

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1503

Inside this issue...

TDAC National Trade Show & Conference
March 10 - March 12, 2016 - Kelowna BC

OTDA Winter Conference January 17 - 24,
2016 Coconut Bay Beach Resort and Spa, St.
Lucia

OTDA Annual Fundraiser & Charity Golf Classic
June 15, 2016 Niagara Region

www.otda.com

 OTDA | Ontario Tire
Dealers Association

President: Mike McClory

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President's Message



Have you ever had the privilege of meeting someone through an association or organization that had a positive impact on your life? Through the Ontario Tire Dealers Association I have met many great people and acquired some invaluable resources for my personal life and my business. Some years ago I met a man that had such a zest for life I couldn't resist his magnetism and charm. Quick with a smile and an infectious laugh only surpassed by his integrity and generosity, Mike Moffatt truly had an impact on anyone he encountered. On November 20, 2015 Mike succumbed to a yearlong battle with cancer. He will be missed by all. A loving Husband, Father and Grandfather Mike was one of those larger than life characters that will never fade from our memories. A long time supporter of the OTDA Mike didn't just attend events he participated in every aspect of them. Most of you have met Mike on one occasion or another. It may have been at the OTDA Annual Fundraiser and Charity Golf Classic where Mike always manned a hole sponsored by Liberty Tire Recyclers.

This year he and his son Adam brought their antique car; a Father/Son project they shared. I had the privilege to discuss some of the finer points of our industry long into the wee hours of the morning with Mike on more than one occasion. His insight and innovation were always optimistic even when met with adversity. Our industry and in particular The Ontario Dealers Association has lost a valuable asset with the passing of my friend Mike Moffatt. On behalf of the Board and all our Members I would like to offer our sincerest condolences to Mike's family on this sad occasion. I have truly been blessed to have met Mike Moffatt and will always remember him fondly.

Membership has its benefits! The OTDA Winter Conference is in beautiful St. Lucia January 17th - 24th 2016 at the Coconut Bay Beach Resort and Spa. This resort is all-inclusive and can accommodate families, couples and singles alike. Network with Ontario Tire Dealers and attend valuable presentations. Warm and sunny is the weather forecast with a one hundred percent chance of a great experience. Don't get left in the cold. Give our friends at TravelOnly a call to reserve your spot today!

The Tire Dealer Association of Canada National Trade Show & Conference March 10th-12th 2016 is in Kelowna, BC. Always a well attended show it provides a chance to see what's new in our industry. The workshops and speakers are informative and well versed in their fields. The registration form is included in this issue of Trends. Check it out. It's well worth it.

Ontario Tire Dealers Association Members are our lifblood. It is with your support that we have the voice to carry on our good work associated with

Tire Industry in Ontario. The amount of members adds to the impact we have on a great deal of issues. I urge you to refer the OTDA to anyone that sells tires in this province. They will benefit from all the resources we have to offer. It should go without saying that being one of the largest Tire Dealer Associations in North America we have the ability and opportunity to influence our industry in so many positive ways. Thank you for the commitment to your Ontario Tire Dealers Association. Your opinion matters so always feel free to reach out to any of our Board of Directors and they will make sure that any issue, comment or request will be brought forward at our next meeting. The more our Members are engaged will ensure the OTDA will always be the voice of the Tire Dealer in Ontario.

Mike McClory
OTDA President

TRENDS

Tire Industry News

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as listed below!

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“YOUR STRENGTH IS IN OUR NUMBERS”

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

WELCOME NEW MEMBER’S TO OTDA!

New Member	City
Hwy 17 Auto Centre	Ignace, ON
Taylor Tire	Scarborough, ON
Elite Tire Storage	Oakville, ON

OTDA DIRECTORS

Mike McClory	President	Remco Tire Distributors
Harold Boake	Vice-President	Steelcase Tire
Rejean Murray	Secretary	O.K. Tire Service (Val-Rita)
Glenn Warnica	Treasurer	Bast Tire
Jim Taleporos	Education & Training	Midas Canada Inc.
Bruce Barnim	Health & Safety	TireCraft Ontario
Richard Bender	Marketing/Promotion/Events	Tire Discounter Group
Alexa Labrecque	Member Benefits	Action Tire
Dwight Rose	Membership Development	O.K. Tire Store (Brantford)
Don Frisby	Committee Support	Frisby Tire Co. (1974) Limited
Ron Spiewak	Committee Support	Northumberland Tire Sales
Eric Gilbert	Director-at-Large	Ericway Tire
Paul Hyatt	Committee Support	Superior Tire & Auto
Ron Waites	Director - Consultant	O.T.D.A.
Bob Bignell	Executive Director	Veritech Mfg. & Wholesale Inc.

MARK YOUR CALENDARS

TDAC National Trade Show & Conference - March 10-March 12, 2016 - Kelowna BC

OTDA Winter Conference - January 17-24, 2016 - Coconut Bay Beach Resort & Spa St. Lucia

OTDA Annual Fundraiser & Charity Golf Classic - June 15, 2016 - Niagara Region



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Treadlines

Get Better Mileage with Properly Inflated Tires

An informal study by students at Carnegie Mellon University found that the majority of cars on U.S. roads are operating on tires inflated to only 80 percent of capacity. According to the website, fueleconomy.gov, inflating tires to their proper pressure can improve mileage by about 3.3 percent, whereas leaving them under-inflated can lower mileage by 0.4 percent for every one PSI drop in pressure of all four tires.

Frisby Tire has recently opened a new Warehouse/Distribution Centre at 1255 Leeds Avenue in Ottawa. The 40,000 square foot facility will service five Frisby Retail locations and Wholesale Accounts in Eastern Ontario and West Quebec. Phone 613.521.4913 or www.frisbytire.com. Manager: Tim Lethbridge.



Fountain Tire division adds 2 DCs September 3, 2015



Fountain Tire's wholesale division, Tire Country, is adding two warehouses in Southern Ontario.

Tire Country, a wholly-owned subsidiary of Fountain Tire Ltd., is opening two wholesale tire centers in Vaughan and London in southern Ontario, Canada.

The new wholesale tire centers will

offer 57,000 square feet of warehouse space to better serve dealers. Brands sold through the new centers include a broad assortment of Goodyear, Dunlop and Kelly tires as well as Sailun products.

Tire Country's expansion into the Greater Toronto area and southwestern Ontario positions the wholesale distributor for significant growth beyond its base in Western Canada.

"The opening of these locations further strengthens Tire Country's position as a highly aligned Goodyear wholesale distributor," says Jason Herle, general manager, expansion. "Our customers will benefit from a broadly experienced customer service, marketing and sales team that specializes in Goodyear and other brands."

Based in Edmonton, Tire Country has been a Goodyear wholesale distributor for more than 10 years. Beyond its two new distribution centers in Vaughan and London, the distributor has warehouses in Delta, British Columbia; Calgary, Alberta; St. Albert, Alberta, and Winnipeg, Manitoba.

MONTREAL (Oct. 21, 2015) — TBC Corp. is looking to expand its Midas Total Car Care franchised auto service business in Quebec beyond Montreal into communities like Quebec City, Drummondville and Trois-Rivières.

Midas has been present in the Montreal metro market for more than 45 years, with 18 locations active and run by 15 franchisees. TBC said it is looking for franchisees to open multiple locations in the coming two years in the targeted metro areas.

There are 156 franchised Midas locations across Canada, TBC said, predominantly in Ontario, where roughly a third are located.

Midas' activities in Canada are led by Glenn Root, vice president of Canada

Operations. The Markham, Ontario-based unit is focused on marketing, supply chain and fleet services for Canadian franchisees.

"We're excited to expand our footprint in Quebec City and are focused on selecting the right partner or partners to build upon the 45-plus year legacy of this brand," Mr. Root said.

"As part of the TBC family, Midas franchise owners provide the best in local auto service and tires backed by the buying power, supply chain, and marketing of an international chain."

Midas said it is offering financial incentives to make it easier for new franchisees and independents to convert their businesses in 2015 but did not elaborate on the types of incentives available.

For more information about Midas' expansion plans, or to become a franchisee in the Midas Canada system, contact Michel Guerin at 514-236-3040 or mguerin@midas.com. Additional information is also available at www.midasfranchise.com.

Midas has been part of TBC since 2012.

There are more than 2,100 franchised, licensed and company-owned Midas shops in 13 countries, including nearly 1,200 in the U.S. and Canada, TBC said.

The company does not offer the associated Speedee Oil Change brand in Canada.

Bridgestone said on Monday that it would buy Pep Boys, the car parts retailer, for about \$835 million in cash, to gain a big increase in retail locations.

Buying Pep Boys — perhaps best known for its colorfully named founders, Manny, Moe and Jack, who

Treadlines

are technically part of its legal name — will give Bridgestone about 800 more stores to add to its own network of 2,200 tire and car service centers.

Under the terms of the deal, Bridgestone will pay \$15 a share through a tender offer. That's nearly 24 percent more than Pep Boys' closing price on Friday.

Shares of Pep Boys have climbed 39 percent over the last 12 months, with much of the gains coming after the company said that it was weighing a sale of itself.

Revenue has been roughly flat over the past four years, eventually prompting the money manager Mario Gabelli to consider a fight over the board. The company settled with the investor in June.

Mr. Gabelli's firm, Gamco, reported a 16 percent stake in the retailer as of Sept. 30, according to the research firm Standard & Poor's Capital IQ.

Founded in 1921 and based in Philadelphia, Pep Boys sells a range of aftermarket parts like tires, car batteries and performance-enhancing widgets. The company lost \$27 million in its most recent fiscal year, on \$2 billion in sales.

"We are excited to join the Bridgestone family of companies to become part of the world's largest company-owned tire and automotive service retail network," Scott P. Sider, the retailer's chief executive, said in a statement. "This transaction delivers a significant premium for Pep Boys' shareholders and offers new opportunities for our employees across a bigger business." The deal is expected to close early next year, pending approval from Pep Boys shareholders and regulators.

JPMorgan and the law firm Jones Day advised Bridgestone. Rothschild and

the law firm Morgan, Lewis & Bockius advised Pep Boys.

Bridgestone to Acquire TireConnect Systems

Bolt-on investment will allow Bridgestone to offer an industry-leading online tire sales and ecommerce platform to nationwide network of dealers

NASHVILLE, Tenn., Oct. 22, 2015 /PRNewswire/ -- Bridgestone Americas (Bridgestone) today announced it will acquire TireConnect Systems (TireConnect), a software company that supports tire dealers and distributors in North America (primarily Canada) with a turn-key, online tire sales tool featuring ecommerce capabilities. The acquisition, which is expected to close within 30 days of this announcement, will allow Bridgestone, its dealer network and distributors to better meet the needs of today's digitally-minded consumers by providing a simple and fully-integrated tire buying experience from online to in-store.

"At Bridgestone, we constantly look for new ways to grow our business, while also empowering and growing the businesses of our dealers," said John Baratta, president, consumer replacement, Bridgestone Americas Tire Operations. "As the world's largest tire and rubber company, we know that we need to be active and aggressive in the increasingly digital marketplace. The acquisition of TireConnect will allow Bridgestone to create a direct path to online tire buying that collectively benefits our dealers, distributors and consumers."

The TireConnect software tool allows dealers to get full credit for online tire sales, while also remaining in control of their inventory, pricing and labor/installation costs. A plug-and-play solution, the TireConnect tool works with Bridgestone dealers' current websites, providing a seamless

research and purchasing experience between consumers and their preferred local dealers. The tool also improves efficiency, saves time and delivers enhanced speed-to-market for dealers and distributors.

Founded in 2012, TireConnect offers a unique B2B and B2C online tire sales solution to more than a dozen customers with nearly 600 points of sale across Canada and the U.S. Company leaders George Silagadze and Chance Harrington will join Bridgestone as part of the acquisition. As a result, Bridgestone will expand the reach of the TireConnect software platform to more dealers.

"We are excited that Bridgestone chose to acquire TireConnect and establish it as a digital and ecommerce solution for its dealers," said Silagadze. "This move demonstrates the company's ongoing commitment to its customers and end-user consumers, and we look forward to working together to further enhance the tire buying experience."

The Bridgestone TireConnect online sales and ecommerce solution will be available to Bridgestone dealers and distributors in the first quarter of 2016. About Bridgestone Americas, Inc.:

Nashville, Tennessee-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing mate-

Treadlines

rials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

SOURCE Bridgestone Americas, Inc.

How to Get Top Dollar for Your Business: A Dealer's Story

Posted on November 17, 2015

Better managing the "killer" of companies – payroll expenses – helped Mike Upton boost his dealership's bottom line.

Thanks to a stronger balance sheet, he was able to sell his business at the right price when an unexpected offer came along. He credits a Dealer Strategic Planning (DSP) 20 Group for helping him get top dollar for his four Mississippi tire stores.

In the last couple of years, six DSP20 Group dealers have been approached by companies offering top dollar for their businesses. None were interested in selling, but the offers got their attention. The six decided to sell. The common denominator for all was membership in founder and owner Norm Gaither's 20 Group.

Says Upton, "I was asked by my 20 Group how I managed to get my business in order, and the thought that immediately came to mind was, 'Do what Norm says!' It's that easy." DSP 20 Group members meet three times a year to compare financials, share best practices and ideas, and help each other overcome challenges and take advantage of opportunities. They can work "on" their businesses instead of "in" their business.

Upton says the tough piece of the 20 Group concept is applying the principles Gaither advocates. None is more

important than the payroll maximum of 45% of gross profit.

"Understand, when I started with the 20 Group, my payroll was at 65% (payroll dollars divided by gross profit dollars). I went to that first meeting and was so embarrassed that I quit."

But he came back. This time his payroll was at 63%. Upton's return to the 20 Group was critical to his later success. "While I never got to the 45% that Norm preaches, when the business was sold we were at 50%, and a multitude of problems had disappeared – cash flow, smiling bankers, to name a few."

For the complete story on Upton's experience and details on the 20 Group concepts that help tire dealers improve their operations, see "How to Get Top Dollar for Your Business" online or in the print ordigital edition (starts on page 56) of the November Modern Tire Dealer.

CONSUMER TIRES

3 Tips for Fitting Custom Wheels

Posted on November 10, 2015

Aftermarket tire and wheel combinations provide the performance and appearance drivers want, but the customizations can lead to serious wheel fit problems if not done properly. Tire Rack Inc. outlined three of the most common challenges for Modern Tire Dealer.

Number one is aggressive offsets. Domestic sedans like Buicks have original equipment wheels with a conservative fit, meaning the wheels clear the plumb line of the fender by several inches. More sporty vehicles, such as the Mustang GT, show a more aggressive fit straight from the factory.

The wheels are pushed out more to fill the wheel well. It's that sporty look with a lower offset that reigns in the wheel aftermarket, but it's not limited to performance vehicles, says Woody Rogers, Tire Rack's product informa-

tion specialist.

Adjusting the offset to an extreme can affect how the car handles, says Rogers.

"I'm beginning to alter the handling characteristics of the car, maybe not from an unsafe standpoint, but it sure is going to start driving funny at some point," Rogers says. "The steering feel is no longer the same as it was tuned from the factory. That can have a negative impact for the consumer.

"They may not realize what is happening, or what's the root cause. They may blame it on the tires. They may live with it, but over time they'll say it's just not right. Not everyone perceives things right away, but given enough time even the least attentive driver will pick up on small details."

The delayed recognition causes trouble down the line for the consumer, and for the tire or wheel dealer.

What else should technicians watch for when customers want to dress up their rides? To find out, see "3 problematic wheel fits" online, or in the November 2015 digital or print edition of Modern Tire Dealer.

Who's Who on TIA's Board for 2016

Posted on November 16, 2015

Keith Jarman and Jim Pangle are the newest members of the Tire Industry Association (TIA) board of directors. They began their three-year terms on Nov. 2, 2015, at TIA's annual meeting in Las Vegas.

Jarman is president of AME International LLC, a Florida-based tire changing tool manufacturer. Pangle is senior vice president of operations for Edmonton, Alberta-based Fountain Tire Ltd., which has more than 150 locations across western Canada and Ontario.

Two other seats were filled with the

cont'd on page 37



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Tire Dealers Association of Canada

National Trade Show & Conference

Thursday March 10th - Saturday March 12 2016

Delta Grand Okanagan resort and Conference Centre 1310 Water Street Kelowna BC

Delegate and Exhibitor Registration Form

Delegate Registration Includes:

Thursday March 10th Opening Reception

Friday March 11 Breakfast, Guest Speakers Lunch, Trade Show, Breakout Sessions

Saturday March 12 Breakfast, Guest Speakers, AGM for WCTDA Members, Lunch, Gala Dinner



Delegate Registration		Exhibitor Registration	
Dealer/Supplier Registration	\$275	Trade Show Booth	\$900
Spouse Registration	\$150	SCCTI Trade Show Booth	\$700
Trade Show Only	\$20	Adjacent Booth	\$600
Closing Night Dinner Only	\$75	SCCTI Adjacent Booth	\$550
Optional Friday Afternoon Wine Tours	\$120	1 Delegate Registration	
January 1st all prices increase by \$25		Carpet, Skirted Table & Two Chairs	



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1 _____	5 _____
3 _____	6 _____
5 _____	7 _____
7 _____	8 _____

Trade Show Booth	x	\$900.00 =	Adjacent ___ x \$600
Trade Show Booth (SCCTI Member)	x	\$700.00 =	Adjacent ___ x \$550
Total Supplier Delegates (includes Fri & Sat)	x	\$275.00 =	
Spouse Registration (includes Fri & Sat)	x	\$150.00 =	
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Gary Hoover
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Tire Dealers Association of Canada

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Driving Customer Connection - Getting to "Like"

Convention AGENDA

TDAC NATIONAL CONVENTION & TRADE SHOW

2016 Conference Tentative Agenda • March 10 – 12, 2016
Delta Grand Okanagan Hotel, Kelowna, BC

Wednesday, March 9

WCTD office opens on-site 9:00 am – 5:00 pm

Thursday, March 10

Registration Desk Open

1:00 pm – 9:00 pm

Board Meeting, WCTD Board Meeting

8:00 am – Noon

TDAC at 1:00 pm depending on attendance.

Reception

6:30 pm – 9:30 pm

Introduction of WCTD Board of Directors. Introduction of other Associations and invited guests.

Friday, March 11

Breakfast Buffet

8:00 am – 9:30 am

Registration Desk will be open 9:00 am – 5:00 pm

Keynote Speaker – Mr. Terry O'Reilly

10:00 am – 11:30 am

Trade Show Officially Opens

12:00 pm – 4:00 pm

Light Lunch Buffet – Trade Show Area

12:30 pm – 4:00 pm (Cash Bar)

There will be three value-added Breakout Sessions provided by Trade Associates at 1:30 pm, 2:30 pm, and 3:30 pm.

Spouses Program – Lunch & Wine Tours

12:00 pm – 4:00 pm

Evening Program

5:00 pm – 9:00 pm

Dining and Wine Tasting at Gray Monk Estate Winery. There will be a separate sign-up prior to departure. Cost is separate from conference.

Saturday, March 12

Breakfast

7:30 am – 8:30 am

Guest Speaker – Mr. Tod Maffin

8:30 am – 10:00 am

Short Break 10:00 am – 10:15 am

Special Presentation – Mr. Jim Silverman, ATI

10:15 am – 11:30 am

Annual General Meeting

11:30 am – 12:30 pm

Trade Show Opens

12:30 pm – 4:30 pm

Light lunch in Trade Show area. Spouses would have free time or join us for lunch.

There will be three value-added Breakout Sessions provided by Trade Associates.

Evening Reception

6:00 pm – 7:00 pm (Cash Bar)

Hall of Fame Gala Dinner

6:30 pm – 8:30 pm

Entertainment

8:30 pm – 11:00 pm

Conclusion

2016 WCTD / TDAC
Conference and Trade Show





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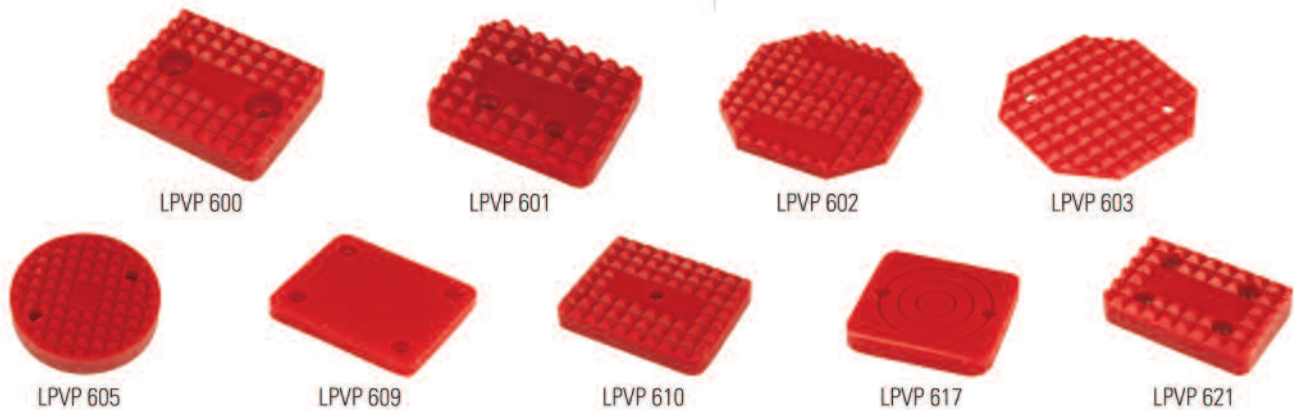
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LPVP 602	Challenger VBM Round / Rotary RTP 10	5 ³ / ₄ x 5 ³ / ₄ x 1 ¹ / ₄	3
LPVP 603	American / Eagle / Forward / Gemini / Worth	5 x 5 x 1 ¹ / ₄	3 ³ / ₄
LPVP 605	Force (old) / Nussbaum / Phoenix	5 x 5 x 1	3 ¹ / ₂
LPVP 609	Rotary SPO 12	4 ¹ / ₂ x 3 ¹ / ₂ x 1 ¹ / ₂	2 ¹ / ₄ (W) x 3
LPVP 610	Ammco Square / Snap On / Wheeltronics	5 x 4 ¹ / ₄ x 3 ³ / ₄	n/a
LPVP 617	Challenger CL9 & CL10	4 x 4 x 1 ¹ / ₂	3
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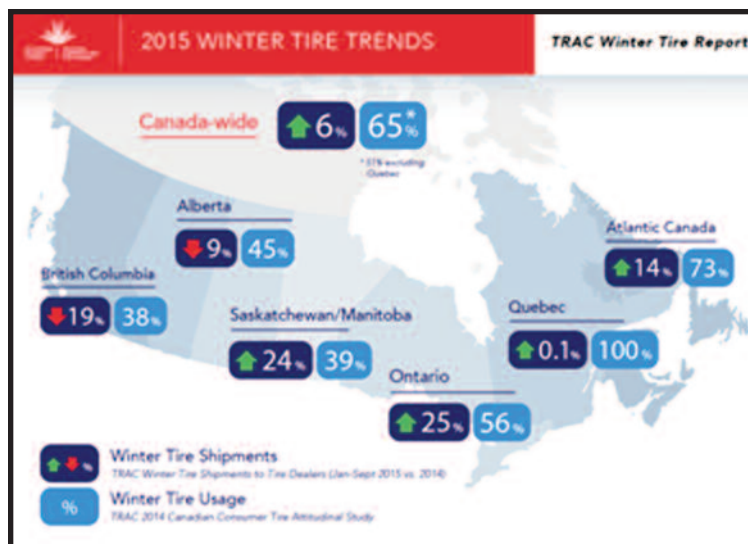
by Tire Review Staff - November 19, 2015

The Tire and Rubber Association of Canada (TRAC) has released a comprehensive Winter Tire Report to support consumer education efforts by the industry and government. The report details tire shipment, market, usage and test data, the association said.

The report found that winter tire shipments are up across Canada, due to government actions, increased education, and winter tire performance, TRAC said.

“For the safest and very best winter driving experience, we recommend that motorists use winter tires,” said Carolyn Goard, communications manager of TRAC. “Government initiatives are working and that’s leading to growing demand and making our roadways safer. As an industry, we will continue to do our part to educate drivers about the importance of using winter tires.”

A 2014 survey by TRAC found that cost was a primary deterrent for purchasing winter tires. New government programs have helped combat this, TRAC said.



TRAC’s Winter Tire Report states Manitoba has seen a 35% increase in shipments, a 25% increase in Ontario, and a 14% increase in the Atlantic provinces. In Manitoba the government has instituted a low interest rate-financing program. In Ontario the government recently introduced a mandatory insurance discount program for users of winter tires.

Despite an increase in shipments, the report also finds that misconceptions still persist about the value of winter tires. Sixty-three percent of consumers still believe that all-season tires are sufficient in winter conditions.

Hall of Fame

Inductee Paul Hyatt

As a young man changing tires on honey trucks in Toronto, who would think that one day, while traveling in Russia, he would get a call from Tire Industry Association in Maryland to announce that he has been selected to be inducted into the TIA Hall of Fame at the Global Tire Expo in Las Vegas. Most would not, but something tells me this young man always had his sites sets high. PAUL HYATT began his career with Superior Tire &Auto when he was 17, working part-time sweeping floors and changing tires. By the age of 21, he was working as a teacher while continuing to work part-time at Superior Tire as a retreader. Five years later, he was offered the opportunity to purchase a small share of the company from his father-in-law, the company founder. He took the offer, left his teaching position, and began his full-time career in the tire business. Hyatt became a partner and vice president of the dealership. He became owner and president in 1981. In 2012, he sold the dealership to two partners who were Superior's first franchisees. He has remained with the company as Chairman. Under his leadership, Superior Tire grew to 16 locations. Hyatt is a past president of the Tire Industry Association, the Tire Dealers Association of Canada and the Ontario Tire Dealers Association (OTDA). In 1990, he was inducted into the OTDA Hall of Fame.



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What are the environmental concerns associated with road salts?

The five-year comprehensive science assessment determined the release of road salts into the environment in very high amounts leads to environmental problems. About five million tonnes of road salts are used in Canada each year to mitigate ice and snow conditions on roads and to provide safer road conditions. However, the heavy use of road salts can lead to damage to vegetation, as is most obvious with roadside vegetation damaged by salt splash. They have also been associated with damage to organisms in soil, to birds and to other wildlife. Almost all chloride ions from road salts eventually find their way into waterways, whether by direct runoff into surface water or by moving through the soil and groundwater. In surface water, road salts can harm freshwater plants, fish and other organisms that are not adapted to living in saline waters.

Environment Canada www.ec.gc.ca

Ontario municipalities worry about ruling on road salt

Judge sides with farmer who says road salt harmed his crops and lowered his property value.

The Canadian Press Posted: Jan 23, 2015 1:57 PM ET

Last Updated: Jan 23, 2015 1:57 PM ET



A group representing more than 400 municipalities across Ontario said the judge failed to take into account the local government's responsibilities to keep the roads safe. (Jon Castell/CBC)

A recent court ruling that awarded an Ontario farmer more than \$100,000 for damages he claimed were caused by the local government's use of road salt has raised the ire of municipalities across the province.

Joseph and Evelyn Steadman had sued the County of Lambton claiming road salt had damaged their crops and lowered the value of their farmland.

But a group representing more than 400 municipalities across Ontario said Thursday that the judge failed to take into account the local government's responsibilities.

"Where we really get into an impossible situation is that we have a mandatory responsibility to maintain our roads in a safe condition through the winter time," said Tom Bateman with the Ontario Good Roads Association.

The Steadmans said their farmland near Sarnia withered since the late 1990s, affecting his wheat, soya and hay crop yields. The couple said this was a direct result of the salt from the roads surrounding the property that left parts of their land "white with salt."

County considering appeal

The county said there was no proof road salt caused the problems.

Justice Thomas Carey sided with the Steadmans, writing in his decision that "the dispersion of road salt by the defendant ... was the cause of damage from about 1999 to the present, to their land and to their soya and wheat crop."

The Lambton county clerk said they do not agree with the judge's ruling.

"Our heads are spinning on that," said David Cribbs. "The law requires us to perform winter maintenance and we have now officially been punished for conducting winter maintenance."

Cribbs said the county is considering an appeal, but in the meanwhile it will be business as usual.

"We have no choice but to continue salting and sanding our roads, but we have to keep this judgement in the back of our minds."

Cribbs also said he has been inundated with calls from municipalities from around Ontario expressing concern about the court decision.

No viable alternative

Bateman said there is currently no viable alternative to road salt that is better for the environment.

Merrin Macrae, an associate professor in geography and environmental impact at the University of Waterloo, said road salt negatively affects the environment, from water systems to soil and crops.

The problem with salt, she said, is that it can accumulate over time and "can reduce the way water and salt are made available to the plant," thereby limiting its growth.

A five-year study on the effect of road salt conducted by Environment Canada concluded in 2012 that "road salts pose a risk to plants, animals and the aquatic environment."

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Your Customers Need to Check With Their Insurer for Discount Rates

See Federated Statement on Following Page

Amendments to Automobile Insurance Legislation and Regulations

Bulletin No. A-05/15

Property & Casualty- Auto

To the attention of all insurance companies licensed to transact auto insurance in Ontario

In the upcoming months, FSCO will issue additional bulletins relating to the implementation of other automobile insurance reforms announced in the 2015 Ontario Budget.

The amendments are listed and outlined below:

Ontario Regulation 664 (Automobile Insurance)

This regulation has been amended to **require that all insurers offer a discount to policyholders for the use of winter tires**. The winter tire discount must be made available for contracts issued or renewed on or after January 1, 2016, for all eligible **private passenger automobile policies**. Insurers are encouraged to implement the discount **before January 1, 2016**, where feasible.

Insurance companies that do not currently offer a winter tire discount must file an application for approval with FSCO no later than August 28, 2015. Insurers should use the Private Passenger

Automobile Filing Guidelines Simplified for these applications and not offbalance this discount.

Insurers are required to have a process in place to notify their policyholders of this new discount. For inquiries regarding the filing process for this discount, contact your Rate Analyst in the Automobile Insurance Services Branch at FSCO.

Brian Mills

Chief Executive Officer and Superintendent of Financial Services

July 29, 2015

<https://www.fSCO.gov.on.ca/en/auto/autobulletins/2015a/Pages/a0515.aspx>



Mike Moffatt

MICHAEL EDWARD MOFFATT

Passed away at the Brantford General Hospital on Friday November 20, 2015 at the age of 58 after a year long battle with cancer. Beloved husband of Lynda (Shaver) Moffatt. Loving father of Adam (Rachel), Scott, and Erin (Tom). Mike was an icon in the scrap tire business. Long before our current tire recycling, Mike was building a province wide network through his company Ontario Tire Recovery. His unwavering dedication to his industry helped shape many of the successes in the industry today. But Mike was mostly known for his love of life, warm generosity and infectious laugh. Mike left his mark on the tire industry.

Federated Insurance Association Advantage® for Ontario Tire Dealers Association Members

Insurance Discounts for Winter Tire Use in Ontario

To promote safer roads, the Ontario government has mandated that insurers offer discounts for drivers that use winter tires. Federated is pleased to announce our support for this initiative.

Federated Insurance will be giving a 5% discount on non-fleet private passenger vehicles equipped with four winter tires regardless of whether the vehicle is for commercial or personal use. This discount will be effective January 1, 2016 and will apply to the entire automobile premium excluding endorsements.

To be eligible, all four tires must be installed each year during the winter months, which typically run from November to April. Winter tires must have the winter tire logo of the peaked mountain with a snowflake (❄). Tires marked M & S (mud and snow) or all season/weather are not eligible. Customers may be asked to show proof of purchase and installation to receive the discount.

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- **Direct:** The only national commercially-focused direct insurance company in Canada.
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- **Mechanic's Warranty of Work:** Protection is available to pay for correction of those mistakes made through the installation of a defective part or as a result of faulty work.
- **Tire Retreading Operations:** Federated Insurance likes Tire Retreaders! We are able to provide proper liability protection for your tire dealerships and any retreading operations.
- **And much more:** Including employees' tools & equipment, employment practices defense cost coverage, and contingent coverage for rented and leased equipment.

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Speed Rating Update

Joy Kopcha

Posted on October 29, 2015

Thirty years ago the tire industry thought it had created the pinnacle of speed ratings. It jumped to the end of the alphabet scale, and there was a presumption no tire would ever eclipse the Z speed rating, and its sustained speeds above 149 miles per hour.

The evolution of tire technology proved otherwise.

“The trend in speed ratings across the board is higher,” says Woody Rogers, product information specialist at Tire Rack Inc. “If you look at cars sold new in the last 10-plus years, the fitments that they’re coming with are moving up consistently, as are rim diameters. Those two are going hand-in-hand.”

Radial passenger tires typically carry speed ratings in the Q to Y range, and with maximum speeds of 99 mph and 186 mph, respectively, those ratings exceed every posted speed limit in the United States. Even winter tires’ speed ratings are higher than the nation’s speed limits.

But in the 707-page report, “The Pneumatic Tire,” the National Highway Traffic Safety Administration points out, “The government high speed performance test is meant to assess the capability of the tire in an intermediate speed range from 85 to 100 mph.

“The speed rating of a tire indicates the maximum speed at which it can safely carry a given load at a specified inflation pressure.”

There’s one thing a higher speed rating doesn’t do, says Rogers. It doesn’t automatically qualify a tire as a performance tire.

“Speed ratings are not necessarily a performance rating,” he says. “Just

because it has a higher speed rating doesn’t mean it’s going to be the best handling or highest-traction tire in a given size.”

He points to touring tires as a broad example. Overall, consumers expect touring tires to offer reasonable handling, good tread life and a smooth, quiet ride. “It’s not for the hard-core, performance-focused, handling-focused customer. But there are many of these tires that have V or higher speed ratings,” Rogers says.

And if he took a touring tire to the test track to measure its handling and traction, it wouldn’t perform as well as a tire specifically designed as a performance, or ultra-high performance tire. “They may not be able to go as quickly as an H-rated, but truly performance-focused product that has a lower speed rating. But it has more grip and handling, shorter tread wear and a less comfortable, louder ride than that touring tire with the V speed rating.”

Still, higher speed ratings do bring other benefits. Tires that run at higher speeds have to be more robust to handle and disperse the heat they generate, and that ultimately makes the tire more durable.

“It may affect the responsiveness of the tire. How does it handle and drive? A speed rating can definitely have an effect in how it feels just driving in traffic,” Rogers says. “I can’t call that performance, because I’m not at the limit on the test track, and I’m not measuring the stopping distance in a panic stop with anti-lock brakes. But just to drive it, everyday drivability can very much be affected by the speed rating.”

And that then gives a glimpse into what automobile manufacturers are

thinking when they choose higher speed-rated tires for their latest models. For example, the Toyota Prius comes with V-rated tires. As quickly as Rogers asks himself why, he answers the question – the tire either offers the fashion the automaker wants, or it delivers other qualities. The speed rating is just a bonus.

The next performance category Tire Rack is known for its tire tests, as well as its tire categories. And the online tire dealer says performance tires demand four categories: high performance, ultra-high performance, max performance, and extreme performance.

Tires in the max and extreme performance categories are summer-only products. Max performance tires offer both dry and wet traction, while extreme performance tires are focused exclusively on dry handling at the limit. Ride, comfort and noise aren’t the priorities.

So how far away are today’s performance tires from needing another new category?

“I can’t envision anything fitting in above extreme without jumping into what we already have, streetable track tires,” Rogers says. “There’s a small group, a pretty specialized product, that are capable of driving on the road but their primary reason for being is to use on the track.” The P Zero Trofeo R from Pirelli & Cie SpA is designed for the Chevy Camaro Z28. (Translated from Italian, Trofeo means trophy.) The next step up in category is for dedicated track and competition tires which are still street legal, like those from Hoosier Racing Tire Corp. Yes it’s legal to drive them on the street, but even the tire manufacturer advises against it.

cont’d on page 31

Tire Recycling in Ontario By The Numbers

Since the inception of the current tire recycling program in 2009 under Ontario Tire Stewardship, over 80 million tires have been diverted from landfill. There are many participants in the program that are paid for their part whether it be by incentives or in the case of Collectors who have received allowances of \$51,601,546.00 for collecting, storing and handling the tires. Including all of the incentives, over \$325 million dollars has been paid out to various levels of participants to keep this program operating.

Allowances and Incentives to Date

Collectors Allowance – \$51,601,546

Haulers incentive - \$153,131,767

Processors incentive - \$95,634,686

Manufacturers incentive - \$24,219,588

Grand Total \$ - \$324,587,587

While diverting virtually all of the used tires produced in the province, the program has been able to consistently reduce the burden on the consumer by lowering fees from \$5.84 to \$4.25. 96% of Ontario's tires are now processed into crumb rubber, and 63% of that crumb is used by Ontario manufacturers to produce finished products like animal mats, playground surfacing, roof shingles, landscape tiles and athletic flooring.

History of fees reductions

	2009	2010	2011	2012	2013	2014	2015
PLT TSF	\$5.84	\$5.84	\$5.84	\$5.84	\$5.69	\$5.43	\$4.75 to \$4.25
MT TSF	\$14.65	\$14.6	\$14.65	\$14.65	\$14.65	\$14.65	\$12.95

The OTS Board is made up of 3 Appointees from the Tire & Rubber Association of Canada
Currently Glenn Maidment – OTS Chair (TRAC) , Robin Hunter (Goodyear) , Philippe Trudel (Michelin)

2 Appointees from the Ontario Tire Dealers association

Currently Bob Bignell – OTS Treasurer, Usman Valiante

2 Appointees from the Retail Council of Canada

Currently Chantale Mantha (Costco), Sarah Webb (Canadian Tire)

1 Appointee from the Canadian Vehicle Manufacturers Association

Currently vacant

1 Appointee from the Association of International Automobile Manufacturers of Canada

Currently Vacant

In accordance with the Regulation OTS has appointed 2 members to the Vacant Positions:

Andy Soares (Dynamic Tire), Aaron Robinson (Kal Tire)

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FATALITY

Kimberly Coordes, 50, died Friday after truck tire crashed through her windshield on Hwy. 401 east of London
By Dale Carruthers, Jennifer O'Brien, The London Free Press
Saturday, November 7, 2015 9:19:44 EST AM

A scourge from the past on Ontario's super-highways — fly-away truck wheels — killed an Oxford County woman on the Hwy. 401 near London on Friday, when a large tire crashed through her windshield. Two tires came off a eastbound transport, one bouncing over the highway median before striking the car travelling near the Putnam scales about 7:30 a.m., police said.

Kimberly Coordes, 50, of South-West Oxford Township, died at the scene.

A generation ago, fly-away wheels from transport trucks were such a menace on provincial highways, triggering frightening headlines and a coroner's inquest into the deaths of two drivers, that the province took sweeping steps to crack down, even creating a new offence for flying vehicle parts — no defence can be offered — with a maximum penalty of \$50,000.

Friday's crash, and the random nature of the threat on busy highways, brought memories flooding back for the sister of another woman killed in similar circumstances nearly 21 years ago.

"My empathy goes out to this woman's family — you don't want anyone to experience it," said Beth Worona, whose sister Angela Worona was killed by a flying truck wheel on the 401 in the Toronto area in 1995. "What we felt . . . it's horrifying in the beginning. It's a nightmare that you can't believe, but no matter how much you shake your head, it's not going to go away."

It was not immediately clear where Coordes was headed when the

Friday-morning disaster happened, but the collision occurred near the township where she lives. The truck kept driving after the tires flew off — the other one didn't hit anything — until police pulled it over near Drumbo, almost 30 km away from the scene, police said.

Truck safety on 400-series highways was thrust under the spotlight in the 1990s after a rash of road deaths caused by flying transport wheels, including four in a single year. The government responded in 1997 by cracking down on flying truck tires, introducing daily inspection requirements for drivers and beefing up on-road inspections by police and transportation officials.

A tough amendment that later took effect under Ontario's Highway Traffic Act made flying vehicle parts an absolute liability. Since then, flying tires have been blamed for just nine deaths, according to the Ministry of Transportation.

"In the vast majority of cases, it's completely preventable," said Ontario Safety League chief executive Brian Patterson. Patterson credits a joint effort by the police and province for making Ontario's highways some of the safest in the world. "In my view, if we didn't have the level of enforcement that's provided in this province, we'd be in a lot worse shape."

But Worona said enforcement has been slipping since the tougher measures, adopted partly due to advocacy by her family after her sister's death, were first put in place. She often drives the 400-series highways between her Whitby home and Windsor, and says she regularly

passes inspection stations that are closed.

"The sanctions were better, but there are more transport trucks on the highways . . . there is an increased amount of transport traffic and (there) should be increased vigilance," she said. "When this happens and I think about how I drive by stations and see stations with no one manning them. I've see more transport accidents this year than I have in years before," she said.

"The general public is just driving to where they are going, they shouldn't pay for it with their lives." The ministry conducts 110,000 commercial truck inspections a year. In the past five years, there were 577 cases of wheels coming off vehicles.

Reconstruction specialists are investigating Friday's deadly collision.

"They've towed the truck to a compound where they're going to be doing mechanical analysis, and they're going to be looking at all the parts on the truck," said OPP Const. Lisa Narancsik. "They'll determine how the tire(s) came off."

A witness called police with a description of the transport and its licence plate number, said Narancsik, adding the driver didn't realize he lost two tires. Investigators interviewed the driver. No charges have been laid yet.

Police closed the westbound lanes for several hours, snarling rush-hour traffic, before reopening the road around 11:30 a.m.

MODERN TIRE DEALER FACTS CARD 2015

U.S. TIRE SHIPMENTS - A 10-YEAR CHRONOLOGY (in millions)

Passenger			Light Truck		
Year	Repl.	OE	Year	Repl.	OE
2014	206.6	46.0	2014	28.8	4.8
2013	201.6	44.0	2013	28.3	4.4
2012	192.0	40.5	2012	28.3	4.2
2011	196.5	36.0	2011	28.6	4.1
2010	198.7	34.6	2010	28.0	3.5
2009	184.0	25.0	2009	26.0	2.6
2008	195.0	39.0	2008	30.0	3.0
2007	205.0	48.0	2007	35.7	4.9
2006	199.1	49.0	2006	35.0	5.2
2005	205.8	53.0	2005	36.6	7.0

2014 U.S. REPLACEMENT PASSENGER TIRE BRAND SHARES

Brand	% of total	Brand	% of total
Goodyear	13.0%	Primewell	2.0%
Michelin	9.0%	Dunlop	1.5%
Bridgestone	8.0%	GT Radial	1.5%
Firestone	7.5%	Hercules	1.5%
Cooper	5.5%	Mastercraft	1.5%
BFGoodrich	4.5%	Sumitomo	1.5%
Hankook	4.0%	Uniroyal	1.5%
Yokohama	4.0%	Big O	1.0%
Continental	3.5%	Cordovan	1.0%
Falken	3.0%	Delta	1.0%
General	3.0%	Fuzion	1.0%
Pirelli	2.5%	Kelly	1.0%
Toyo	2.5%	Nitto	1.0%
Kumho	2.0%	Sailun	1.0%
Multi-Mile	2.0%	Sigma	1.0%
Nexen	2.0%	Others	5.0%

U.S./CANADIAN OE CONSUMER TIRE BRAND SHARE

Goodyear	27.8%	General	2.6%
Michelin	20.6%	Kumho	2.6%
Bridgestone	12.6%	Dunlop	2.0%
Continental	10.9%	Nexen	1.4%
Hankook	4.8%	Toyo	1.3%
Firestone	4.7%	Yokohama	0.9%
BFGoodrich	4.2%	Cooper	0.2%
Pirelli	3.4%		

REPLACEMENT PASSENGER TIRE MARKET BREAKDOWN

(based on 206.6 million units)

P-metric light truck	31.0%	UHP	16.9%
Broad-line/all-season	30.7%	Winter	3.0%
HP	17.4%	Run-flat	1.0%

U.S. PASSENGER TIRE RETAIL MARKET SHARE

(based on retail sales)

Distribution channel	2014	2013
Independent tire dealers	60.5%	60.5%
Mass merchandisers	13.0%	14.0%
Warehouse clubs	9.0%	8.5%
Auto dealerships	8.0%	7.5%
Tire company-owned stores	7.5%	7.5%
Miscellaneous outlets	2.0%	2.0%

MODERN TIRE DEALER FACTS CARD 2015

2014 HIGH PERFORMANCE TIRE BRAND SHARE

(HP=35.9 million units; UHP=34.9 million units)

Brand	HP	UHP	Brand	HP	UHP
Goodyear	12.5%	14.5%	Nexen	4.0%	4.0%
Michelin	12.5%	14.0%	Pirelli	4.0%	6.0%
Bridgestone	8.0%	10.0%	Cooper	3.0%	1.5%
Yokohama	8.0%	5.5%	Dunlop	3.0%	3.0%
Hankook	6.0%	6.0%	General	2.0%	1.0%
Falken	5.5%	8.0%	Primewell	2.0%	1.0%
BFGoodrich	5.0%	4.0%	Nitto	1.5%	1.5%
Kumho	5.0%	3.0%	Sumitomo	1.5%	1.5%
Toyo	5.0%	4.0%	GT Radial	1.0%	1.5%
Continental	4.5%	7.0%	Kelly	1.0%	
Firestone	4.0%	2.5%	Delinte		2.5%
			Others	4.0%	3.0%

2014 U.S. REPLACEMENT TIRE SALES

(A \$37.4 billion industry)

Passenger tires:	\$24.8 billion
Light truck tires:	\$4.9 billion
Truck tires:	\$6.6 billion
Farm tires:	\$538 million
OTR tires:	\$580 million

2014 AVERAGE ADVERTISED TIRE PRICES

(in the U.S.)

Size	Major brand	Low-cost	Overall
205/55R16	\$126.70	\$90.71	\$122.24
215/55R17	\$144.53	\$98.24	\$138.27
215/60R16	\$199.13	\$86.79	\$114.09
235/75R15	\$117.15	\$91.60	\$112.99

U.S. CONSUMER TIRE IMPORTS FROM CHINA

(in millions)

Year	Units	Yr./yr. change
2014	60.5	+17.9%
2013	51.3	+57.8%
2012	32.5	+25.0%
2011	26.0	-16.1%

CONSUMER TIRE BRAND SHARE BY TIER IN THE U.S.

	2014	2013	2012
Tier 1	30.0%	29.5%	29.5%
Tier 2	43.5%	44.0%	43.5%
Tier 3	20.5%	21.5%	22.0%
Tier 4	6.0%	5.0%	5.0%

CONSUMER BRANDS LISTED BY MTD TOP 100

(Total outlets: 5,630)

Rank by No. of dealers	Dealers/ outlets	Rank by No. of dealers	Dealers/ outlets
1. Michelin	84/4,536	10. Hankook	45/3,395
2. Goodyear	71/4,277	11. Dunlop	41/3,495
2. BFGoodrich	71/4,176	11. Uniroyal	41/2,923
4. Bridgestone	67/4,604	11. Kelly	41/1,889
5. Continental	62/3,616	14. Pirelli	34/3,724
6. Firestone	59/3,069	15. Toyo	32/2,433
7. Yokohama	54/3,722	16. Falken	30/3,228
8. Cooper	51/3,308	16. Kumho	30/2,651
8. General	51/3,176	18. Nexen	23/1,658

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TIA TPMS Tip of the Month

RELEARNS FOR MERCEDED VEHICLES WITH TPMS IN SPARE TIRE

Description:

1. Are you trying to Relearn in NEW sensor IDS (using the Auto-learn process) and the TPMS Malfunction Indicator Lamp (MIL) will not go off?

2. Does the vehicle have a TPMS sensor in the Spare Tire?

3. If there is a sensor in the spare tire and the sensor shows signs of wear (corrosion, etc. - does not look new) then it is likely the spare was mounted as a drive tire.



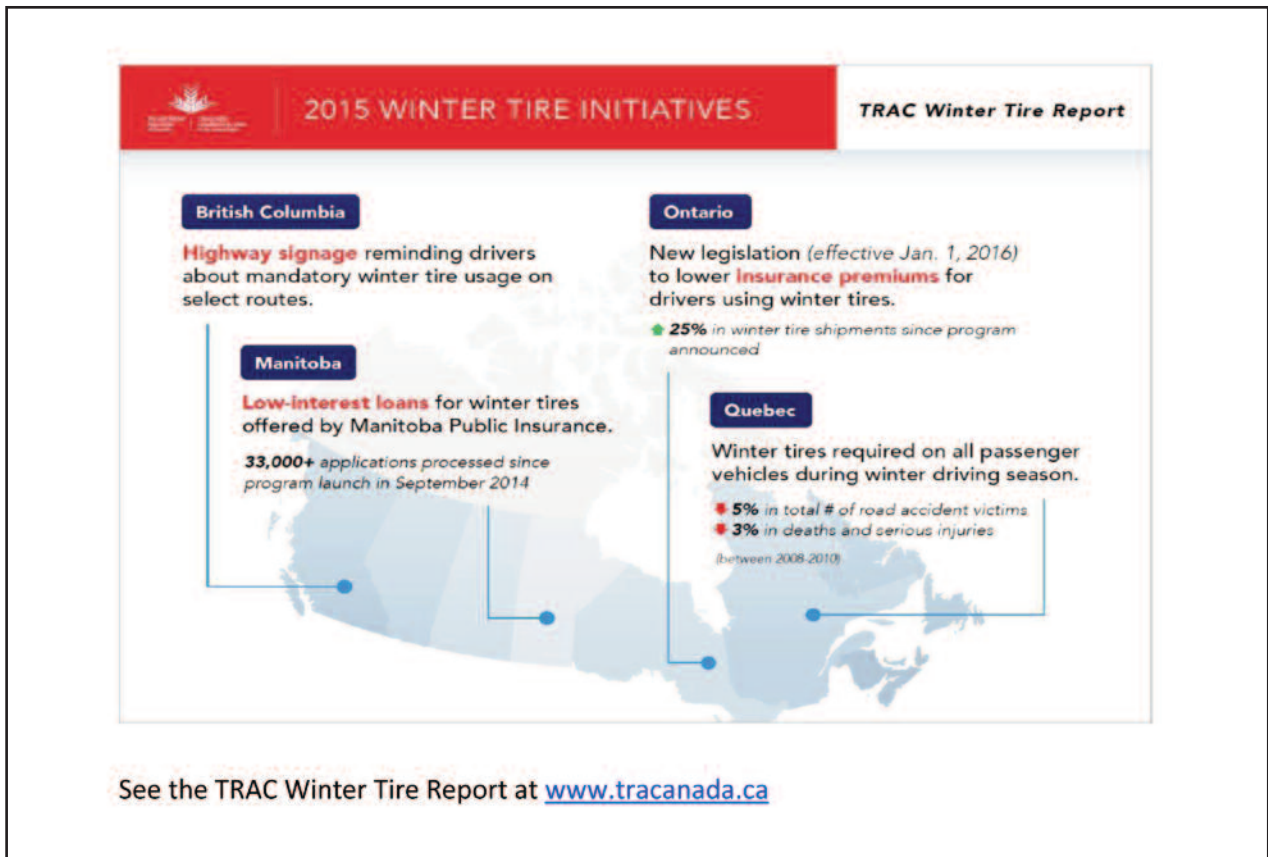
4. If this is the case, the ONLY way to complete the relearn is with a properly formatted scan tool as the Sensor IDS have to be hard coded to the vehicle using the Star C3 shown below.

Scenarios if not done properly:

- TPMS Malfunction Indicator Lamp (MIL) will not go off as the Spare Tire ID cannot be learned in using the Auto-Learn method - MIL will always be on.



- Technician could replace perfectly working sensors assuming they are not working since the MIL is not going off. Improper service will result in dissatisfied customers as well as the risk in leaving the vehicles TPMS system inoperative. Proper system understanding and diagnostics are critical with these vehicles to prevent wasted time, sensors, and money.



Speed Rating Update

cont'd from page 24

Rogers says the window between extreme performance tires and track tires is “narrowing for sure.” ■

Speed rating	Maximum speed	Maximum speed
L	75 mph	120 km/h
M	81 mph	130 km/h
N	87 mph	140 km/h
P	93 mph	150 km/h
Q	99 mph	160 km/h
R	106 mph	170 km/h
S	112 mph	180 km/h
T	118 mph	190 km/h
U	124 mph	200 km/h
H	130 mph	210 km/h
V	149 mph	240 km/h
Z	149+ mph	240+ km/h
W	168 mph	270 km/h
Y	186 mph	300 km/h
(Y)	186+ mph	300+ km/h

Speed ratings are a guide, but they’re not the rule in defining a performance tire. Still, the highest-rated tires typically are built with leading edge technology.

The origin of speed ratings
 The speed rating system was born in Europe, and evolved alongside the development of radial tires in the 1950s. The system originally consisted of three symbols and classes:
 S – classification for a standard tire,
 H – classification for a high speed tire, and
 V – classification for a very high speed tire.
 Eventually as cars became more complex, tire manufacturers worked to upgrade to more advanced tires to

match, and the speed rating system became more elaborate. The categories were expanded to span the alphabet, with earthmover and farm tires at the lower end and tires for high performance sports cars at the upper end.

In the 1990s U.S. tire manufacturers voluntarily adopted the load index and speed rating symbols.

Source: The Pneumatic Tire, U.S. Department of Transportation, National Highway Traffic Safety Administration

Tyromer Opens Groundbreaking Tire Recycling Facility in Waterloo



Collaborative efforts between the University of Waterloo and the public/private sector has led to a global innovation in scrap tire recycling and resource utilization

September 18, 2015, Etobicoke, ON – Ontario Tire Stewardship (OTS) is thrilled to congratulate innovative tire waste reduction company Tyromer on the opening of its groundbreaking facility, Tyromer Waterloo. Tyromer Inc was established by the University of Waterloo, and with the help of Ontario Tire Stewardship and other public/private collaborations, has commercialized an innovative new process to enhance the up-cycling of recycled tire rubber.

“The opening of Tyromer Waterloo exemplifies our ongoing focus of spurring economic development by supporting Ontario-based environmental innovators, leading to commercialization. It also demonstrates the

kind of strategic partnerships we’re building with Ontario-based companies such as Tyromer and AirBoss Rubber Compounding,” said Andrew Horsman, Executive Director, Ontario Tire Stewardship. “We look forward to continuing to develop future partnerships that will help drive Ontario’s green economy.”

Ontario Tire Stewardship provided a research grant for Tyromer to strategically focus on the devulcanization of scrap tire rubber crumb, which allows this high-value recycled material to be used in greater quantities as a replacement for virgin rubber, and in more demanding applications.

Airboss, also an OTS R&D Grant recipient, has been focused on the development of alternative rubber feedstocks, and is the leading Canadian supplier of compounded rubber to a range of different customers across North America. Air Boss is an ideal partner for Tyromer.

OTS is an Industry Funded Organization (IFO) established by Waste Diversion Ontario (WDO) to support the development, implementation and operation of the Used Tires Program. The organization successfully diverts about 12 million tires every year from landfill, with almost 80 million recycled since the program launched in 2009. Since the launch of the program, the tire recycling industry has seen significant growth and maturation—approximately \$70 million in new investments and over 200 direct new jobs.



The annual meeting of the Summer Tires Club.





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Uniform Tire Quality Grading Explained

Uniform Tire Quality Grading is the term for three specific ratings applied to tires so that consumers can have standardized, easy to understand comparative data when they are searching for the right tire. That's the concept; the reality is somewhat different. Actually, UTQG ratings are difficult for most people to understand, extremely opaque in their relationship to actual tire performance, and in some ways are barely standardized at all.

Traction

Traction grades are based on tests to determine the tire's coefficient of friction on wet asphalt and wet concrete at 40 mph. The tire is given a letter grade depending on the amount of G's the tire can withstand on each surface. The grades are:

AA - Above 0.54G on asphalt and above 0.41G on concrete.

A - Above 0.47G on asphalt and above 0.35G on concrete.

B - Above 0.38G on asphalt and above 0.26G on concrete.

C - Less Than 0.38G on asphalt and 0.26G on concrete.

The problem here is twofold. First, who can remember all that when searching for a tire? Second, the traction test does not evaluate the tire's ability to perform dry braking, dry or wet cornering or hydroplaning resistance. These are rather important qualities as well. To evaluate a tire's traction based solely on wet braking is somewhat oversimplifying actual tire performance. This can be actively misleading to many consumers, who might think that a traction grade of AA covers all types of traction rather than just one. A tire that is graded as A for wet braking might well have better lateral grip than another tire graded AA.

The tests are also done in a lab, making it possible to gather much more empirical data, but also calling into question the exact application of that data to real-world conditions.

Temperature

Temperature grading is based on the tire's ability to dissipate heat while running at high speed against a rotating cylinder.

A tire that cannot dissipate heat effectively will break down faster at higher speeds. An A rating means that the tire is able to run for long periods of time at speeds over 155 miles per hour. A B rating means that the tire ran between 100 and 155 miles per hour sustained. A C rating means between 85 and 100 miles per hour sustained. All UTQG-rated tires must be able to effectively run at at least 85 mph.

This can be rather difficult information to process. Do you actually need a tire to function reliably at 115 miles per hour for long periods of time on US highways, or would just 100 mph be good enough? Does extremely good heat dissipation ability have a positive effect on treadwear breakdown even at lower sustained speeds? What is that effect? UTQG temperature ratings simply don't have those answers, and those are the answers people really need to make informed decisions. I'm not even entirely certain of the essential difference between temperature ratings and speed ratings, which also measure the general ability of the tire's structure, such as belts and plies, to hold up under Ludicrous Speed.

Treadwear

Treadwear is perhaps the most complex and least reliable of the UTQG grades. Treadwear grade is tested by running a control tire around a circular track for 7,200 miles, then running the tire to be graded around the same circular track for the same mileage. The treadwear is then extrapolated from this data and compared to a similar extrapolation for the control tire. A grade of 100 means that the tread life is equal to the control tire, whereas a grade of 200 would be twice the treadwear of the control tire. 400 would indicate four times the treadwear of the control, and so on.

The problems here are numerous. The number of actual miles expected of the control tire is not readily available to consumers, so the comparison between it and a consumer tire is simply proportional rather than numerical. Extrapolating the amount of wear after 7,200 miles to determine the actual treadlife over tens of thousands of miles leaves a great deal of room for error and comparing two such extrapolations to each other compounds the problem. Also, it is the tire maker that performs the extrapolation according to their own data model. Since no two tire companies' data models are exactly alike, there can be no standardized result, making comparisons between tires by the same maker only marginal useful, and comparisons of different makes of tires nearly useless. Eugene Peterson, the Tire Program Manager at Consumer Reports, told me once that both the best and worst tread life he had ever seen were tires with the same treadwear rating.

In essence, it seems that UTQG ratings, in a laudable attempt to provide some very simple comparison points, are kind of oversimplified in some ways, and in some other ways are far too complex. The overall effect is that they do not really provide decent comparisons, especially across different makes of tires. Although they can be somewhat useful as part of a comparison of the many different factors that define the quality of tires, one should really take them with a large grain of salt.

Sean Phillips repaired, sold and installed wheels and tires for more than 10 years as the former operations manager at Rim and Wheel Works in Waltham, Mass. Read his blogs about "Tires and Wheels" on About.com.

Treadlines

cont'd from page 10

reelection of Alpio Barbara and Mike Baggett to the board.

The officers and members of TIA's board for 2016 are:

Glen Nicholson, president, senior director, retail training, TBC Corp., Palm Beach Gardens, Fla.:

Freda Pratt-Boyer, past president, Senior Auditor, Purcell Tire & Rubber Co., Potosi, Mo.;

Tom Formanek, vice president, regional sales manager, Stellar Industries, Garner, Iowa;

David Martin, secretary, director of sales, Tire Supplies & Specialty Rubber, American Tire Distributors Holdings, Inc., Huntersville, N.C.;

Mike Wolfe, treasurer, owner, Southeastern Wholesale Tire, Raleigh, N.C.;

Mike Baggett, national sales manager, Yokohama Tire Corp. – OTR division, Santa Rose Beach, Fla.;

Alpio Barbara, president, Redwood General Tire Service, Redwood City, Calif.;

Bob Bignell, executive director, Ontario Tire Dealers Association, Drayton, Ontario, Canada;

Anthony Blackman, president, Atlantic Tire & Service Inc., Cary, N.C.;

Steve Burhenn, executive vice president, Becker Tire & Treading Inc., Great Bend, Kan.;

Ernie Caramanico, president, Amityville Firestone, Amityville, N.Y.;

Dan Childers, director of sales—mid-Atlantic region, TCi-Tire Centers, Duncan, S.C.;

Lyssa Da Costa, manager, national programs, RTD-TriCan Tire Distributors, Burlington, Ontario, Canada;

John Evankovich, director of tire and battery centers, Sam's Club, Bentonville, Ark.;

Robert Hendry, vice president sales and marketing, 31 Inc., Newcomerstown, Ohio;

Joseph Henmueller, president and chief operating officer, Automotive Maintenance and Repair Association

(AMRA)/Motorist Assurance Program (MAP), Arlington Heights, Ill.;

Keith Jarman, president, AME International LLC, Brooksville, Fla.;

Chris Monroe, owner, Monroe Tire and Service, Shelby, N.C.;

Jim Pangle, senior vice president of operations, Fountain Tire Ltd., Edmonton, Alberta, Canada;

Brian Rigney, president, Dill Air Controls Products LLC, Oxford, N.C.;

Jon Schadl, vice president of sales and marketing, K&M Tire Inc., Delphos, Ohio; and

Jason Williams, executive vice president, Jack Williams Tire Co. Inc., Scranton, Pa.

For more information on TIA, visit www.tireindustry.org or call (800) 876-8372.

Government of Ontario announces new waste reduction and resource recovery legislation

Nov 26, 2015

The Government of Ontario has introduced a new waste reduction and resource recovery strategy that could put the province at the forefront of environmental protection and resource conservation.

This announcement is long overdue and critical to improving Ontario's environment and economy.

For more than a decade Recycling Council of Ontario has been advocating for change in waste legislation, and we are pleased the Ministry of Environment and Climate Change is going to making good on its commitment to address the waste issues that plague Ontario. We need a policy shift that marries the economic and environmental benefits of reducing materials lost to disposal and redirecting them into the production of new goods.

Jo-Anne St. Godard, Executive Director, Recycling Council of Ontario. If passed, Bill 151, the proposed

Waste-Free Ontario Act will enact the Resource Recovery and Circular Economy Act and the Waste Diversion Transition Act. The proposed legislation is intended to enable a shift to a circular economy that would increase resource recovery and waste reduction in Ontario.

Discount to drivers using winter tires

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