

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1401

Inside this issue...

Be In the Game

2014 TDAC Niagara Trade Show & Conference



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President: Mike McClory

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President's Message



Niagara 2014 – BE IN THE GAME! This year's National Trade show and conference is something not to be missed. Hosted in Niagara Falls at the Scotiabank Convention Centre, September 18 through September 20th 2014 this promises to be an epic event! Everyone committed to supplying the tire industry will be represented on the trade show floor and many have sponsored major events that will take place during the conference. Key note speakers include Bestselling Author, Publisher and Television Personality Dave Chilton and Donald Cooper International Business Speaker and Coach. Workshops on Industry Trends by Robert Monster - Senior Vehicle Standards Engineer Ministry of Transportation Ontario, Usman Valiante - Senior Policy Group and Bob Ferguson- Program Manager Canadian Association of Recycling Agencies will provide a overview of the future of Tire Recycling in Canada and Dennis DesRosiers – President Desrosiers Automotive Consultants will speak to the overall national outlook of our industry. Be sure to attend the Tailgate

Party to network, enjoy great food and drink as well as a chance to win a trip for two to Las Vegas including Airfare for two, three night's accommodation, registration to Sema/Apex and TIA welcome reception. Recognize the outstanding contributions of our industries leaders across Canada at the Hall of Fame Breakfast. All this in the beautiful setting and activities that Niagara Fall has to offer. Take advantage of Special Group rates at the Marriott Hotel. If you sell tires in Canada register today to guarantee that you will BE IN THE Game! The registration form is in this issue of Trends but hurry its filling up quick! If you're looking for more information including a list of exhibitors check out www.otda.com our new website just recently launched or contact Bob Bignell-OTDA Executive Director at 1-888-207-9059.

I would like to thank Ron Spiewak Chair, Bob Bignell Vice- Chair and all the Sponsors of this year's Annual Fundraiser and Charity Golf Classic. Another successful tournament held at the beautiful Dalewood Golf Course in Port Hope. As usual the support of our members and contributor-sponsors went above and beyond to benefit the OTDA and Ontario Charities alike. This is an essential fundraiser but also a great way to socialize with everyone in our industry. The spirit and generosity of our members always amazes me, to date contributing hundreds of thousands of dollars for local causes right in our own communities. It's a privilege to work with such a dedicated group of people.

Take advantage of OTDA membership there is so much available and at your disposal. Training and Education, the Certified Automotive Tire Technician has been offered at Niagara College Canada. Developed in partnership with

the Ontario Tire Dealers Association this is an in-depth and comprehensive instruction on the recommended procedures for servicing automobiles and light trucks. What a tremendous success this course has proved to be. This is just the beginning of our expanding educational resources to train our Tire Technicians for future generations to come. Advancing the safety and integrity of our industry is one of the primary goals of the OTDA. Our Member Directors are committed to raising the standards on an ongoing basis. After completion of the courses offered successful completion will lead to certification/accreditation from the Tire Industry Association.

In closing I would like to thank all OTDA Members for your ongoing support. The Volunteer Directors of our Association are a unique group of Tire Professionals working not only in their own competitive ventures but allotting the time necessary to serve our industry as volunteers committed to the membership in every detail. I can't express the gratitude I have for this tremendous group of people and I am very proud to serve with such a great of individuals.

On your marks get set go! The fall season is almost upon us so get ready for all the success you can handle!

Mike McClory
OTDA President

TRENDS

Tire Industry News

If you have a Website....

Send it to us and we will link it to our Website!!!

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

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MARK YOUR CALENDARS

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

OTDA Winter Conference - January 17-24, 2015 - Aruba Palace

OTDA Annual Fundraiser & Charity Golf Classic - June 17, 2015 - Port Hope



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TDA



NIAGARA 2014
Thurs., Sept. 18 - Friday, Sept. 19 - Sat., Sept. 20
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Trade Show and Conference Agenda

Conference Sponsor - **Federated Insurance**
 Hall of Fame Breakfast and Presentation Sponsored by **Bridgestone Canada Inc.**
 Keynote Speaker David Chilton Sponsored by **Liberty Tire Recycling**
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 Coffee Breaks Sponsored by **Tire News**
 Liberty Early Bird Sponsored by **Liberty Tire Recycling**
 Registration Desk Sponsored by **Michelin North America (Canada) Inc.**
 Workshops Sponsored by **Canadian Association of Tire Recycling Associations**

Time	Description	Location
Thursday September 18, 2014		
1:00 - 6:00 pm	Trade Show Set-Up	Ballroom C & D
1:00 - 6:00 pm	Delegate Registration	Show Entrance
2:00 - 4:00 pm	Regional Board Meetings	Meeting Rooms
5:00 - 6:00 pm	Regional AGMs	Meeting Rooms
6:00 - 7:00 pm	TDAC General Meeting	Meeting Rooms
7:00 pm - 12:00 pm	President's Tailgate Party	Ballroom A
Friday September 19, 2014		
7:00 - 8:00 am	Hall of Fame Breakfast	Ballroom A & B
8:00 - 8:45 am	Hall of Fame Presentation	Ballroom A & B
9:00 am - 4:00 pm	Delegate Registration	Show Entrance
9:00 am - 10:15 am	Donald Cooper	Ballroom A & B
10:30 AM - 12:00 am	David Chilton	Ballroom A & B
12:00 pm - 1:30 pm	Buffet Lunch	Ballroom A & B
2:00 pm - 8:00 pm	Trade Show	Ballroom C & D
Saturday September 20, 2014		
8:00 am - 9:00	Group Breakfasts	Scheduled Locations
9:00 AM	Coffee Tea Cookies Danish	Ballroom B
Saturday Training Camp		
9:00 am - 10:00 am	Industry Trends <i>Rules & Infractions</i> Federated Insurance & Robert Monster/Ministry of Transport, Ontario	Ballroom B
10:00 am - 11:00 am	Scrap Tire Overview <i>Life After The Majors</i> Usman Valiante/Corporate Policy Group & Bob Ferguson/CATRA	Ballroom B
11:00 am - 12:00 am	Industry Outlook <i>Scouting Report</i> Dennis DesRosiers/DesRosiers Automotive Consultants	Ballroom B
12:00 pm - 1:30 pm	Lunch	Ballroom A
12:00 pm - 5:00 pm	Trade Show	Ballroom C & D
7:30 pm - 9:30 pm	Closing Dinner	Port Colborne Lounge
Sunday September 21, 2014		
	Optional Programs available at the concierge desk	
	Save on Golf Bookings for Sunday	

Bob Bignell
Executive Director

Richard Bender
Co-Chairman

Niagara 2014 BE IN THE GAME!



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Treadlines

TRAC 2014 Symposium

The Tire and Rubber Association (TRAC) is pleased to announce that we will be partnering with RECYC-QUÉBEC for our 2014 Rubber Recycling Symposium to be held at the Montréal Marriott Château Champlain Hotel in Montreal, Quebec.

This symposium brings together international experts and professionals from the tire and rubber manufacturing sectors, the rubber recycling industry including processors, transporters, equipment manufacturers and stewardship organizations, as well as government and academia.

Themed, "Driving Innovation to Drive Markets", this year's symposium will profile a number of nationally and internationally distinguished guest speakers, each of whom will be addressing the salient innovations and emerging trends in rubber recycling that have successfully driven markets to make them larger and more effective.

We kindly encourage you to mark your calendars for October 22-24, 2014 for the biennial Symposium.

OTS Rolls out Treadmarks

OTS constantly strives to deliver the Used Tires Program with integrity, efficiency, and at the lowest possible cost, while continuing to recycle 100% of Ontario's scrap tires. To this end OTS has developed a mobile manifest system that will virtually eliminate paper-based forms, reduce administration, and make it easier for our Program Participants to submit information to OTS.

TreadMarks Mobile is currently rolling out and will be officially launched on August 1, 2014. OTS is focusing on enabling functionality to address used tire pick-ups and deliveries at launch (covering our core TCR, STC, and PTR transactions that account for approximately 98% of the total volume of transactions done through the program on an annual basis). Every Hauler and Processor will be receiving a mobile device with the OTS application this summer. Collectors will receive a sign with a QR code that must be posted in a location accessible by the Hauler.

After the initial rollout of Treadmarks Mobile, OTS will be working on adding additional functionality to the system, as well as an updated and more feature-rich version of the web interface for stakeholder submissions.

The deployment of Treadmarks Mobile will achieve a number of objectives to facilitate the continued evolution of the program to a more user-friendly and lower cost model. We look forward to further collaborating with stakeholders to deliver an efficient, innova-

tive program that continues to exceed targets.

July 14, 2014 – Modern Tire Dealer

A 3-step approach to tire aging findings
Tire aging is an important issue, according to the National Highway Traffic Safety Administration (NHTSA). However, it does not need to be addressed with further legislation at this time.

NHTSA recently released its 42-page report on tire aging and concluded that it is not necessary "for motor vehicle safety to add a tire aging requirement" to its light vehicle tire standard. Here's why.

1. Federal Motor Vehicle Safety Standard (FMVSS) No. 139, "New pneumatic radial tires for light vehicles," has contributed "to an increased robustness of oven-aged light vehicles tires," according to the agency. "Our research has shown that oven-aged FMVSS No. 139-compliant tires are more resistant to degradation than oven-aged pre-FMVSS N. 139 tires."

2. Light vehicle tires "are performing better on the road as reflected in our most recent crash data."

3. The mandatory tire pressure monitoring system (TPMS) requirement on light vehicles "has helped alert consumers to under-inflation that is also known to degrade tires faster."

As part of the report, NHTSA says it is coordinating a promotional and educational initiative to raise consumer awareness about not only tire aging issues, but also how to prevent failures resulting from aging tires.

NHTSA's decision was sound given that it "had trouble quantifying any benefit" of a specific tire aging standard, according to Dan Zielinski, senior vice president of public affairs for the Rubber Manufacturers Association (RMA). The Tire Industry Association also came out in favor of the report.

July 07, 2014

ATD buys three more wholesalers in Canada

American Tire Distributors Holdings Inc. has followed up its recent purchase of two wholesale distributors in Alberta, Canada, with three more purchases through its TriCan Tire Distributors Inc. subsidiary in Canada.

The purchases are:

1. The wholesale distribution business of Kirks Tire Ltd. The company's retail operations were not acquired and will continue to operate under its current ownership. According to ATD's filing with the United

cont'd on page 14



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Treadlines

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States Securities and Exchange Commission (SEC), the parties closed the acquisition for aggregate cash consideration of approximately \$73 million.

2. Regional Tire Distributors (Edmonton) Inc., a wholesale distributor of tires, tire parts, tire accessories and related equipment, for aggregate cash consideration of approximately \$31.9 million.

3. Regional Tire Distributors (Calgary) Inc., a wholesale distributor of tires, tire parts, tire accessories and related equipment, for aggregate cash consideration of approximately \$20.7 million.

All three companies are located in Alberta.

According to ATD's SEC filing, the purchase price for the three wholesale operations totaled \$125.6 million and is funded through borrowings under the company's existing ABL credit facility.

ATD also purchased Trail Tire Distributors Ltd. and Extreme Wheel Distributors Ltd., both of Alberta, Canada, for \$27.3 million on June 27, 2014. For details on those pur-

chases, see ATD in Canada: \$27.3 million for 2 distributors.

ATD purchased Edmonton, Alberta-based TriCan Tire Distributors late in 2012. Since then, it also has purchased, through TriCan, Regional Tire Distributors Inc., Wholesale Tire Distributors Inc. and Kipling Tire Co. Ltd.

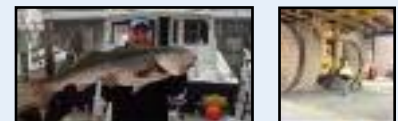
BOWIE, Md. — Matthew White, director of tire service for the Tire Industry Association (TIA), will be a keynote speaker at the Latin American & Caribbean Tyre Expo in Panama City, Panama, July 23-25.

Mr. White's presentation—"TIA Tire Technician Training: Tire Safety Starts Here"—is scheduled for 10:45 a.m. July 24 in the Salon Portobello on the second floor of the ATLAPA Convention Center in Panama City, TIA said.

Also, the association will have a booth (#M734) at the expo, which will be manned by Mr. White and TIA Executive Vice President Roy Littlefield.

This marks the fifth anniversary of the expo

and the second year of TIA's participation in it, according to TIA. In 2013, the expo attracted more than 3,000 tire dealers from more than 85 countries, it said.



NHTSA will not seek tire-age safety standard

Miles Moore, Senior Washington Reporter — Tire Business

WASHINGTON (July 11, 2014) — The Rubber Manufacturers Association (RMA) and Tire Industry Association (TIA) are hailing as good news a decision from the National Highway Traffic Safety Administration (NHTSA) that the agency will not seek to create a safety standard based on tire age.

"At this time, the agency does not believe it is necessary for motor vehicle safety to add a tire-aging requirement to its light vehicle tire standard," NHTSA said in the executive summary of its report, "Tire Aging: A

cont'd on page 15

Treadlines

cont'd from page 14

Summary of NHTSA's Work."

NHTSA gave three reasons for its decision. First, current tire safety standards — which NHTSA revised as a mandate of the Transportation Safety Enhancement, Accountability and Documentation (TREAD) Act of 2000 — have helped make tires more robust, the agency said.

Oven-aged tires compliant with the new standards are more resistant to degradation than oven-aged tires manufactured before the new standards went into effect, it said.

"Second, light vehicle tires are performing better on the road as reflected in our most recent crash data," NHTSA said. "Third, a mandatory TPMS (tire pressure monitoring system) on light vehicle tires since 2007 has helped alert consumers to underinflation that is also known to degrade tires faster."

Keep checking back to tirebusiness.com for updates to this story.

Because tire aging is a concern for spare tires and in hot-weather states, NHTSA is coordinating an initiative to raise consumer awareness about tire-aging issues and how to prevent tire failures related to aging, the agency said.

"Campaign initiatives and outreach efforts to consumers, partners and the automotive service industry will include social media messages, fact sheets, infographics and other web content," it said.

The report was dated March 2014 and was placed in the NHTSA docket in May. Abigail Morgan, a NHTSA safety standards engineer, said at the Clemson University Tire Industry Conference last April that her agency would decide this spring whether to pursue a tire aging standard.

Daniel Zielinski, RMA senior vice president of public affairs, said the NHTSA report was good news for the tire industry.

The RMA and its members have commented extensively to NHTSA during the long process of tire-aging tests, Mr. Zielinski

said during a July 11 conference call on the NHTSA report and other issues. The agency has conducted five separate phases of tire-aging tests since 2002.

"Over time, the agency was not able to articulate, at least to us, what the benefits of a tire aging rule would be," he said. "They believe tires are performing better than ever, because of the new safety standards."

"I would add that the evolution of tire technology has also played a role, as manufacturers strive to improve tire performance," Mr. Zielinski said.

The NHTSA report has nothing to do with the ongoing National Transportation Safety Board (NTSB) investigation of two February 2014 crashes allegedly involving tire failure, Mr. Zielinski said in response to a question. The two crashes — both involving tires made by Michelin North America Inc. — caused multiple deaths.

The NTSB investigation covers all aspects of tire performance, not just tire age, Mr. Zielinski said.

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Automotive

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KEYNOTE SPEAKERS

Dave Chilton

Bestselling Author, Publisher, and Television Presenter

David Chilton is an economics graduate from Wilfrid Laurier University. In 1985, he won the award for the highest mark in the country on the Canadian Securities Course. Cheating was never proven but widely suspected.



In 1989, he released The Wealthy Barber. It went on to sell an astonishing two million copies in Canada. After milking his one and only good idea for years, Dave left the personal finance field to homeschool his children. His daughter escaped after a few months, but his son served out his entire sentence of three years less a day. Both children somehow overcame the experience and are now attending university.

His newest book, The Wealthy Barber Returns, is also a runaway bestseller. Over the years, Dave also published bestselling cookbooks LooneySpoons, Crazy Plates and Eat, Shrink & Be Merry! along with authors Janet and Greta Podleski. Adding no value but taking a third of the profits, guilt finally overwhelmed Dave and he left the sisters' business in 2007. They just recently noticed.

His true professional passion, however, remains the field of personal finance, where he tries to mix humour and common sense to help people handle their money more wisely. A frequent guest on national TV and radio shows, and a much sought-after speaker, Dave is currently a dragon on CBC's Dragons' Den.

All attendees will receive a free copy of Dave's newest book The Wealthy Barber Returns!

Donald Cooper, MBA, CSP, HoF

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 Coffee Breaks Sponsored by **Tire News**
 Liberty Early Bird Sponsored by **Liberty Tire Recycling**
 Registration Desk Sponsored by **Michelin North America (Canada) Inc.**
 Workshops Sponsored by **Canadian Association of Tire Recycling Associations**

Time	Description	Location
Thursday September 18, 2014		
7:00 pm - 12:00 pm	President's Tailgate Party	Ballroom A

Tailgate Party Door Prize
Trip for two to Las Vegas
to the 2014 Global Tire Expo & SEMA



Prize Includes
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Registration to SEMA/AAPEX
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Registered delegates must be in attendance to claim the prize.

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Tire Dealers Association of Canada



TDA



NIAGARA 2014 Saturday Workshop Agenda - Training Camp

Scotiabank Convention Centre
Saturday September 20, 2014
Niagara Falls, Ontario
Ballroom B

9:00 am - 10:00 am



Robert Moner
Senior Vehicle Standards Engineer
Ministry of Transportation, Ontario

Industry Trends Rules of the Game & Infractions

Introduction by Federated Insurance gives a real look at how wheel-off claims affect you and how to avoid them. Robert Moner will give his assessment of wheel separations and torque procedures. Hear about experiments with torque vs clamping load with various old and new fasteners. You will also get a review of tire inspection standards.

10:00 am - 11:00 am



Usman Valiante
Senior Policy Analyst
Corporate Policy Group LLP



Bob Ferguson
Program Manager
Canadian Association of Recycling Agencies (CATRA)

Scrap Tire Overview Life after the Majors

What happens to those discarded tires after they have ended their first career? Canada has various programs; all with high degrees of success. Find out more about how your program compares and get insight on the future. This session will include a discussion of the national view of tire recycling in all 10 provinces and Yukon Territory. Included will be "game stats" to show how each "recycling team" has a winning record. Some of the rules (aka legislation) may be changing, particularly in Ontario with a new government reviving Bill 91. We will also be hearing about some exciting progress and new areas of development by the various CATRA Members.

11:00 am - 12:00 am



Dennis DesRosiers
Founder & President
DesRosiers Automotive Consultants, Inc.

Industry Outlook Scouting Report

Since starting his consulting company in 1985, Dennis has become literally the "go-to-guy" for interpretive insights into the Canadian and US automotive industry and is considered by the automotive industry as one of North America's leading analysts. His thinking is sought not only by automotive executives throughout the supply chain but also by government policy makers and the media. Dennis is a repeat offender in addressing the tire association conference. Back by popular demand, Dennis will give some insight on the future of the tire industry in Canada.

Bob Bignell
Executive Director

Richard Bender
Co-Chairman

Tire Dealers Association of Canada

phone: 888-207-9059

fax: 519-489-2805

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**Tire Dealers
Association of Canada**

**National Trade Show
& Conference**

Thurs., Sept. 18 - Friday, Sept. 19 - Sat., Sept. 20

Scotiabank Conference Centre - Niagara Falls Ontario

DELEGATE REGISTRATION FORM

Delegate Registration includes: **Four Additional Trade Show Only Passes**

Thursday, Sept. 18, 2014: **President's Tailgate Party**

Friday, Sept. 19, 2014: **Hall of Fame Breakfast, Speakers, Trade Show, Buffet Lunch**

Saturday, Sept. 20, 2014: **Group Meetings, Speaker, Lunch, Trade Show, Closing Dinner**

Delegate Registration

Dealer/Supplier Registration	\$250
Spouse Registration	\$75
Trade Show Only	\$20
Closing Night Dinner Only	\$59



Date	OTDA Member #	
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Contact	Title	
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Phone	Fax	
EMAIL		
<i>(business receipt will be sent to this email address)</i>		
Authorized Signature		

Delegate Names (First & Last Name)	Delegate Names (First & Last Name)
1 _____	5 _____
3 _____	6 _____
5 _____	7 _____
7 _____	8 _____



Total Supplier Delegates (includes Fri & Sat)	x	\$250.00 =
Spouse Registration (includes Fri & Sat)	x	\$75.00 =
Trade Show Only	x	\$20.00 =
Closing Night Dinner Only		\$59.00 =

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TOTAL \$ _____

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Bob Bignell
Executive Director

Richard Bender
Co-Chairman

Tire Dealers Association of Canada

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Niagara 2014 BE IN THE GAME!



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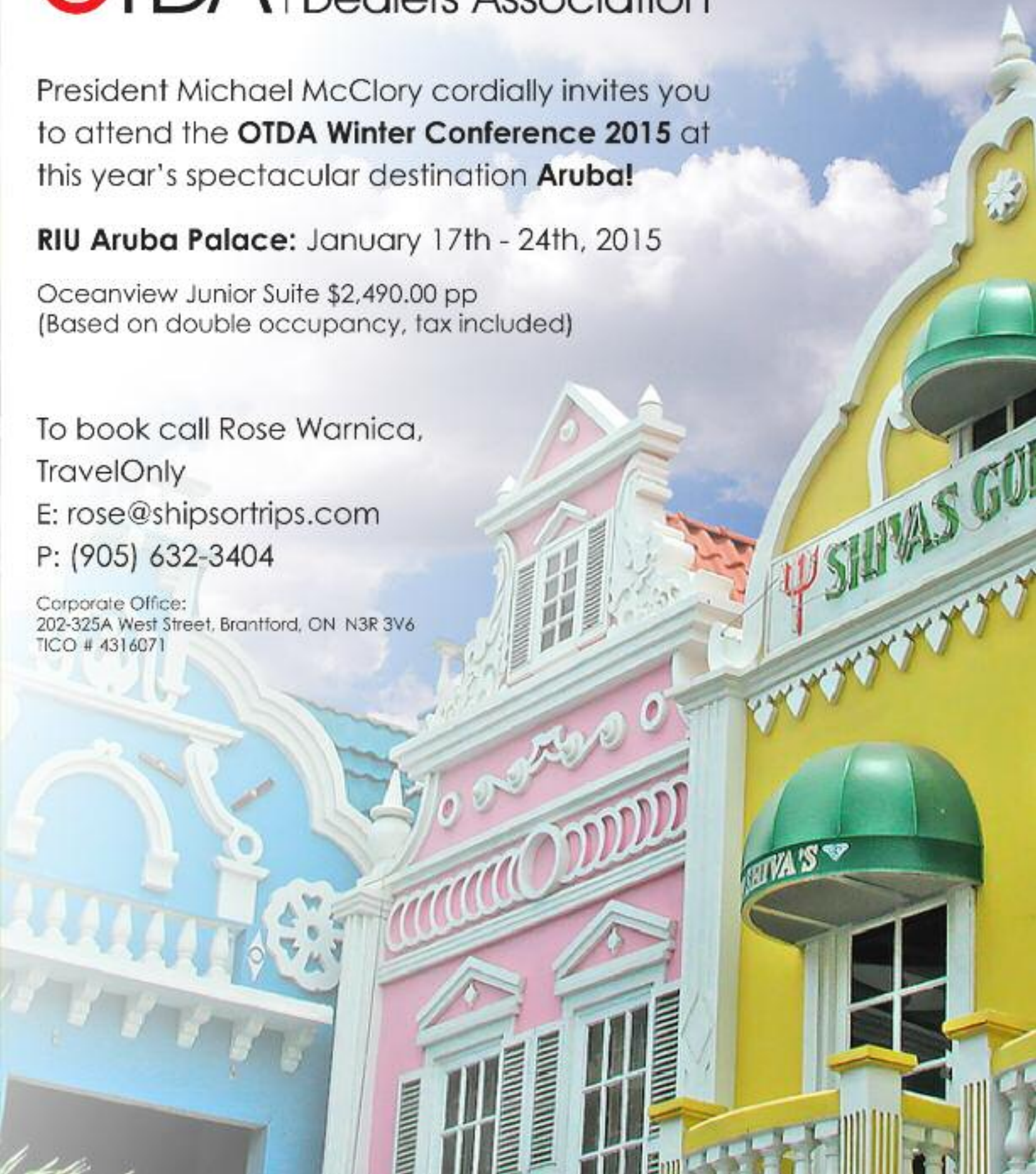
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- Counteract Balancing Beads
- Doublecoin Canada
- Duret & Landry Inc.
- Emterra Tire Recycling
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- Yokohama

BRUCE MOORE *It is with profound sadness that we announce the peaceful passing of Bruce Moore after a lengthy battle with Lewy Body Dementia. Beloved husband of Benita, devoted father of Alex, cherished father-in-law and dear friend to Sherri and unforgettable Grampy Brucey to Aidan, Brendan and Lilly. His soulmate Benita changed his life for good and they became inseparable. Many will remember many years of Bruce and Benita servicing the Toronto area in their Myers trucks. In lieu of flowers, the family believes that Bruce would have preferred "Eradicate Polio" Survival Gifts from UNICEF*



BOAKE, Jan *Peacefully on Friday, May 2, 2014 at her home. Jan Boake, beloved wife of Harold. Loving mother of Kathryn, Shanna, and Richard. Loved daughter of Benjamin and Marion Levinter. Dear sister and sister-in-law of Samuel, Dara and Marvin, Shaun and Michael, Loretta and Steven. Devoted aunt of Aja, Danielle, Shael, Shea, Sarah, and Geoffrey. Many will remember Jan from her partnership with Harold at Steelcase Tire and participation at OTDA events and winter conferences.*





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'Trade Show Only'
contact one of the suppliers on the
page 27 to get a ticket.**

Treadlines

cont'd from page 15

Commenting on the report, Roy Littlefield, TIA executive vice president, said: "In the process of opposing tire aging regulations in the state of Maryland and other states, we've been consistent in our message that NHTSA should be the only government agency to determine if legislation was necessary to establish a safety standard regarding the age of a tire.

"Hopefully this will put an end to individual states' attempting to pass their own regulations that arbitrarily place a limit on the safe service life of a tire."

Kevin Rohlwing, TIA senior vice president of training, added: "We've said all along that any type of legislation regarding the safe service life of a tire must be supported by data. It's ironic that the crash data and studies cited by NHTSA in the report are the same that we've been using to show there is no correlation between the age of a tire and safety. FMVSS No. 139 has been successful in addressing Congress' tire aging concerns so this matter should be put to rest."

During the call, Mr. Zielinski said the RMA will continue to pursue passage in various state legislatures of legislation designed to get unsafe used tires off the road.

The RMA came close to success when it got its used tire language attached to a state budget bill, according to Mr. Zielinski. "We came within two days of getting it passed, but then the language was stripped out," he said.

The association will continue to seek passage of used tire legislation in Florida, Georgia, South Carolina and Texas, Mr. Zielinski said.

Meanwhile, the RMA succeeded in getting language added to the newly passed Colorado scrap tire management bill that makes it illegal to sell an unsafe used tire in the state, according to Mr. Zielinski. Colorado defines an unsafe used tire as whatever would cause a tire to fail a state safety inspection, he said.

But Sean Kane, president of Safety Research & Strategies Inc. (SRS) in Rehoboth, Mass., and a longtime advocate of tire aging standards, said it doesn't regard tire-aging tests as the solution to the problem of tires that fail in service because of age-related degradation.

"We've been asking NHTSA for tire aging rules since 2004, and we've never asked for testing — never," Mr. Kane told Tire Business. "All we asked for were non-coded dates of manufacture so consumers could understand them, and consumer and dealer education so people would know where to look for the information."

For the lack of this information, many motorists have died because of dangerously aged tires that looked sound to the naked eye, Mr. Kane claimed.

"The real problem associated with aged tires and aged tire failures is rooted not in the lack of a new test regimen, but in the

tire labeling and manufacturers' unwillingness to adequately educate dealers and motorists about when tires should be removed from service," Mr. Kane said in a blog posted on his company's website.

We've Run Out of TINs, NHTSA Has a Plan
by Tire Review Staff - Jul 24, 2014

Remember when we ran out of phone numbers? The growth of credit card readers, fax machines, cell-phones and the Internet ate up existing number combinations needed for phone numbers within area codes, forcing the government to start splitting existing area codes into smaller re-numbered geographic sections.

The same thing has apparently happened with tire identification numbers. With the growth of overseas makers wishing to enter the North American market, we have nearly run out of TINs — sort of. NHTSA yesterday posted a new proposed rule that would expand the manufacturer identifier portion of the TIN from two digits to three. This would "substantially increase the number of unique combinations of characters that can be used to identify individual manufacturers of new tires."

In addition, NHTSA has proposed to standardize the length of TINs to 13 characters for new tires and seven for retreads, which it feels would "eliminate confusion that could arise from the variable length of tire



cont'd on page 32

Another successful OTDA Golf Classic raised more money for fundraising and charity.

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Treadlines

cont'd from page 29
identification numbers.”

TINs were established in 1971 to help consumers, tire sellers and other users to identify “defective or noncompliant tires.” With the advent of FMVSS 139 in 2007, TINs were required on both side-walls of a tire, again to make it easier for owners to find recalled tires.

From its adoption in 1971, the TIN has consisted of up to four groups of characters. The first group identifies the manufacturer of the tire. Each tire plant has its own unique identifier. The second and third groupings provide information about the tire itself, including size or “any other significant characteristics of the tire.”

The fourth group is the date code, identifying the week and year during that particular tire was manufactured. Although this code was originally three characters, it was later expanded to four.

Still, the length of a TIN is not currently standardized. Partial TINs are allowed on one side of the tire, but this is not well understood by consumers. With all of the possible variations in TIN length allowed, a full TIN for new tires may be anywhere between eight and 13 characters. This variation has apparently confused tire owners looking to identify their tires for recall purposes.

“By standardizing the length of the TIN, there will be no confusion that a nine-symbol TIN is a partial TIN and a 13-symbol TIN is a full TIN,” NHSTA said. “This NPRM would make the new standardized length TIN mandatory for manufacturers using a three-symbol plant code. Manufacturers who have previously been assigned a two-symbol plant code may continue to use the existing TIN grouping requirements (including the use of the optional codes) until they begin using a three-symbol plant code. This will allow manufacturers to begin using both the three-symbol plant code and the 13-symbol TIN at the same time.”

NHTSA proposes that the new rules be implemented immediately, except it is allowing a five-year period for complete compliance so that tiremakers would not be forced to change molds before their lifecycle ends.

The agency is accepting comments for 30 days from today, but no timetable for consideration or decision-making was stated.

A rogue tire from a semi-truck barreled through several yards in a Calgary, Alberta, neighborhood, reported the Calgary Herald. No injuries were reported.

Transportation Minister Wayne Drysdale said that this incident will be investigated and the department has room for improvement when it comes to commercial vehicle safety.

According to the article, the incident occurred just two days after Alberta’s auditor general Merwan Saher reported that Alberta Transportation failed to enforce timely and appropriate action in one-third of cases involving high-risk commercial vehicles.

Residents in the neighborhood of Coventry Hills plan to petition the provincial government to build a berm or barrier wall behind their homes. Further, they want the province to increase its road inspections.

Police told media the driver was located after the incident near Balzac, where he first noticed one of the rear tires from his trailer was missing. He was issued a summons by commercial vehicle enforcement for driving an unsafe vehicle.

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OTDA Ontario Tire Dealers Association



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"If you don't know where you're going, any road will get you there."

— Lewis Carroll

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Before You Set Out

REGISTRATION

Do you need to register with the WSIB? Learn more about it: [Register your business with WSIB](#)

OHSA

Compliance with the *Occupational Health and Safety Act* and Regulations is the place to start!

BE PREPARED FOR NEW WORKERS

Minimum age requirements, competent supervision and management commitment = safe and successful

MAKE SURE NEW WORKERS ARE READY

They know the basics and they know their rights - BEFORE they start the job

ORIENTATION

Provide a thorough introduction to the workplace itself, all the safety features, rules and general information that everyone in the workplace must know.



MANDATORY AWARENESS TRAINING

Check out this link on mandatory awareness training for workers and supervisors! <http://www.labour.gov.on.ca/english/hs/training/index.php>

WORKING WITH DESIGNATED SUBSTANCES

Isocyanates in your shop? Do you have an occupational hygiene/medical surveillance program?

FOR MORE INFORMATION:

<http://www.labour.gov.on.ca/english/hs/topics/oels.php>

START HERE

Click on titles to access links to resources

1

GET IT >

Having these items posted in your workplace will get you on the right track:

- [Designated Substance Regulations](#) (where applicable)
- [First Aid Regulation 1101](#)
- [Health & Safety At Work poster](#)
- [In Case of Injury at Work - 1234](#)
- [Occupational Health & Safety Act and Regulations](#)
- [What You Should Know About the Employment Standards Act poster](#)
- [Workplace Violence & Harassment Policy](#)
- [Your Health & Safety Policy Statement](#)

2

DO IT >

Make sure your workers have all of the required training:

- Emergency Planning
- First Aid/CPR
- Hazard Awareness
- Joint Health & Safety Committee (JHSC)/Rep. (where applicable)
- Personal Protective Equipment (use & maintenance)
- Specific equipment/tools/materials/processes (Safe/Standard Operating Procedures)
- Violence/Harassment
- WHMIS
- Worker Awareness/Supervisor Awareness

3

WRITE IT DOWN >

Make sure you're keeping maintenance records as well as training records. And make sure you post the following in your workplace:

- Emergency telephone numbers
- Joint Health & Safety Committee meeting minutes
- Material Safety Data Sheets
- Names and locations of First Aiders
- Names and locations of JHSC members (or Health & Safety Representatives)
- Policies for Visitors and Contractors
- Results of any testing
- Workplace inspection reports

4

WATCH FOR IT >

Do you know the hazards in your workplace?

- Air Quality Issues
- Chemical Exposure
- Contact with Machinery
- Compressed Gases
- Electrical contact
- Flammable & Combustible Materials
- Heat and cold exposure
- Lifting Devices/Hoists
- Lockout/Tagout
- Musculoskeletal Disorders
- Noise
- Open flame from torch
- Powered Vehicles/Vehicle Traffic
- Slips, Trips & Falls
- Tire Inflation
- Violence
- Winching
- Working Alone



5

FIND IT >

A detour on your path? Need to understand more about your destination? Look at the following links for more information. Support is available along the way:

- [Automotive Aftermarket Retailers of Ontario \(AARO\)](#)
- [Collision Industry Information Assistance \(CIA\)](#)
- [Ontario Tire Dealers Association \(OTDA\)](#)
- [Trillium Automotive Dealers Association \(TADA\)](#)
- [Workplace Safety & Prevention Services \(WSPS\)](#)



FINISH LINE

Ready to continue the journey?

NEED HELP FINDING YOUR WAY? > CHECK OUT CLOSING THE LOOP!

- Closing the Loop was designed with the needs of small business in mind. Use the assessment tool to help you get started.

ADDITIONAL RESOURCES

- [Hazard Management Tool](#)
- [Action Plan](#)
- [Small Business webpage](#)

BEST MANAGEMENT PRACTICES

For Proper Tire Storage



Issue:

Tires are composed of various materials, including rubber, that have performance properties essential to the proper functioning of the tire. If tires are not stored properly, not only will there be deterioration in appearance, there may be a loss of performance and compound integrity. Tires are designed and built to provide many thousands of miles of excellent service but must be maintained properly. Even though the rubber used to make tires is formulated to resist the effects of sunlight, ozone and water, the life of a tire can be extended if exposure to these elements is minimized during storage. Proper storage ensures that the tires appearance and performance are maintained for maximizing the tires service life.

Best Management Practices:

- Store tires in a clean, cool, dry, dark area away from direct sunlight. The area should be well ventilated, but with a minimum of circulating air.
- The storage area must be kept clean and any oil, grease or water that may contaminate the tire and all nails, stones, wood chips or any other object that may damage the tire must be removed.
- Tires should be stored on a pallet or storage rack to minimize exposure to moisture or damage. Damaged pallets or storage racks should not be used.
- Store tires away from electric motors, battery chargers, electric welding equipment, electric generators and similar equipment. Such equipment creates ozone which has a deteriorating effect on rubber.
- Storing tires upright in tire racks prevents distortion or disfiguration and will make mounting easier. If it is necessary to store tires in a horizontal position, stack the tires in such a manner so that the bottom tire will maintain its shape.
- Whitewall and raised white letter tires that are not wrapped should be stored with white sidewalls facing each other to avoid staining the white through contact with the black rubber of the other tires.
- Tires stored while mounted on rims should be inflated to 50% of the normal pressure.
- Tires that have been in storage the longest should be used first.

Outdoor storage:

- Tires stored outdoors should be raised off the ground and an opaque, waterproof covering with vent openings should be used to prevent moisture build up.
- Long term storage or storage of seasonal vehicles such as RV's, boat trailers, or show cars require special preparation.
 1. The vehicle should be raised on blocks to remove the load from the tires and the vehicle placard inflation pressure should be maintained.
 2. If the vehicle cannot be put on blocks, the following is required:
 - Tire pressure should be increased 25% from the inflation required for the loaded vehicle (ensure that the rim manufacturers inflation capacity is not exceeded)
 - Unload the vehicle so that the minimum weight is placed on the tires.
 - The storage surface must be firm, clean, well-drained and reasonably level. Do not store tires in contact with black asphalt or other heat absorbent surfaces and do not expose the tires to highly reflective surfaces such as sand or snow.
 - The vehicle should be moved at least every three months to prevent flat spotting and ozone cracking at the tire sidewall flex point.
 3. Tires on vehicles stored outdoors should be protected by opaque covers to prevent damage from sunlight.
 4. Adjust inflation to the required pressure before the vehicle is returned to service.

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The Rubber Association of Canada Announces
New Name: Tire and Rubber Association of Canada

NEWS RELEASE - July 18, 2014

It is with great pleasure and enthusiasm that the Tire and Rubber Association of Canada (TRAC) announces the unveiling of its new name and logo to its members, stakeholders, and rubber industry-at-large. On June 19, 2014, during its 94th Annual General Meeting, a unanimous vote amongst the Association's members in attendance signaled the approval of a special resolution to change The Rubber Association of Canada's name to Tire and **Rubber Association of Canada/L'Association canadienne du pneu et du caoutchouc**. It was at this meeting, shortly after members voted in favour of the new name, that TRAC also revealed its new logo. While members approved the new name in June, it was passed in a legal capacity by Industry Canada on July 1, 2014, marking the official date by which the Association is able to operate under its new name.

About the Decision to Change Our Name:

The initial proposal to change the Association's name to incorporate the word 'tire' was introduced early in 2014, born of the idea that the name should more accurately reflect who the association is and what it does for its membership. While The Rubber Association of Canada was established in 1920 as an association of rubber manufacturers based in Canada, the work of the association and its membership no longer reflects this reality. Of our 25 member companies, only six have rubber-mixing facilities in Canada. And, of these six companies, three are domestic tire manufacturers. Together, the domestic tire manufacturers and the offshore tire makers collectively contribute 95% of the dues of the Association.

TRAC believes incorporating the word 'tire' into our name more accurately reflects this contribution and our broader role within the industry-at-large. The name-change in no way changes the focus or emphasis of what we do currently or in the foreseeable future, but rather adds to who we are and merely functions as a better descriptor of our activities. The strength of the Association has always been in its inclusive approach to membership and that will continue as exemplified by our board governance where five of 11 directors come from non-tire member companies. Upon proposing the name change earlier this year, the Association canvassed its membership, with 69% of those surveyed indicating their support for the name Tire and Rubber Association of Canada.

Redesigning Our Logo:

The decision to change the Association's name and re-design our logo has been part of an elaborate strategy to rebrand the association to better reflect our role within the industry, more accurately speak to what we do for our membership, and reinvigorate our public image. In addition to a name that no longer accurately reflected our operations, we also felt that our logo too required updating. Our previous logo was intended to reflect the rubber industry's chemical background—connoted by a rubber leaf inside of a chemical beaker—however, while chemical compounding still remains a very important part of our members' efforts, the focus of the Association has moved away from manufacturing and is now more focused on communicating the benefits of our members' products to consumers. We also have a new focus on environmental efforts and sustainability. With that said, it was only right to update our logo in conjunction with changing our name.

About Our New Logo:

The new TRAC logo is predicated on an abstraction of the iconic maple leaf. As one of the most recognized brands on the planet, the maple leaf provides an instant connection to Canada, as well as doubling as a symbol of environmental responsibility. Rather than a traditionally organic shape, the leaf is comprised of geometric forms that combine to mimic the pattern of a tire tread. The tire tread elements are arranged in a manner that sees them meet at a central point; this helps to articulate the concept of a unified association, or a central body. The new logo features a completely new icon compared to the previous iteration, but many of the same qualities have been retained. Specifically the colour palette, the clean aesthetic, and the symmetry of the icon. Typography is handled in the absolute simplest manner possible, as to accommodate both English and French while keeping both as clean and readable as possible.

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Sheldon Skakun
Fountain Tire

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