts



**Clean all critical surfaces and threaded fasteners**

All wheel mounting faces must be free of rust, dirt and debris, and any excess build up of paint. Paint must be fully cured.



**Lubricate where required**

Hub-pilot wheel nuts require a couple of drops of motor oil between the nut body and the flange. Hub-pilot wheel studs require a couple of drops of motor oil on the first few threads. Stud-pilot wheel nuts do not require lubrication. Spoke wheel nuts do not require lubrication.



**Tighten wheel nuts in stages and in the correct sequence**

Start by tightening the nuts to around 50 ft lbs, then tighten them to 50% - 80% of their final torque value. Follow the recommended sequence for tightening the nuts at each stage.



**Tighten wheel nuts to the recommended value using a calibrated torque wrench**

Tighten the wheel nuts to the recommended torque value using a calibrated manual or pneumatic torque wrench. Do not over-tighten the nuts. The nuts must turn when the torque wrench is used for final tightening. If the wrench just 'clicks' or 'breaks', the nuts are over-tightened!

WHEEL NUT TORQUE VALUES			
Wheel Mounting Style	Nut Type	Bolt/Stud Size & Thread	Torque (ft lbs)
Hub-piloted	flange*	1/2 inch - 16 TPI	300 - 400
		3/8 inch - 24 TPI	350 - 480
		M30 x 1.5	280 - 330
		M22 x 1.5	450 - 500
Stud-piloted standard; dual with 1/2 inch radius ball seat	standard & double cap nut	7/8 inch - 16 TPI	450 - 500
		1 1/8 inch - 16 TPI	450 - 500
Stud-piloted heavy; dual with 1 1/8 inch radius ball seat	standard & double cap nut	7/8 inch - 12 TPI	750 - 900
		1 1/8 inch - 16 TPI	750 - 900
		1 1/8 inch - 12 TPI	750 - 900



Using an impact wrench for tightening wheel nuts is dangerous. It is almost impossible to know what the torque level is and over-tightening of wheel nuts is almost certain!

**Check the wheel nuts**

To confirm that installation is done properly, re-check the wheel nut torque level 80 to 160 kilometers after they are installed.

Also include checks of wheel nut torque level during preventive maintenance inspection.



For detailed information contact the Ontario Tire Dealers Association or Ontario Trucking Association. Also refer to the "Practical Tire and Wheel Service" training handbook.

## Improper installation procedures can have disastrous consequences!





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Ecotire Recovery was quick to recognize that with the implementation of the Ontario Tire Stewardship (OTS) Used Tire Program in September 2009, our customers would value a strategic partner with detailed knowledge of the Program, one who could guide them and assist them throughout the transition. Many aspects of day-to-day business changed for the Tire Dealer under the Program – including a host of new benefits and new responsibilities.

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.

With our comprehensive, free-of-charge Claims Management system, Ecotire Recovery is leading the way in the Scrap Tire industry. To see a demonstration of our system and learn how it can save you time and money, contact us today at **1-866-418-0040**.

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**Annual Fundraiser & Charity Golf Classic**

**News Flash: Hunter Engineering Company generously donates a "State of the Art Tire Changer" for auction (5) years in a row**

**Date:** Wednesday June 20, 2012  
**Place:** Ariss Valley Golf & Country Club  
 5700 Hwy 86,  
 Ariss, ON ( North of Guelph)  
 P: 519-824-1551  
 www.arissvalley.com



**Directions from Hwy 401**

From Hwy 401 go north on Hwy 6 to Woodlawn Road. Turn left on Woodlawn Road-Hwy 7. Turn right on Elmira Road N (becomes Wellington Road 86/CR-86) Ariss Valley Golf & Country Club is just past Ariss Valley Road on the left. If you reach Schaefer Road you have gone about .6 km too far.

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

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

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**Ontario Tire Dealers Association**

**Vice Chair:** Eric Gilbert

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

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

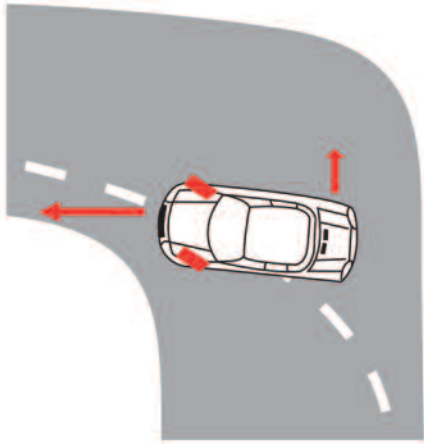
**Pair me with:** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

*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.

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

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The Rubber Association of Canada  
The Department of Transport  
The Tire Dealers Association of Canada

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- Highly competitive tire repair pricing.
- Exclusive Canada Sales promotions on Tech products.

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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#### **Max Tire Supplies, Inc.**

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#### **Jen-Pal Sales**

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Burlington, Oakville,  
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#### **Tech Niagara**

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# Treadlines

*cont'd from page 10*

the company would appeal. "I don't have anything to say that hasn't already appeared in the press," he said.

## Vehicle owners spending less in car dealerships

By Charles Child, Automotive News  
DETROIT—As recession-weary drivers keep their vehicles longer, auto dealerships are picking up more service revenue per vehicle, right?

Wrong.

The average amount spent per vehicle in a year by consumers on maintenance and repairs at car dealerships is declining, figures from J.D. Power and Associates show.

In 2005, the average was \$181. So far this year the annualized rate is coming in at \$169.

The decline is surprising because in late 2008 odometers of cars coming into dealerships' service departments averaged 61,000 miles, said Lloyd Schiller, an auto service consultant. In early 2011, the average was 78,000.

What explains the decline in average revenues?

First, the obvious: Mr. Schiller said cars are built better now and have longer service intervals on items such as oil changes and spark plugs. And in a recession, customers tend to spend only for necessary repairs and defer less imperative maintenance to better times.

But he said other trends are undermining dealerships' per-customer revenue. Many service departments are geared toward servicing new cars purchased at their dealerships. So they are good at oil changes and other routine maintenance.

But handling drivers of older cars is tricky, Mr. Schiller said.

Many dealerships "do a poor job of recommending needed work" on older cars, he said. "They are afraid of scaring customers away" with expensive estimates. So they simply recommend a few items.

Also, auto makers typically promote service marketing with efforts such as service reminders and coupons only for relatively new cars—say up to 5 years old—mainly to support new-vehicle sales. So Mr. Schiller said factories don't steer older cars, which often need high-dollar repairs, to dealerships.

There's an X factor in the Power report, too: It didn't take into account how much business is going to independent repair shops.

This article appeared in Automotive News, a Detroit-based sister publication of Tire Business.

## Miller Tapped as New Tirecraft Canada President

November 01, 2011 Tire Review  
Corey Miller, president of the Miller Tirecraft chain based in Halifax, N.S., has been named president of Tirecraft Canada, effective Nov. 1.

Miller's family-owned company joined the Tirecraft group in November 2009, landing the exclusive rights to the Tirecraft and Signature programs for all four Atlantic provinces. Since then, the company has added two corporate and 13 associate store locations for a total of 23 outlets.

"I'm very excited to be taking on the president's position and I'm looking forward to working with our regional teams across the country to further enhance our brand and program effectiveness," Miller said. "The Tirecraft program has opened a lot of doors for us in such a short time. It continues to offer countless opportunities going forward – not only for increased membership – but for many new business tools and enhancements, as well."

Like outgoing president Don Gauthier, Miller will serve a two-year term. He chaired the 2008 Tire Dealer Association of Canada National Conference and currently serves as the chair of Tirecraft's national retail strategic planning committee.

*cont'd on page 39*

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# Treadlines

cont'd from page 38

Gauthier will now focus on his general manager responsibilities for Tirecraft Ontario and said he was pleased with the progress that the national organization has made over the past two years.

## Hercules Acquires Quebec Wholesaler Pneu Mondial

Tuesday, November 15, 2011

Hercules Tire Company of Canada Inc. recently acquired the wholesale distribution business of Quebec-based Pneu Mondial Canada Inc, located just outside of Montreal in Saint Laurent, Quebec.

The acquisition provides Hercules with its first Quebec-based distribution point. "The addition of Pneu Mondial in Quebec gives us local presence in one of Canada's largest markets," Rob Keller, president of Hercules Tire of Canada said. "We are excited to work with the Pneu Mondial team to provide our product line and their excellent local knowledge and service."

## Bibendum Joins Advertising Walk of Fame

October 05, 2011 – Tire Review

The Michelin Man was inducted into

Advertising Week's Walk of Fame as "Icon of the Year."



Some 113 years after Bibendum – perhaps better known as the "Michelin Man" – was created, he was being inducted into Advertising Week's Walk of Fame as "Icon of the Year."

The ceremony took place yesterday in New York City voters selected Bibendum for the honor in an online voting contest. The Madison Avenue Advertising Walk of Fame recognizes America's most beloved advertising icons and slogans. Bib Man joins other iconic symbols such as Columbian coffee icon Juan Valdez and Geico's gecko.

For more than a century, the Michelin Man has served as an ambassador for the Michelin brand. In 1894, the two founding brothers, Andre and Edouard Michelin, saw a stack of tires and noted that with arms "it would make a man." Four years later, in 1898, Bib's character was born, appearing in Michelin posters and representing the company, according to Michelin.

Bib has stood the test of time while representing improvements in transportation of people and goods, respect for the environment and promotion of road safety – representing mobility to millions of consumers in more than 150 countries, the tiremaker said.

"The Michelin Man is much more than an advertising icon," said Don Byrd, vice president of marketing at Michelin North America. "He has become a global symbol of safety because of his longevity, his visibility among different audiences and the values he represents."

In the current advertising campaign, The Michelin Man reminds people that "the right tire changes everything." The advertising spots feature The Michelin Man in an animated world as he comes to the aid of motorists in trouble, replacing their faulty tires with Michelin tires, which he pulls from his body, thereby enabling them to keep driving.



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# Accessibility for Ontarians with Disabilities Act (AODA) - Help with Compliance

(source: [Ontario Ministry of Community and Social Services - Customer Service: What you need to do to comply](#))

The new Accessibility Standard for Customer Service went into effect across Ontario on January 1, 2012. If you have any employees, you will be required to establish policies, practices and procedures on providing goods or services to people with disabilities. You will also be asked to train your employees on:

- how to communicate with people with various types of disabilities;
- how to interact with people with disabilities who use assistive devices or require the assistance of a guide dog, other service animal or a support person;
  - how to use equipment or devices available at your premises, that may help people with disabilities access your services, such as TTY telephones, elevators, lifts, accessible interactive kiosks or other technology;
  - what to do if a person with a disability is having difficulty accessing your services;
  - protocol to take if service normally available to the disabled is temporarily not available.

## Here is what you need to do:

1. **Develop a written [Accessibility Standard for Customer Service Plan](#)**, (which can also be completed **on line**), that must be in place for your customers to review.
  2. **For the procedures, practices and policies to put in place, please read:**
    - [Summary of Requirements](#) (The 11 requirements you need to know).
      - Business Checklist:
        - **for less than 20 Employees**
        - **for more than 20 Employees**
      - [Compliance Manual for Small Business](#)
    - [Accessibility Standard for Customer Service explained](#)
    - [Training Resources for Small Business](#)
  3. **Train your employees** - refer to video or DVD links for detailed overview of how to provide training. Keep a record of the date your employees are trained or retrained.
    - **[Servability Service Video](#)** - having your staff view this video fulfills your employee training requirements.
    - You can also **order a FREE- DVD** - "Serve-Ability: Transforming Ontario's Customer Service", publication #017394 from **[ServiceOntario Publications](#)**. Phone:1-800-668-9938.
- **[Understanding Accessibility Videos](#)** - more videos to understand disabilities and accomodation.

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

# Knowing your business matters

Find out more at <http://otda.federated.ca>

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

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

**Sheldon Skakun**  
Fountain Tire

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



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