


TRENDS

Tire Industry News

Inside this issue...

Editor: Bob Bignell

Issue 1502

Don't miss the  TDA Winter Conference 2016

OTDA Winter Conference

January 17 - 24, 2015

Coconut Bay Beach Resort and Spa, St. Lucia

TDAC National Trade Show & Conference

March 10 - March 12, 2016 - Kelowna BC

OTDA Annual Fundraiser & Charity Golf Classic

June 15, 2016 Niagara Region

www.otda.com

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Dealers Association

President: Mike McClory

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President's Message



Why is it called a Board Retreat? The OTDA board held a two day meeting in Cambridge last month to review our accomplishments and goals and set a plan for the future. I would call it anything but 'retreat'. Your association is active on so many fronts, it difficult to know where to start.

The training programs are evolving with Commercial Vehicle Wheel Service going on a perpetual basis across the province and the latest TIA Automotive Tire Service course held again at Niagara College with an attendance of twenty two students. Look for this program to be expanded to other colleges.

Coming off the success of the national trade show and conference in Niagara Falls, the next

show is another TDAC event to be held in March of 2016 in Kelowna, BC. Registration information is on page 13. You will also see that our annual golf event will be held in the Niagara region in 2016. The event in Port Hope last year raised \$32,000.00 for charities. And don't miss registration of our popular Winter Conference in 2016 to be held in St. Lucia (page 23).

We offer our members some great benefit programs that often are overlooked. You will find enclosed in this mailing, your membership card to remind you of these. One of them of note is the Chrysler Fleet program. We have had very good reviews on the savings from this program.

Of the most important activities of your association are government affairs. It benefits all, but is often under the radar. We are active at OTS board level to lower fees and streamline the process. We work nationally on the board of Tire Dealers Association on programs of national interest as you can see with winter tire and TPMS initiatives. Internationally we are represented on the board of TIA which keeps us informed of other hot issue items such as tire registration that no doubt we will eventually be faced with.

So when one of your tire dealer peers or associates asks, 'Why are you a member of OTDA?' you can tell them and ask 'Why aren't you?'

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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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
Noelville Tire Repair & Service	Noelville, ON
Nortop Canada Inc.	Dorval, QC
Brian’s Tire Repair Inc.	St. Catharines, ON
Mountain Tire Ltd.	Hamilton, ON
Truckcap Ltd.	Bolton, ON
TireButler.com	Toronto, ON
Midas Orillia	Orillia, ON
Falken Tire	Rancho Cucamonga, CA
Stan Tire Specialists	Barrie, ON
Stan Tire Sepcialists	Concord, ON

OTDA DIRECTORS

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Dwight Rose	Membership Development	O.K. Tire Store (Brantford)
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Paul Marshall	Director	Brian’s Tire
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

Michelin Tires Available at Canadian Kia Dealerships

by Tire Review Staff - April 29, 2015
Michelin North America (Canada) Inc. has agreed to make its replacement tires available for purchase and sale by Kia dealerships across Canada when fitments and sizes are applicable.

"Through this agreement, Kia has ensured that their dealerships across the country have a top-tier tire brand synonymous with safety to offer their drivers," said Sylvaine Cuniberti, marketing director, Michelin North America (Canada) Inc.

Kia Canada Inc.'s John Stoian, director of parts and after sales, said that the company is "thrilled to have Michelin North America as part of our national account program."

ATS at Niagara College

July 17/18 Automotive Tire Service Course at Niagara College a Sellout. Over 20 students took part in the two day ATS course coordinated by Ontario Tire Dealers. This is the beginning of a series of courses to be organized throughout the province. Stay tuned to www.otda.com for more courses.

Michelin launching consumer websites worldwide

Tire Business Magazine
GREENVILLE, S.C. (June 10, 2015) — In response to the many consumers who use the Internet to research tires before purchasing them, Michelin North America Inc. (MNA) is launching a global platform it says is the first in the industry with an open search engine.

The Greenville-based tire maker's plans are to roll out the new digital platform to markets around the globe — with the U.S. the first of 70 worldwide Michelin sites to go live. The goal of the effort is to simplify and enhance online tire shopping, according to the company.

Michelin said its global data confirms that more than 50 percent of tire shoppers now use the Internet to research their purchases. Consumers using Michelin's site will be able to find the correct tires for their vehicles by typing their

TIA Opposes Tire Registration Language in GROW AMERICA Legislation

Bowie, Md. — The Tire Industry Association (TIA) announced that the Association opposes tire registration language in the "Generating Renewal, Opportunity, and Work with Accelerated Mobility, Efficiency, and Rebuilding of Infrastructure and Communities throughout America Act" or "GROW AMERICA Act" that was released on March 30, 2015. Section 4112 is titled "Tire Registration by Independent Sellers" and attempts to amend subsection (b) of section 30117 of title 49, United States Code.

June 12, 2015

TIA: Online Tire Sales Affect Tire Registration

The Tire Industry Association (TIA) laid out its opposition to mandatory tire registration in its latest Political Action Committee (PAC) newsletter, TirePAC.

In a letter from Dick Gust, TIA board member and chairman of the government affairs committee, he notes a new pressure point on the issue — tire manufacturers selling tires online direct to the consumer.

"TIA believes the risk of email addresses and mobile phone numbers being misused by a manufacturer to the detriment of distributors or dealers is genuine."

July 09, 2015

Continental recalls 3,800 tires

Continental Tire the Americas LLC is recalling 3,800 ContiProContact P205/65 R15 95T XL tires manufactured in February 2015 and sold in the U.S. replacement market. The compa-

ny says the tires may experience tread separation. The tires can be identified with the Department of Transportation (DOT) code VY UR 471B 0615. Only the production DOT week 0615 is affected.

Continental has not received any reports of accidents or injuries resulting from this condition.

Continental notified the National Highway Traffic Safety Administration (NHTSA) of the details of the recall on July 7, 2015.

The company says it is in communication with its tire distributors and dealers to identify consumers who purchased affected tires. Owners will be promptly notified and informed about the details of the voluntary safety recall program.

Consumers seeking more information, including instructions for identifying affected tires as well as obtaining replacement tires are asked to visit Continental's Web site www.continentaltire.custhelp.com for more information.

Gauthier Retires

After a lifetime in the tire industry, Don Gauthier retires. Pictured here with in a photo from 1995 with Bruce Barnim. (Gauthier on the right)



Goodyear and Sumitomo dissolve alliance

Goodyear Tire & Rubber Co. has reached an agreement with Sumitomo Rubber Industries Ltd. to dissolve the global alliance between the two companies.

cont'd on page 12



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Enclosed with your Trends magazine, members will find your new OTDA Membership Card. Your card indicates the many Preferred Vendors supporting your association. You will also find your login and password to the 'Members Only' section of the website. ..so log onto www.otda.com to get more information about the association and vendor programs. Thanks goes out to Nebs for creating and printing these cards for us.

Treadlines

cont'd from page 10

Goodyear and SRI formed the global alliance in 1999. It primarily consists of four joint venture operating companies, one each in North America and Europe, and two in Japan

May 28, 2015

Modern Tire Dealer Tire Factory is joining forces with Point S

The 157 members of Tire Factory Inc. and their more than 200 stores in the U.S. will join Point S, an international network of independent tire and car service dealers in 27 countries.

Along with Tire Factory, UniMax Tire Ltd., a network of independent retailers and distributors in Canada, is rebranding its stores with the Point S name. UniMax initially associated itself with Point S in 2012. UniMax operates more than 600 outlets and sells more than 3 million tires annually via its retail and distribution channels.

May 05, 2015

Modern Tire Dealer Goodyear Begins Selling Tires Online in Chicago

Goodyear Tire & Rubber Co. has launched online tire sales in Chicago, Ill., and surrounding counties, making it the first tire manufacturer to sell its products as well as installation services on its company website.

The company says its e-commerce program provides a simple, seamless transaction from purchase to installation with transparent, upfront pricing.

The company plans to expand the program to additional markets over the next several weeks.

“For consumers who prefer the convenience and control of online shopping, this program provides a welcome option,” says Mike Dauberman, Goodyear’s senior director of marketing and interactive.

The company says consumers can purchase tires online from any computer or mobile device by visiting

Goodyear.com. After identifying their vehicle or tire size, available Goodyear tire options are provided along with information to help consumers make the right tire selection. The consumer then schedules an appointment for tire installation at an authorized installer of their choice and the purchase is completed on Goodyear.com.

Tire and installation costs are paid online and upfront, allowing consumers to show up for the appointment at their scheduled installation time.

Goodyear announced it would sell tires online at its 2015 dealer meeting.



**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, Luncheon, 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	



Date	_____	
Company Name	_____	
Contact	_____ Title _____	
Address	_____	
City	Prov _____	Postal Code _____
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 _____



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 =	
Trade Show Only	x	\$20.00 =	
Closing Night Dinner Only		\$75.00 =	

Sub Total= \$ _____

GST 5% \$ _____

TOTAL \$ _____

Payment Method:

Visa

MC

Card Number _____ Card # _____ Exp Date _____

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Driving Customer Connection - Getting to "Like"

2015 OTDA Fundraiser and Charity Golf Classic



Golf Chair Ron Spiewak & OTDA President Mike McClory



Shown presenting a cheque for \$15,200 to pay for the new Slit Lamp, purchased for the Palmerston & District Hospital's Emergency Room, are Ontario Tire Dealers Association Executive Director and Rotarian Bob Bignell and Drayton Rotary Club President Ray Ash. Nurses Elizabeth Engel and Ruth Johnston are shown demonstrating the equipment. The Ontario Tire Dealers Association recently partnered with the Drayton Rotary Club to distribute funds raised during their charity golf tournament. The Palmerston & District Hospital Foundation is grateful for the support of local Rotarians. Left to right: Bob Bignell, Elizabeth Engel RN, Ruth Johnston RN, Ray Ash.



Cheque presentations from funds raised at the 2014 OTDA Classic Golf Tournament



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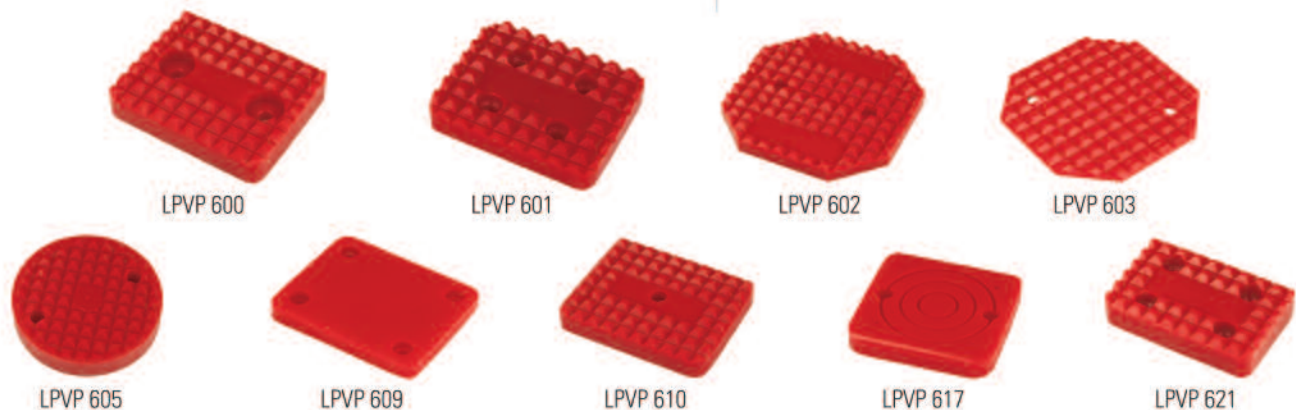
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PART NO.	LIFT MANUFACTURER	SIZE L x W x H	BOLT HOLE PATTERN (Center to Center)
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LPVP 601	Benwill / Bishamon / Coats	4 ¹ / ₂ x 3 ⁵ / ₈ x 3 ³ / ₄	1 ⁵ / ₈ (W) x 1 ⁵ / ₈ (H)
LPVP 602	Challenger VBM Round / 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
LPVP 621	Ammco TLS Lifts	4 ¹ / ₂ x 3 ¹ / ₄ x 1	1 ¹ / ₂ (W) x 2 ¹ / ₂ (H)

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Section 9 Tires and Wheels

Item and Inspection Criteria:

1. Tire Tread Depth

- a) No front tire shall have a tread depth less than 3 mm.
- b) No rear tire shall have tread depth less than 2 mm.
- c) Vehicles transporting dangerous goods may require different minimum tread depth based on jurisdictional requirements (consult applicable legislation).

2. Tire Tread Condition

- a) No retreaded tire shall be installed and operated on an active steering axle.
- b) No retreaded tire material shall be loose, missing or separated at the interface where the retread is bonded to the tire casing.
- c) No tire tread shall have a cut or crack greater than 25 mm long that extends deeper than a major tread groove, or extends into the casing ply, or have any body cord exposed.
- d) No tire shall have any piece of tread longer than 25 mm missing.
- e) No tire shall be regrooved that is not marked "Regroovable".
- f) No tire should have any visible bump or bulge in the tread area indicating tread separation.
- g) No regrooved, recapped or retreaded tire shall be on the front steering axle of any bus.
- h) No tire shall contact any part of the vehicle.

3. Tire Sidewall and Manufacturer Markings

- a) No radial tire shall be mixed with a non-radial tire on an axle.
- b) Rim and wheel size must match tire size.
- c) No tire that is labelled "Not for Highway Use" shall be used on a public road.
- d) No required tire shall be missing.
- e) The manufacturer's recommendation for nominal tire size and markings shall be followed.
- f) No tire shall be used that has a bump or bulge caused by tread, ply or sidewall separation, or when body cords are exposed, or the casing is broken or distorted.
- g) No tire shall be used that has a plug-type repair in a sidewall or shows UV degradation damage more than 3 mm deep.

4. Tire Inflation Pressure

- a) No tire shall leak, or have an inflation pressure 10% above or below OEM or industry standard recommended pressure, or the tire pressure difference between dual-mounted tires is more than 10%.
- b) No tire shall be used with a valve stem that is cracked, damaged, inaccessible or leaking or has a missing valve stem cap.
- c) No tire shall be used with a tire inflation system that is insecure, leaking air, or in danger of falling off.

5. Wheel Hub

- a) No wheel hub shall be bent, broken, cracked, damaged, distorted, repaired by welding, or have the bearing cup loose in the hub bore.
- b) No wheel hub stud hole shall be enlarged or damaged in a way that prevents proper fitting or retention of studs.
- c) No wheel hub seal shall be leaking or out of position.
- d) The wheel hub lubricant (oil or grease) shall be maintained per OEM or industry standard to address minimum level of lubricant and to avoid contamination.

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**OBSERVE
GSI-5**



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May 21, 2015

Via e-mail ghoover@oktire.com

Tire Dealers Association of Canada

Attention: Gary Hoover, President

Dear Mr. Hoover:

Re: Winter Tire and M&S Wording

We are writing to express our concern regarding the confusion created by the “mud and snow” (M&S) marking of all season tires for passenger and light truck applications.

Consumers and regulators are confusing M&S marked tires with true “winter tires” which are marked with the mountain and snowflake symbol. The mountain and snowflake symbol identifies tires designed specifically for use in cold and severe weather conditions. As stated in the Rubber Manufacturers Association (RMA) Care and Service publication, the only occasion where a M&S marked tire is acceptable for winter use is if it also has the mountain and snowflake symbol.

Some Canadian provinces and U.S. northern states require the use of winter tires in winter. Where tire manufacturers are marking tires with the M&S symbol consumers are becoming confused as to whether M&S tires comply with the winter tire regulatory requirements.. This confusion not only leads to potential for consumers to be penalized for non-compliance but more importantly puts them at risk of injury or death where they rely on M&S marked tires that they assume are true winter tires.

Our association of approximately 850 members asks that the Tire Dealers Association of Canada (TDAC) request that the Tire and Rubber Association of Canada (TRAC) and RMA petition their member tire manufacturers to remove the M&S marking from all-season tires for passenger light truck applications.

We appreciate your attention on this matter and welcome any further questions you may have.

Regards,

Andy Nagy
Executive Director
Western Canada Tire Dealers Association

c.c: Bob Bignell, TDAC Executive Director (via email bbignell@otda.com)
WCTDA Board

Be Tire Smart Week 2015-Calling All Drivers: Measure Tire Inflation Monthly

Two thirds of Canadian drivers (69 per cent) do not check tire pressures monthly, a routine tire maintenance habit that's critical to safety, fuel economy and reducing harmful emissions.

TORONTO, ONTARIO-- (Marketwired - May 12, 2015) - With the summer driving season around the corner, the time is right for motorists to get the facts about proper tire inflation.

Recent research conducted by Leger for tire makers shows many drivers are unaware of how the right tire pressure is critical to optimal handling, cornering and braking as well as fuel economy.

The research pinpointed major gaps in driver knowledge about tire inflation. Only a third of Canadian motorists (31 per cent) measure their tire pressures monthly, despite the fact that monthly pressure checks are the single most important thing a driver can do to ensure their tires perform as they were intended.

The three most common reasons for not measuring tire pressures monthly include the false belief that pressures only need to be checked when tires look low (31 per cent among those who do not check inflation monthly); reliance on a Tire Pressure Monitoring System (23 per cent), and not knowing they should check their tire pressures monthly (21 per cent).

A tire can be under-inflated by as much as 20 per cent and look normal. As well, many Tire Pressure Monitoring Systems do not alert the driver until the pressure is significantly outside the optimal range.

The research also found that almost half of Canadian drivers (45 per cent) do not know where to find the correct inflation pressure for their vehicle. (Note: the vehicle manufac-

turer's recommended tire inflation pressure can be located in the owner's manual and on the vehicle placard which is often (but not limited to) the inside door post or inside the fuel door.)

Additionally, 65 per cent were unaware that pressures should only be checked when tires are cold. A vehicle should be stationary for at least three hours or not have been driven more than two kilometres prior to checking tire inflation prior to taking measurements.

Almost a third of survey respondents (31 per cent) say they inflate to the air pressure stamped on the tire's sidewall. This imprinted tire pressure refers to the maximum inflation pressure a tire can contain under maximum load, not the vehicle manufacturer's recommended inflation level. Prolonged driving at this inflation pressure may result in uneven tread wear and reduced traction, particularly on wet road surfaces.

The good news coming from the findings is that 69 per cent of drivers use a personal air pressure gauge, and three quarters (78 per cent) rotated their tires in the past 12 months. As well, 56 per cent had their tire alignment checked in the past year.

"Today's technically advanced tires offer drivers unprecedented performance and dependability," says Glenn Maidment, president of The Tire and Rubber Association of Canada.

"Taking five minutes each month to measure and, if necessary, adjust your tire pressures to the recommended level safeguards optimal tire performance, safety and fuel economy. Those who are unsure if their tires are properly inflated should consult with their local tire professional."

Environmental benefits

The environmental benefits of properly inflated tires are substantial. Drivers operating their vehicles on under-inflated tires are expected to waste more than 500 million litres of fuel in 2015 due to increased rolling resistance. That's enough squandered fuel to drive 275,000 vehicles for a full year. Unless drivers take action, this wasted fuel will release an additional 1.2 million tonnes of carbon dioxide into the atmosphere. Tire makers recommend an easy, four-step approach to measuring tire pressures monthly:

Step One

Find the recommended inflation pressure on the vehicle placard. If you can't find it, check the owner's manual for its exact location.

Step Two

Remember to only measure pressure with the tires are cold. If you have been driving for more than two kilometers, wait three hours before measuring.

Step Three

Use a tire gauge when measuring pressure. Remove the cap from the valve stem, press the tire gauge onto the valve and take the pressure reading.

Step Four

Add air until the recommended inflation pressure is achieved. If you overfill the tire, release air by pushing on the metal stem in the centre of the valve, then re-check the pressure.

May 12 to 18, 2015, is National Be Tire Smart Week, during which the tire industry will be reminding motorists about the fuel efficiency, safety and environmental benefits of proper tire inflation and maintenance.

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Government Affairs - US Style

by Bob Bignell - OTDA Executive Director

What you read here may sound like it is from an episode of House of Cards, but it is a real example of the activities of Tire Industry Association in Washington. The work of associations is broad, with core initiatives in vendor programs, training and government relations. Tire Industry Association has certainly shown their leadership on the Government Affairs. This portfolio is a bit of a Rodney Dangerfield in that not nearly enough in our industry see the critical benefit to everyone from the work that associations do. While bills or laws don't translate directly to Canada, we often can get insight on how we take on initiatives in Canada.

Although Roy Littlefield IV is a recent Political Science graduate in 2013, he is no stranger to the game. Roy grew up in the business, going to rallies since he was a kid with his father, Roy Sr. Now Roy IV spends two to three days a week on Capitol Hill meeting with Congressmen or staff, sitting in on Senate Hearings or meeting with Coalitions.

One of Roy's big projects was to orchestrate a Federal Lobby Day, where the TIA team got as many tire industry leaders and government officials face to face as they could to talk about topics of concern to the industry.

On February 5th, 2015 TIA held its Federal Lobby Day. Prior to the event, Roy IV spoke in Pittsburg to the Western Pennsylvania Tire Dealers' Association encouraging them to attend. Freda Pratt-Boyer, TIA President, spoke to the California Tire Dealers Association, and a number of other regional dealers meetings were attended, encouraging participation at the event. The timing could not have been better for the lobby day with highway funding discussions in full swing. Those who attended gathered as a group in the Caucus Room of the Cannon House Office Building where they were briefed for the day and updated on current status of the Highway Trust Fund. TIA Government Affairs Committee Chairman Dick Gust and TIA President Freda Pratt-Boyer welcomed members to Washington, thanking them for leading the charge and taking the initiative to

come to Capitol Hill.

Former Congressman Al Wynn then spoke on the importance of members coming to Capitol Hill. The crowd was then briefed by two members of the National Republican Senatorial Committee on the goals of the party, the results of the most recent election, initiatives of the party, and looking forward to 2016. A member of the Small Business Legislative Council then gave an update on tax reform and tax extenders which lead to an outburst of questions from the audience.

They then reviewed the funding options for a long-term transportation bill and reviewed some of proposals being aimed at the tire industry which includes: increasing the motor fuel tax by \$.15-\$2.00 per gallon, reinstating the Federal Excise Tax on passenger tires, increasing the Federal Excise Tax on truck tires by 10%, reinstating the Federal Excise Tax by \$.05-\$.15 per pound on tread rubber used in the retread process, increasing the Federal Excise Tax on trucks and truck parts by 10%, and dozens of others.

Congressman John Delaney (D-MD) then took the floor and shared his proposal for funding transportation in a way that would not place harmful taxes on our industry. Delaney's plans include a one-time, percentage-based tax levied on overseas profits of multinational companies. In addition to levying a tax to support the Highway Trust Fund for six years, Delaney's plan would establish a \$50 billion infrastructure fund for state and local governments. It would also set up a commission to ensure the financial future of the Highway Trust Fund.

Democratic Whip Steny Hoyer then shared his thoughts with TIA members about the importance of funding a long-term bill and the need for the United States to improve its transportation system. Hoyer vouched his long time support for the Tire Industry and will continue to be a spokesperson for the association making forward.

Attendees then traveled through the underground tunnel to Rayburn 2167, where they were met by Rep. Carlos

Curbelo (R-FL), Rep. Garret Graves (R-LA), and Rep. Jared Huffman (D-CA) (Freshman Members from the House Transportation and Infrastructure Committee) who gave their thoughts and outlook for funding transportation this year.

The members then split into smaller groups to conduct more personal individual meetings with Congressional staff and members of Congress. TIA members met with the offices of: Congressman John Sarbanes (D- Maryland, 3rd), Senator Ron Wyden (D- Oregon), Senator Roy Blunt (R- Missouri), Congressman Rodney Frelinghuysen (R-New Jersey, 11th), Congressman Glenn Grothman (R-Wisconsin, 6th), Senator Barbara A. Mikulski (D-Maryland), Congressman Dave Brat (R-Virginia, 7th), and Senator Richard Burr (R-North Carolina).

Others took part in one-on-one robin educational and introductory sessions with key Hill staffers from the House Transportation & Infrastructure Committee and the House Ways and Means Committee in the Rayburn Gold Room. By the end of the day, TIA members collectively made contact with 22 Congressional offices, sharing our views, positions, and concerns. The evening concluded with a reception in the Capitol Foyer of the Rayburn building, where TIA in conjunction with other automotive related groups hosted members from the 114th Congress and their staff.



Half of Drivers Outside Quebec Still Not on Winter Tires: Survey

Belief that all-seasons "are good enough" the most common reason for not using winter tires, despite proven safety and performance benefits

TORONTO, ONTARIO--(Marketwired - Nov. 18, 2014) - Outside Quebec, where winter tire use is mandated by law, only 51 per cent of drivers use winter tires, according to a survey by Leger on behalf of the Tire and Rubber Association of Canada (TRAC).

The survey asked drivers if they had used winter tires this past winter. Excluding Quebec, the poll found that winter tire usage is highest in Atlantic Canada (73 per cent) followed by Ontario (56 per cent), Alberta (45 per cent), Manitoba and Saskatchewan (39 per cent) and British Columbia (38 per cent).

Many drivers cling to the idea that all-season tires offer sufficient traction and braking capabilities for winter driving. Among those not using winter tires:

- 63 per cent said that all-seasons are good enough for winter driving
- 27 per cent cited cost as a barrier for not using winter tires
- 22 per cent said they don't drive enough in cold-weather months to merit winter tires

"The fact that so many drivers are not using winter tires is a clear threat to road safety," says Glenn Maidment, president of the Tire and Rubber Association of Canada (TRAC), which represents tire makers. "Today's high-tech winter tires dramatically outperform all-season tires in all winter driving conditions. Despite all the evidence pointing to the fact that winter tires decrease collisions and reduce personal injury accidents, resistance to adopting winter tires remains strong."

The Quebec experience

A study released by the Quebec government in 2011 found that winter road-accident injuries had dropped by five per cent in the province since winter tire use was made mandatory by law in 2008. This research revealed that universal winter tire use had resulted in 574 people not suffering an accident. The study also showed a three per cent reduction in deaths and serious injuries due to road accidents.

These findings are supported by a recent report from the Traffic Injury Research Foundation (TIRF) that concludes that winter tires provide superior traction, braking and cornering in all cold-weather driving conditions whether the road surface is dry, wet, icy or snow-covered. Shorter stopping distances

Superior braking is one of the primary safety features of today's advanced technology winter tires. The TIRF report cites research which indicates that on dry pavement at temperatures just below freezing, stopping distances for vehicles with winter tires are as much as 30 per cent shorter than for vehicles with all-season tires. The report also concludes that winter tires deliver better traction on an ice or snow-covered road surface at -30°C than all-season tires at 4°C.

The TIRF report can be viewed, along with a wealth of other information about the performance benefits of winter

tires by visiting www.tracanada.ca and clicking on "Resources" under the "Winter Tires" drop down menu.

Improved fuel economy

Drivers who do not opt for winter tires due to the cost need to be aware that using winter tires in the cold-weather months and summer tires throughout the rest of the year can reduce fuel consumption by as much as five per cent. (Source: TIRF report) The cost of winter tires is also tempered by prolonging the life of summer tires, which saves money over time. Some insurers also provide reduced premiums to drivers using winter tires.

An innovative program from Manitoba Public Insurance (MPI) clearly illustrates how concerned some insurers are about the need to make roadways safer through greater use of winter tires. MPI recently announced that it would provide Manitoba drivers with low-cost loans for the purchase and installation of qualifying winter tires. Motorists seeking more information on this low-cost loan program can visit www.mpi.mb.ca.

Proper tire inflation

Drivers should pay particular attention to proper tire inflation during the winter months. Under-inflated tires have a smaller footprint, which weakens their grip. The result is diminished braking and handling characteristics, along with higher fuel consumption due to increased rolling resistance.

Tire pressures can fluctuate widely in winter, particularly when temperatures fall rapidly. Every five degree decrease in temperature results in a loss of about one psi in air pressure. A temperature drop of 15°C, for example, typically results in a 10 per cent loss of inflation.

During the cold-weather months, tire pressures should be measured at least once a month using a reliable tire gauge. If the tire is found to be under-inflated, the pressure should be adjusted to the vehicle manufacturer's recommended level. The right pressure can be found in the owner's manual or on the vehicle information placard normally located on one an inside door jam or inside the fuel door. As well, pressures should only be measured when the tires are cold and the vehicle has been stationary for at least two hours.

Methodology

A survey of 1,002 Canadian motorists was completed online between April 7 and April 11, 2014, using Leger's LegerWeb panel. A probability sample of the same size would yield a margin of error of ± 3.1 percentage points, 19 times out of 20.

About the Tire and Rubber Association of Canada

The Tire and Rubber Association of Canada (TRAC) is the national trade association representing tire makers, rubber products manufacturers and importers as well as rubber recyclers and suppliers of goods and services related to the industry. TRAC is committed to educating drivers about proper tire care and maintenance. A key advocacy goal in the cold-weather months is to raise awareness about safe winter driving and the safety and performance benefits of winter tires.

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Hall of Fame

Inductee Bruce Barnim

Bruce Barnim's father Al purchased a Sunoco Service Station in the village of Burgessville in 1967. He operated this on a part time basis while still retaining full time employment in Woodstock, ON. In 1971, Bruce joined his father and a 40' by 50' addition was added. For the first two years Bruce and Al sold and serviced snowmobiles lawnmowers etc, but the tire business was to be their calling in life. In the spring of 1973, Al's Tire purchased a 1966 service truck and entered the farm tire sales and service business in a big way. In 1974 the business was incorporated Al Barnim Inc. operating as Al's Tire Service. In 1979 a Tornado ripped through the Area and Bruce was onsite fixing flats at no charge, it was this kind gesture that really speaks to Bruce's character and help lead to further growth. It was around this same time that business was again bursting at the seams as every nook and cranny was filled with tire inventory including many storage trailers. Again major expansion was required and a further 70' by 100' was added.

In 1980 with the new enlarged building ready, Al's Tire started a full service tire outlet with all new modern equipment, selling and servicing farm, truck and passenger tires, as well as a full mechanical department. Quickly the business became one of the largest in the province and started expanding rapidly with Mergers and Acquisitions in Southwestern Ontario.

In 2000 a New Cube Van was purchased and a full time driver was hired. More locations were added to the daily runs as well as local Wholesale business. The Wholesale side of the business had really taken off.

In 2001 the stores started operating under the Banner "Town and Country Tire Centers".

In 2002 when Bruce's daughter Christine returned from Maternity leave there was enough demand to make this a full-time position.

In 2005 the Town and Country signs were taken down and the group of 9 stores joined the National Banner Tirecraft.

After joining Tirecraft it looked like an exit from the wholesale business was going to make sense but it quickly became apparent that this new relationship was not was not going to be able to fill the Commercial and more importantly Ag needs of the

group and so the new Wholesale business was started. Firestone and Michelin Farm were the primary products shipped across the province during this time, other Tirecraft members quickly saw the value. It should be noted that in 2008/9 when Tirecraft went Bankrupt Bruce's vision of a new company allowed them to join forces with other parnters and quickly form a new Company, which has quickly expanded to over 500 Tirecraft and Signature locations Nationally Tirecraft Ontario represents 170 of those locations with 22 of them being corporate and partner stores.

In 2010 Bruce's farm was bursting at the seams and a 40,000 square foot warehouse was purchased in Ingersoll, Many different products have been added from new Tractor Tire lines, tubes, Construction and Earthmover tires and a Large number of Commercial Truck Tires. They are also the Exclusive Ontario dealer of Camoplast Tracks, Reload Beet Juice, as well as a number of items that make life more convenient for the Tirecraft Stores. In 2012 a large solar system was installed on the roof there. The Tirecraft Distribution Center is proud to have the largest and most complete line up of agricultural tires in the province. Bruce is the driving force of Barnim Holdings and Tirecraft Ontario. His vision and direction is the motivation that drives management and partners to strive to be industry leaders just as he is. Respect and admiration has been earned not just due to his business sense, but because he has done the jobs himself.

Bruce is an active member of the Ontario Tire Dealers Associate and has been a director since 1990. Most of Bruce's Owned and partner stores are in Rural towns and for good reason - one of Bruce's passions has always been farming, farm tires and any causes related to farming. Bruce was instrumental in importing the Taurus and Kleber Farm tires and has always been an industry leader when it comes to Ag Tires, If you need it, he knows where to find it. In his "Free Time" Bruce also farms 170 acres and "Cuts" 10 acres of grass, if it's been a stressful morning you can usually find him out of one of his many "Kubotas". Or Fishing with one of his 4 Grandchildren.



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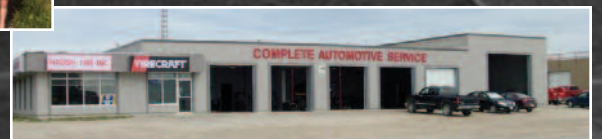
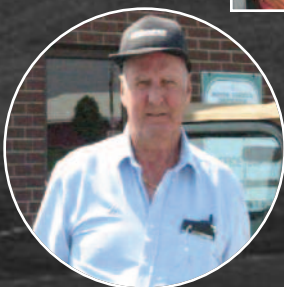
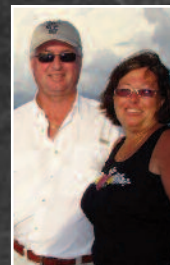
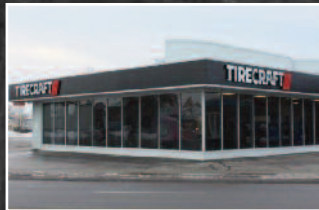
L780

Light Truck Tire



Hall of Fame

Inductee Bruce Barnim



OTDA Advocacy for TPMS Mandate

by Bob Bignell - OTDA Executive Director

Since the middle of the last century the Ontario Tire Dealers' Association (OTDA) has been the voice of the tire dealer in Ontario.

Since its inception OTDA has worked as a policy advisory, advocate, technical resource and industry resource with regard to a wide range of public policies that affect the tire retail sector.

As an example, when a rash of new workplace health and safety rules were tabled in Ontario the OTDA worked collaboratively with the Workplace Safety Preventions Services to develop the 'Health & Safety GPS' as a one-stop guide to establishing a safe work environment. OTDA also built a workplace safety manual template that is available to all of our members, giving them a head start to safety and compliance.

As another example of strong policy advocacy, OTDA spearheaded opposition to the \$5.00 tire tax of the 80's where revenue from the tax was going into the Ontario Government's general revenue and neither consumers nor Ontario's environment were getting anything for their money. Years later, OTDA worked collaboratively with tire manufacturers to craft the Ontario Used Tires Program (UTP) that ensures that over 12 million passenger tire equivalents are responsibly recycled in Ontario annually. In designing that program OTDA also ensured that the UTP offsets tire dealers used tire collection costs ensuring high collection rates and consumer convenience. The UTP is cost effective with the cost of tire recycling dropping three times from \$5.84 per passenger tire in 2009 to \$4.75 on May 1st 2015.

Safety is a key focus for OTDA. In the 1990's there was a series of truck "wheel off" incidents along the 401 corridor. At the time, the Ontario government requested that industry come up with a practical solution. Initially, the Ontario Trucking Association developed a training program that became mandated for all commercial tire technicians. A decade later the OTDA partnered with the OTA to build a more comprehensive program that goes beyond just wheel off training. The recently established Commercial Vehicle Wheel Service courses are conducted continuously throughout the province. In this regard, OTDA is facilitating The Tire Industry Association's Automotive Tire Service courses in the colleges as a continuing education option of which Niagara College will be the first to do so in Ontario.

Amongst regulatory issues such as tire repair rules, winter tire mandates, tire labelling and tire aging legislation, clarity about Tire Pressure Monitor System (TPMS) requirements have become a pressing issue.

The evolution of TPMS policy in North America has been confusing at best.

The first interaction between regulators and industry regarding TPMS started with the National Highway Traffic Safety Administration (NHTSA) contacting Ford and Firestone back in early 2000 after a number of tire related

incidents.

Later in 2000 the NHTSA ruled under the Transportation Recall Enhancement, Accountability and Documentation (TREAD) Act that all vehicles manufactured for use in the United States were to be equipped with a TPMS by September of 2007.

Nonetheless industry remains unclear on a number of TPMS related issues. These issues are best summarized by NHTSA's responses the Tire Industry Association of Maryland about the TPMS rules under TREAD. These responses are:

- If a vehicle arrives for repair with an inoperable TPMS valve it is OK to replace it with a snap in valve;
- If a vehicle has an operable TPMS valve then replacement winter wheels must have operable TPMS valves as well;
- If a technician somehow renders an a TPMS valve inoperable the TPMS sensor must be replaced with an operable sensor; and
- If a TPMS related Malfunction Indicator Lamp illuminates after the vehicle has been released to the customer, the service provider is not in violation of the 'make inoperable' provision.

Unfortunately these rules do not apply in Canada leaving Canadian tire dealers uncertain to the rules here. This leaves tire businesses unsure as to how to handle these issues in a manner that does not irritate consumers and/or creates undue liability for the tire dealer/service provider.

In response, it appears that the larger tire retailer organizations in Canada are applying the US ruling as policy and even going further by adopting a policy that even if a TPMS system is inoperable coming in, it must be operable going out.

Although not all are applying this policy, it is commendable that some are taking the high road on this. As we have seen many times over, the law tends to be written in the court room. The larger organizations are aware that if industry and US lawmakers have adopted this approach, then, despite being in Canada, they may have to answer for their approach in managing aftermarket TPMS issues in the event of a lawsuit.

To assist professionals in the tire industry, the Tire Dealers Association of Canada and the OTDA are seeking clarification from various levels of Canadian governments regarding the treatment of TPMS in Canada.

So as you can tell, OTDA is about more than credit card programs, fleet discounts or uniform discounts. Public policies and the rules dealers must operate under are important to many of our members.

OTDA's core role is that of 'The voice of the Tire Dealer' so let us know your concerns and opinions about TPMS so we can ensure that they are heard.



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The Honourable Steven Del Duca
Minister of Transportation

May 5th, 2015

Re: Consumer safety and clarifying Ontario's rules regarding the aftermarket management of Tire Pressure Monitoring Systems ("TPMS")

Dear Mr. Minister Del Duca:

As background the Ontario Tire Dealers' Association (OTDA) is an industry association representing approximately 750 Ontario independent tire retailers selling in excess of 60% of the passenger, light truck and medium truck tires sold in the province annually.

We are writing to you to petition the Ontario Ministry of Transportation to set forth best-practice guidelines regarding the aftermarket management of Tire Pressure Monitoring Systems ("TPMS"). Such guidelines will serve to reduce regulatory uncertainty, will further road safety and will clarify the roles and responsibilities of Ontario's automotive service sector and Ontario motorists with regard to TPMS.

Since 2007 the United States the National Highway Traffic Safety Administration (NHTSA) has required that all vehicles manufactured for use in the United States are to be equipped with a TPMS. The TPMS requirements arose from the high incidence of tread separation and tire failures associated with under-inflated tires. It was estimated at the time that over 250 deaths and more than 3,000 serious injuries could be attributed to under inflated tires.

As a result of the US requirements, an overwhelming majority of new vehicles sold in Canada also have TPMS installed.

Transport Canada states that TPMS are not a requirement on new or imported vehicles sold in Canada. Transport Canada also states that, "...there is no federal regulation that prohibits disabling the TPMS system on vehicles, as vehicle use falls under provincial and territorial jurisdictions."

Given that the majority of vehicles on Ontario roads have TPMS, issues of risk and liability arise as a result of the lack of regulatory clarity regarding the aftermarket management of TPMS. Specifically, in the event of a road safety incident, automotive service providers are concerned about decisions made in scenarios such as the following:

- A vehicle arrives for repair with an inoperable TPMS valve;
 - The US NHTSA has ruled that if a vehicle arrives for repair with an inoperable TPMS valve it is acceptable to replace it with a regular snap-in valve
- The service provider is asked to install replacement winter wheels;
 - The US NHTSA has ruled that if a vehicle has operable TPMS valves then replacement winter wheels must have operable TPMS valves as well;
- A TPMS valve is inadvertently rendered inoperable by the service provider during tire removal; and
 - The US NHTSA has ruled that if a technician somehow renders a TPMS valve inoperable the TPMS sensor must be replaced with an operable one; and
- A TPMS Malfunction Indicator Lamp illuminates after the vehicle has been released to the customer.
 - The US NHTSA has ruled that if a TPMS related Malfunction Indicator Lamp illuminates after the vehicle has been released to the customer in good working order, the service provider is not in violation of the 'make inoperable' provision.

While Ontario law does not require TPMS, their ubiquitous use and motorists' reliance on them as a safety system warrants guidance by the Province. As such, we suggest that at the least, MTO should issue a guideline for aftermarket automotive service providers and Ontario motorists clarifying the MTO's expectations with regard to aftermarket management of TPMS.

OTDA would like to establish a process with MTO to develop such a guideline and are seeking your support in doing so.

If you or your staff has any questions please do not hesitate to give me a call at 519-685-6100 or e-mail me at mike@remcotire.ca

Sincerely,

Mike McClory
President
Ontario Tire Dealers Association

cc.

Mr. Ralph Palumbo, Vice-President, Ontario, Insurance Bureau of Canada
Mr. Robert Monster, Senior Vehicle Standards Engineer, Carrier Safety Policy Office, Ontario Ministry of Transportation

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Mr. Mike McClory
President
Ontario Tire Dealers Association
22 John Street, Box 516
Drayton ON N0G 1P0

Dear Mr. McClory:

Thank you for your letter regarding the establishment of best practice guidelines for the aftermarket management of Tire Pressure Monitoring Systems (TPMS). I welcome the opportunity to respond.

As you indicated in your letter, the NHTSA has required TPMS in all light-duty, on-road vehicles manufactured since September 1, 2007. This action was taken after determining that a significant reduction of fatalities and injuries, attributable to collisions resulting from tire failures, could be prevented by TPMS.

It appears that there is a significant difference in the number of fatalities and injuries resulting from underinflated tires in Canada, compared to the U.S. In fact, Transport Canada considered collision investigation data and came to the following conclusion regarding the possible mandate of TPMS in Canada:

Based on a review of the available data and our collision investigation programs, Transport Canada could not identify a pattern of motor vehicle collisions caused by tire failures in Canada. In fact, we were not able to identify any passenger car or light truck tire failures which could be attributed to vehicles operating with low tire pressures. As a result, Transport Canada has not carried out any TPMS study as no relevant safety cases were ever reported in Canada. However, we continue to monitor the effectiveness of TPMS to determine if they provide any potential safety benefits to Canadians and will take action as required.

As you note in your letter, it was NHTSA, which is the U.S. federal counterpart to Transport Canada, and not individual states, which have ruled on and provided clarification on specific scenarios involving TPMS.

Given that Transport Canada has determined that there is not a safety-related need for TPMS in Canada's fleet of light-duty vehicles, the Ministry of Transportation (MTO) has aligned with this position. As a result, no consideration has been given regarding the requirement of the retention or functionality of TPMS in Ontario's vehicles. Therefore, Ontario's *Highway Traffic Act* (HTA) contains no TPMS-related requirements.

.../2

Installing wheels without air pressure sensors will likely result in a telltale illuminating on the vehicle's instrument cluster, possibly accompanied by an audible warning. Drivers of vehicles in which TPMS is no longer functioning certainly must be increasingly vigilant in checking their tire pressures on a regular basis, in the same way as drivers of non-TPMS equipped vehicles, since the system will no longer perform its intended function.

Under the circumstances, it is very important that vehicle owners and operators understand their options concerning the functionality of TPMS in their vehicles. If a system malfunction occurs, it is expected that the vehicle owner will be informed that its repair is optional. Similarly, if winter tires and rims are installed without air pressure sensors, it is expected that the vehicle owner will be informed that the sensors are not legally required, and given the opportunity to have them installed. Anyone who operates a vehicle with a non-functional TPMS must be aware that tire pressure must be manually measured and adjusted as required, at least once per month. It is contingent on tire retailers and automobile dealers to convey an accurate message to their customers concerning their expectations in properly maintaining their tires.

Because there have been no corresponding revisions to the HTA or associated regulations regarding TPMS, there has not been a need perceived to explain to provincial police services or vehicle inspection facilities that this is not a required system. The revision of Ontario Regulation 611 *Safety Inspections*, currently underway, considers TPMS, but the requirement is simply to note the indication of a problem, by the TPMS telltale, on the vehicle's instrument cluster.

The ministry always supports efforts to ensure that vehicle owners and operators are informed of vehicle mechanics, equipment and features such as TPMS. Traditionally, MTO depends on information provided by police officers and vehicle inspection stations throughout the province, and appreciates the valuable efforts of dealers and manufacturers in this domain as well.

Over the past 14 years, Ontario has been ranked first or second for road safety in North America. We know the research and care we take in setting the rules of the road and the programs we have implemented are part of the reason we continue to be a leader in road safety. MTO regularly monitors safety research and jurisdictional best practices to ensure we are leaders in protecting road users.

Thank you again for your letter.

Sincerely,



Steven Del Duca
Minister

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