

# TireTracks™



The Official Publication of the New York Tire Dealers Association

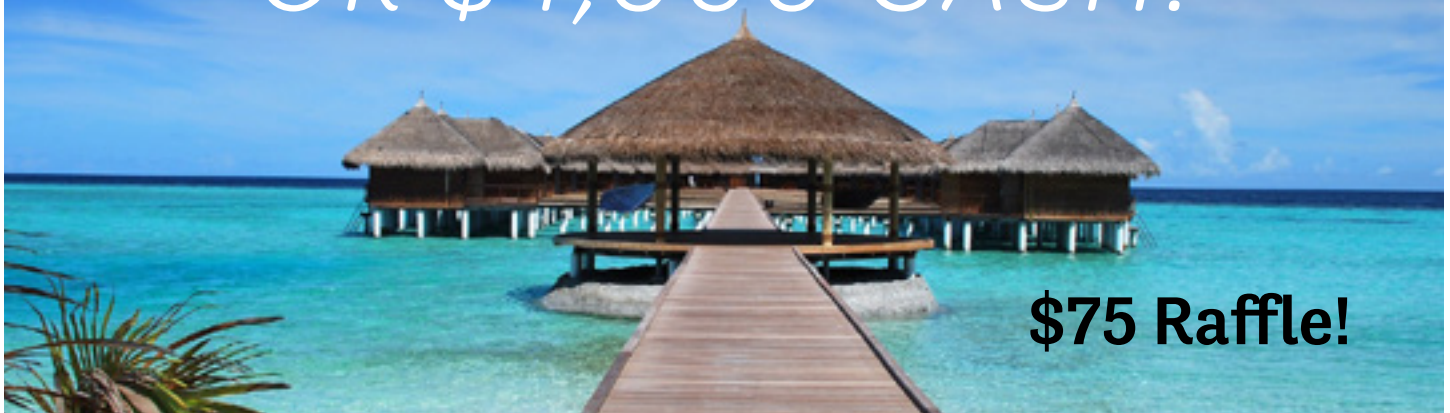
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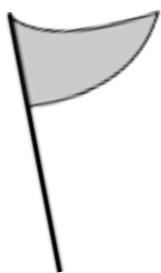
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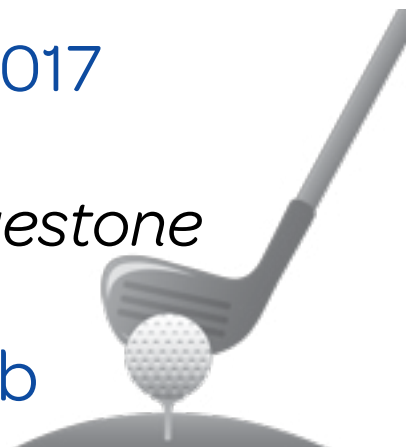
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**THURSDAY, AUGUST 3, 2017**

*Honoring Erik Seidel of Bridgestone*

**Stonebridge Golf Club**



## Seidel to succeed Baratta at Bridgestone

by Tire Business Staff

*Reprinted with permission of Tire Business*

NASHVILLE, Tenn. (Jan. 9, 2017) – After serving 34 years with Bridgestone Americas Inc., John Baratta, president, consumer replacement tire sales, U.S. & Canada, will retire March 1. Erik Seidel, vice president, consumer replacement tire sales, will step into the vacated position.

“John has been an outstanding member of our team, and his contributions to the consumer tire group have been fundamental to the growth and success of Bridgestone Americas,” TJ Higgins, president, integrated consumer tire division, U.S. & Canada, Bridgestone Americas Tire Operations, said.

“We wish John the very best in retirement and are excited for Erik to take on this role,” Mr. Higgins added. “Erik shares John’s passion for our customers, and he is the right person to build upon the success of John’s leadership.”

Mr. Baratta began his industry career in 1983 as a sales manager with what was then Firestone Tire & Rubber Co. While gaining experiences in many facets of the tire operations, Mr. Baratta ascended through the ranks of the Bridgestone consumer tire business, assuming his current position as president of consumer replacement for North America in 2008.

Mr. Seidel, came to Bridgestone in 2013 as vice president of brand marketing for the consumer tire business, having previously worked with Kimberly-Clark Corp., where he managed a number of brands, including Viva towels, the Scott brand and the Huggies brand of diapers and wipes.

At Bridgestone, Mr. Seidel led the company’s brand-building efforts and developed product launches, including the introduction of the DriveGuard tire line. He was promoted to his

current position in 2015 and worked alongside Mr. Baratta, where “he has successfully delivered growth and driven new product development across North America,” Bridgestone said.

Among Seidel’s other accomplishments, Bridgestone cites delivery of new technology – such as TireConnect – and other tools that allow dealers to reach consumers online and drive sales.

“Erik has quickly demonstrated his ability to strengthen relationships, build trust and drive growth,” Mr. Baratta said in a statement. “I am excited for him to take on this role and have full confidence that his leadership will allow Bridgestone to achieve our vision of becoming an indispensable business partner.”

Mr. Seidel earned a bachelor’s degree in mechanical engineering from the Massachusetts Institute of Technology and an MBA and a master’s degree in manufacturing management from Northwestern University.



**Join us at our 2017 Golf Outing  
as we honor Erik Seidel!**

*Go to page 4 for more details.*

## FROM THE PRESIDENT...

We are off to a great start in 2017!

Thank you to everyone who attended our annual Mets Game! I am happy to report that it was another successful event. We had a great night of food, friends, and baseball.

As we plan ahead, we have plenty to look forward to. We are headed back to Stonebridge on August 3<sup>rd</sup> for our Annual Golf Event. This year we proudly honor Bridgestone President, Erik Seidel. Through hard work and dedication, Erik has worked his way up to become a true leader in the tire industry. Please join us for a great day on the golf course as we celebrate his success.



To make this year's event even more exciting, we are adding a \$4,000 raffle! Only 300 tickets will be sold for a chance to win a vacation of your choice, or just take the money and run! We are in the process of planning a Trade Show this Fall as well as our Holiday Party. Stay tuned for dates and venues.

For our members, we are pleased to offer several new benefits that will positively impact your business. With your membership, you gain access to discounts on social media, insurance, motor oil and tire repair equipment, as well as college scholarships and free web location services. There has never been a better time to join. Please check out our new member incentive in this issue of Tire Tracks.

If you, or anyone you know is interested in joining the NYTDA, please contact us at [info@nytda.com](mailto:info@nytda.com) or call the association office at 631-789-9505.

I look forward to joining you in August for a round of golf!

Best Regards,

A handwritten signature in black ink that reads "Ernie Caramanico". The signature is written in a cursive style.

Ernie Caramanico

## IN THIS ISSUE:

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# 24<sup>TH</sup> ANNUAL GOLF CLASSIC

Thursday, August 3, 2017

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Registration / Lunch ..... 10:30 a.m. - 12:45 p.m.

Shotgun Tee Off ..... 1:00 p.m.

Cocktail Reception ..... 6:30 p.m. - 7:30 p.m.

Dinner and Awards ..... 7:30 p.m.

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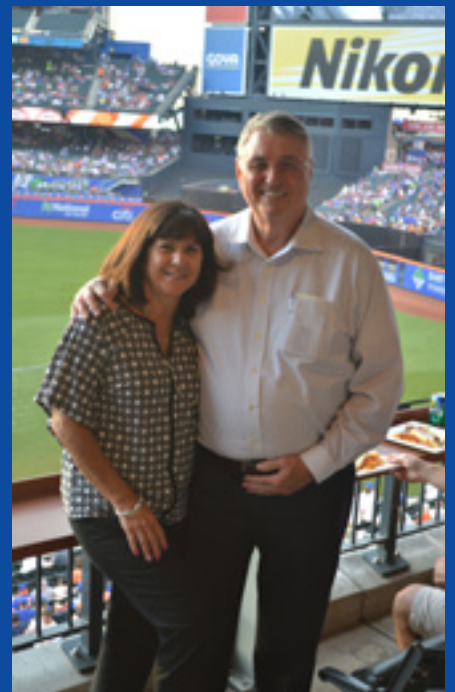
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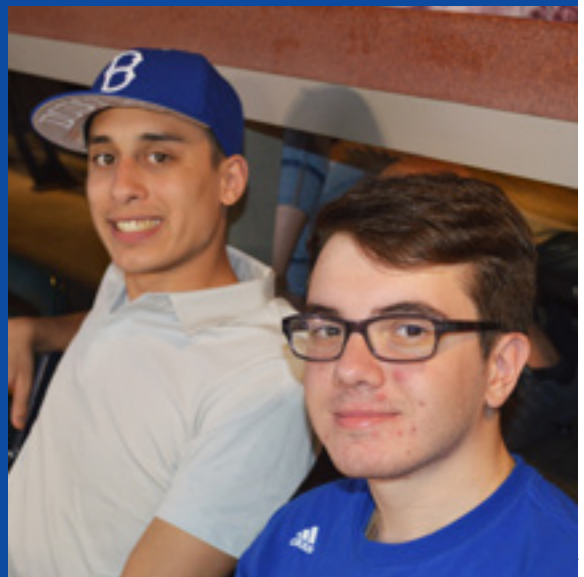
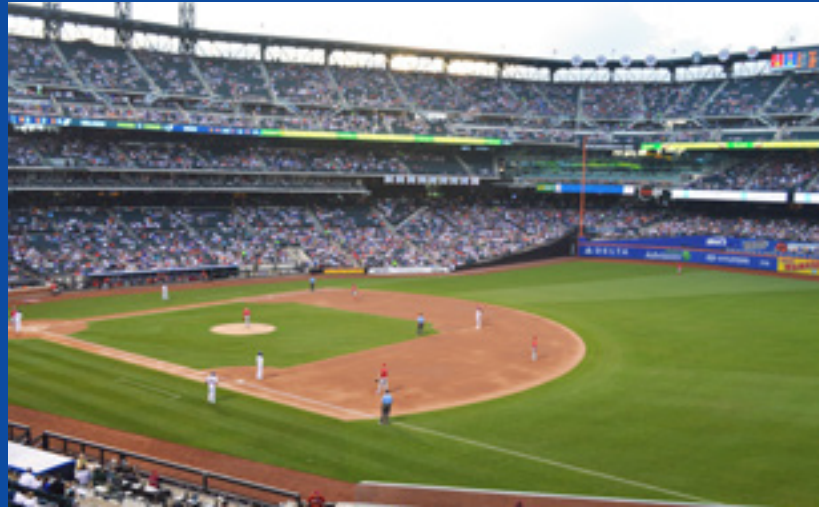
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# 2017 METS GAME - MAY 19, 2017



# 2017 METS GAME - MAY 19, 2017



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January 2<sup>nd</sup>, 2017

### SELECTING THE RIGHT HEAVY DUTY ENGINE OIL

The American Petroleum Institute's (API) new diesel engine standards, API CK-4 and FA-4. These oils were designed to help engines meet 2017 emissions standards, and also provide improved engine protection.

API CJ-4 is being replaced by API CK-4. Typical viscosity grades are 15w40, 10w30 and 10w40. For current and older engines, CK-4 has been designed to improve fuel economy and increase wear protection. CK-4 is backward compatible with CJ-4, CI-4, CI-4 Plus and CH-4 oils. Engine manufacturers are expected to recommend API CK-4 oils for new on-highway and non-road diesel engines manufactured in 2017.

API FA-4 oils are intended to provide the same benefit as CK-4 and, at the same time, accommodate higher temperatures, oil pressures, and other demands created by next-generation engines. Typical viscosity grades are 10w30, 5w30 and 0w30. FA-4 is NOT backward compatible with CK-4, CJ-4, CI-4, CI-4 Plus and CH-4. In many cases, FA-4 will only be recommended for certain newer engines.

Always refer to the manufacturer for the preferred oil recommended for their engines.



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## Using Local Directories for Better Visibility

*Mandy Pennington, Net Driven*

When customers search for your tire shop or auto repair facility, they don't just want to find your web address. They also want to learn about you and see what makes you different from your competitors.

When searching, visitors consider everything from your star ratings to your social media pages, but one of the most critical pieces of establishing a strong online presence is your appearance on local directories.

### What are Local Directories?

Local directories are the sites where users turn to get more information about a business or a region. Sites like Hotfrog, Merchant Circle, Manta, Citysearch, Yelp, Angie's List, Superpages, YP.com, Google Maps, Yahoo! Local, Bing Local, and others all serve as trusted local directories. Additionally, you may have local directories that are specific to your region, such as a chamber of commerce business directory or a city travel guide. Every time your business is listed on one of these sites, you earn an important element of online success: a local citation.

### What are Local Citations?

Citations are mentions of your business name, address, phone number, and URL across the web. The more quality mentions you receive, the more signals there are for search engines to attribute value to your business in local search. Every mention acts as a vote of confidence, so it makes sense that as a small business owner, you'd love to keep building more mentions.

### How Can I Get More Local Citations?

The great news is that there are a lot of options for earning or building local citations. Often,

many happen organically with your business being mentioned or reviewed by your customers. Encourage your customers to leave you reviews on trusted review sites, or to talk about your business on social media or within community forums. These can be a great source of citations – as well as additional PR for your shop!

However, you can also take advantage of a variety of web directories or local listing sites where you can share your information directly with customers.

### What Do I Need to Start?

To build local citations, you usually need to create an account on each directory and submit your business for inclusion in their indexes. In some cases, these sites may ask you to claim or verify your business, ensuring that your request to be listed (and business information) is legitimate. Most often, with a phone call or a verification email, you can complete the process in a few minutes.

### That Sounds Like a Lot of Work – Is There Another Way?

The downside of the manual approach to building citations is that it can be time consuming. Luckily, most local directory sites rely on data feeds from top sources to simplify the process and there are plenty of third party service providers that can assist with this effort. Submitting your business information through services that distribute listing information to the major data aggregation feeds (Infogroup, Neustar Localeze, Acxiom, and Factual) can save time and also deliver results.

### How Can I Make the Most of My Local Citations?

As local citations are a key component of SEO visibility for local businesses, it's important to make it easy for your business to be found within these directories. That often means practicing the same best practices you use on your website:

- **Ensure your business name, address, and phone number are correct.** Inconsistent information about your business can create muddy signals for users and search engines. Finding old or outdated information on directories? Use a citation cleanup service or manually make corrections on each listing you find – consistency is key!

- **Provide as much information as possible in your listing.** List hours of operation, additional contact information, business categories, and if able, a description of your business. The richer the listing, the better the chance of getting found by both users and search engines.

- **Use photos.** If the directory allows for the

submission of photos, include several interior and exterior shots of your tire shop. If you have a staff picture, include that too, as photos of real people can often boost trust and customer perception.

The key thing with local citations is to start building them and to maintain them. You don't want your business to be a best kept secret offline, so why avoid building mentions online? The more buzz you can generate in directories and on social media, the richer your overall online presence.

Want to start building local citations to match your web presence? Learn more from the team at Net Driven.



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*Please fill out the membership application on page 27.*

# 2017 METS GAME - MAY 19, 2017



2017 METS GAME - MAY 19, 2017



## Good Vibrations? Solving common, modern-day wheel vibration problems

The vehicle market is dynamic and ever changing with a growing list of customer expectations including leather seats, cutting-edge technology, advanced driver assistance systems (ADAS), quieter operation, easier handling, lavish interiors, good fuel economy and finally a smoother ride.

Though customers expect a smooth, luxury ride from their vehicles, it is increasingly common for high-end light duty trucks, SUVs and other passenger vehicles to experience unacceptable road vibration. In fact, modern vehicles are four times more sensitive to static vibration forces than couple or dynamic forces. With the correct wheel balancer shops and service centers can easily diagnose and solve wheel-related vibrations and return that 'new car ride' to vehicle owners.



Therefore, it is very important to service every wheel and tire assembly with a diagnostic wheel balancer that can perform a road force measurement. Though balancing and measuring road force are often discussed interchangeably, they are very different. A traditional balance measures the distribution of mass of the assembly and applies wheel weights to correct the imbalance. Sometimes this is not enough to solve a wheel-related vibration. A road force measurement allows the balancer to test a tire's performance under load. This makes it possible to index non-balance related vibration and lateral forces, which cause tire pull. A traditional balance and road force measurement work together to completely eliminate wheel-related vibrations.

The four main causes of road force related vibrations are bent rims or rim runout, lack of uniformity in tires, assembly runout or out of round and improper bead seating. A balancer must be able to measure road force to solve these issues and prevent customer comebacks.

A diagnostic wheel balancer can measure imbalance, road force and lateral force to pinpoint the cause of vehicle vibration. After the balancer has identified the cause of the assembly's vibration, it can suggest the solution, including the addition of wheel weights, match mounting and optimal wheel placement to eliminate tire pull. A road force measurement simulates the way a tire performs as it rolls down the road by applying a diagnostic load roller to the tire as it spins. The diagnostic load roller simulates the weight of the vehicle by applying up to 1,250 lbs. of force to the tire. This allows the machine to measure road force. The balancer then indexes the lowest spot of the rim and the stiffest part of the tire. The assembly can then be match mounted, using a tire changer, to match the low spot on the rim with the stiffest part of the tire, effectively eliminating road force vibrations in the assembly and allowing your customers to leave with a new car ride on the same tires and wheels. A traditional wheel balancer can't fix these non-balance issues and even a perfectly balanced wheel can cause vehicle vibration. A balancer capable of a traditional balance and road force measurement is able to use both measurements to achieve the smoothest possible ride.

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Some diagnostic balancers can perform a traditional balance and road force measurement without a time penalty. With these balancers, the road force measurement will begin when the hood is lowered. The technician may prepare the weights while the measurement is performed. Once the hood rises automatically the technician can install the weights and perform a check-spin. The result is the wheel is balanced and also verified to roll smooth, in the same amount of time that a traditional balance can be completed. The eliminated time penalty ensures that technicians will perform both measurements every time. Using the proper balancer to perform a quality assurance test on every assembly can allow your shop or service center to eliminate customer comebacks.



Eliminating set up errors is also extremely important. Proper adaptors, flange plates, collet kits and a wheel lift ensure precise centering on all wheel assemblies. Flange plates help protect chrome and plastic clad wheels by only contacting the wheel in the same location as the wheel lugs. Dual tapered, meaning they are tapered in opposite directions from the center of the collet, can only drop half as far into the wheel bore and therefore prevent damage to wheels as well. 'Stepped' collets also help protect wheel from damage during balancing. These adaptors make it safer and easier to service specialty wheels and tires and to avoid costly mistakes. Some wheel and tire assemblies can weigh up to 80lbs, therefore it is imperative to have a wheel lift on your shop's balancer and tire changer to avoid technician wear, help technicians center assemblies more accurately and prevent damage to the machines. In addition to this, some state-of-the-art balancers

include a built-in centering check to further ensure proper centering.

Proper tire mounting methods are also essential for eliminating wheel-related vibrations. Often the bead can be sealed but not completely seated, causing unpleasant vehicle vibrations. The most state-of-the-art tire changers include the capability to perform a bead massage. Bead massage helps to ensure a properly seated bead. During bead massage, rollers apply force to the tire walls to assist with bead seating. This force applied properly to the tire walls reduces vibration concerns. Half of all tire sets are significantly improved using bead massage. In some tire changers, this is even an automatic feature. The combination of a road force measurement, match mounting and bead massage allows your shop or service center to virtually eliminate wheel-related vehicle vibration.

Wheel balancers and tire changers that include intuitive touch screen interfaces can simplify and ease training and allow your entire shop to diagnose and solve the most difficult service requests. It can be as simple as one touch to display rim dimensions or live navigation through selection and placement of wheel weights. With high-definition on-board training videos and troubleshooting guides on a variety of balancing and tire changing topics, you can elevate every technician in your shop to an expert. These on-screen video instructions provide instant access and easy navigation to videos covering basic techniques to more advanced procedures, providing easy, on-site training for you're your technicians. High-tech, intuitive operation also helps bridge experience and language gaps. Manufacturers' that include on-site, in person

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training and service support can become a partner to your business and help your shop succeed.

Even the best equipment needs service support to keep it in top working order, to ensure that worn out parts are replaced in a timely manner and that the machine remains properly calibrated. The best manufacturers provide same or next day service to ensure that your shop is up and running in as little time as possible. This allows you to gain higher profits and provide excellent service to customers.

Advanced service equipment can help your shop or service center meet the needs of vehicle owners, especially owners facing vibration issues.



*click on logo or any photo to learn more*

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#### **MIC TIRES**

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### New Associate Member:

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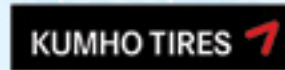
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(Automotive Shop Management Program)

- Discounts offered to NYTDA members

- [Bi-Lo Industries, Inc.](#)

(All Your Shop Lubricants)

- Discounts up to 20% for Bi-Lo oil supply and delivery

- [Hunter Engineering](#)

(Auto Service Equipment)

- One free Level I Wheel Alignment Training class voucher (a \$450 value) to each NYTDA member that purchases a Hunter Hawkeye Elite wheel alignment machine between now and September 30, 2017.

- [Intelisano and Associates](#)

(Health Insurance)

- 10%-45% discounts on group health insurance

- [Net Driven](#)

(Website Services)

- A premier developer of websites, INTERNET marketing, and social media solutions for tire dealers and auto repair dealers. NYTDA members receive \$1,000 off their set-up fee.

- [Optimize Social Media](#)

(Social Media Manager)

- Discounted pricing for NYTDA members
- Create, manage and maintain: Facebook, Twitter, Google, Yelp and YouTube with a dedicated account manager

FOR A COMPLETE LIST OF BENEFITS,  
PLEASE VISIT [WWW.NYTDA.COM](http://WWW.NYTDA.COM)



Please vote for our NYTDA President, Ernie Caramanico, as the next Board Member of the TIA. Ernie's dedication to the betterment of the Tire Industry would make him a great addition to the TIA board.

# eBay Motors Introduces New Tire Installation Service and Improved Site Experience

By: eBay News Team

New eBay offerings include partnership with TrueCar to help shop and compare new vehicles.

Expanding its motors marketplace and platform, eBay announces the addition of new features and services to deliver a more personalized and innovative experience to automotive buyers. eBay Motors is adding tire installation services to its offerings, beginning in Germany this month and in the U.S. this summer. Additionally, an improved site experience will debut enhanced shopping features, such as a partnership with TrueCar in the U.S., to offer buyers helpful tools when shopping for new vehicles.

“At eBay we’re focused on providing the most convenient shopping experience for our customers,” said Jay Hanson, eBay’s Vice President of North America Merchandising, Hard Goods. “Adding auto services as well as the

TrueCar integration showcases our commitment to extending value and insight to buyers around the world.”

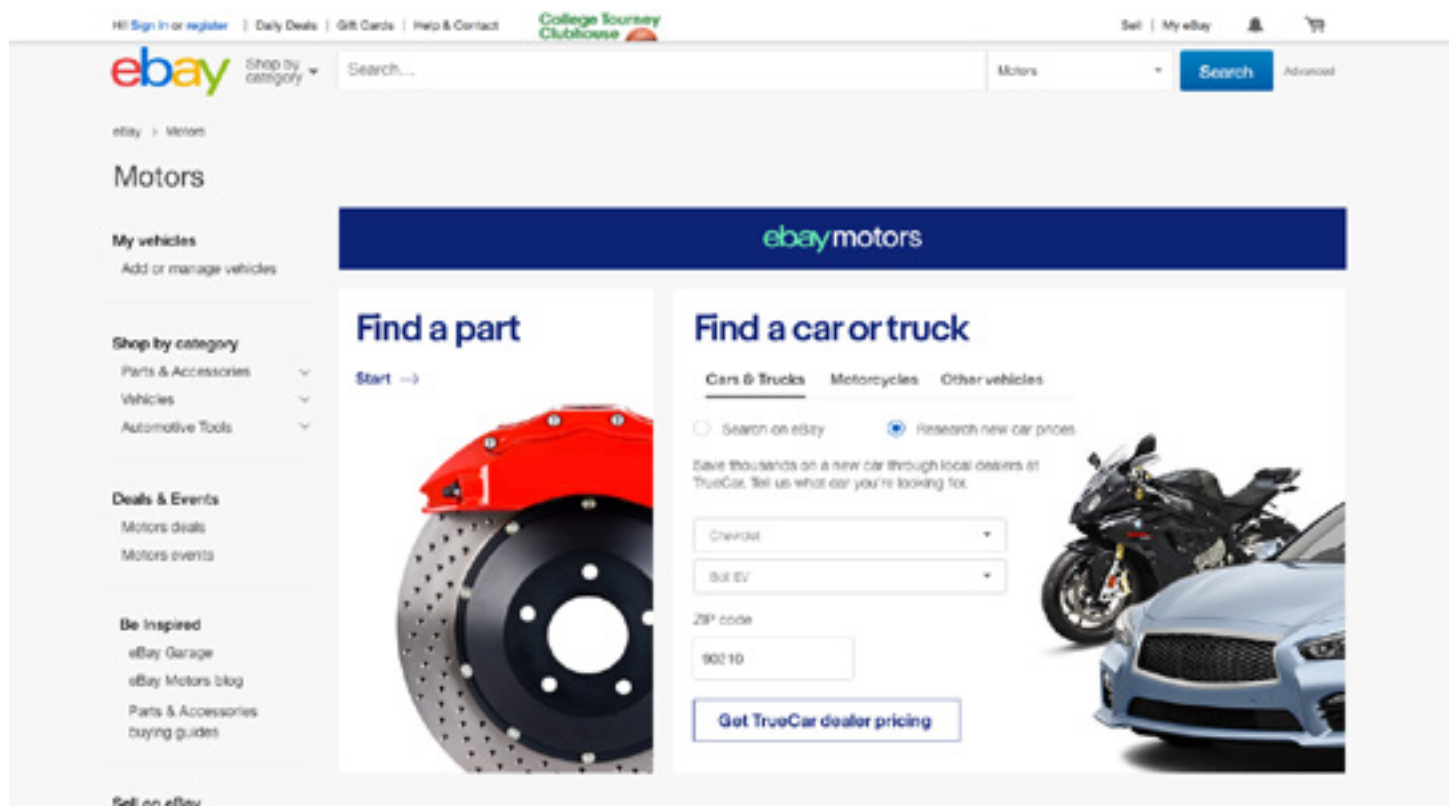
## Pairing Quality Inventory and Seamless Tire Installation

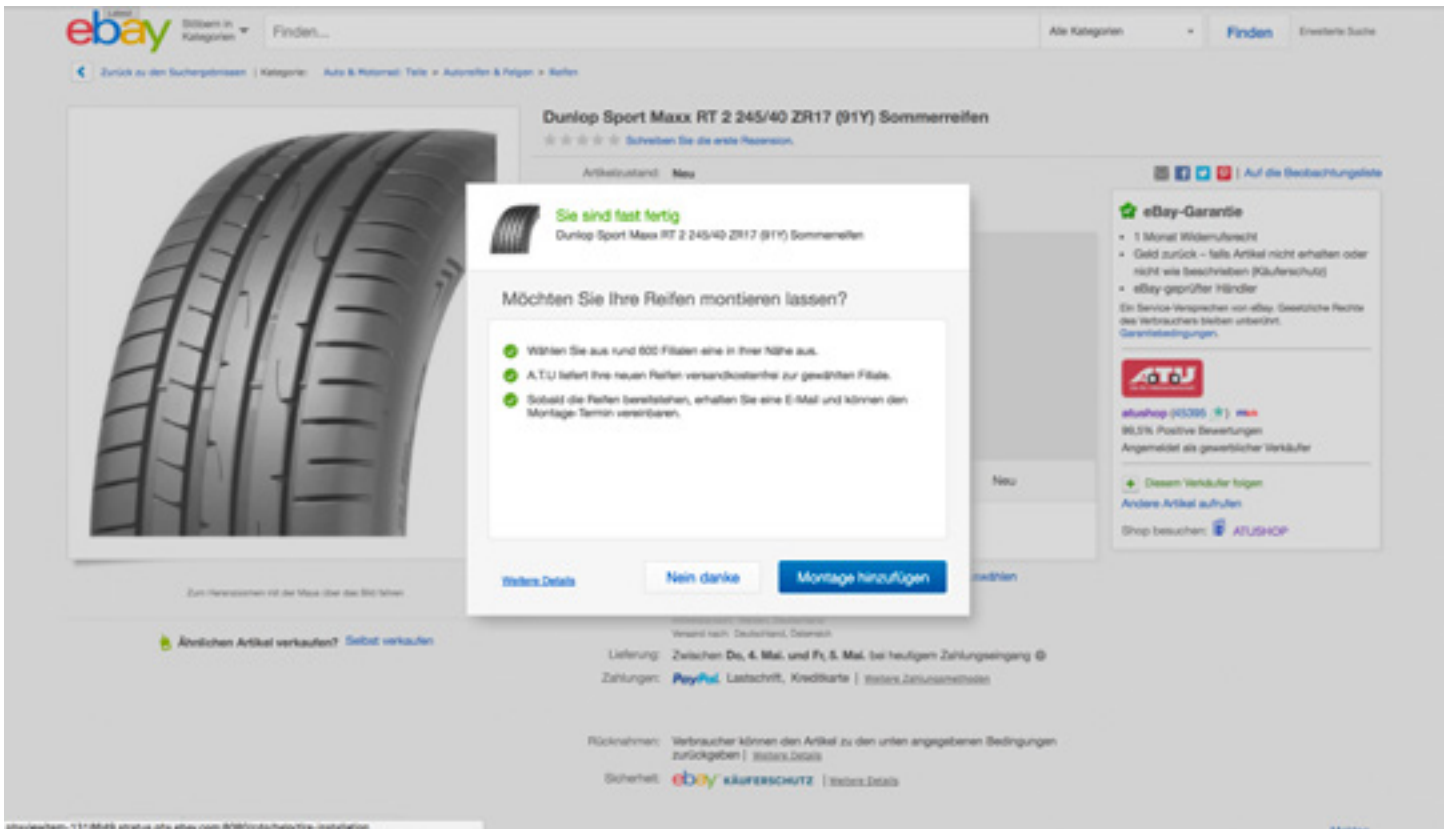
For the first time, eBay is adding a new service to its Motors platform, giving shoppers the ability to bundle new tire purchases with professional installation in their local area. With this new feature, tires will conveniently ship directly to nearby automotive repair shops for installation. The new option begins this month in Germany, and will be rolled out to the U.S. later this summer.

## A Redesigned Motors Destination

eBay is also unveiling a new Motors homepage experience for desktop. The improved homepage offers enhanced search and browsing features for a massive selection of vehicles – both new and used – as well as parts & accessories.

In a new partnership with TrueCar in the U.S., eBay shoppers will have access to deeper insights





into new vehicle pricing to quickly compare car prices.

“eBay is committed to enhancing its marketplace with the best information and buying experience it can provide to its shoppers,” said Chip Perry, TrueCar’s President and Chief Executive Officer. “TrueCar’s pricing and Certified Dealer Network deepens and expands eBay’s new car experience and we are excited to launch this enhanced platform.”

### Offering Best-in-Class Variety & Resources

The eBay Motors platform also continues to personalize each shopper’s journey by offering customized fitment with My Garage, as well as trusted programs like WeGoLook<sup>1</sup>, Assurant Protection Plan<sup>2</sup>, and Vehicle Protection<sup>3</sup>. From general maintenance and small upgrades to a full restoration of a beloved classic car, eBay Motors offers buyers great deals, fast delivery and any part one might ever need.

eBay by the Numbers (U.S.)\*

- 3 parts or accessories sold every second
- An engine or engine component is sold every 12 seconds
- 1 wheel or tire part sold every 7 seconds
- An exterior part is sold every 3 seconds

<sup>1</sup>WeGoLook: Provides eBay Motors vehicle shoppers with on-site inspections for any vehicle, motorcycle, RV, powersport or boat in the U.S., at a discounted rate as low as \$69 per inspection.

<sup>2</sup>Assurant Protection Program: Through the plan, eBay Motors shoppers can purchase extended service contracts on new, used, and refurbished automotive parts and accessories.

<sup>3</sup>eBay’s Vehicle Protection Program covers up to \$100,000 for eligible purchases on eBay Motors for vehicle non-delivery, missing title, or major undisclosed defects. Buyers are automatically enrolled in the program at no charge. Learn more about what’s covered and eligibility here.

\* Data as of Q1 2017 for eBay.com





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MONITORING YOUR ONLINE REVIEWS ON GOOGLE MY BUSINESS, YELP, & FACEBOOK



QUICKLY RESPONDING TO REVIEWS LEFT FOR YOUR BUSINESS

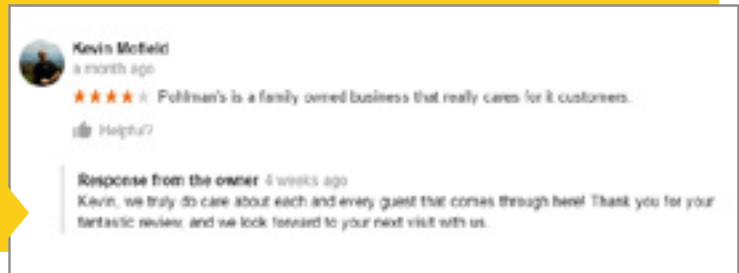


FLAGGING ILLEGAL OR FAKE REVIEWS LEFT FOR YOUR BUSINESS

## WHY IS SOCIAL MEDIA MASTER TECH IMPORTANT TO MY BUSINESS?

- Almost 90% of consumers will make a decision to choose your products or services based upon online reviews
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- 71% of consumers who experience positive social customer care are likely to recommend the brand to others

- Over 92% of marketers say that social media has generated exposure for their business



\*HubSpot, Small Biz Sense, Pew Research, and RenegadeWorks. Set-up fee may apply.  
\*\*Additional locations may be an additional charge.

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**Congratulations to our  
2017 Scholarship Winners!**

**NICOLE GABAY  
& SHANA GABAY**

Nicole Gabay will be attending Mount Saint Mary College with a major in Nursing. Nicole is currently on the Varisty Softball Team at Shana Gabay will also be attending Mount Saint Mary College with a major in Criminal Justice.



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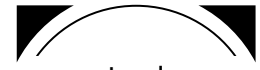
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**SPECIAL PRICING FOR  
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## NYTDA ASSOCIATION OFFICERS:

### **PRESIDENT**

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Amityville Firestone  
258 Broadway, Amityville, NY 11701  
631-789-3373

### **1<sup>ST</sup> VICE PRESIDENT**

**Nick Pallante**  
SUNRISE TIRE & AUTO  
4900 Sunrise Hwy, Massapequa Park, NY 11762  
516-798-1400

### **2<sup>ND</sup> VICE PRESIDENT**

**Tony DiGregorio**  
MAX FINKELSTEIN INC  
195 13th Avenue, Ronkonkoma, NY 11779  
631-676-7249

### **SECRETARY-TREASURER**

**William Senese**  
BI -LO INDUSTRIES, INC  
145 Brooke Avenue, Deer Park, NY 11729  
631-595-1328

### **EXECUTIVE DIRECTOR**

**John F. DeLillo, Jr.**  
NYTDA  
258 Broadway, Amityville, NY 11701  
631-789-9505

## NYTDA BOARD MEMBERS:

### **Bob Poska**

FUTURE TIRE  
202 Bethpage Sweet Hollow Rd, Old Bethpage, NY 11804  
516-752-9200

### **Brian Finkelstein**

MAX FINKELSTEIN INC.  
195 13<sup>th</sup> Avenue, Ronkonkoma, NY 11779  
800-229-8900

### **Steve Sabol**

BRIDGESTONE/FIRESTONE N.A. TIRE  
35 Marriott Drive, Nashville, TN 37214  
203-858-7325

### **Mario Crociata**

WHITEY'S TIRE & AUTO CENTER  
3395 Atlantic Avenue, Brooklyn, NY 11208  
718-277-3000

### **Vincenza (Vinnie) Cimino**

THE TIRE PLACE, LLC.  
6976 75<sup>th</sup> Street, Middle Village, NY 11379  
718-326-1104

### **Mike Prestia**

TROTТА TIRE  
111 West Industry Court, Deer Park, NY 11729  
800-772-6300

## NYTDA ASSOCIATE ADVISORY MEMBERS:

### **Phil Muller**

AFFILIATED AGENCY, INC.  
255 Executive Drive, Suite 308, Plainview, NY 11803  
516-576-0166

### **William Senese**

BI -LO INDUSTRIES, INC.  
145 Brooke Avenue, Deer Park, NY 11729  
800-544-9775

## NYTDA MEMBERSHIP APPLICATION

MEMBER TYPE	COST PER YEAR
Tire Dealer Member	\$175.00 <i>(Includes membership &amp; a chance to win our \$4,000 raffle, for a value of \$570)</i>
Association Member	\$575.00

A. I am applying for membership as a Tire Dealer Member.

B. I am applying for Associate Membership, my business deals with the tire industry.

### PLEASE PRINT CLEARLY

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Owner(s): \_\_\_\_\_

Manager: \_\_\_\_\_

Number of Locations: \_\_\_\_\_

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or [info@nytda.com](mailto:info@nytda.com)

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*THURSDAY, AUGUST 3, 2017*



The Official Publication of the New York Tire Dealers Association

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