

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1102

Inside this issue...

ANNUAL FUNDRAISER AND
CHARITY GOLF TOURNAMENT

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SERVICE TRAINING

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Dealers Association

President: Mike McClory

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President's Message



As the incoming president of the Ontario Tire Dealer Association I would like to thank Past President and Treasurer Glenn Warnica for all his efforts during his tenure as President of the OTDA. Glenn, with the support of the Board of Directors and a great deal of commitment by everyone, has elevated this organization to a professional level. Over the eight years that Glenn has served as President I have personally witnessed the many achievements our members have benefited from. Never before have I met a more dedicated group of people than Ontario Tire Dealers and I am very proud to serve the next two years as President of this fine association.

The 2011 OTDA Annual

Fundraiser & Charity Golf Classic at the beautiful Edelweiss Golf and Country Club in Wakefield Quebec was a tremendous success! Golf Chairman and host Don Frisby with the participation of Members, Sponsors, Volunteers and OTDA Executive Director Bob Bignell put together a great day of Golf and fund raising for the Children's Hospital of Eastern Ontario. The generosity of everyone involved is truly amazing. Over the past decade the Ontario Tire Dealer Association members have raised over \$300,000.00 for children's charities across Ontario. Next year the OTDA Annual Golf Tournament is to be held at the Ariss Valley Golf and Country Club just north of Guelph. With Bob Bignell hosting and Eric Gilbert as Vice-Chair the Classic promises to be a fantastic day.

The Tire Dealer Association of Canada (TDAC) is holding their National Trade Show and Conference on February 8th & 9th, 2012 in Quebec City during the Quebec Winter Carnival. This is an opportunity to mingle with Tire Dealers and Suppliers from across Canada and enjoy this wonderful city. The educational seminars and trade show will certainly prove to be a valuable experience. I encourage all OTDA members to take full

advantage and try to attend this worthwhile event.

I look forward to serving our membership as President of the OTDA and will enjoy working with this group of forward thinking Directors to benefit our membership and industry alike. I will conduct my Presidency with integrity and only one thing on my agenda, you the Ontario Tire Dealers Association members.

Mike McClory
President - OTDA

TRENDS

Tire Industry News

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

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

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Unicorn Tire Canada	Markham, ON
Status Auto and Tire	Toronto, ON

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Bob Bignell	Executive Director	Veritech Mfg. & Wholesale Inc.

MARK YOUR CALENDARS

2012 Annual OTDA Fundraiser and Charity Golf Tournament

Wednesday June 20, 2012

Ariss Valley Golf & Country Club

Hosted by Bob Bignell

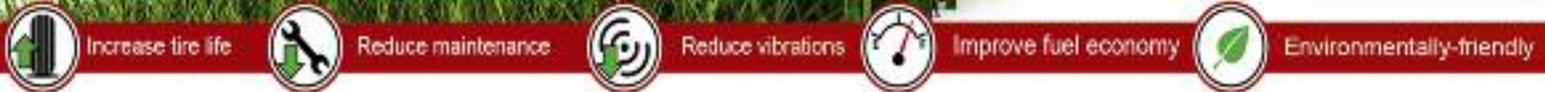
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Sincerely,
David M Baker
Vice President of Maintenance

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

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Best in North America is a Good Start

Motor Vehicle Safety was the subject at a three day forum this month hosted by Health and Safety Ontario. Dr. Jeff Linkenbach from Montana State University led an impressive collection of stakeholders from the automotive and safety communities. It was an unfortunate irony that some were late for the first day of the forum due to a tragic motor vehicle incident resulting in the fatality of police constable. Garrett Styles. Dr Linkenbach's message points us in the direction of the Positive Norms in our society to influence behavior. We most often see negative Non-Norms. Normal behavior does not make the news. Only one percent of

WSIB claims are related to Motor Vehicle Incidents. The tragedy is that 33 percent of these incidents result in fatalities. The primary measure of road user safety in Ontario is the number of fatalities for every 10,000 licensed drivers. In 2008, Ontario's fatality rate of 0.70 per 10,000 licensed drivers was the lowest ever recorded in Ontario. Ontario's rate was the lowest in all of North America in 2008. Although this is a commendable statistic, we still have our work cut out for us as all motor vehicle incidents are preventable. We need to concentrate on this positive position and set our goal to be the best in the world. Many of

these incidents are caused by distractions, impairments etc. What role do you play in this quest as the professional leader in your industry? It is our responsibility to influence the tire consumer to keep tire pressures at proper levels, use winter tires, install new tires in sets and when only two are installed, put the best to the back. Be cognitive of tread depths and follow all recommended torque specifications. Take industry training. We have point of purchase material and training to help you. These are some of these actions that we can do to help make our roads safer and get everyone home safe.

Commercial Vehicle Wheel Service (CVWS) Training Program

Through the joint efforts of the Ontario Trucking Association (OTA) and the Ontario Tire Dealers Association (OTDA), the enhanced Commercial Vehicle Wheel Service training program is now full deployed. The revisions build on the program that was initially launched in 1996.

The Commercial Vehicle Wheel Service training program materials entitled "Practical Tire & Wheel Service" are offered in response to Ontario Regulations. The regulation requires all individuals who remove or replace wheels on heavy trucks and truck trailers, having a manufacturer's gross weight rating of 9,000 kg or higher and all motor coaches to be certified. All certificates issued since 1996 remain valid. Persons who wish to take refresher training can also attend the revised training courses.

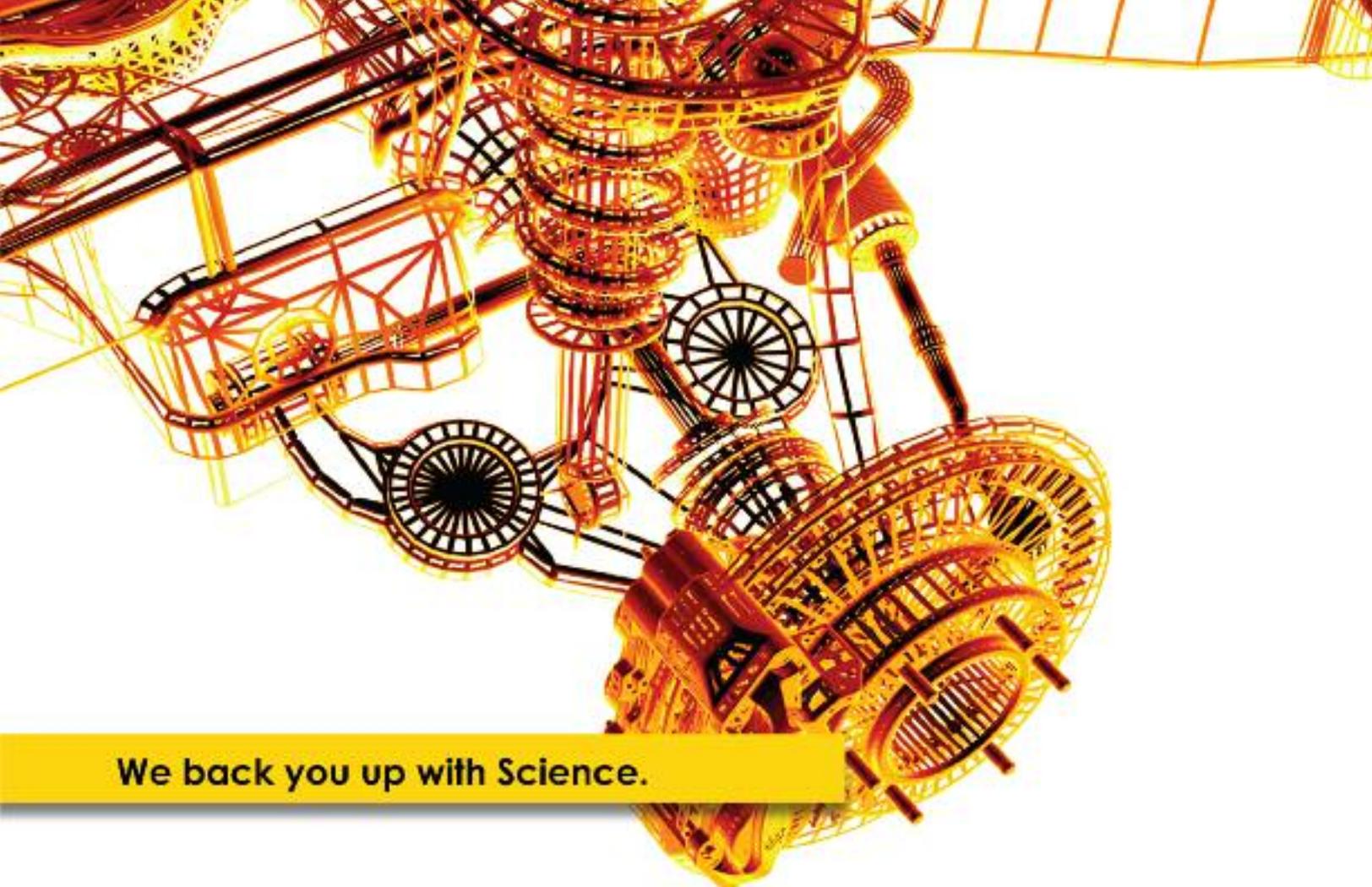
The certification training program consists of 17 learning modules and allows individuals to become certified at one

of four different levels. These levels are based on the specific needs of the individual and based on the job tasks each person is required to perform. Each of the basic certification levels are very limited in scope and are intended for drivers and other individuals who must perform certain job functions as listed below. The advanced stream is designed for tire service technicians, people who perform tire service work as a primary part of their job functions.

To become certified an individual must attend the appropriate level of training delivered by a qualified Instructor and successfully complete the knowledge test.

To inquire about training, to register, or to obtain a list of qualified Instructors, contact:

- Ontario Tire Dealers Association
866-375-6832
www.otda.com
- Ontario Trucking Association 416 249-7401
416-249-7401
www.ontruck.org/WheelTraining



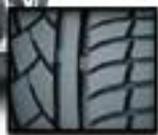
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Treadlines

Tire Business Magazine May 18, 2011 Canadian VW, Audi dealers to stock Toyo tires

RICHMOND, British Columbia (May 18, 2011) — Volkswagen and Audi dealers in Canada will begin stocking Toyo-brand tires at their stores, according to terms of a national account deal signed recently by Volkswagen Group Canada Inc. and Toyo Tire Canada Inc.

**Tire Business Magazine May 18, 2011
If you think Chinese tire industry's not
up to snuff with West, better guess again
HILTON HEAD ISLAND, S.C.**—If you think of the Chinese tire industry as technologically backward, uncompetitive with the West, and focused on making bargain-basement tires, think again, according to Robert Sherkin, founder and CEO of Toronto-based Dynamic Tire Corp.

**Tire Business Magazine March 7, 2011
Canadian Porsche GT3 series to run on
Michelin race tires
MISSISSAUGA, Ontario (May 6, 2011)**
— The International Motor Sports Association (IMSA), in partnership with Porsche Motorsport North America and Porsche Cars Canada Ltd., has created the Porsche GT3 Cup Challenge Canada

**Employee Killed in Tire Shop Fire
Tire Review Magazine - April 18, 2011**
One employee was killed last week in a fire at Larade's Tire Shop in Cheticamp, Nova Scotia.

Police and firefighters were called to the blaze around 9 p.m. Thursday. The body of the man, whose name has not yet been released, was found inside the building.

Fire officials said the employee was working on his own vehicle and the shop was closed at the time of the fire. The two-bay garage sustained heavy smoke damage but was not destroyed.

Officials said the cause of the fire is under investigation, but it is not considered to be suspicious.

**Toyo Canada adds 2 events to motor-
sports involvement
RICHMOND, British Columbia (April 12,
2011)**
— Toyo Tire Canada Inc. will continue to support grassroots motorsports throughout Canada, including new agreements this

year with Formula Tour 1600 in Quebec and the newly formed Spec Miata Championship in the Atlantic Provinces.

Executive changes bolster Wholesale Tire growth plan

VAUGHAN, Ont. (June 13, 2011) — A familiar face in a new role and a new player on the team will bolster the growth plans of Wholesale Tire Inc., principal Allan Bishop has announced.

Gord Cullen will shoulder new responsibility as Vice President – Procurement and Logistics for Wholesale, effective July 4, 2011. Cullen, who joined the company in 2003, was the General Manager prior to his new posting.

Jonathon Karelse will join the executive team on July 4 in the new role of Vice President – Strategic Planning and Corporate Development, Bishop said. Karelse comes to Wholesale from Yokohama Tire (Canada) Inc. of Vancouver, where he was Business Unit Director for consumer products.

The changes are part of a plan to accelerate growth and streamline management at the 17-year-old company, said Bishop, and reaffirms Wholesale's commitment to industry-leading service and market intelligence.

Cullen's 23 years in the tire business, business degree from the University of Michigan and MBA from York University have given him a wide field of experience and the respect of his peers. His successful career in hockey prior to joining the business world and his 25 years in motorsports make him a familiar face in the industry.

Karelse, a marketing professional with a strong background in market analysis and development, managed increasing levels of responsibility in marketing, forecasting and market analysis since he joined Yokohama Canada in 2005. He also served on the Rubber Association of Canada's Statistics Committee, acting as chair from 2008 to 2011. His is a graduate of the MIT Sloan School of Management's Executive Management program.

Established in 1994, Wholesale Tire is a successful Ontario-based distributor of quality tire lines for independent tire retailers, new car dealers and corporate fleet

customers. Wholesale Tire is privately owned and is directly affiliated with Tire Depot retail outlets serving central Ontario.

\$40,000 tire theft at Kal Tire in Grand Forks

By Arne Petryshen - Grand Forks Gazette

A large number of tires, valued at over \$40,000, were stolen from Kal Tire in Grand Forks, BC sometime during the night of June 22.

Police received a report on Wednesday, June 23, that the fenced outdoor compound had been broken into and numerous new and retread tires were taken.

Police believe that because of the large amount of tires that were stolen, a trailer was likely used to transport the tires away.

"We were looking at a similar case where, I think, tires were stolen out of Kelowna and later recovered in Langley, so we might be dealing with some travelling criminals," Harrison said. "They must have had a very big truck and trailer to haul that amount of tires away."

Harrison said that from his understanding, the tires that were taken were large size truck tires.

"If you start piling those up, you're not just throwing them into the back of your pickup, for that amount of tires," he said.

The investigation is continuing. Harrison said there were possible suspects who were arrested in an unrelated matter, in Castlegar over the weekend.

"Whether they're related to this or no, we have no idea, but our GIS (general investigation section) is dealing with them in Castlegar," he added. "We'll be talking to them about that; they got arrested on an unrelated event."

Police are looking for the public's assistance in recovering the stolen tires and solving the theft.

If you have any information regarding the break, enter and theft, contact the Grand Forks RCMP at 250-442-8288 or you can contact Crimestoppers anonymously at 1-800-222-TIPS

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Why do tires cost so much more in Canada?

May 27, 2011

Dana Flavelle



Montreal tire dealer Daniel Desjardins looks over his stock of winter tires in this 2008 file photo.

Ian Barrett

Dave Rodriguez isn't surprised that a lot of Canadians order car and truck tires from U.S.-based websites.

The owner of a Niagara Falls, N.Y., warehouse that caters to cross-border shoppers says he hears his Canadian customers talk about how much money they save buying tires south of the border.

Rodriguez's company, CBI USA, provides a U.S. address and temporary storage for just about anything Canadian consumers might want to order from a U.S. online retailer, whether it's Weber barbecues or Honda lawnmowers.

But the savings on tires appear to be substantial, he said in an interview this week. (A set of four identical tires priced by The Star here and across the border are between 13 per cent and 25 per cent higher here. See below.)

"I hear about it every day when our lobby is full of Canadians. They can see the product in our warehouse from where they're standing. They can see what other people are ordering," he says.

What they see is stacks of tires.

"I'm looking at four tires that cost \$500

here, that up in Canada would be almost \$1,000. They save quite a bit of money," Rodriguez said.

That doesn't surprise the Ontario Tire Dealers Association, which says it's been complaining for years about the cross-border price difference.

The gap has widened since the Canadian dollar soared from a low of 62 cents U.S. to more than \$1 U.S., putting them at an even greater disadvantage compared to their U.S. competitors, they say.

Ontario tire dealers say consumers unfairly blame them when the real culprit is the manufacturers, who have done little to lower the wholesale price despite the rising dollar.

Few tire dealers would comment for the record for fear of jeopardizing their relationship with their suppliers. But their association sent a statement to The Star on their behalf.

"I am receiving comments from an increasing number of our members indicating their struggle to remain competitive, given that suppliers have not kept wholesale prices in line with those south of the border," according to a statement by Bob Bignell, executive director for the 700-member Ontario Tire Dealers Association.

"The relative value of the Canadian dollar has placed the full burden of this disparity on the shoulders of the tire dealers of Ontario," Bignell added in the statement.

Manufacturers acknowledge cross-border shopping is a problem for some Canadian tire retailers.

"Certain retailers are more at risk to cross-border shopping. In markets such as Windsor-Detroit and those close to Buffalo and those I would say in the southern most B.C. Definitely, it's challenging for those retailers," said Tony Mougios, director of marketing for Michelin Canada.

But manufacturers also say the price they charge Canadian retailers reflects local market conditions and costs.

"Cost structures in Canada are different than in the U.S.," Mougios said, citing things like duty, taxes, logistics, transportation and wages.

"A lot of factors contribute to the disparity in the Canada-U.S. price," said Jim Schmidt, general manager, consumer products, for Bridgestone Canada.

While the Canadian dollar rose in value, the cost of commodities like rubber and fuel also rose, wiping out any potential savings, the manufacturers said.

But that doesn't explain the cross-border price discrepancy since tire makers everywhere would be facing higher costs.

Goodyear Canada said it was unable to provide a response in time for publication.

The Automobile Protection Association, a consumer advocacy group, say it believes tire makers charge more in Canada because that's what the market will bear.

"I think they're just charging what they can get away with," association president Georg Iny said in an interview.

Most tire dealers are small independent businesses with little clout when it comes to dealing with manufacturers, Iny said.

There's little incentive for tire manufacturers to bend since they're going to make the sale whether it's on this side of the border or in the U.S., Iny added. The price gap "only hurts the retailer."

Tires aren't the only items that cost more in Canada.

A recent survey by BMO Capital Markets found everything from books to running shoes, DVDs and cars, are priced 20 per cent higher on average than the same items in the U.S.

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Photo Vice-President Don Frisby Give Thanks on behalf of the board to President Glenn Warnica for his years of leadership at the OTDA helm.



Outgoing President Glenn Warnica hands the gavel to new OTDA President Mike McClory

Jim Jordan Retires from Myers Tire Supply



In the summer of 1965 at 16 years of age Jim Jordan landed a summer job with Myers Tire Supply cutting rubber to size and assembling uncured tire patches for vulcanization. At that time Myers was a franchise owned by John McDowell and Doug Young. Their primary marketing program was in house printing of quarterly sales flyers mailed across Canada. Jim's summer job was very boring which reinforced the value of a quality education, prompting him to focus on his studies when he returned to Fall classes.

Being unable to secure a better job in 1966 he reluctantly returned to Myers fully expecting another boring summer. Myers sales volumes had grown and Jim was able to split his time between warehousing and assembling patches which tweaked his interest in the business. There were so many products and much to learn about their applications.

The summer of 1967 would be Jim's last before graduating with his grade 12 Businesses & Commerce diploma. One more summer at Myers and then he would decide

on a career path. At Mid-August the part-time accounting clerk quit without warning and John asked if Jim would be able to assume her duties. What a break, from a sweaty warehouse to an air conditioned office. In September, Jim became permanent part-time working 2 hours after school and Saturday. Mac, the branch bookkeeper had recently turned 65. John and Doug were reminding him that he had attained retirement age and most people stopped working when they hit the magic number. In the Spring of 1968 Jim was given graduate career counseling and by now was quite intrigued with the tire industry and the opportunities that were available. Mac finally agreed to retire making room for Jim fulltime at Myers.

John, Doug, Audrey and Jim shared one large office and there were no secrets. Jim learned firsthand how a business operates and the complexities involved. He gained product knowledge and spent time on the order desk. The business grew and evolved. John and Doug encouraged Jim to try outside sales and in January '71 he became responsible for both Central & Northern Ontario.

Myers USA had gone public and in 1973 US management decided that franchises did not fit their future plans. They bought out John & Doug with John retiring and moving to Florida. Doug was appointed President of Myers Tire Supply (Canada) Limited, while Jim became Corporate Secretary, moving inside in an administrative capacity. Sales staff was added, selling from fully stocked trucks and opened a Vancouver warehouse. Myers purchased Eastern Tire Equipment in Montreal and was servicing the industry coast to coast. The com-

pany computerized and adapted to the ever changing market. Bias to radial tires, from tube type to tubeless, chemical patches replaced vulcanization. Independent retreaders were disappearing. Electronic balancers replaced the bubble systems. Times and tires were always changing.

Myers rolled through the '80's and 90's and Doug planned his retirement for November 2000. Myers Canada had shown a solid 47 years when Jim assumed the Presidency. 'It was both demanding and enjoyable to attend the various industry functions and meet the many people I had dealt with on the phone over the years. I became a director of the Suppliers Council, serving as president from 2005 – 2007.'

Demographics were changing and the baby boomer catch phrase became 'Freedom 55'. Jim and Sue Jordan's friends began taking early retirement and their financial planner would regularly ask how soon they wanted to retire and they would respond, 'As soon as you make us enough money! You can never have enough money and after working 46 years I decided it is time for me to smell the roses.' On June 30th Jim retired from Myers Tire Supply after 46 years of employment.

'This is a bitter sweet decision. I will miss the tire industry and the friends I have made. My plans include hanging out at the cottage, spending time with the grandkids, golfing, playing cards and flying my plane. When Sue retires in 3 years, we plan on travelling extensively.

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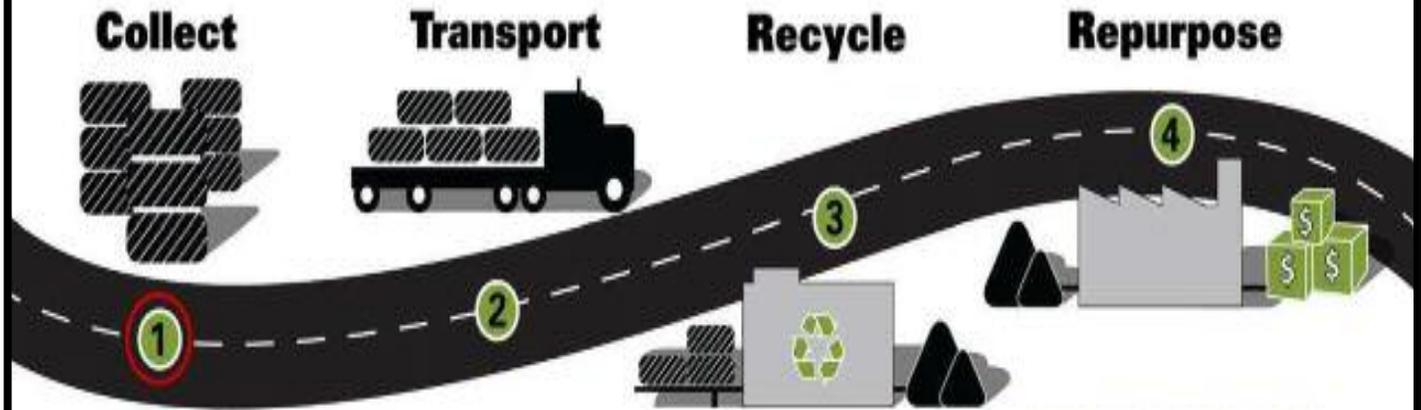
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Stewardship in Action

Sustainability and Caring Go Hand-in-Hand at the 2nd Annual OARA Tire Take Back Event

The 2nd annual OARA Tire Take Back event was held May 27 and 28 with support from Ontario Automotive Recyclers Association (OARA) and Ontario Tire Stewardship (OTS). Over 65 OARA member locations across Ontario collected used tires to raise money for the Sunshine Foundation of Canada.

Typically there is a fee to recycle more than four tires. For this event, all tire fees generated from tire drop offs will be donated to the Sunshine Foundation of Canada, with OARA matching total donations collected.

Last year's event raised \$64,000 for

charity and the thousands of tires collected would produce a stack of tires taller than 12 CN Towers. This year's challenge is to raise \$100,000! OARA members reported that traffic was brisk during this year's two day blitz and we will report the final results after the June 30 collection event filing deadline.

OARA Members process end-of-life vehicles in an environmentally responsible manner, preventing contamination from potentially harmful operating fluids and toxins, and ensuring recyclable parts are collected. The Ontario Auto Recyclers Association also helps to guarantee a high quality standard for recovered parts and facilitates their reuse through the convenient online Green Parts website: www.gogreenparts.ca.

A group that is the heart of this event



is the Sunshine Foundation of Canada (www.sunshine.ca), which makes dreams come true for children who are challenged by severe physical disabilities or life-threatening illnesses.

Sunshine was founded by a Canadian police officer that lost his teenaged son to muscular dystrophy. Since 1987, the Sunshine Foundation has fulfilled more than 6,700 dreams, ranging from family trips to celebrity meetings.

OTS staff and members of the Tire Life Check team are proud and happy to be part of such an important event.

In Memory of Harry Charles "Bud" Hawke



Born on April 10, 1931 in Toronto, Ontario died peacefully on June 23, 2011. Bud started in the tire industry in 1956 in sales with Hancock Tire. Hancock sold out to Uniroyal in the early 60's and Bud traveled Ontario to Newfoundland selling OTR tires and retreading. Bud was promoted to managing the commercial tire and retread division in 1967 and stayed with Uniroyal until 1975 when left to start Truckcap Retreading. In 1988 Bud joined His son Brad at General Tire and oversaw quality and performance of the retread facility. Bud fully retired in 1991 after 45 years of service. Bud's son Brad still works in the industry operating his company Fleet Tire Supplies Inc.

Dennis DesRosiers

Timing of Vehicle New Model Introductions

I've got a fairly significant project under way where we are trying to get a better understanding of product life cycles in this sector. As part of that project we went back to the year 2000 and looked at the month of the year that each and every all-new passenger car and light truck was introduced into the market in Canada. We did not examine (at least not yet) the introduction date for vehicles already in the market when they were refreshed or moved between generations only all-new model introductions.

The results surprised me at first in that there is a common misperception in the market that the model year begins in September. But in reality the historical "September" launch date is now history and indeed has been history for quite some time. At least this is certainly the case with 'all-new' models. There were 193 all-new models introduced into Canada since 2000 and only 29 of these were introduced in September. September was, however, the month with the highest number of all-new model introductions but there was no individual month that was dominant. There is a broad preference for the fall selling period with September, October and November all garnering an above average level of introductions but the data also clearly shows that models are now introduced during ANY month in the year.

I guess the OEMs are basically saying ☐."Why wait" .. if a new model is ready to go then why not put it into the market. Another reason for introducing an all-new model in a less popular month is that it may give the vehicle a little more space in the media and advertising world. By introducing a vehicle in a less popular month the OEM may be able to more easily penetrate the auto sections of newspapers with reviews and other articles.

What did surprise me a little was the number that are introduced in December, January and February which are the three weakest sales months in the year. One would have thought that an OEM could wait until March to catch the seasonal upswing in sales. Every new vehicle introduction comes with a marketing campaign and some of these marketing dollars would seem to be wasted on a poor selling month. Or maybe they get them introduced in these low selling months in an effort to get the "kinks" out of the system and to get dealer volumes up to adequate levels in anticipation of the spring selling period.

We've also developed some very interesting information on sales volumes by month starting with the first month an all-new model is introduced into the market and tracking monthly sales out about 8 to 9 years. Rather than get into this information in this "year in review" series of articles I'm going to write up at least two and possibly three "Observations" on the topic. You may be surprised at how different the product life cycle is between types, brands and segments of vehicles.



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To apply, simply complete the attached Esso Business Card application and return it to the program coordinator listed below. Please ensure the application(s) are completed in full to assist in the processing.

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Another Success for the OTDA Annual Classic

OTDA has raised more than \$300,000.00 for local charities over the last decade.

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And they're off!



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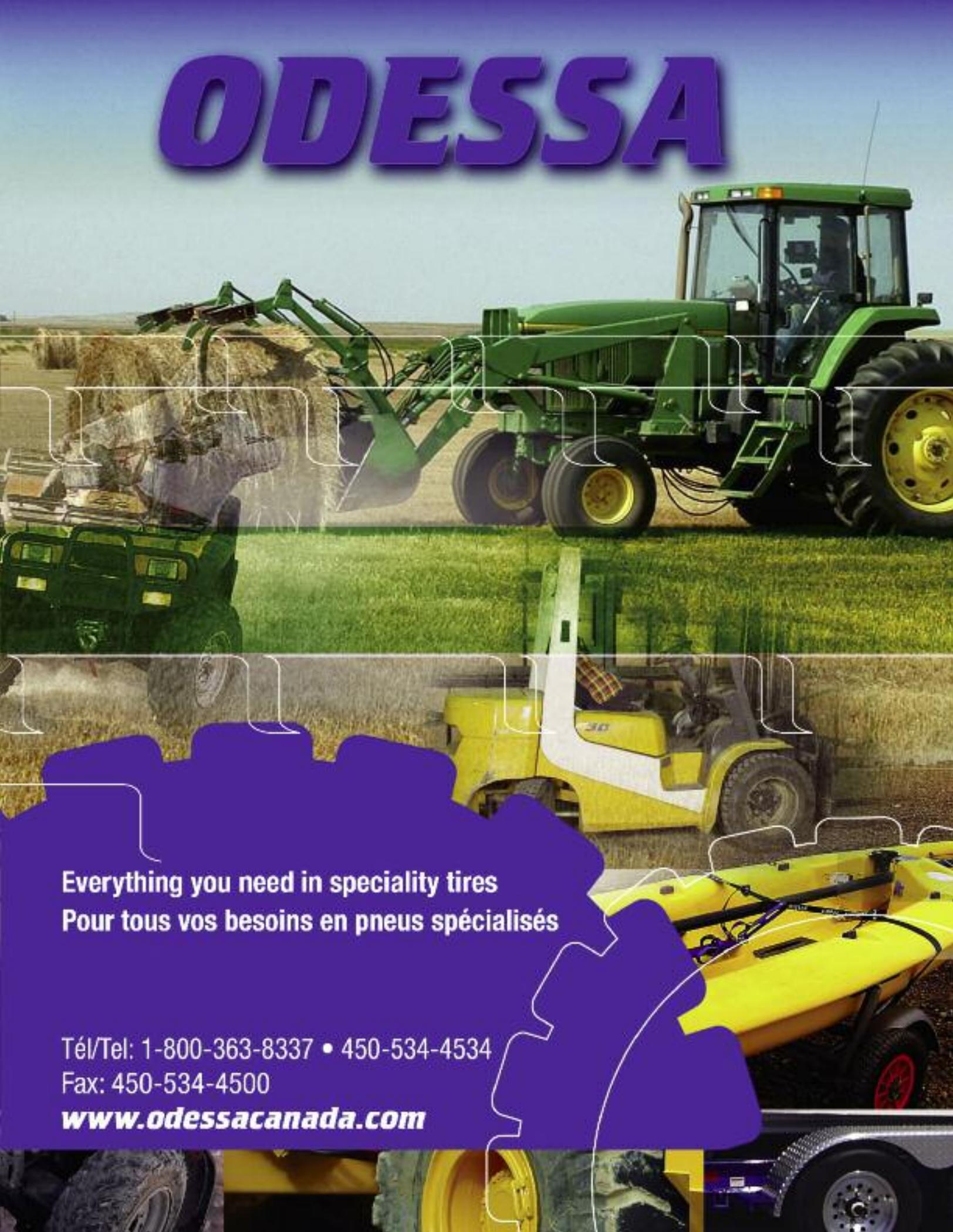
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Snappy BBQ Auctioned Off

Boake (Steelcase Tire) Doubles Up At Mosport



Photo: Scott Stiff- Touring Car News

Richard Boake made it an impressive two for two at Mosport International Raceway today under overcasts conditions.

Boake who started from pole position by way of winning yesterday's season opening race, had it his own way from start to finish, proving that the number 36 Subaru STI is the car to beat in the early going.

Once again Arek Wojciechowski and Dean Fantin battled it out in the early going for runner-up honours, Fantin who got the jump on Wojciechowski's BMW in the early going couldn't hold on to the place in the late stages of the race sliding back to fourth just behind Etienne Borgeat's Pontiac Solstice.

Arek Wojciechowski had another solid runner-up finish again in race two, having got passed Dean Fantin's BMW 330i on lap 5 of the 30 minute race and just didn't have enough to chase down Richard Boake's Subaru STI.

Touring Car also saw a repeat opening round winner as Gary Kwok took top honours in his M&S Racing Acura CSX. Gary Kwok finished just ahead of his team-mate Tom Kwok and his M&S prepared Honda Civic SI finishing just seven tenths back from the lead. PJ Groenke rounded off the Touring car class podium bringing his Pfaff Automotive Partners VW GTI home third.

First year in drag race Quick 32 Sportsman Series for Tire Supplier Manager Jeff Moser

Former IHRA winner to compete with Top Dragster Team for 2011

BAMBERG, ONTARIO (May 6, 2011) – After a couple of years away from the track, making a family, Jeff Moser is ready to return to the action.

“I’m looking forward to coming back to drag racing,” said Moser, who will compete in his first season of the Quick 32 Sportsman Series presented by NAPA Auto Parts with his Top Dragster.

The driver of the Blue Thunder Racing team started his career drag racing snowmobiles about 15 years ago, then moved into cars, and started racing a dragster in 2003.

The team, headed up by Jeff’s father Wayne Moser, has been successful in the past, winning the 2007 Top Dragster championship at the Grand



Bend Motorplex, and the Box ET title at the 2005 IHRA Nationals, also at Grand Bend.

“We’ve got a great team, an amazing car and the experience of past successes,” Moser noted. “We look forward to a good season!”

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facebook

Facebook is quietly eating up all the time we spend on the web at the expense of all other static non-Facebook sites, according to an analysis by Ben Elowitz CEO and founder of Wetpaint, a digital media startup.

If you exclude online video, and mobile web consumption, Elowitz says, "the web is shrinking." He says the rest of the web is quickly becoming "irrelevant," and argues that in the future companies will need to spend less time on SEO, and more time on optimizing for Facebook.



cont'd from page 12

Why do tires cost so much more in Canada?

But the price gap seems to be even higher for tires. The APA says its last survey showed the gap in tires was 35 per cent on average.

Samir I., an Ottawa-area entrepreneur, says he saved \$600, or 40 per cent, on a new set of tires for his SUV last year by ordering them from Tirerack.com, a giant U.S.-based online tire retailer.

He had them delivered to a U.S. address just across the border from his home in Kanata, Ont., and held in a storage facility; much like the one Rodriguez operates.

Samir then drove down, brought the tires back across the border, paid the duty and had them installed in Canada. He still came out ahead, he wrote in an email.

"It amazes me how uncompetitive we are when it comes to our neighbor to the south," Samir said.

Tire makers say consumers who buy across the border run risks. Installers in Canada won't honour the warranty if the tires develop a problem, for example.

As for ordering tires online from U.S.-based discounters, manufacturers said the tires aren't as cheap as they seem at

first blush, especially if the customer has them delivered direct to Canada.

The cost of shipping, taxes, brokerage fees and duty can add up, said Michelin's Mougios.

The Star tested this theory by placing an order for a set of tires for a 2001 Toyota Rav4. The price for a set of four Michelin Primacy MXV4 all season tires on Tirerack.com was just \$536. But with shipping, HST, brokerage and the provincial tire recycling fee, the total came to \$802.

An authorized Tirerack.com dealer in Ontario wanted \$94 to install the tires, bringing the total cost to nearly \$900, or roughly what they would have cost to buy locally.

However, for people willing to drive across the border, the savings can be considerable, especially on larger or more unusual tires, some Ontario tire retailers said.

Rodriguez says many of his customers will wait until they've ordered a number of items, then drive down and make a day of it, hitting first the warehouse and then the outlet mall to maximize their savings.

"We get a lot of small business people,

mom and pop kinds of businesses. And a lot younger people from the Toronto area," Rodriguez said.

Comparing tire prices: Set of four P225 60R 18

Brand: Michelin Primacy

U.S. dealer in Pontiac Mich: \$737.18
Ontario dealers: \$935*

Brand: Goodyear Assurance Comfortred

U.S. dealer in Detroit, Mich: \$781
Ontario dealers: \$896*

Brand: Bridgestone Potenza G019;
U.S. dealer in Detroit, Mich: \$645;
Ontario dealers: \$851*

Source: Ontario Tire Dealers

*average of several dealers



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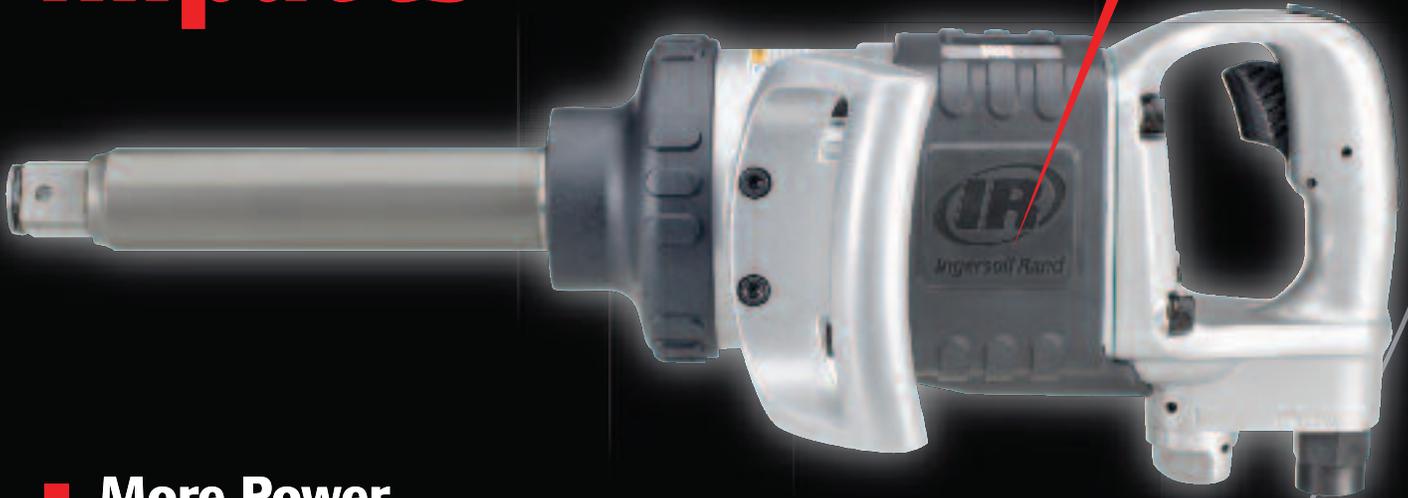
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AGENDA AT A GLANCE (Preliminary)

Wednesday, February 8, 2012	
TIME	ACTIVITY
12 PM – 1 PM	Visiting the exhibitors
1 PM – 1 :10 PM	Opening remarks
1 :10 PM – 1 :20 PM	ASPMQ President
1 :20 PM – 1 :30 PM	TDAC President
1 :30 PM – 2 :15 PM	Keynote speaker
2 :15 PM – 3 PM	TBA
3 PM – 3 :30 PM	Networking break with exhibitors
3 :30 PM – 4 :15 PM	TBA
4 :15 PM – 5 PM	TIA
5 PM – 6 PM	Closing remarks
6 PM -	Welcome reception

Thursday, February 9, 2012	
TIME	ACTIVITY
7 AM – 8 AM	Breakfast with exhibitors
8 AM – 8 :15 AM	Opening remarks
8 :15 AM – 9 AM	Keynote spaker, Quebec Mayor
9 AM – 10 :15 AM	Sell Tires and Make Profit
10 :15 AM – 10 :45 AM	Networking break with exhibitors
10 :45 AM – 11 :15 AM	The Tire Industry... Then What ?
11 :15 AM – 12 :15 PM	Panel of Tire Dealers
12 :15 PM – 2 :15 PM	Lunch with exhibitors
2 :15 PM – 3 :15 PM	Panel – Tire Manufacturers
3 :15 PM – 4 PM	Special Guest
4 PM – 4 :30 PM	Georgian College
4 :30 PM – 5 PM	Message from Associations
5 PM – 6 PM	Free time
6 PM – 7 PM	Cocktail
7 PM – 8 :30 PM	Gastronomic dinner
8 :30 PM – 10 PM	Hall of Fame Presentation
10 PM – 1 AM	Entertainment

Friday, February 10, 2012	
TIME	ACTIVITY
8 AM – 9 :30 AM	Breakfast with exhibitors
9 :30 AM – 11 AM	How To Sell Tires
11 AM – 11 :30 AM	Conference Round up
11 :30 PM – 1 PM	End of convention



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.

For registration call or email bbignell@otda.com. 888-207-9095 or Fax Back to 866-375-6832

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Translation: We understand the science of tires.

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AN OPEN LETTER TO PRIME MINISTER STEPHEN HARPER, ALL MEMBERS OF THE CANADIAN PARLIAMENT AND SELECTED OTHER MEMBERS OF THE CANADIAN MINISTRY

Dear Prime Minister Harper, all members of the Canadian Parliament and selected other members of the Canadian Ministry,

As the Managing Director of the Retread Tire Association I want to bring to your attention the economic and environmental benefits that can be achieved by promoting the use of retreaded tires by the motoring public and on all Canadian government fleet vehicles. Our association represents many retreaders throughout Canada, as well as in many other parts of the world.

The retread industry has come a very long way since the old days and although the word “retread” is often used pejoratively (Seen the sports or entertainment pages in your local newspaper lately?), there are retreads and then there are retreads.

Retreaded tires produced by today’s top quality Canadian retreaders look like new tires and perform beautifully, with a safety record as good as the very best new tires, and at a far lower cost. We hope you will take steps to aggressively promote the use of retreads on all Canadian government vehicles as a smart way to help save taxpayers money, without sacrificing safety, performance or handling of the vehicles.

Retreads are also extremely environmentally friendly, with one of the highest post-consumer contents of any recycled product. Thanks to the retread industry in North America hundreds of millions of gallons of oil are saved every year.

Retreads are safely used on school and municipal buses, fire engines and other emergency vehicles, small package delivery vehicles such as FED EX, PUROLATOR, UPS and even Canada Post, along with taxis and millions of other vehicles in Canada and the rest of the world.

We will be happy to be contacted by any government fleet manager in Canada who has an interest in learning more about how retreads can – and should- become a part of the tire program for their fleet. We maintain a speakers bureau along with a number of additional important ways we can assist any fleet manager in learning more about the many benefits offered by our Canadian retreader members, including retread plant tours.

We offer this as a way for our Canadian retreader members to help save taxpayers’ money, and we hope you will take us up on our offer to help.

Sincerely,
Harvey Brodsky
Managing Director
Retread Tire Association
Phone 831-646-5269
Fax 831-646-2006
Mobile 831-917-6449
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DOMESTIC VEHICLES																	
Make	Model	Year	Relearn Required After:			Relearn Summary	Service Manual	OEM Sensor Part #	Schrader Sensor Part #	2008-2009 Sensor Part #	SPC Sensor Part #	Dill Sensor Part #	Myers Sensor Part #	Myers Sensor Part #	Myers Sensor Part #	Torque Specifications, Nut Bolt Size	TPMS Location
Buick	Altura	2008	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30004	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Altura	2007	✓	✓	✓	GM-4	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Altura	2006	✓	✓	✓	GM-11	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Altura	2004	✓	✓	✓	GM-11	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Altura	2003	✓	✓	✓	GM-11	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Cadillac	1999-05	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Cadillac	2006	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Cadillac	2007	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Cadillac	2008	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48
	Cadillac	2007	✓	✓	✓	GM-1	Schrader	1532-9-1	29-58	30030	11794	9243-11	3009-25	28844	32411	4207	9007-48

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- 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.



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Company _____

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E-mail _____ Website _____



III. PRICING INFORMATION

Quantity	Member	Non-Member
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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			
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TIRE PRESSURE MONITORING TECHNICIAN TRAINING SEMIMAR

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. 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



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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.

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Ten Years Later, Just What Do We Have?



By Jim Smith
Editor, Tire Review magazine
June 22, 2011

We kinda let the 10th anniversary of the Ford-Firestone tire fiasco pass without mention. Our "forgetting" was intentional. It was last August, in case you forgot.

But as the 10th annual National Tire Safety Week recently came and went, it might be interesting to look at all of the fine things that incident brought to our industry.

Things like NTSW, for example, still the only national industry-wide consumer tire care education effort.

For a brief period after the fiasco, tire manufacturers and brands had easy-to-spot tire care sections on their websites. Now they are not so easy to find.

Ten years ago we were all fired up about the need to better educate consumers about tires, tire technology and tire care/maintenance. So much of the hysteria surrounding the Ford-Firestone event was the direct result of tire ignorance, we all thought creating tire-smart drivers was important. None of it went anywhere.

There was talk of a massive national campaign, funded by a check-off type program. That went nowhere, buried by weight of disagreement and disengagement between the RMA and TIA.

We did get the TREAD Act, which was all about hammering the tire industry and nothing about fixing vehicle design and engineering problems tires were expected to cure.

The TREAD Act gave us all new tire testing and safety standards and the hardly stringent TPMS mandate that impacted no one except the tire retailer, who had nothing to do with faulty SUVs and their tires. Dealers had to learn and relearn all-new (and wholly inconsistent) technology and bear the brunt of complaining consumers, not the mention the costs for specialized tools and sensor inventories.

What did the TPMS regs mean to tiremakers? Nothing. Car companies? Just another part to procure. Consumers? Well, here's the worse sin, because under NHTSA's TPMS regs a tire can run

24% underinflated for weeks or months without a peep from the system. That means a tire requiring 30 psi (according to the automaker) can "safely" run at 22.8 psi! But once that tire hits 22.5 psi, you watch out!

Funny, now, that the presence of TPMS has given automakers another reason to fully ditch spare tires in new cars. Saving weight, after all, improves CAFE results and keeps automakers all-square with NHTSA.

Driver safety? "Heck, we'll give them a bottle of sealant and an underpowered pocket compressor, and they'll be fine. The important thing is that without the spare, drivers will enjoy another 1-2 miles per gallon!"

We did get improved tires that are more reliable than ever before – not that there was anything really wrong before. Still, the tires today are far better. And, at the first hint of real or imagined trouble, tiremakers are now quite quick to pull the trigger on a recall.

Changing TPMS Sensor Batteries

By Skip Scherer
April 18, 2011 Tire Review

It's time to charge up tire dealers' customer education campaigns for TPMS sensor replacement as the life expectancies of batteries molded into sensors begin to run out.

When asked how long TPMS sensor batteries will last, industry representatives provide a broad life expectancy range - five to 12 years and up to 100,000 miles.

Mandated TPMS systems were phased in from 2006 to 2008, so some of these vehicles' sensors have been in service for five years. Still older direct sensors can be found in quite a few domestic and import models introduced earlier in the decade and equipped with TPMS ahead of government deadlines.

Direct TPMS sensors commonly use radio frequency technology to transmit measured tire pressure readings to a vehicle's on-board electronic control unit and warn drivers of a 25% or more under-inflation level.

Mounted inside a tire assembly on valve stems or wheel rims, the sensors are usually powered by 3-volt lithium ion batteries, but some use 1.25-volt nickel metal hydride batteries. There are developments

underway that promise battery-less sensors in the future, having the potential to dramatically change TPMS markets.

For now, though, the batteries – generally round and encased in a sensor's molded plastic housing – have finite lives. Since the batteries are entombed, a dead or dying one requires the replacement of its entire sensor assembly.

When asked how long the sensor batteries will last, industry representatives provide a broad life expectancy range – five to 12 years and up to 100,000 miles are mentioned when addressing estimated life spans. The follow-up qualifier is that driving conditions, such as frequent on-off cycling of a TPMS, tire pressure sampling frequency and temperature extremes, will significantly shorten battery life.

When Batteries Die

A failed battery means its sensor no longer is providing protection to the vehicle driver and passengers, just like an inoperable home smoke detector can't warn occupants of a developing hazardous fire.

A smoke detector's single, short beep at long intervals alerts a homeowner to change a battery, but



how does a car or truck's on-board computer know that a TPMS sensor's battery has failed?

Brian Rigney, general manager for Dill Air Controls Products, conducted an experiment to determine how one vehicle reacts to a sensor's lost transmission.

"A car's computer recognizes that a signal interruption has occurred, Rigney says, "but it usually waits to react."

Automotive makes and models have many different systems, he says. Generally, sensors are designed to transmit data to the computer at regular intervals, usually measured in minutes. If the computer misses a few sensor transmissions, it assumes interference has occurred and refrains from alarming the driver. However, if the computer misses several more transmissions, it illuminates the TPMS icon to alert the driver of the malfunction.

Rigney tested a Pontiac model by completely removing a sensor from a tire assembly and driving the car. "It took 45 minutes before the TPMS icon warned me the computer was not receiving a sensor signal," he says.

cont'd on page 43

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PROGRAM HIGHLIGHTS

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contd from page 42

Changing TPMS Sensor Batteries

"My test vehicle's system was set up for the 45-minute delay, but other cars are programmed for longer or shorter time periods."

Real Life

It was time to ask for his battery life estimate.

"Each manufacturer has its own warranty, some are simply two years, some are years or miles," Rigney explains. "An OE sensor battery is expected to last at least five years, which is usually outside the warranty time period."

He says battery life expectancy is directly related to the number of RF transmissions, which are affected by driving conditions and the sensor design. "Does the sensor have a sleep mode? Is it designed to transmit every minute, five minutes or 20 minutes in normal conditions? Generally, an OE battery will last five to 12 years and the average is seven years."

Colder conditions generally allow batteries to last longer, according to Rigney, so batteries are expected to fail quicker in warmer rather than colder climates given the same driving conditions. However, driving habits vary greatly from tire customer to customer, and by the same token, the demand placed on sensors and batteries also fluctuates widely.

Sensors usually transmit less while a vehicle is stopped, more often while it's in motion, and a lot more as it accelerates or decelerates. A constant speed, such as highway driving, allows sensors to transmit less often.

In general, short distances with numerous starts and stops will have a greater impact than overall miles

driven. "In other words," says Rigney, "10,000 city miles will result in lower battery life compared to 10,000 highway miles."

Battery Replacement

A depleted battery can't be exchanged, so the entire sensor must be replaced.

Rigney says potting material inside the sensor housing secures the electronic components and protects them from the harsh environment inside a tire. "In order to remove a battery, the potting material would need to be melted. Heating the material could damage components and allow the battery's lithium to seep out of its housing and into the environment."

A NHTSA ruling, says Rigney, stated that TPMS and its 71 million tiny batteries represent a 2% increase in U.S. battery usage, but a much smaller overall increase in battery volume and chemical content to landfills. Balance that against the environmental benefits of TPMS-improved proper tire inflation rates that include improved fuel economy, reduced emissions and longer tire life.

When a customer visits a tire dealer, a technician can test each TPMS sensor's battery life, but only if his or her scan tool can display battery life and the pressure sensor is equipped to output that data. Rigney cautions that it's difficult to interpret the scanned data, because the readout could be a battery life percentage or a one-word description. "A displayed '10 %' or 'low' could mean six months to a year of battery life remaining," he says.

The lack of accurate information opens the door for a conversation to discover a customer's expecta-

tions and explain the needs.

Rigney believes the TPMS and tire service industry should adopt standards. "Standardize sensors so they output battery life information and standardize scan tools so they display battery life," he says.

He adds that the industry also should agree that a "low" or "15%" readout is the proper time to recommend to customers that they replace all four tire sensors and recheck the spare if it is TPMS-equipped. "It's similar to replacing both headlights at the same time, even though only one is burned out."

He adds that if a vehicle owner is buying new tires and one sensor battery is dead or low, the technician should explain it's the best time to replace the sensors because:

- The tires already are off the wheels, so buying now means avoiding a future visit to the dealer and additional charges for a second balancing service.
- It could avoid the TPMS warning light appearing while on a trip or in traffic.
- It would eliminate the worry of dealing with a failed sensor.
- Replacement sensors, such as those made by Dill, can last seven to 12 years, which normally means never purchasing another set of sensors. So buy them now, instead of later.
- Some states require TPMS icons to be off in order to pass vehicle inspections.
- Replacing all sensors, before or when one fails, helps avoid a last-minute issue while preparing for inspection.

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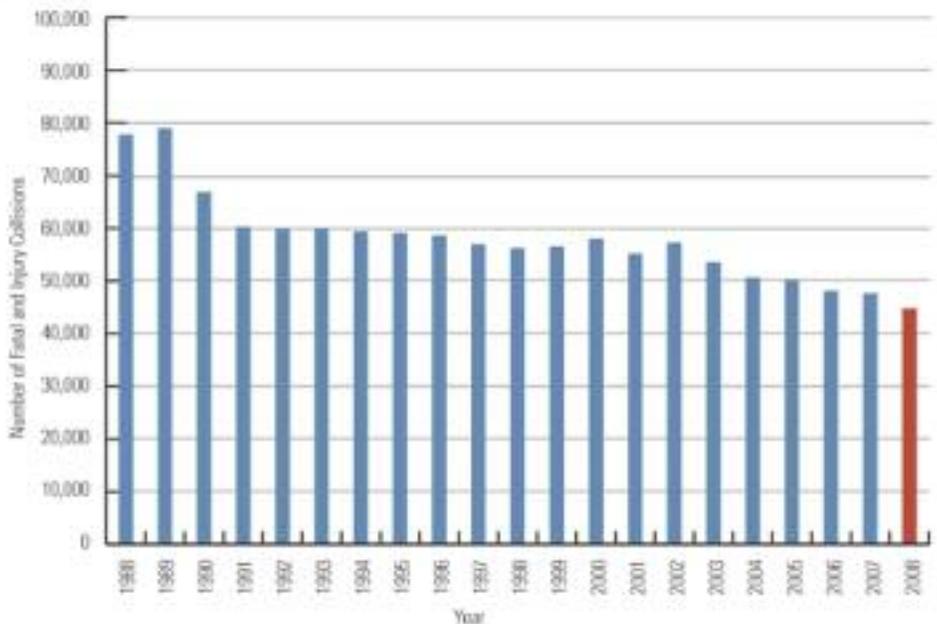
A chap in Massachusetts just finished this 1938 Plymouth on Friday. Saturday was to be a shakedown drive of about 50 miles just to see how it drove.

Driving along and the left rear wheel came off...the car dropped and the gas tank was punctured...the rest, as they say, is history. He said all 5 lug nuts had come off and the studs were stripped on the updated 1990 Explorer rear end.

All 3 pictures were taken on Saturday, April 30th, 2011



Figure 1 Total Number of Fatal and Injury Collisions in Ontario, 1988-2008





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¹ Although they work 10 per cent of the hours of all workers, workers under age 25 injure themselves at a rate of 16 per cent — Institut de Recherche Robert-Sauvé en Santé et en Sécurité du Travail, 2008, as referenced by Canadian Centre for Occupational Health and Safety, <http://www.ccohs.ca/youngworkers/resources/truthHurts.html>.

“ 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.

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Sheldon Skakun
Fountain Tire

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