

# Tires & Treading



VOLUME 58, ISSUE 4

JULY/AUGUST 2018

## Join CTDA For Our Upcoming Area Meetings

Four Fun Locations on The Calendar



*Plus: A Special Tribute to Retiring CTDA Board Member Carol Dellabalma After 42+ Years of Service*



### Inside This Issue

President's Message.....	3	San Diego Area Meeting.....	10
A Tribute to Carol Dellabalma .....	4	San Gabriel Valley Report.....	13
Executive Director's Corner .....	5	Risk Management Corner.....	14
CTDA Calendar .....	7	Lessons From Others.....	17
Legislative Report.....	9		

Industry-leading tools, service and support  
— delivered.



In today's competitive market, tire dealers need every advantage. It takes a strong partner to keep your business growing year after year. Choose the team and tools that support your drive to be successful — choose ATD.

> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.

**ATD**  
AMERICAN TIRE DISTRIBUTORS®

Miles Ahead.™

**Chris Barry**

# President's Message



To our valued CTDA members,

This summer selling season is coming to an end; have you had a profitable summer?

I would encourage all of you to make sure you make the time to inspect all vehicles from front bumper to back bumper. Do you check light bulbs? We have a CTDA member that makes it a priority to inspect each and every light on the vehicle inside and out. This retailers sells 10 light bulbs a day on average. Do you know what the profit margin is on a light bulb? Let's just say that it is very profitable.

With tire sales up about 2% nationwide through the second quarter, are you keeping up? The recent stats show that the independent tire dealers in the USA are 70% of the replacement tire business, so let's make sure we are keeping with the current nationwide statistics.

Please also make sure you are utilizing all of your supplier programs. If you deal directly with the tire manufacturers, please make sure you are stocking plenty of the sizes that you sell. That way you will be able to hit the VB that they offer.

If you are on a distributor's tire program, then make sure that you are hitting the numbers with them so the distributor can pay you a healthy VB at the end of the year. The tire manufacturers and distributors all have great ways for you to earn backside money.

Have you ever attended a CTDA Meeting? We have meetings coming up in Burbank, Sacramento, Dublin, and Anaheim in the very near future. Please come to one and meet your fellow independent tire dealers.

Thank you, and enjoy the last few weeks of summer,

*Chris Barry*

**California Tire Dealers Association**

(A non profit mutual benefit corporation)

Executive Director: Marc Connerly

2235 Park Towne Cir., Floor 2, Sacramento, CA 95825

Phone: 650-357-0600 / 916-214-6495

E-Mail: [mconnerly@connerlyandassociates.com](mailto:mconnerly@connerlyandassociates.com)

Web Site: [www.CaTireDealers.com](http://www.CaTireDealers.com)

**Association Officers:**

**PRESIDENT**

Chris Barry, ITDG (310) 251 9528

**VICE PRESIDENT**

Paul Arellano, Lakin Tire (562) 802 2752

**SECRETARY/TREASURER**

Al Martinez, NTW (559) 498 7700

**DIRECTORS**

Doug Andersen, George Oren Tire Specialist (510) 534 0575

Dave Coffman, Larry's Tire Mart (Honorary Member) (209) 522 9081

Billy Eordekian, 1-800EveryRim.com (562) 692 0109

Bill Fuqua, Turbo Wholesale Tire (626) 856 1400

Jay Goldberg, Jewel Tire (310) 614 1976

Hub Gurnari, South Valley Wholesale (408) 971 3900

Richard Howard, Bruce's Tire (510) 580 1441

Robert Huebert, Lee's Service (559) 638 3535

Vahe' Michaelian, 1-800EveryRim-OEM Wheels (562) 692 0109

George Pehanick, East Bay Tire (707) 437 4700

Dave Redfern (650) 743 7817

Eric Rivera, TWI (562) 281 6029

John Sanford, Sanford Firestone (650) 355 1154

Bill Short, Leininger & Short (909) 986 2793

Don Zavattero, Tech Supply (510) 783 7085

Jack Molodanof, Legislative Advocate  
Molodanof Government Relations



## Billy Eordekian

1-800EveryRim – OEM Wheels

1-800 383 7974 / Billy@1-800EveryRim.com

Carol Dellabalma,

All at CTDA will miss your presence on the Board of Directors.

Every group, organization, or business needs someone to help keep order. Someone who thinks things out even after everyone else thought the problem was solved is who you were. It is no wonder that you have so much ability that comes with intelligence, experience and wisdom. Below are some of my notes used for your introduction as CTDA President at the annual luncheon in 2016.

Just some of Carol's life experiences:

TP Tire Service since 1984; had her own weekly radio spot for 14 years and is still known today in Eureka/Arcata area as people stop her on the street; pilot; rancher; skydiver; hang glider; deep sea fisher; white water rafter; hunter; cave explorer (and came out saying that bats are so important!); volcano hiker (INSIDE); great grandmother; swam with sharks; found time to design jewelry for 17 years...and her kids are waiting to see what's next! She was also the voice of reason for the CTDA Board of Directors.

Rarely do I have nothing more to say...Thank you, Carol.

*Your Humble Used Rim Peddler, Billy Eordekian*

# Finance Your Future

If you're an owner, employee or dependent of a CTDA member, finance your education by applying for a CTDA scholarship at:

<http://www.ctdascholarships.net/>



# Marc Connerly

## Executive Director's Corner

---



As Billy Eordekian's article indicates, longtime CTDA Board member Carol Dellabalma recently retired from the Board of Directors after more than 42 years as one of the leaders of this organization. To serve in that capacity for more than four decades is truly an incredible accomplishment, and exhibits tremendous commitment, passion and selfless dedication in service of the California tire industry.

Not only do we owe Carol a huge thank you for her contributions, but we really ought to look to her as a role model, and ask what each of us can do to carry on her legacy on behalf of the California tire industry and fill the void that will be left without her participation. As Carol indicated in her resignation note, "We need more workers than riders in the boat."

How can you help support the tire industry through your time and efforts? Well, the truth is that it doesn't take much. A little help and support from a lot of people would go a long way. Examples of ways to help would be volunteering to call dealers in your area to invite them to join you at an Area Meeting; letting us know that you're willing to call your local legislator to share the tire industry's position on important legislation; telling dealers or vendors about CTDA and asking them to join and become engaged; or volunteering to serve on the Board and help us chart a successful future for the organization that watches out for your best interests.

In fact, the simplest way that you can help is to

email or call me and share what is important to you, what issues or challenges keep you up at night. Chances are if you are facing a dilemma, there are many others who are struggling with the same problem, and if the CTDA Board and I hear your concerns, then we can get to work on ways to help resolve the issues for you and the others who are facing the same problem.

A good example occurred recently with a CTDA member who was having difficulty with a vendor. He contacted CTDA President Chris Barry to ask for help, and Chris enlisted my support. We intervened and communicated with the vendor over the course of several weeks. While the resolution was not entirely what the dealer had hoped it would be, he clearly saw how much energy we were willing to expend on his behalf, and I know that he was very appreciative of our efforts. We are always willing to go to bat for our members; you just need to ask!

Please consider how you can help CTDA and the industry that puts food on your table, then please give me a call (916) 214-6495 or an email ([mconnerly@connerlyandassociates.com](mailto:mconnerly@connerlyandassociates.com)). I enjoy hearing from you and helping your business and your industry prosper.

*Marc Connerly*



**NOW 4 CALIFORNIA LOCATIONS TO SERVE YOU!**



4280 IOWA ST.  
BENICIA, CA. 94510  
800-888-7654

2478 S. GOLDEN STATE BLVD.  
FRESNO, CA. 93725  
800-559-4897

11455 CANTU GALLEANO RANCH RD.  
MIRA LOMA, CA. 91752  
800-201-2882



**SACRAMENTO NOW OPEN!!!**

3010 RAMCO ST. STE #120  
WEST SACRAMENTO, CA. 95691  
888-212-0150



[WWW.NATIONALTIREONLINE.COM](http://WWW.NATIONALTIREONLINE.COM)

BRANDS MAY VARY BY LOCATION.

# CTDA Calendar

---

**Thursday, September 6, 2018**

**Los Angeles Area Meeting**

Gordon Biersch Brewery

145 S. San Fernando Blvd., Burbank, CA

5:30 PM—8:00 PM

SPONSORED BY:



---

**Thursday, September 13, 2018**

**Sacramento Area Meeting**

Black Bear Diner

2700 El Centro Rd., Sacramento, CA

5:30 PM—8:00 PM

SPONSORED BY:



---

**Thursday, September 20, 2018**

**East Bay Area Meeting**

Coco Cabana

4500 Tassajara Road, Dublin, CA

5:30 PM—8:00 PM

SPONSORED BY:



---

**Thursday, September 27, 2018**

**Orange County Area Meeting**

JT Schmid's Restaurant & Brewery

2610 E. Katella Ave., Anaheim, CA

5:30 PM—8:00 PM

SPONSORED BY:



# OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

**Make the perfect choice. Choose Perfect Equipment.**  
Learn more at [www.perfectequipment.com](http://www.perfectequipment.com)

Perfect Equipment is a brand of  **WEGMANN**  
automotive  
© contents copyright. All rights reserved.

We are a proud supporter of the  
**California Tire  
Dealers Association**



**Jack Molodanof**

# Legislative Report



The state legislature reconvened from summer recess on August 6 and will work until the end of the 2018 session, which is August 31. We expect a flurry of activity and last minute "gut and amends." Below are some of the key bills we have been following for CTDA.

**AB 2908 (Berman).** Tire Recycling: Tire Regulatory Fee. Oppose. AB 2908 gives CalRecycle the ability to create a new tire fee up-to-\$1.00, on top of the current \$1.75 per tire fee already charged, meaning a total of \$11.00 for a new set of tires. The author has proposed amendments that, among other things, would allow a tire dealer to separately charge the new fee on the invoice. The bill is pending in the Senate Appropriations Committee.

**AB 2825 (Jones-Sawyer).** Debt Collectors. Oppose unless Amended. This bill was a recent "gut and amend" and will treat automotive repair businesses, including tire dealers as "debt collectors. Communications with customers will subject auto repair businesses to strict liability, fines, and frivolous lawsuits. Frequent communications and reminders (calling, texting, emailing) with customers to pick up a vehicle when ready may be considered "debt collection" and prohibited under the bill. We are requesting that the bill be amended to exclude the automotive repair industry from the definition of debt collectors. The bill is pending in the Senate Appropriations Committee.

**SB 993 (Hertzberg).** Sales Tax: Services. Oppose. This bills intended to make major tax reforms including expanding the sales tax to services. The bill would increase the costs to all businesses including independent auto repair shops. All services purchased by a business would be taxed at 3%. Examples of business services being taxed include legal, accounting, software billing, computer services, janitorial, etc. This is a very complicated tax reform bill and implementa-

tion will be a nightmare for small businesses. A series of hearings on the measure are being planned that will include experts to do a "deeper dive" into the issue of taxing services. The next hearing is scheduled for August 8. We will monitor the upcoming hearings very closely and report.

**SB 1343 (Mitchell).** Employers: Sexual harassment Training: Requirement. Concerns. This bill requires an employer who employs 5 or more employees to provide at least 2 hours of sexual harassment training to all employees by January 1, 2020, and once every 2 years after that. The bill requires the Department of Fair Employment and housing to develop a 2-hour video training course on the prevention of sexual harassment in the workplace and require the department to provide existing informational posters and information regarding sexual harassment prevention, available to employers, in alternate languages. The bill is pending in the Assembly Appropriations Committee

**AB 2392 (Santiago).** Vehicles; Towing and Storage. This bill is intended to provide consumer protections and will require that all towing and storage fees be reasonable. The author has taken many amendments to address concerns including language that auto shops (tire dealers) will not need to post unnecessary Towing and Access Notice signage in the office area. The bill is pending on the Senate floor.

## **Bureau of Automotive Repair Regulations (BAR)**

The BAR is finalizing the new electronic estimate and invoice requirements to streamline the communication process between shops and consumers by recognizing a wide range of authorizations including electronic signatures and text messages. These regulations should take effect later this year.

*Jack Molodanof*

# San Diego Area Meeting

Thank you to our sponsors...



# San Diego Area Meeting





EVERY GREAT JOURNEY REQUIRES A PLAN.

FEDERATED LIFE®

HELPING PUT SUCCESS IN BUSINESS SUCCESSION.  
CONTACT YOUR LOCAL MARKETING REPRESENTATIVE TODAY.

Federated Mutual Insurance Company and its subsidiaries\* | [federatedinsurance.com](http://federatedinsurance.com)  
18.04 Ed. 12/17 \*Not licensed in all states. © 2017 Federated Mutual Insurance Company

It's Our Business to Protect Yours  
**FEDERATED**  
**INSURANCE**® 

**Paul Arellano**

# San Gabriel Valley Report



*"Everyone is a salesperson."*

- Unknown

The quote above has been repeated over and over, by countless individuals. So, is it true? Are YOU just like me? Are YOU a salesperson?

## **Shocking Revelation #29:**

You *are* a salesperson! OK, no, you don't need to go buy a \$99 suit from some discount outlet and you don't have to march to your local used car lot, wrangle exotic animals on tv and sell used cars, and you don't need to be a fast talker!

The common view of a salesperson is all of the above, and someone who tries to "trick you" or "smooth talk you" into buying something for their benefit, and not yours. There may very well be a small segment of the sales profession that does this, but for the most part, snake oils sold by a fast talking, traveling salesmen are a thing of the past.

So just how are YOU a salesperson? Whether we realize it or not, we're doing some form of "selling" throughout our lives. From the young lad "selling his mom" on why he should be able to attend an overnight slumber party, to a young, courting couple, "selling" themselves as potential spouses, to every one of us who has ever applied for a job. Yes, YOU were selling yourself to a potential employer.

While checking into a nice casino-hotel in Las Vegas, I couldn't help but overhear the gentleman in front of me, raising his voice and berating the front desk representative for not allowing him to check in early. He yelled, "I'll just go somewhere else," as he stomped off. When I stepped up to the counter, I greeted the representative with a smile and a "good afternoon," and I continued with, "I realize that I arrived too early, so may I just check my bags and come back in a few hours?" The representative replied, "Oh, you're in luck....my system shows that 1 room with a nicer view than the one you booked just became available, and you can check in now!" I suspect that same room was available minutes earlier, but some-

how, my approach must have "sold" the representative to allow an early check-in AND room upgrade!

I know, many of you have been "burned" by a salesperson or two in the past. Perhaps it was that lemon, I mean, car you were sold on, or perhaps that time-share that turned out to be more of a money-share, with nothing good in return. Though the last label you want is "salesperson," if you embrace the fact that selling is a part of life, you might very well start to incorporate it into more and more areas of your daily life. You don't have to run the front counter to practice this, and selling customers on coming back for personalized, good service, CAN and WILL affect you, because it could very well make the difference between them choosing your shop over the competition. We all need customers in order to stay open and thrive.

This "selling" doesn't always have to do with business/work either. My wife is in the medical profession, but she, too, sells me left and right. Here's another shocking revelation: when I'm in the midst of her pitch, I hardly know it at the time, or might suspect it, but she's so good at it that I go along with it!

There was the drought tolerant hardscape that took 5 months to complete and emptied my wallet, presented to me as a water saving measure that would not only be good for the environment, it would save me almost \$100 per month in lawn care fees (though it will take 'a few years' for me to break even!).

Then came the flooring, sold to me as 'better do it right the first time and spend a little (lot!) more.'

The wrought iron guy will be coming next ... it completes the look! I really don't see that one, but I do know what a happy wife looks like, so I'm sold.

Are you ready to admit it? Are YOU a salesperson?

[Paularellano@lakintire.com](mailto:Paularellano@lakintire.com) 1-800-96-LAKIN

It's nearly impossible these days for businesses to operate without the help of Internet-connected devices, which exposes them to cybercrime. It's the small- to medium-sized businesses that are especially vulnerable: half are victims of cybercrime and nearly two-thirds of those victims go out of business.<sup>1</sup> Hackers increasingly target small businesses because there is a low risk they will be caught and a high probability they will be successful.

Maintaining personally identifiable information (PII) on a computer connected to the Internet creates a nearly unavoidable risk. More than likely, names, addresses, and employment information are stored. If PII is acquired by someone without the authority to do so, that may result in a data breach.

Banking, credit, and vendor account information is also vulnerable. Even if that valuable information is not stored on an Internet-connected computer, employees who have access to it can be duped into handing it over to criminals.

## Best Practices and Security Tips

**Tip 1: Train Employees in Information Technology Security.** Training should be offered, especially to those who are responsible for accounts payable, human resources records, and wire transfers. Training for all employees should be reinforced periodically.

Employees should be instructed to refrain from clicking links or attachments in e-mails, and not to pay an invoice until it's confirmed that the sender actually sent it. Even if the e-mail appears to be from a trusted source, employees should learn to always copy and paste links or type URLs into a browser to see if the address is valid.

**Tip 2: Funds Transfers.** Put a policy in place to have an in-person or telephone conversation to confirm e-mail requests for funds or personal information. It can greatly reduce the likelihood of fraudulent transfers or information sharing.

**Tip 3: E-mail Authentication.** Phishing can be substantially reduced by verifying that the e-mail originated from the domain it is associated with. If your domain is hosted, it's worth taking some time to look at how your e-mail is set up to ensure proper authentication schemes are used.<sup>2</sup>

**Tip 4: Change default passwords on your router and other Internet-connected devices.**

**Tip 5: Use a trusted VPN service when using Wi-Fi.**

**Tip 6: Back up your data regularly both to the cloud and to a removable device.**

**Tip 7: Update firmware and software regularly.**

**Tip 8: Provide firewall security for your Internet connection.** Ensure your operating system's firewall is enabled, especially if have employees working from home.<sup>3</sup>

**Tip 9: Limit employees' authority to install software and their access to only necessary information and data.**<sup>3</sup>

**Tip 10: Require employees to update unique passwords every three months.**<sup>3</sup>

Security professionals used to strive for perfect security, but today they accept that goal as unachievable. Instead, they strive for optimal security by combining best practices with a risk management program that considers purchasing data compromise and cyber coverage through a knowledgeable insurance provider.

Cyber Shield® from Federated Insurance is a two-part coverage program designed to help provide essential protection against many of the critical cyber and privacy exposures businesses face. Data Compromise Coverage and Cyber Coverage can help your company recover from intentional or accidental breaches.\* Visit [federatedinsurance.com](http://federatedinsurance.com) for more information or to find your [local Federated representative](#).

<sup>1</sup>"Small Business, Big threat: Protecting Small Businesses from Cyber Attacks," Statement for the Record: Dr. Jane LeClair, Chief Operating Officer, National Cybersecurity Institute at Excelsior College Before the United States House of Representatives Committee on Small Business, 4/22/15. [https://smallbusiness.house.gov/uploadedfiles/4-22-2015\\_\\_dr.\\_\\_leclair\\_\\_testimony.pdf](https://smallbusiness.house.gov/uploadedfiles/4-22-2015__dr.__leclair__testimony.pdf)

<sup>2</sup>The leading e-mail authentication protocols are SPF (Sender Policy Framework), DKIM (Domain Keys Identified Mail) and DMARC (Domain-based Message Authentication, Reporting & Conformance); best practice is to utilize the three protocols together. <https://dmarc.org/2016/03/best-practices-for-email-senders/>

<sup>3</sup>"Cybersecurity for Small Business." Online at <https://www.fcc.gov/general/cybersecurity-small-business>

\* Coverage will be determined solely by the circumstances of the event and the terms of your policy, if approved for issue. This article is not an offer of insurance.

# 1-800 EveryRim.com - OEM Wheels

Stock Factory Original Alloy & Steel Wheels - Buy or Sell

- Next Day Delivery to Most California ●
- Same Day to Most of Greater Los Angeles ●
- Used, Reconditioned, New Takeoffs ●
- Chrome Replacement - Powder Coating  
PVD Chrome - Remanufacturing ●

1-800-383-7974

Sales@1800EveryRim.com



# Discount Fuel Program for CTDA Members



**SAVE 5¢** per gallon at CFN or Pacific Pride sites

Contact **Christina Day**  
[christina.day@4flyers.com](mailto:christina.day@4flyers.com)  
**(530) 863-4558**



**Marc Connerly**

# Learning From Others

**(Part 1 in a series)**



I'm as big a fan of a good cliché as anybody...only I prefer to think of those tried and true sayings as "nuggets of wisdom" rather than clichés.

One such nugget is "Don't reinvent the wheel." We've all heard it, and it makes perfect sense. Why spend all your time and energy trying to create something that exists and serves its purpose quite well.

In the case of running a tire business, or any business for that matter, instead of wracking your brain to come up with ways to get more customers or differentiate your store from others, why not look at what successful companies in other industries do and try to emulate them?

This will be part 1 in a series of articles looking at successful enterprises and gleaning what we can from their business practices.

First, let's look at Starbucks. The company got its start in 1971, but didn't begin exploding until the early 90's, and now there are close to 30,000 locations worldwide and Starbucks has become as much of a household name as just about any company in the world.

So, what can a tire dealer learn from Starbucks? It's pretty simple, really: create a welcoming, comfortable environment that leaves an indelible, positive impression in the minds of your customers.

Does your waiting area have comfortable seating, ample electrical outlets for customers to work on their laptops or charge their phones, pleasant music, nice lighting? Do you have a few extra phone

chargers available in case customers need one? Do you have the aroma of freshly brewed coffee (or popcorn) in your waiting area?

None of these ideas are complicated, none are terribly expensive to implement, but all could go a long way towards earning the all important loyalty and repeat business of your customers. Give them a reason to walk away feeling like the hour or so they spent in your waiting area was enjoyable and productive.

Another lesson from Starbucks: impulse buying! Starbucks is just about coffee, right? WRONG! There are CD's next to the register, coffee mugs, mints, Christmas ornaments in December, and the list goes on.

You have customers sitting in your waiting area for significant chunks of time, why not give them a reason to open their wallets while they're there? Snacks, air fresheners, automotive cleaning products and accessories...all of these have the potential to add to your bottom line with very little effort and very little expense on your part; and you have a captive audience!

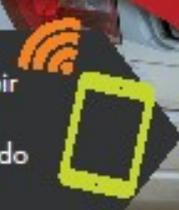
Don't wrack your brain or try to reinvent the wheel; look to Starbucks and you may find some nice nuggets to help your own business.

In the next issue, we'll see what we can learn from Southwest Airlines.



# NET DRIVEN WEBSITE SOLUTIONS

OVER 90% of consumers now begin their buying process online, and 70% of online searches take place on a mobile device. How do you put your shop right in front of them?



NET DRIVEN works exclusively with automotive businesses like yours to make sure that your website meets the demands of digital consumers while keeping your competition at bay.



OUR 3-PART SOLUTION IS FOCUSED ON ONE THING:

## DRIVING RESULTS.

INTERNET MARKETING  
DRIVES MORE VISITORS

▶ NET DRIVEN WEBSITE  
DRIVES MORE LEADS

▶ CONSULTING & ANALYSIS  
DRIVES MORE SALES

### HOW DO WE DO THIS?

We combine our automotive industry experience, internet marketing expertise, and direct dealer feedback to create solutions that are second-to-none!

### EACH OF OUR CLIENTS RECEIVES

- ▶ Unique Website Design
- ▶ Dedicated Account Manager
- ▶ Website Tracking and Analytics
- ▶ Training and Unlimited Support
- ▶ Unlimited Website Updates
- ▶ Website Hosting

NET DRIVEN®

1-877-860-2005

[www.netdriven.com](http://www.netdriven.com)

[sales@netdriven.com](mailto:sales@netdriven.com)

# Workers Compensation CSTDA Insurance Service



## Workers Comp

Our Workers compensation insurance companies will help make their workplaces safe by providing comprehensive loss prevention services, Safety and Health Services support .

Our mission is providing quality services, products, and professional experience.

Our goal is to protect our clients manage their workers compensation cost.

- ▶ Assistance in Cal/OSHA Compliance
- ▶ Loss Prevention
- ▶ Safety Meetings
- ▶ Injury Prevention Programs
- ▶ Electronic Pamphlets

Will Davi  
CSTDA Insurance Service  
42840 Christy St, Suite 235  
Fremont, CA 94538  
510 440-9400 Phone 510 440-9401 Fax  
[will@cstdains.com](mailto:will@cstdains.com) CA lic # 0533589



2235 Park Towne Cir., Sacramento, CA 95825

Electronic Service Requested



**Your supplier since 1980 for all tools, supplies and equipment from the largest to the smallest items.**

**WA473-CM WinAlign Package including WA473 Console with 24" Wide Screen LCD Display and HE421CM Sensors**

**INCLUDED WITH ALL HE421 SENSORS**



**TCR1S Revolution Fully Automatic Tire Changer**



*Ask your local sales representative for information on any Hunter Equipment Products!*

**KEY SPECIFICATIONS**

TCR1S	
Mount / Demount Tool	Polymer Self Inserting Leverless
Clamping Type	Center w/ Quick Clamp
Bead Loosening Type	Upper / Lower Roller
Match Mounting Capable	Yes
Rim Diameter Range	12 in. - 30 in. (305 mm - 762 mm)
Maximum Tire Diameter	50 in. (1,270 mm)
Maximum Wheel Width	15 in. (381 mm)
Drive	Variable up to 15 rpm CW / CCW Torque: 875 ft-lbs (1186 Nm)

Hunter Engineering Company has combined its technological leadership and innovative style to produce a fully automatic tire changer completely designed and built in the USA.

**Hayward Location**  
 28300 Industrial BLVD  
 Suite E, Hayward, CA 94545  
 Phone - 1-510-783-7085  
 800-245-8324  
 510-783-8741 (Fax)

*2 Central Locations to Serve You!*

**Fresno Location**  
 1563 E Street  
 Fresno, CA 93706  
 Phone - 1-559-445-2673  
 800-872-2846  
 559-445-2676 (Fax)