

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1604

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**ATS Course
Niagara College - March 2017**

**ATS Course
Aurora - May 2017**

**OTDA Golf Tournament
June 21, 2017**

**Next TDAC National Trade Show &
Conference Toronto 2018**

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OTDA | Ontario Tire
Dealers Association

President: Mike McClory

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President's Message



It looks like the public is trending towards not waiting for snow to install winter tires. The recently released Tire & Rubber Association of Canada Winter Tire Report shows that 65% of Ontarians make the switch to winter tires. Outside of Quebec, which has mandatory winter tire law, Canadians using winter tires has almost doubled since 1998. Good for us, great for safety. Let's hope that more catch on to Best Practice of installing winter tires at the optimal temperature of 7°C.

Speaking of best practices, have you reviewed your wheel installation procedures lately? I don't

know if there are more occurrences of wheel offs, or if there are more cameras out there, but our industry is getting a lot of press. Of note is the graphic video of a minivan losing its front left wheel posted on YouTube in November. The Ontario Safety League has called on the government to have all wheel technicians certified. We were contacted by government officials to get our position on this. We have always promoted best practices with our training programs. We have two Automotive Tire Service courses scheduled for the New Year. We are also working with the Ontario College of Trades to identify how to reach the new tire technicians with proper tire training.

The OPP have been collecting data specifically on wheel off incidents for several years. There is some interesting information in this study that will be released to the public in March. The OTDA is reviewing this data with MTO to create a strategy to lower the number of these incidents. You will see more on this in the coming months.

You will see in this issue of Trends that at TRAC's Rubber Symposium, there was lots of discussion about the transition of Ontario Tire Stewardship to a new program. Bill 151 was proclaimed through an order in council in November, so reality is here. We are working on options for new proposals. Again, you will hear more on this in the coming months.

We are active on many fronts. If you want to get involved, let us know. I wish you all a Merry Christmas and prosperous New Year.

TRENDS

Tire Industry News

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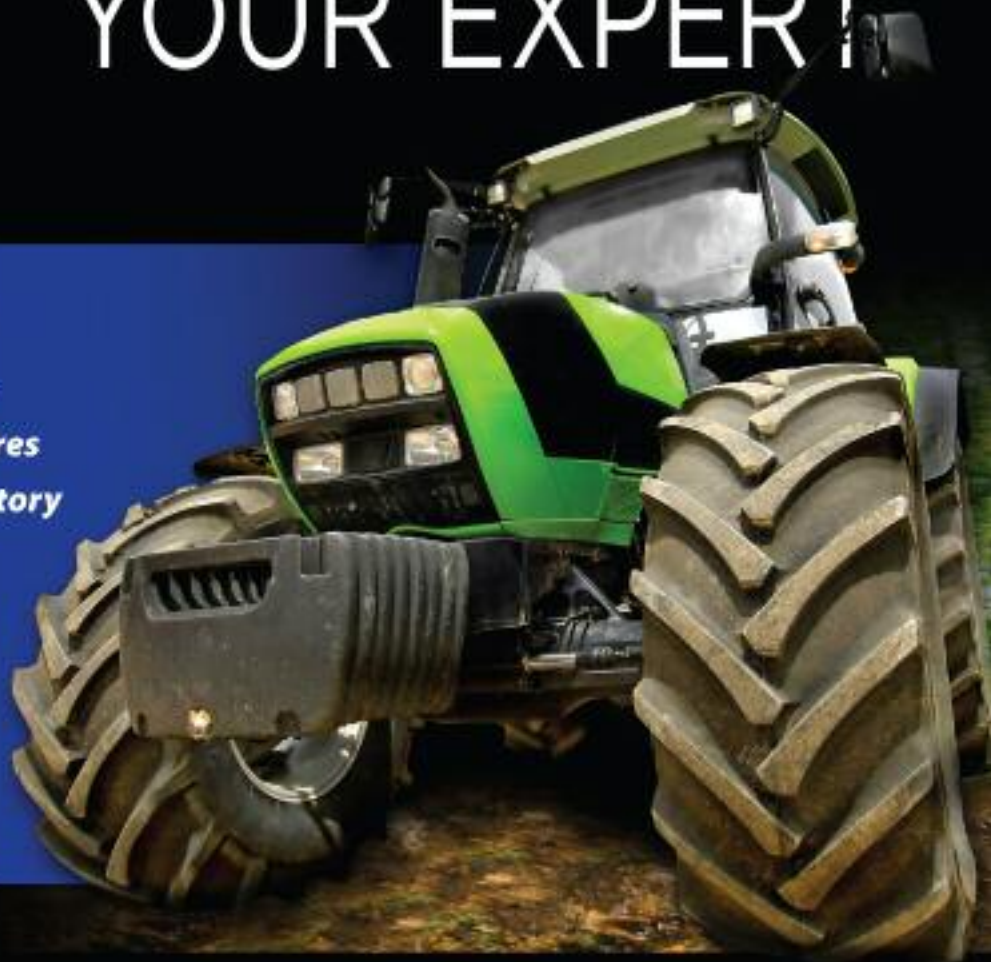
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“YOUR STRENGTH IS IN OUR NUMBERS”

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WELCOME NEW MEMBER’S TO OTDA!

| New Member | City |
|------------------------------|----------------|
| Burloak Tire Sales | Burlington, ON |
| New2You Tire Sales & Service | Barrie, ON |
| QLO Management Inc. | Waterloo, ON |
| Wurth Canada | Guelph, ON |

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MARK YOUR CALENDARS

Certified Automotive Tire Service - March 2-3, 2017, Niagara College

ATS Trainers Course - May 23-25, 2017, Aurora

OTDA Golf Tournament - June 21, 2017

TDAC National Trade Show & Conference - 2018 - Toronto

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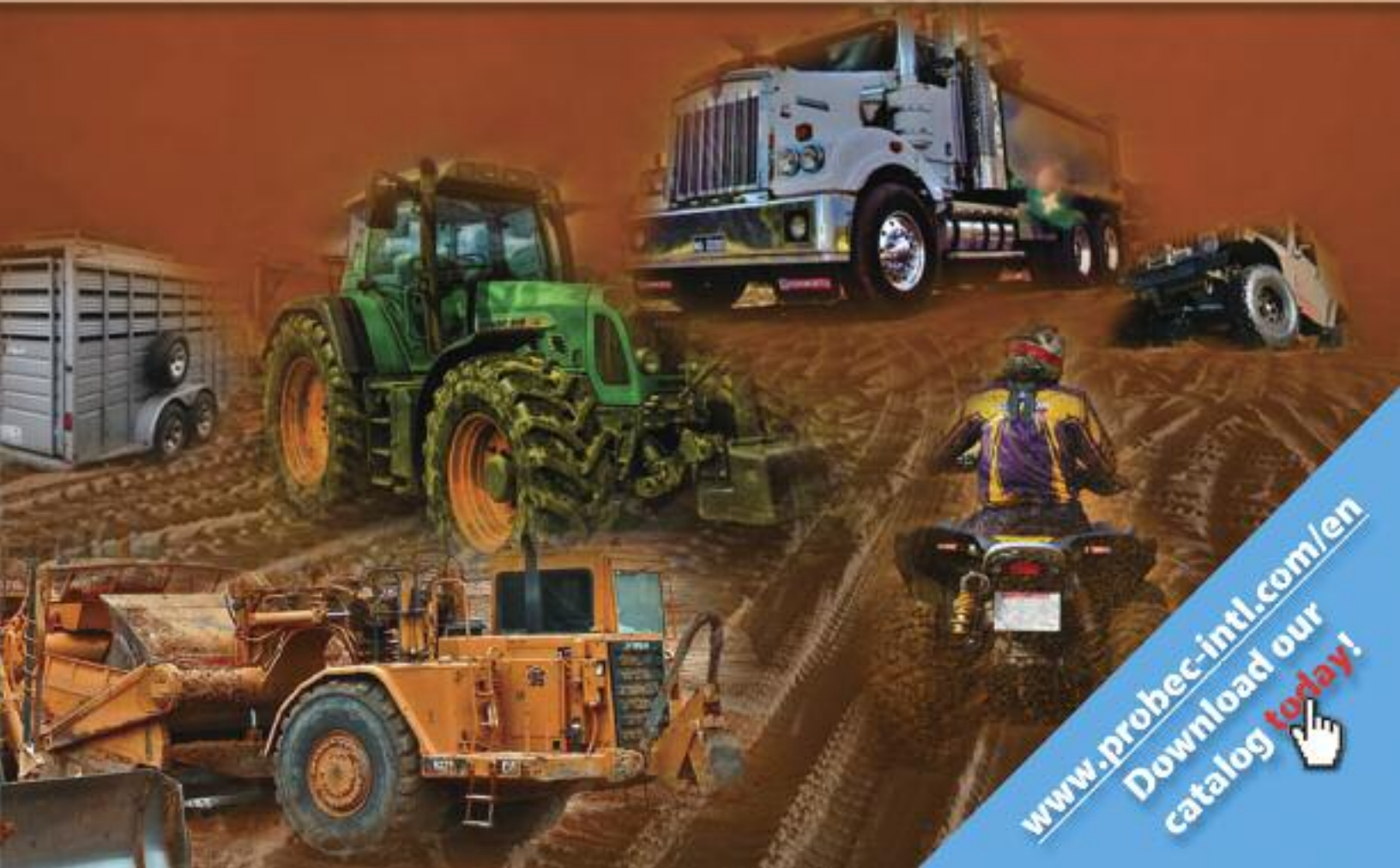
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Treadlines

Thursday, October 6, 2016 Remaking Tire Stewardship in Ontario

The Tire & Rubber Association of Canada's Rubber Symposium held in Niagara Falls theme was Driving Towards The Circular Economy. Bob Bignell moderated a panel

where John Armiento, Manager, Waste Diversion at the Ministry of the Environment and Climate Change described the initial policy objectives of the Waste-Free Ontario Act. The

Waste-Free Ontario Act, 2015, fundamentally changes the landscape of tire stewardship in Ontario, as it triggers the wind-up of Ontario Tire

Stewardship (OTS). Andrew Horsman, Executive Director of Ontario Tire Stewardship then described, at a high level, its draft approach to wind-up. Then there was panel discussion including Leighton Freisen, President and CEO of North West Rubber Ltd. Vincenzo (Vince) Capotorto, President and CEO of Nexxsource Recycling Inc. who shared their concerns of what should be considered as OTS works towards wind-up.

Bender to head TDAC Board into 2018 National Convention & Tradeshow

Tire Dealers Association of Canada is pleased to announce the appointment of Richard Bender as President of TDAC. Richard has been involved in the tire industry for over 45 years and we welcome his insight to the many challenges faced by Canadian retailers in today's market.

North American Associations Experience Similarities

Bob Ulrich, Editor of Modern Tire Dealer magazine moderated a session for Tire Industry Association Executive at the TIAE meetings that were held prior to SEMA in Vegas. TIAE is an Association

of the state and provincial tire dealer associations from across North America. Bob guided the discussion with a 10 Point Industry Observation which included Reform, NAFTA, US Election, Autonomous Vehicles, Industry Consolidation, Tariffs, and On-Line Sales. A notable conclusion to the discussion was that, no matter where you are located in North America, we all share many of the same obstacles and opportunities. Meetings like this afford the opportunity for our associations to identify them and help prepare our membership for change.



TIA Leadership Awards Presented

At the recent Tire Industry Association AGM, parting board members, Bob Bignell and Freda Pratt-Boyer were presented with Leadership Awards in recognition for their outstanding years of service on TIA's Board of Directors and dedication to the tire industry. Bignell completed a three year term on the board as liaison for the state and provincial associations. Pratt-Boyer of Percell Tire completed her term after serving as president in 2015.



Fleet Program

Judging by the increased activity of purchases, OTDA Chrysler Fleet program appears to be a hit. Be sure to look for the details on www.otda.com.

2016 Golf Tournament Donation

Ron Spiewak presents a cheque from the Ontario Tire Dealer's Association. "Cornerstone is excited to accept this cheque for over \$3,000 from the Ontario Tire Dealer's Association annual golf tournament. The association has been a supporter of Cornerstone over



the past two years and we are very grateful for the commitment and the support!" The OTDA Fundraiser and Charity Golf Classic has raised close to a half a million dollars for charities. Next year's event will take place Wednesday, June 21, 2017. Location to be determined.

Shanghai Huayi Company Introduces Huayi Tire Canada

Shanghai Huayi Company, a global manufacturer of a diverse range of products, including chemicals, energy, passenger and commercial tires, is pleased to announce the establishment of its new subsidiary—Huayi Tire Canada.

Huayi Tire Canada represents Double Coin, Duratum, Dynatrac and Bluestar tires.

Important Information for Shop Owners and Technicians

Automotive Aftermarket Retailers of Ontario (AARO) is lobbying the Provincial government for Biennial (every two years) safeties on Light Duty Passenger Vehicles and Light trucks.

Check the www.aaro.ca for a petition for All Shop Owners, Technicians and the Public (your customers) to sign.

Note: It must be the original signature, full name and full address including your city and postal code, once signed you must mail it to AARO. NO FAXES OR COPIES.

November 22, 2016 Wheel Off

Wheel Off captured on video spawns call from Ontario Safety League for tire installation to be regulated by the province for private vehicles as it is for commercial vehicles. This has peaked interest from the MTO and opposition critic to look into the matter. There is no replacement for good training. The OTDA endeavors to keep the industry properly trained with ongoing sessions of the Tire Industry Association Automotive Tire Service course. This course will be updated and run in Aurora in the New Year. Details are included in this issue of Trends.



Winter Tire Usage in Canada

Winter tire utilization has nearly doubled since 1998. At that time, 35 per cent of Canadian drivers used winter tires. By 2016, national usage had grown to 67.9 per cent. TRAC's 2016 national survey reveals that, outside Quebec, 61 per cent of the Canadian drivers are currently using winter tires, showing a very positive growth in the recent years.

- 574 fewer people were injured annually in winter road accidents.
- Deaths and serious injuries due to winter road accidents decreased by three per cent.

Winter Tire Incentives by Region
Government actions to achieve greater utilization of winter tires are integral to improving winter road safety. The following is a summary of current provincial initiatives:



A 2011 study by the ministère des Transports du Québec demonstrates the road safety benefits of legislating winter tires. After the first two seasons of enforcement (winter 2008-2009/2009-2010):

- Road accidents in winter decreased by five per cent.

CERTIFIED AUTOMOTIVE TIRE SERVICE WINTER 2017

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Garage Liable for Crash Involving Vehicle Stolen from its Premises

On July 8, 2006 a 15 year old boy met up with his friends at the dam in Paisley, Ontario. Two of the boys shared eight beers that one of them had brought with him. One of the boys did not have any of the beer. The three boys walked to the 15 year old's house around 8:30 p.m. where the two continued to drink beer. The boy's mother had purchased a case of beer (24) for the boys to drink.

The mother went to bed prior to 11:00 p.m., leaving the boys unsupervised. They found a bottle of vodka later that evening and the boys drank vodka mixed with orange juice. They also shared a single marijuana cigarette. One of the boys went home later that evening and the other two left the house around the same time, setting in motion a series of events that ended with a crash and serious injuries to the boys friend.

The two boys walked around Paisley with the intent of stealing things from unlocked cars. They ended up at Rankin's Garage, which services and sells used cars and trucks. The garage property was not secured. They found an unlocked Toyota Camry parked behind the garage. The keys to the

Camry were in the ashtray. The young male decided to steal the car even though he did not have a driver's licence and had never driven a car before. His friend got into the car as a passenger. The plan was to drive to the nearby town of Walkerton to pick up another friend. The car crashed on the way there. The passenger suffered a catastrophic brain injury.

The boy pleaded guilty to theft under \$5,000, dangerous operation of a motor vehicle causing bodily harm and possession of stolen property obtained by theft. A charge of driving with over 80 milligrams of alcohol in his blood was dropped. His mother pled guilty to a charge of supplying alcohol to minors. The friend was not charged with any criminal offences.

The trial judge instructed the jury that Rankin's Garage owed a duty of care "because people who [are] entrusted with the possession of motor vehicles must assure themselves that the youth in their community are not able to take possession of such dangerous objects."

The jury found the boy, his mother and Rankin's Garage negligent. The friend was found contributorily negli-

gent. The jury offered the following comments:

- Rankin's Garage's negligence arose out of leaving the car unlocked; leaving the key in the car; knowing (or ought to have known) of the potential risk of theft; having very little security; and testimony inconsistencies.
- The mother's negligence arose out of providing alcohol to minors; failing to supervise minors; and failing to keep her own alcohol secure.
- The boy's negligence arose out of drinking underage; not having a driver's licence; stealing a car; impaired operation of a car; and trespassing.
- The friend's contributory negligence arose out of willingly getting into a stolen car; knowing his friend did not have a driver's licence; knowing that he was impaired; knowing that he was an inexperienced driver; and participating in stealing a car.

The jury apportioned liability as follows:

| | |
|------------------|-----|
| Rankin's Garage: | 37% |
| Boys Mother: | 30% |
| Son: | 23% |
| Son's Friend: | 10% |

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New Jersey Assembly Helps Define Unsafe Used Tires

The New Jersey Assembly has left no doubt as to its view on unsafe used tires. By a vote of 72-0 on Nov. 21, it unanimously passed legislation to prohibit the sale of unsafe used tires that pose a risk to New Jersey motorists and the public.

The bill, A 3896, would impose a \$500 fine for a first offense on any business that sells a tire that exhibits any one of several unsafe conditions such as worn-out tread, visible damage, or improper repairs. Subsequent violations may be enforced under the state's Consumer Fraud Act.

The bill was introduced by Assemblywoman Shavonda E. Sumter (D-Paterson). It must now pass through the Senate to become law.

The bill is supported by the Rubber Manufacturers Association (RMA), the Tire Industry Association and the New Jersey Gas Station-C-

Store-Automotive Association.

The National Highway Safety Administration says that worn-out tires are three times more likely to be involved in a crash than tires with sufficient tread depth. NHTSA crash statistics indicate that about 200 fatalities and 6,000 injuries are attributed to tire-related causes annually.

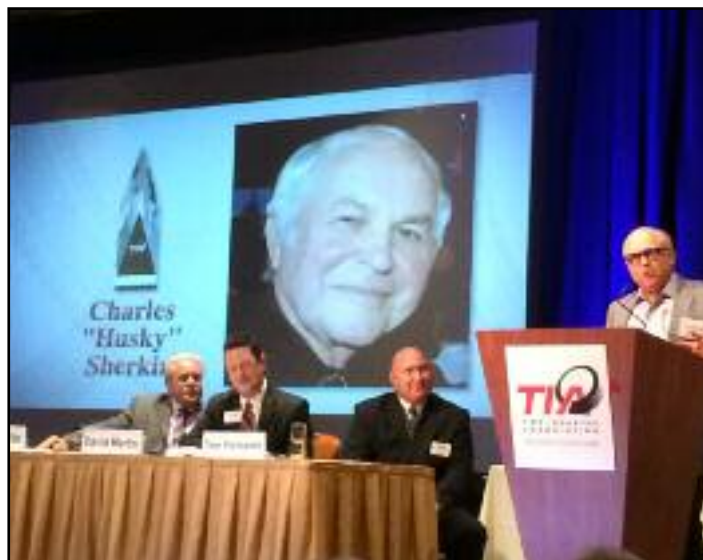
RMA research shows that more than 30 million used tires are available for sale nationally each year.

According to the RMA, the legislation does not ban all used tire sales. It targets used tires that have specific, well-established, unsafe conditions.

"This is a common-sense, pro-safety, pro-consumer bill," said Anne Forristall Luke, RMA CEO and president. "Preventing these unsafe used tires from operating on New Jersey roads will reduce the risk of crashes and save lives. It's that simple."

Tires worn to 1/16th of an inch are considered worn-out and are dangerous because they no longer provide sufficient grip on the road, particularly under wet conditions. Tires with damage exposing steel belts or other internal components threaten a tire's structural integrity. Improperly repaired tires can suffer loss of inflation pressure or have hidden damage that may contribute to tire failure. Tires with bulges indicate possible internal damage that can lead to tread separation.

"We are grateful to Assemblywoman Sumter for her commitment and hard work to pass this legislation to improve motorist and highway safety," says Luke. "We also wish to thank Chairman Paul Moriarity (D-Turnersville) for his leadership in passing the bill in the Assembly Consumer Affairs Committee."



Husky Sherkin inducted into the TIA Hall of Fame at SEMA.

Sherkin was inducted into the OTDA Hall of Fame in 2014 at the TDAC National Show in Niagara Falls. Bob Sherkin accepted the award on his father's behalf.

Are OEMs In Europe “manipulating” TPMS tests?

Campaigning body Transport & Environment (T&E) has published research suggesting original equipment vehicle manufacturers are “again manipulating official tests – this time on safety by adjusting indirect tyre pressure monitoring systems (TPMS) to pass the lab test but failing to perform on the road”.

T&E commissioned IDIADA to test a Volkswagen Golf and a Fiat 500L equipped with indirect TPMS to perform a copy of the type approval test carried at IDIADA, which they passed. But out of 16 real-world tests diverging from the official protocol, the Golf failed 14 and the Fiat all 16. Such indirect systems rely on tyre vibration and wheel rotations to detect low pressure, while direct TPMS has sensors to measure the pressure in each wheel.

Julia Poliscanova, clean vehicles manager at T&E, said: “With Dieselgate, carmakers were caught wilfully putting the public’s health at risk from poisonous emissions. Now we find manufacturers could be deploying similar defeat devices to get ineffective tyre pressure monitoring systems to pass safety tests and save themselves 10 euros. Investigations of the suspicious TPMS performance must be carried out. Our tests clearly show that the unsafe indirect systems put drivers, pedestrians and cyclists at greater risk of dangerous blow-outs.”

According to T&A, the most suspicious results were obtained when the same regulatory test was repeated on tyres with some mileage – here the TPMS failed to alert drivers of tyres’ low pressure. T&E’s reading of the situation is that this “indicates that the indirect systems were primed to get through official tests but become less sensitive once they were used on the road....Carmakers may be optimising indirect systems to be less sensitive after the initial test as their detection is based on wheel vibrations and rotations which could be falsely triggered in various real-world conditions like varying road surfaces and temperatures, and cold or slippery weather.” Another

reading of it is that such systems are simply less precise as tyres wear.

Currently, EU law mandates TPMS but doesn’t differentiate between direct and indirect systems. T&E said that the review of the inadequate performance criteria, as part of the new General Safety Regulation (GSR), should only allow direct systems. The new GSR, set to be proposed by the end of this year, should also require more on-road testing of cars to check their safety performance.

Julia Poliscanova added: “The EU has a unique opportunity to phase out this ineffective safety equipment in its upcoming review of the General Safety Regulation and mandate that TPMS should perform in real-world conditions and with all tyres, including replacement ones. The European Commission should also use current negotiations on the new Type Approval Framework Regulation to ensure tyre pressure monitoring systems are checked over their lifetime on the road by the national market surveillance authorities and the Commission.”

A sign of the times... Time for Winter Tires!



TDAC

Got a Mission?

Before you can pursue a goal, you need define it first!



BOB BIGNELL

Several years back, an old friend, David Chilton invited me to one of his speaking events. We happened to be travelling in the same city and it gave us a chance to catch up. David's presentation was great, as usual, but what also stood out for me that day was the presentation from the other presenter, Olympic gold medal winner Mark Tewksbury.

Mark talked of a tour he had of the Olympic facilities while it was under construction, and snuck over to where he would be competing, stood in the spot that was to be the starting line for his race, and envisioned the upcoming completion.

He had a clear image of himself winning gold and reran it in his mind at every practice up to his gold medal winning swim. I liken this to Mark creating his own mission statement to keep him focused on the goal.

Gotta get one!

Everyone should have a mission statement. Can you recite your mission statement? Do you have one?

At our midyear board meetings for the Tire Industry Association, our board adopted a new mission statement that is more reflective of the vision of the TIA, and ties in with TIA's slogan, "Tire Safety Starts Here."

"The mission of TIA is to promote tire safety through training and education, to act as the principal advocate in government affairs, and to enhance the image and professionalism of the industry so that our member businesses may be more successful."

Vision

Vision is the long-term view, how successful business vision statement is an aspirational d

Regional associations

Here are the mission statements from our four regional tire dealer associations in Canada:

1 The Tire Service Professionals

Across Western Canada

Western Canada Tire Dealers (founded 1962) is an association of independent tire dealer professionals and other key players, united to continuously improve the tire industry through enhanced safety, education, training, strong ethics and effective lobbying.

My challenge to you is to review your mission statement to make sure it is still relevant or, if you don't have one, start working on it.

2 Ontario Tire Dealers Association

We are the voice of the Tire Dealer in Ontario. Our mandate is to promote, educate and represent members in all areas that impact the growth and prosperity of the tire industry.

3 ASPMQ

The Association of Tyre Specialists and Mechanics of Quebec is a non-profit organization whose mission is to bring

together all companies, distributors and installers working in the area of the tire and mechanical Quebec to protect, manage and develop all aspects of this industry. It offers its members support services, information and training activities in collaboration with various community partners.

4 Atlantic Tire Dealers Association

The Atlantic Tire Dealers Association [ATDA] is the collective voice of tire dealers in Atlantic Canada. We keep our members informed about advances made in products and changes in the industry which affect their businesses. We promote cooperation between our members and those in other tire industry associations, as well as local, provincial, and national regulating bodies.

If you are a member of any of these associations, you can see that they have your back. That doesn't get you off the hook though. My challenge to you is to review your mission statement to make sure it is still relevant or, if you don't have one, start working on it.

As we work on a website for Tire Dealers Association of Canada, we will do the same. Keep your eye out for our new site to make sure I keep up my end of the bargain. 🍀

Bob Bignell serves on the board of Tire Industry Association, Ontario Tire Stewardship and is Executive Director of Ontario Tire Dealers Association and Tire Dealers Association of Canada.

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*Based on stopping distance in ice rink testing of Bridgestone Blizzak™ WS80™ tires (235/55R17) versus Firestone F1710 tires (235/55R17). Actual results may vary based on proper tire maintenance, vehicle, driving style and road conditions.

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OTDA / TIA AUTOMOTIVE TIRE SERVICE (ATS) CERTIFICATION
New Course Agenda Will Be Introduced For This Course
Two and a Half Day ATS Instructors Course

OTDA offers TIA certification course Automotive Tire Service (ATS)
Tuesday May 23 to Thursday May 25, 2017
Hunter Training Facility
4-240 Edward Street, Aurora, ON

Tuesday and Wednesday 8:30 to 5:30 & Thursday 8:30 to noon.

The cost is \$595.00 per student.

For registration call or email info@otda.com, 888-207-9059 or Fax Back to 866-375-6832

Contact: _____ email: _____ Participant: _____

Company: _____ Phone: _____ Fax: _____

Street: _____ City: _____ Prov: _____ PC _____

ATS Course Outline

Instructor Certification – **Certified Automotive Tire Service (ATS)** provides in-depth and comprehensive instruction on the recommended procedures for servicing modern automobiles and light trucks. Certified ATS is designed for the professional passenger and light truck tire technician so the subjects range from the relationship between torque and clamping force to the TPMS relearn procedures on domestic and import vehicles. Certified ATS also includes an exclusive module on Tire Conditions Analysis that uses images from TIA's Passenger and Light Truck Tire Conditions Manual to educate technicians on the most likely reasons for common irregular treadwear patterns.

Following is a list of the 15 Modules that make up the **Certified Automotive Tire Service (ATS) Program**.
This will be updated with the New Agenda being introduced in 2017.

Module 1 – Introduction.

Covers personal protective equipment (PPE) and general shop safety practices.

Module 2 – Tires.

Covers tire construction, nomenclature, sizing, application, and replacement guidelines.

Module 3 – Wheel & Fasteners. Covers wheel and rim nomenclature as well as fastener and bolt hole identification.

Module 4 – Raising the Vehicle. Addresses the step-by-step procedures and safety guidelines for lifting a vehicle with an above-ground lift or floor jack and jack stands.

Module 5 – Tire/Wheel Assembly Removal.

Covers the procedures for removing the assembly from the vehicle including wheel locks and wheel covers.

Module 6 – Torque & Clamping Force. Explains the relationship between torque and clamping force including laboratory tests that show the effects of lubricants.

Module 7 – RIST.

Covers the step-by-step procedures for wheel installation.

Module 8 – Demounting, Mounting & Inflation.

Covers the step-by-step procedures for demounting, mounting and inflating tires on rims with valve stem and band-mounted sensors.

Module 9 – Balance and Run-out. Address the basic principles of balance and run-out including the use of pin-plates to secure the assembly to the balancer.

Module 10 – Puncture Repair.

Covers the general industry guidelines for puncture repairs in passenger and light truck tires as well as the step-by-step procedures for installing one-piece and two-piece repair systems.

Module 11 – Tire Conditions Analysis. Uses images from the Passenger and Light Truck Tire Conditions Manual to show technicians the signs of common problems that may require removal from service.

Module 12 – TPMS Identification. Explains the different types of TPMS currently in use and how they can be identified.

Module 13 – TPMS Service Requirements.

Covers the step-by-step procedures for servicing valve stem and band-mounted sensors.

Module 14 – TPMS Relearn Procedures.

Uses the TPMS Relearn Chart to explain the relearn requirements for the most popular domestic and foreign vehicles.

Module 15 – TPMS Diagnostics. Covers the necessary steps to correct a malfunction with common electronic scan tools including the replacement of a sensor on popular Asian

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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 (M+S). 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.

About Us

- **Direct:** The only national commercially-focused direct insurance company in Canada.
- **Canadian:** 100% Canadian-owned as part of the Fairfax Financial (TSX: FFH) family.
- **Recommended:** An OTDA-endorsed supplier for all your insurance needs.
- **Comprehensive:** Provides business, home and auto, and group and life insurance.
- **Trusted:** Tire Dealers have been placing their trust in us for generations.

Our Coverage

- **Tire Dealer Advantage:** Insurance program specifically designed for dealers like you.
- **Blanket Limits:** Separate limits are provided for your business property and for protection against loss of your business income to reduce the possibility of an under-covered loss.
- **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.

Contact Us



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