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**CALIFORNIA TIRE DEALERS ASSOCIATION CLAIMS VICTORY
UPON DEFEAT OF ADDITIONAL TIRE FEES**

AB 509 Fails in Senate Appropriations, Would Have Added \$1 Per Tire to Consumer Costs

AB 509, a bill proposing an additional tire recycling fee in the state of California of \$1.00 per tire (in addition to the current \$1.75 per tire), effectively died in the state legislature, due in great part to opposition from the California Tire Dealers Association (CTDA) and its effective advocate, Terry Leveille.

CTDA was the only tire dealer association or group that formally opposed the bill, and the result represents a significant legislative victory for CTDA, underscoring the value and importance of the association and its aggressive and engaged advocacy efforts.

“One of the most important reasons to join CTDA is to have a collective voice on legislation that impacts our industry and our customers,” proclaimed Robert Huebert of Lee’s Service, a tire shop with locations in Reedley and Fresno, CA upon learning the news about AB 509.

In its letter of opposition to the bill, CTDA pointed out that the Tire Recycling Fund balance currently stands at \$75 million, with another \$34 million annually flowing into the Fund. Not only is the additional fee unjustified, but it would have posed a hardship to low-income auto owners, motivating them to drive longer on old, balding, dangerous tires.

“In addition to being a resource and problem-solver for its members, the chief role of a trade association is to serve as a unified and loud voice on critical public policy issues,” stated CTDA Executive Director Marc Connerly. “This victory shows how important it is to stay vigilant and engaged in the process, and that success or failure can hinge on the level of participation. Terry Leveille was actively involved in monitoring AB 509 and representing the interests of tire dealers, and there is no doubt that his involvement played a huge role in the outcome.”

Connerly cited the letters of opposition, an op-ed article the association released prior to a Senate Appropriations hearing on AB 509 last week, and tireless communications between its advocate and the other stakeholders in the process as the activities that were influential in the eventual outcome of the bill.

“No one likes their pocket picked,” said Bill Eordekian of 1-800-EveryRim. “The only way that tire dealers can defend themselves against unreasonable taxes and regulations is through a strong state association like the California Tire Dealers Association. In September 2017, CTDA successfully defended our dealers against still another tire fee.”

Putting it succinctly, Jay Goldberg of Jewel Tire in Gardena, CA stated, “That is what we (CTDA) are here for,” upon learning the fate of AB 509.

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The California Tire Dealers Association (CTDA) is a 501(c)6 tax-exempt organization working on behalf of independent tire dealers in California. To learn more about CTDA or to become a member, please visit www.catiredealers.com.

If you’d like more information about this topic, or to schedule an interview with Marc Connerly, please contact Akiva Israel at (916) 456-0500, x115 or email Akiva at aisrael@connerlyandassociates.com.