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CTDA

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CTDA Calendar and Board of Directors

2019 CTDA/Federated Insurance

New Year Luncheon

Wednesday, January 16, 2019,

11:30 a.m.

Geezers Restaurant

12120 Telegraph Rd, Santa Fe Springs, CA

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Attendance is free to tire industry salespeople, managers, and owners . Please RSVP to Billy Eordekian at billy@1-800everyrim.com or 562-205-4348.

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

Web Site: www.CaTireDealers.com

Association Officers:

PRESIDENT

Chris Barry, ITDG (310) 251 9528

VICE PRESIDENT

Paul Arellano, Lakin Tire (562) 802 2752

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DIRECTORS

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

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

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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

Chris Barry

President's Message



Dear CTDA Members,

The California tire industry dodged a bullet this year as Governor Brown vetoed AB 2908, the bill that would have added \$1 per tire in recycling fees to the cost of each tire sold in the state. We'll never know for sure how much our efforts influenced the governor's decision, but we do know that several members sent in letters of opposition, and we have a lobbyist who was very engaged and involved in the process.

In politics there is often much that we can't control, but what we can control is our engagement and participation. Sitting on the sidelines and watching is certain to accomplish nothing, but the best way to achieve success in issues of public policy is by getting involved, making our voices heard, and amplifying the volume of our voices through the power of numbers (as they say, "there's strength in numbers").

In order to CTDA amplify the volume of our voices, we need as many tire dealers as possible to become members of CTDA, and in order to chart a clear and effective path for the future of our organization, we need involved and passionate Board members who recognize what a positive difference they can make in the future of our industry.

If you are reading this, clearly you have an interest in the California tire industry, and chances are you made the choice to join CTDA in order to stay informed on the issues and because you want to help CTDA represent the tire industries interests in Sacramento. We need you to help further by encouraging your contacts in the business to join CTDA. The membership dues are extremely modest; in fact, we are offering a special first year membership dues rate of just \$95 for new members, so the barrier to entry is incredibly low. Please put your contacts in

touch with CTDA Executive Director Marc Connerly at mconnerly@connerlyandassociates.com, and Marc will help them join.

If you have an interest in establishing yourself as an industry leader by joining the Board, we welcome your participation. Too busy to join the Board? Why not appoint a key employee such as a manager to join the Board. We welcome the involvement of anyone who has an interest in supporting the tire industry, and who has passion, vision and a willingness to help out.

We are in the early stages of forming a "Young Leaders Committee," which will be comprised of the next generation of California tire industry leaders, including the sons, nephews and younger management employees of those who have been in the business for years. If you have someone on your team who would be a nice fit for the "Young Leaders Committee" and who wants to get involved and hone their leadership skills, please have them contact Marc Connerly.

Finally, we are trying to save you money by developing a group health insurance program and a group workers' comp program, We will soon circulate surveys seeking information that the insurance carriers need in order to create the programs. Please watch for those surveys and return them to the association office so that we can put together programs for your benefit.

Until you hear from me again, enjoy the Thanksgiving holiday.

Chris Barry

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Marc Connerly

Executive Director's Corner



As I write this, I am preparing to leave in a few Days for the SEMA Show in Las Vegas. As an Association Executive, conferences such as SEMA provide an opportunity for me to meet with other Association Executives at the TIA Executives meeting. Such meetings always provide excellent insights into what other associations are experiencing, and good brainstorming and ideas for improving the operations at CTDA and the value we deliver to our members.

SEMA also delivers a number of excellent educational opportunities. My plan is to attend several learning sessions on topics that I believe will be most valuable to our members, then email a written summary of the classes to CTDA members, with the best takeaways for use in your stores. Sort of a “next

best thing to being here in person” report.

Finally, the tradeshow also provides me the chance to meet with various vendors to solicit their participation in CTDA, which will help fund our programs and legislative advocacy, but also provides an opportunity to seek out new alliances with companies willing to offer a discount or special deal to CTDA members.

So, the SEMA Show is a once per year opportunity to enhance CTDA and create additional value for CTDA members through a variety of means, and I hope that I walk away from this year’s show with some excellent ideas to benefit all of you.

Marc Connerly

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Jack Molodanof

Legislative Report



The state legislature adjourned for the year and the Governor finished taking action on many bills. CTDA had a very successful legislative year which included the veto of AB 2908 (new tire fee) and supporting new laws that require maintenance facilities to be registered with BAR and allowing customer authorizations through text message and other electronic means.

Below is a summary of key bills along with BAR activity.

AB 2908 (Berman). Tire Regulatory Fee. Oppose. The bill 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 bill was amended to allow a tire retailer to separately charge the new fee on the invoice. Status: Vetoed by Governor but expected to be reintroduced next year.

AB 2825 (Jones-Sawyer). Debt Collectors. Oppose unless Amended. The bill treats auto repair shops, including tire dealers as "debt collectors". Customer communications will be regulated under the bill and potentially subject tire shops to strict liability, fines, and frivolous lawsuits. Frequent communications and reminders (calling, texting, emailing) with customers to pick up vehicle when ready may be considered "debt collection" and prohibited under the bill. Status: Died in Senate Appropriations Committee, but expected to be reintroduced next year.

AB 3141 (Low). BAR. Support. This bill would include currently exempted maintenance service providers under BAR jurisdiction while maintaining oil changers business model. The bill does not require a written estimate for preventative maintenance services as defined, if certain conditions are met. Status: Approved by Governor.

AB 2392 (Santiago). Vehicles: Towing and Storage. This bill requires all towing and storage fees to be reasonable and establishes criteria and presumption for reasonable towing and storage fees. Status: Approved by Governor.

SB 993 (Hertzberg). Sales Tax: Services. Oppose. This bill is intended to make major tax reforms including expanding the sales tax to services. A series of hearings on the measure are being planned that will include experts to do a "deeper diver" into the issue of taxing services. Status: The bill is dead for the year but expected to be reintroduced next year.

SB 1343 (Mitchell). Employers: Sexual harassment Training: Requirements. 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. Status: Approved by Governor

Bureau of Automotive Repair (BAR).

Electronic Documents and Authorization Approved.

The BAR electronic estimate and invoice authorization regulations took effect on September 13, 2018. The regulations (1) allow for electronic estimates and authorizations, transmission, and storage of repair transaction documents; (2) reorganize estimate, work order, and invoice provisions to more closely align with automotive repair transactions; and (3) clarify language as necessary.

CTDA will continue keeping members updated on legislation and regulations.

Thank you,

Jack Molodanof

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East Bay Area Meeting

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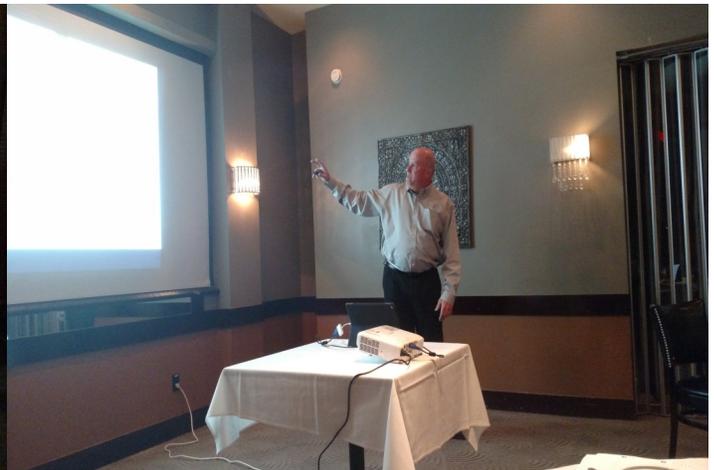
New CTDA members Bill Adams and Trevor Adams of Adams Autoworx in Castro Valley



Attendees enjoying presentations on many important topics



Nicole Howard (Bruce's Tire) with newborn Natalia



Curtis Brown of Continental Tire

Paul Arellano

San Gabriel Valley Report



"It's just good-old, friendly competition."

Unknown

SALES CLINIC – VOLUME 29

We have all heard these words used together: "friendly competition". We have also heard others, such as, "jumbo shrimp", "bitter sweet", "old news" and more!

Shocking Revelation #30:

There is no such thing as "friendly competition". I know, I know, this may very well be the most shocking of all shocking revelations! Hang on as I duck for cover!

Have you ever heard of two football team captains getting together before the big game, sharing strategies or plays that they are going to use? Ever see that poker tournament on tv? Do the players at the final table lay their cards down in plain view of their fellow players? Are the Colonel's spices and batter ingredients listed on the menu, or is this "secret recipe" held tightly at the corporate office?

I was at a home improvement warehouse recently, and as I loaded my trunk, I watched some free-lance workers that gather in the parking lot looking to be hired for the day. I watched a group of 7-8 approach a large truck that seemed to be looking for help with a project. It looked like there was a "bidding war", as to who would do the job for less! Everyone seemed to be mild-mannered, so I suppose that you *might* call that "friendly competition", but in the end, just 2 individuals were hired, as they quickly jumped into the truck and left the others behind, in the hot sun. I thought we were all friends!

In reality, no matter our market, we are all competing for a finite number of customers, and the company that has more customers and more business has a greater likelihood of thriving and growing. Our job (remember from Volume 28, where we said, "everyone is a salesperson"?) is to ensure that we have the most customers, both new and repeat customers. How we attain that is a whole different discussion, but if you string together the last several articles, you should have a pretty good idea as to how.

Note: In our quest to be number one, we must ALWAYS remain professional. Just as the free-lance workers I observed were mild-mannered, we, too, must be cordial at all times. No "putting down" the competition is allowed. I often ask, as part of my qualifying process, "who do you currently work with?". When I hear the name of a competitor, I reply, "Oh, yes, I have heard of them." When given information as to how my competition works, to include pricing (often quoted lower than reality in search of a lower price!), I simply, say, "That's interesting. Thank you for sharing. Here's how we do it..."

Let's think up some more examples. Even odds. Exact estimate. Alone together. Ill health. One-man band. Oh, and don't forget the classic: "friendly competition."

HAPPY COMPETING, ONE AND ALL!

Paularellano@lakintire.com 1-800-96-LAKIN

Hub Gurnari

South Bay Report



I've been wondering what our problem as an organization is and recently I had an epiphany.

I attended my wife's church's 40th anniversary last month and I noticed there weren't very many people at the celebration. I asked my wife, "Where is everybody?" She replied that everyone was there. I said "14 People, that's it?!" She said, "Yes," and explained that as everyone got older the size of the organization had shrunk to 14.

It hit me right then, THAT'S US. That's the CTDA problem. We are old as an organization. When we lose a valuable member as we did recently with Carol Dellabalma, we weaken as an organization. Not only do we lose a valuable member, we lose a number in our ranks. We lose a voice. We lose power as an organization because when we stand, we don't stand as a force in our industry like we once were.

This is the reason the State of California and its committees and agencies don't fear us. FEAR US? Hell, they don't even give us a second thought! We can't get the consideration our industry needs until our membership is much larger, like 3 times the size it is now. We can't get the members until we garner the member's offspring and loyal younger employees of the CTDA to get involved on its Board. Of Directors

My boss has done this in his organization. He's brought in his daughter and her husband, and they have been instrumental in reviving our company by doing all the things that modern companies do. We use the Internet more and understand how to handle Yelp and other things that have entered the in-

dustry in the last 10 years that didn't exist previously. Our younger people are smarter and more informed than we are. For one thing, they are educated. Did most of you go to college? I bet not.

Our younger people within our tire companies that are members of CTDA are an untapped asset for us. The young have more energy and they use social media for more than social interaction. They SEE the problem. If we bring these bright minds to the table in CTDA, I guarantee we'll grow and prosper.

Let's get together and find a way to bring a fresh look at CTDA by asking the young (25 to 40) relatives of our membership to get involved. Let us teach them what we know and then let them teach us what we don't.

I have asked the CTDA Board to put a committee together to look at ways to start this idea and let's get rolling while we still have the opportunity. The clock is ticking for many of us.

Thank You,

Hub Gurnari, CTDA Director

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Risk Management Corner:

Fire Prevention



Just like buildings, fires come in all types and sizes. The ripple effect on the community, customers, and the business itself can be stressful. To reduce the likelihood of a devastating fire, business owners and risk managers should take the initiative to keep their property and employees safe.

Property insurers evaluate and assume risks with an understanding that while some fires are unavoidable, most building fires are preventable. A property underwriter generally reviews a fire risk according to the Construction, Occupancy, Protection and Exposure (COPE). This set of criteria evaluates a property based on a number of factors that indicate risk of loss. Building materials, the type of fire protection available, and other buildings that are close enough to fuel the fire are among the circumstances taken into account.

Applying the COPE characteristics as you look at your facilities can be useful for developing fire-prevention plans. You likely are not able to alter your building's construction, but you can ensure maintenance of heating and electrical systems, and practice proper storage and handling of flammable materials. Good housekeeping can eliminate conditions that have the potential to turn into catastrophes. When a fire starts, a quick, effective response can make the difference between minor smoke damage and a loss of business — or life.

Fire prevention is not just a one-time task, but should be a routine and ongoing process. People can become complacent or forgetful about fire risk. Involve employees, supervisors, and managers in recognizing potential fire hazards so the problems are addressed.

Most fires are avoidable if you pay attention to a few specific hazards. To identify these hazards, regularly complete fire prevention checklists. When you discover unsafe conditions, you can monitor and help control them with a preventive maintenance plan. Proper set-up, scheduled care, and adherence to manufacturer's usage specifications are vital to keeping equipment in safe working order and preventing fires.

Some commonplace situations can become surprising sources of fire. Federated provides an industry- and business-specific customizable fire risk evaluation checklist at https://www.federatedinsurance.com/link/PROD_655182. It is up to the business owner to finish development and implementation of the checklist, and train employees.

Now is the time to reinforce fire prevention at your business as part of a solid risk management program. For more resources on fire prevention, contact your local Federated marketing representative. Federated clients can also contact the Federated Risk Management Resource Center at (800) 838-1760.

This article is intended to provide general information and recommendations regarding risk prevention only. There is no guarantee that following these guidelines will result in reduced losses or eliminate any risks. This information may be subject to regulations and restrictions in your state and should not be considered legal advice. Qualified counsel should be sought regarding questions specific to your circumstances and applicable state laws. © 2018 Federated Mutual Insurance Company. All rights reserved.

Why Register Tires?

No matter where you stand on tire registration, one thing is clear. Registering tires with the manufacturer can help save lives. According to the National Highway Traffic and Safety Administration (NHTSA) on average over 700 tire related fatalities occur in the United States annually. Many factors contribute to tire-related injuries and deaths; including aged, worn, poorly maintained and **recalled tires**.

In 2015, following a year-long investigation of tire-related accidents and deaths, the National Transportation Safety Board issued a report that determined most of these deaths and accidents were, in fact, preventable. Today, based on the NHTSA recall quarterly reports provided by tire manufacturers, an estimated 2 million recalled tires remain unrecovered and likely in service.

One reason that recalled tires do not get recovered is simple, they are not registered properly, if at all. Processes, like handing registration cards to customers or recording DOT numbers on work orders, do not ensure that the manufacturer gets these critical records. Adopting a tire registration process that not only validates the correct entry of the DOT but then transmits that data to the appropriate manufacturer is the most effective way of registering tires. A properly registered tire increases the chances of recovery in the event of a recall and further protects your business. For more information visit www.tiremetrix.com or call 810.355.4655.



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JOSEPH R. CL... President

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Learn more at www.tiremetrix.com



Using Local Directories for Better Visibility

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.

Using Local Directories for Better Visibility (continued)

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.

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

Learning From Others

(Part 2 in a series)



Last issue, I used Starbucks as an example of a company who might be able to teach us a few things about running a successful business. This time, I'd like to turn to Southwest Airlines.

I'm a Southwest A-List member and fly about 25 roundtrips per year. Certainly nowhere near as many miles as our President Chris Barry or some others, but I'm a fairly frequent flyer, and Southwest is my airline of choice most of the time.

Southwest has built a business model around **BEING DIFFERENT**. If you have flown Southwest, much of what I am about to explain will sound familiar (although you probably never thought about how it could apply to your business), and if you haven't flown Southwest, you may be asking how they are different. Well, I'll tell you how.

First, Southwest cannot be found on any of the travel aggregator websites (Travelocity, Expedia, Orbitz, etc.). One might think that they would miss out on a great deal of exposure by foregoing these marketing channels, but the constantly full Southwest flights suggest otherwise. They retain control over their seat inventory, avoid the commissions paid to those third-party sites, and can pass the savings along to their customers.

Is there a practice in the tire business that you are doing "just because it's what everybody else does"? Could you break away from the pack and do something different because it saves you money while maintaining quality and customer service?

Second, Southwest has empowered its employees

to **HAVE FUN!** I can't tell you how many Southwest flights I have flown where the attendant has sung a song or made jokes during the safety announcements (the "here's how you buckle a seatbelt," "here's what you do if we land in the ocean" part of the flight). Other airlines are stodgy and conservative, but Southwest projects fun and laughter.

Are your employees encouraged to let loose a little and have fun with customers? Do you have an employee who is particularly outgoing and funny, and if so, do you encourage him or her to be themselves with employees and establish that rapport?

Finally, I have learned that Southwest employees are trained on how important each of their jobs is to the overall operation. From the mechanic to the baggage handler to the ticket clerk, etc., each person understands that they are critical to the overall success of the enterprise and to the overall customer experience.

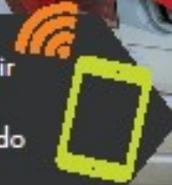
This is true of the tire business as well. The person answering the phone, the salesperson, the installer, and the person responsible for keeping things clean and tidy must all understand how their job is critical to the success of your business and the overall customer experience. If even one, seemingly small cog in that wheel slips up, the operation and the customer suffer.

Keep your eyes open the next time you fly Southwest (or any airline), and watch for lessons that you can take back to your tire business to improve your bottom line and your customers' experience.



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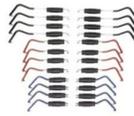
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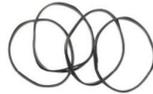
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