

HAPPY HOLIDAYS FROM CTDA!



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celebrating success.

**Chris Barry**

# President's Message



California Tire Dealers Association Members,

There is no better time of year than the holiday season to reflect on the year that will soon be past, to appreciate our accomplishments, to enjoy our friends, family and colleagues, and to remember our experiences.

At CTDA, we certainly can do the same. It has been a year of transition, but a year that has seen us complete a very well-attended New Year Luncheon, hold six successful Area Meetings, complete a Strategic Plan outlining the future vision of the organization, develop a new membership model and a program to provide vendors with more opportunities to participate, all the while bringing on board a new management team. Things definitely haven't been standing still at CTDA, and the year ahead should be an exciting one!

Speaking of experiences, at our recent Area Meeting at Vogue Tyre in La Mirada, we had the pleasure of enjoying a very informative presentation by Vogue's David Long. David's presentation, "Pursuing the Luxury Car Owner for Tires & Service," emphasized the importance of the customer experience. While we tend to focus on price and selection, with good reason, David reminded us how critical it is to pay attention to the little details that can make such a big difference, especially to those higher-end customers.

So, take some time to observe your operation through the eyes of your customer. Is the waiting room clean, organized, at a comfortable temperature, and stocked with fresh coffee, water and plenty of cups? Are your restrooms clean? Is your wifi an adequate speed for the customers desiring to

*(Continued on page 4)*

<b>California Tire Dealers Association</b> (A non profit mutual benefit corporation)	<b>Directors</b>	Richard Howard Bruce's Tire	(510) 580 1441
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Chris Barry (310) 251 9528 ITDG PRESIDENT	Carol Dellabalma (707) 882-5191 T.P. Tire Service	Vahe' Michaelian 1-800EveryRim-OEM Wheels	(562) 692 0109
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	Jay Goldberg (310) 614 1976 Jewel Tire	John Sanford Sanford Firestone	(650) 355 1154
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	Joe Hanlon (510) 247 0971 Mission Tire Service	Terry Leveille, Legistative Advocate TL & Associates	

# President's Message (continued)

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*(Continued from page 3)*

work on their laptops while they wait? Do your employees greet each customer as they enter the store, and promptly inform customers of any potential installation delays? After performing a vehicle inspection, do you let customers know what is not in need of repair or replacement in addition to the items that need attention (build trust)?

These are just some of the ways that you can create a positive and memorable experience for your customers, and turn them into repeat customers who sing your praises and refer your shop to their friends and family.

Finally, I encourage you to join us for the CTDA/1-800EveryRim New Year Luncheon on Wednesday, January 17 at Dal Rae Restaurant in Pico Rivera. More than 100 people from nearly 50 tire industry companies attended the sold out luncheon

earlier this year, and we are sure to sell out again. Please contact Billy Eordekian (billy@1-800everyrim.com) or the CTDA office (650-357-0600) to register for free.

I hope that you will all find time to enjoy and appreciate those around you this holiday season, and to create some fantastic memories and experiences.

Happy holidays,

*Chris Barry*



*The CTDA Board of Directors convened at the CTDA office in Sacramento in October to develop a new Strategic Plan for the association.*

# Marc Connerly

## Executive Director's Corner



Seasons greetings from the CTDA office! 2017 has flown by, and as I look ahead to 2018, I am extremely enthusiastic about the many activities, programs and benefits that we plan to deliver to CTDA members.

As President Barry indicated in his President's Message, the CTDA Board recently completed a Strategic Plan that creates a vision and future direction.

That plan focuses heavily on our core mission of representing the interests of tire dealers before state and local officials, and it also has a heavy emphasis on helping tire dealers succeed through increased educational opportunities and promotion of our member businesses to the public.

As CTDA moves ahead, it will be a balancing act as we embrace modern technology such as social media, online educational offerings and electronic communications, while remaining relevant and accessible to those who prefer more traditional means of communications.

Rest assured that we are committed to reaching all of our members in the format they most prefer, be it electronically or in paper form. This magazine, for example, will still be mailed in paper form every other month.

Among our first new offerings will be a free webinar covering 2018 legislative changes presented by CTDA advocate Terry Leveille at 2:00 p.m. on Monday, January 8. Watch for an email with

webinar registration details very soon.

Under the Strategic Plan, CTDA members in 2018 will receive window decals that can be used to publicize their membership in the association, and the CTDA membership directory will soon be shared with other statewide business associations as a way of promoting CTDA member businesses.

We also hope to have some very exciting and innovative new ways for members to interact, and to share information about mutual challenges, issues, and concerns.

Finally, the CTDA Board has also approved a new mission statement, which reads as follows:

*"While protecting and promoting the well-being of the California tire industry by providing a unified voice before state, county and local legislators and regulators, the California Tire Dealers Association provides benefits and a platform for members to interact in a meaningful way."*

The new mission statement emphasizes the association's commitment to advocating on behalf of the tire industry at all levels of government, and of the importance of member networking and interaction.

We hope you all enjoy a very happy and safe holiday season, and we look forward to serving you in 2018 and beyond.

Happy holidays,

*Marc Connerly*

# CTDA Calendar

Wednesday, January 17, 2018

CTDA/1-800EveryRim New Year Luncheon

Dal Rae Restaurant

9023 Washington Blvd, Pico Rivera, CA 90660

Social Hour: 11:30 AM

Lunch: 1:00 PM

Sunday, May 20, 2018

CTDA Southern California FootGolf Tournament

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430 N. Gilbert St., Anaheim, CA 92807

Shotgun Start: 1:00 PM

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# Join us in Pico Rivera on Wednesday, January 17

CTDA/1-800EveryRim New Year Luncheon - Don't Miss It!



## CTDA/1-800EveryRim New Year Luncheon



Wednesday, January 17, 2018

11:30 a.m. Social Period / 1:00 p.m. Gourmet Lunch

**The Dal Rae Restaurant**

9023 E Washington Blvd, Pico Rivera, CA 90660

*(Please arrive at 11:30 a.m. to guarantee main room seating!)*

Featuring

Tire Industry Association (TIA) President David Martin of American Tire Distributors  
SEMA Wheel & Tire Council (WTC) Chairman Greg Parker of Wegmann Automotive  
Master of Ceremonies - CTDA President Chris Barry of The Independent Tire Dealer Group

>>> Please RSVP by January 10th to Billy@1-800EveryRim.com or 800-383-7974 <<<

Table favors (100 items) and door prizes (Minimum \$50 value) are encouraged  
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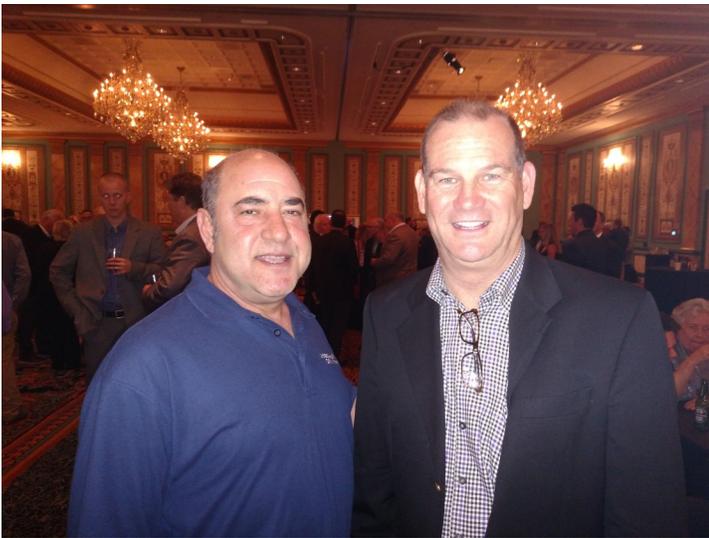
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Not all services available at all locations. Please contact your nearest East Bay Tire service center for more information about services, pricing and tire product inventories.

# 2017 SEMA Show, Las Vegas



# Terry Leveille

## Legislative Report



During the first two weeks of September, the California Tire Dealers Association dodged a bullet. As you have probably heard by now, CTDA, with some California tire recycling enterprises helping out, was able to kill AB 509 (Frazier, D-Discovery Bay).

The legislation, which was primarily focused on changing the state's tire recycling program, also had in it the ability of CalRecycle to initiate a tire fee of up to \$1 for every new tire sold in California. That would be on top of the current \$1.75 state tire recycling fee.

Earlier in the year, CTDA and the United States Tire Manufacturing Association (USTMA) were the only interests opposing AB 509. Our concern was simply that CalRecycle had no justification for including in the bill the ability to levy a new tire fee—any new tire fee—when, for the past dozen or more years, the state had been unable to spend down its tire fee balance. During these years, while collecting about \$35 million annually from the \$1.75 tire fee, CalRecycle left unspent anywhere from \$25 million to nearly \$100 million in the Tire Fund.

Now, CalRecycle was saying that its new tire recycling program outlined in AB 509—a “tire recycling incentive program”—might be so popular that the department would run out of money. Therefore, they included in the bill the potential to add another tire fee on California tire retailers.

When no one but CTDA and USTMA were opposing AB 509, we agreed to an amendment requiring CalRecycle to only initiate the new tire fee if the fund balance was \$25 million or less. However, when several tire recyclers, such as CRM Company of Compton, Lakin Tire West of Santa Fe Springs, and BAS Recycling of Moreno Valley, raised concerns about the efficacy of the tire re-

cycling incentive program in AB 509, CTDA changed its “neutral” position to one of “opposition.”

While the bill had already passed the Assembly and the Senate Environmental Quality Committee, all that AB 509 needed was to be approved by the Senate Appropriations Committee. With such momentum, it easily would have passed the full Senate and gone to the Governor for his signature.

Along with our new tire recycling buddies, we wrote letters, op-ed pieces for local newspapers, and lobbied Senator Ricardo Lara (D-Bell Gardens), chairman of the Senate Appropriations Committee.

As I wrote in the last *Tires & Treading*, “let’s keep our fingers crossed” that the bill dies. I guess enough CTDA members must have crossed their fingers.

Within days of the end of the legislative session, whether it was our plea that the bill shouldn’t carry the tire fee or the recyclers’ contention that the incentive program was controversial and open to fraud, AB 509 was never able to muster enough votes to get out of Committee. It was dead.

Of course, just because a bill dies one year, that doesn’t mean it is dead forever. In fact, word around the Capitol is that AB 509’s sponsors, Californians Against Waste, plan to find another author and put a similar bill into the hopper early in 2018. My hope is that they leave out the tire fee portion in the bill. If they don’t, I expect CTDA will once again lead the charge against the new legislation. 2018 being an election year might make it more difficult to get a tire fee passed—particularly one whose revenues go to a

*(Continued on page 11)*

# Legislative Report (continued)

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*(Continued from page 10)*

department (CalRecycle) that can't spend all the money it already collects with its \$1.75 tire fee.

Once again, let's keep our fingers crossed . . .

Other legislation signed by the governor that was of significance to tire dealers included AB 168. This bill prohibits an employer from seeking salary history information about an applicant for employment and requires an employer, upon reasonable request, to provide the pay scale for a position to an applicant for employment. The bill would specify that a violation of its provisions would not be subject to the misdemeanor provision.

AB 450, which was signed into law, imposes various requirements on public and private employers with regard to federal immigration agency worksite enforcement actions. Except as otherwise required by federal law, the bill prohibits an employer from providing a federal immigration enforcement agent access to nonpublic areas of a place of labor without a warrant, except as specified, and, except as otherwise provided by federal law, prohibits an employer from providing voluntary access to a federal government immigration enforcement agent to the employer's employee records without a subpoena. The bill, except as prohibited by federal law, would require an employer to provide a current employee, and the employee's authorized representative, a written notice containing specified information in the language the employer normally uses to communicate employment information, of an inspection of I-9 Employment Eligibility Verification forms or other employment records conducted by a federal immigration agency within 72 hours of receiving the federal notice of inspection. The bill also requires the Labor Commissioner, by July 1, 2018, to create a form for these purposes and make it available, as specified.

The bill includes other provisions, including penalties of not less than \$2,000 or more than \$5,000 for a first violation and not less than

\$5,000 or more than \$10,000 for each subsequent violation of the law.

Also signed was AB 1008, which makes it unlawful under FEHA for an employer with 5 or more employees to include on any application for employment any question that seeks the disclosure of an applicant's criminal history, to inquire into or consider the conviction history of an applicant until that applicant has received a conditional offer, and, when conducting a conviction history background check, to consider, distribute, or disseminate information related to specified arrests, diversions, and convictions.

The bill also requires an employer who intends to deny an applicant a position of employment solely or in part because of the applicant's prior conviction of a crime to make an individualized assessment of whether the applicant's conviction history has a direct and adverse relationship with the specific duties of the job, and to consider certain topics when making that assessment. The bill requires an employer who makes a preliminary decision to deny employment based on that individualized assessment to provide the applicant written notification of the decision, and grants an applicant 5 business days to respond to that notification before the employer may make a final decision. If the applicant notifies the employer in writing that he or she disputes the accuracy of the conviction history and is obtaining evidence to support that assertion, the bill would grant the applicant an additional 5 business days to respond to the notice. An employer must consider information submitted by the applicant before making a final decision.

*Terry Leveille, President of TL & Associates, is a Sacramento consultant who formerly lobbied on behalf of CTDA between 1994 and 2016. If you have any questions about bills, new laws, waste tire regulations or programs, or need copies of bills, please give him a call. He can be reached at 916-709-7566 or by e-mail at [tleveille@aol.com](mailto:tleveille@aol.com)*



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**Paul Arellano**

# San Gabriel Valley Report



“If you listen better, you will sell more.”

*Jeffrey Gitomer, Author: 21.5 Unbreakable Laws of Selling*

## **SALES CLINIC – VOLUME 24**

I was shocked to learn that a 21 year old, with absolutely no formal sales training, working just 1 day per week at a major, national department store, is the #1 Sales Representative for major appliances in the entire USA for that company. #1 in sales per hour, profitability (no discounting!), extended warranty sales, product units, and more!

Shocking Revelation #25:

This one shocked even me! It is my college-student son, who is studying to be an engineer....NOT a sales professional!!! In talking to him, and delving into just how he earned that status, it started to make more sense. He has never sold anything in his life prior to accepting this job less than a year ago, but he did work at a skateboard shop, helping customers fix broken boards, installing grip tape and wheels and assisting customers with skating apparel. It was there, that he told me that he learned the importance of listening to customers, whether they were happy, having a bad day, lodging a complaint about a previous sale or just wanting to get something off their chest.

It has been erroneously reported over the years, that if one had the “gift of gab”, they should go into sales. Nothing has been further from the truth. Unfortunately, many sales trainers still promote sales people talking the ears off of their customers, touting features and benefits of their products. What’s worse, how many times have you heard the line, “we’re the largest company in the world” that makes this or that product. Sure, at some point, perhaps further into the relationship, you might let the customer know of your company’s mission, years in business and so forth, but that should not be your lead into a sale. Lakin Tire will turn 100, yes, 100 years in business come January 1<sup>st</sup>, 2018, something truly remarkable, but it isn’t the first thing that I mention to prospective customers.

My sales novice, yet #1 Sales Representative in the US son, doesn’t waste his breath talking about features of the appliances that he sells, at least not right away. He told me that though most of his teammates will not get out of their chairs if they don’t think a particular guest “looks like they’re going to buy something”, he is constantly walking the floor and politely greets anyone who stops in. He said that “it’s pretty easy”, noting that by the time he gets to the register (which apparently is very often!), he already knows what the customer can afford, what they truly need, whether it is just a starter appliance for a new grad getting his or her first apartment or something fancy for a couple that is completely remodeling their kitchen. He learns all of that in the conversations that he engages in with his prospective customers. He said that he treats the “tire kickers” (OK, refrigerator kickers!) just the same as those that intend to buy that day. I sent a relative who had just moved into a new home to see him, and they later thanked ME for referring them to him! They told me how he took good care of them, got them set up with a warranty, free delivery, no interest financing and more! Sounds like he sold quite a bit, yet they came away feeling taken care of.

I once read that sales people shouldn’t be like alligators, with large mouths and little ears! Try listening to those that stop by your store, shop or warehouse. Ask questions, and don’t have a sales script memorized (sorry, sales trainers!). If you do so, you just might sell more!

*Paul Arellano is the Marketing Manager at Lakin Tire in Santa Fe Springs, California. He can be reached at (562) 802 2752.*

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# CTDA Area Meeting - San Diego

Attendees at the CTDA Area Meeting in San Diego enjoyed excellent networking opportunities and learned from presentations by Optimized Social Media ("Social Media is More Than Facebook") and Myers Tire Supply ("TPMS Sensors").



## Risk Management Corner

# Indefinite Leave. Can You Terminate?

**Question:** Our employee has tendonitis. His condition has not seen any improvement, if anything he has experienced regression. To date we have conducted two ergonomic assessments. We made the recommended adjustments following both assessments. We have also accommodated the employee throughout his employment with modified duty and modified schedule as dictated by the employee's physician and the employee's feelings for what he can undertake day to day. The employee's work hours since December of 2016 have averaged 20.65 hours/week. Because of this reduction in work hours and the volume of work he is producing, we have hired a new full-time employee to handle what the employee has not been producing, as well as to meet the overall increased work load demands of our engineering department. We have three employees in this group and our work volume is such that we need all three to be productive 40 hours each week. However, we are not able to spread this out evenly and the other two engineers are having to work in excess of 40 hours to handle the volume that the employee is unable to produce. This employee sent an email today advising that "both of his hands are pretty messed up now, to the point that I cannot move them without being in a lot of pain. I cannot work anymore and I do not know if or when I will be able to. The medications I've been given are doing a bad job of dulling the pain, and it continues to get worse. I have a physical therapy appointment on Monday and a primary care appointment on Tuesday. I don't know if they will help to get me back to work, and I don't know when that will be." We are really struggling with how to move forward properly with this employee and would really appreciate some guidance here.

**Response:** It appears that the employer has taken reasonable and appropriate measures over the last few months to reasonably accommodate the subject employee, but he has now advised that he "cannot work anymore" and further that he does not "know if or when" he will ever be able to do so again. You indicate that he has advised the employer that he has an upcoming physical therapy appointment, but that he doesn't "know if they will help to [him] back to work, and [doesn't] know when that will be."

In some cases a full-time leave of absence can be a form of reasonable accommodation under the federal Americans with Disabilities Act (ADA), and employers need to consider this type of action in determining whether a qualified individual with a disability can be accommodated. That said, the federal Equal Employment Opportunity Commission (EEOC) has made clear that employers do not have to grant indefinite leave as a reasonable accommodation to employees with disabilities. Indeed, the EEOC has expressly stated that "[a]lthough employers may have to grant extended medical leave as a reasonable accommodation, they have no obligation to provide leave of indefinite duration. Granting indefinite leave, like frequent and unpredictable requests for leave, can impose an undue hardship on an employer's operations." See <https://www.eeoc.gov/facts/performance-conduct.html> and particularly question 21 (at example 38 the EEOC states that if an employee on leave "is unable to provide information on whether and when he could return to another job that he could perform," then "[t]he employer may terminate this worker because the ADA does not require the employer to provide indefinite leave.") Similar guidance is provided at question 44 at <https://www.eeoc.gov/policy/docs/accommodation.html> where the EEOC further states that "[p]roviding leave to an employee who is unable to provide a fixed date of return is a form of reasonable accommodation. However, if an employer is able to show that the lack of a fixed return date causes an undue hardship, then it can deny the leave. In certain circumstances, undue hardship will derive from the disruption to the operations of the entity that occurs because the employer can neither plan for the employee's return nor permanently fill the position. If an employee cannot provide a fixed date of return, and an employer determines that it can grant such leave at that time without causing undue hardship, the employer has the right to require, as part of the interactive process, that the employee provide periodic updates on his/her condition and possible date of return. After receiving these updates, employers may reevaluate whether continued leave constitutes an undue hardship."

Thus, if the employer is able to accommodate the subject

*(Continued on page 17)*

# Indefinite Leave. Can You Terminate? (continued)



(Continued from page 16)

employee with leave that lacks a fixed date of return, it should do so. If, however, an employee is unable to state whether or when he will ever be able to return to work (and assuming no fixed date is offered after his next therapy appointment) and accommodating would visit an undue hardship upon the employer, the EEOC supports an employer in terminating the employment relationship. If the latter situation is now upon the employer, as noted it can discharge the subject employee. In letting him go, the employer should remind the employee of its efforts to provide reasonable accommodation over the last few months, and be candid with him as to the employer's inability to do so moving forward without undue hardship, in view of the indefinite nature of the leave now needed.

The employer should, however, ensure that the employee knows that he remains eligible for (although not guaranteed) reemployment should his condition improve to the point that he is able to work again. If this occurs and he is interested in returning to the workplace, he can and should let the employer know of this situation and then the employer should consider him for positions that are then available and within his capabilities, if there are any. The employer is not required to establish a new job

for this individual nor "bump" any current employees to create a vacancy for him if there is not an available position at the time the employee indicates he is interested and able to return to work. If there is such a position, of course the employer consider him for rehire, but even in this scenario the employer is not required to give the employee preference over other candidates, especially any who may be objectively more or better qualified for whatever position is then open. Indeed, the employer is entitled to hire the best qualified candidate for any available position, regardless of disability or prior-employment status. That said, as noted, at the time of separation, the employee should be apprised that he is at least eligible to apply for rehire (though again should not be promised or guaranteed an offer), rather than advising him that he will not be considered for reemployment in the future at all, which can be construed as an unlawfully discriminatory decision in itself and can subject the employer to a potential claim down the road.

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## Finance Your Future

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**Hub Gunari**

# SF South Bay Report



On October 16, 2017 CTDA held a face to face board meeting in our Executive Director Marc Connerly's office in Sacramento. It was my first face to face meeting since joining the CTDA Board about 5 or so years ago. Because of logistics and half the Board living in Southern California, we usually hold our Board meetings via phone conference calls. I got to meet many of the people on the Board for the first time.

For all the CTDA members that receive this magazine and are able to read this, I'd like to relate a few facts to you.

We as California tire dealers that sit on the board not only don't get paid to do it, we spend our own money to attend CTDA events (including the Board meeting), and we buy meals and drinks, and also absorb fuel and lodging costs when the situation occurs. I met a man yesterday who's been involved in the CTDA for 55 years (he'd get pissed if I mentioned his name). I just want all our members to reach out to other tire selling organizations and give them this article to read. We dare to be great again. We have a mission and a vision. Let's get everyone on board and become so strong that when CTDA speaks, people listen. Remember the old TV commercial when the guy tells him what his broker said, and the other guy says, "Well, my broker is EF Hutton, and he says..." And everyone in the room stops talking and leans in to hear what he's about to say.

I never put much thought into the expense end of it, nor the time and energy expended trying to better our organization. After all, it isn't like we're heroes going to war. An organization like CTDA needs its members to do the work because the members recognize the problems we face in the tire industry. We're best equipped to handle them. That said, the thing that our organization needs is members. We need to grow our membership and keep growing it because we lose members all the time through attrition, old age, relocation, business closures, etc. We spend a great deal of time as a Board trying to come up with ways to grow

membership. This time could be better used trying to hold the legislature in check and finding more benefits for our members. Membership growth itself would help solve our legislative woes because larger membership means a LARGER VOICE ("Can you hear me now?"). A larger voice as an organization means our legislature would sit up and take notice if EVERY TIRE STORE IN CALIFORNIA was a member. Affordable group insurance for our families might be something we could negotiate if EVERY TIRE STORE IN CALIFORNIA was a member.

Our Board is working hard to make us stronger and better. You can help CTDA and yourself by making the effort to help us grow. I want every CTDA member to commit to him/herself to entice one new member this next year. The Board has elected to offer introductory dues for new members or members who haven't been members for the last 5 years. The introductory dues will be valid for the first two years of membership. In addition, the Board has revised our current member dues scale to make it more enticing for fence sitters who would like to join.

Part of our problem is many tire dealers reap many of the benefits of CTDA without being members. What those dealers should contemplate is what CTDA could accomplish if every dealer was a member. Think "Teamsters." OK, not quite that big, but the analogy works if you think of the voice we would have with the majority of tire dealers as members.

Let this talented organization show you what we can do. When the new dues schedule comes out, we will be contacting many dealers. Talk to your friendly non-members and let them see the benefits offered to members, and the goals we have as an organization.

*Hub Gunari is a long time fixture at South Valley Wholesale in San Jose. He has a second home in the mountains and plays golf with the SIRS. He can be reached at (408) 971-3900.*

# Workers Compensation CSTDA Insurance Service



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# CTDA Area Meeting - La Mirada



*Thank you to Vogue Tyre for hosting our Area Meeting in La Mirada in December. Vogue's David Long shared great insights into attracting the luxury car owner, and attendees met with representatives from 1-800EveryRim, Fairmount Tire and Kings Tire & Wheel*



## Nicole Matthews, Net Driven

# What Kind Of Content Does My Auto Website Need to Include?

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Interested in learning more about Net Driven websites and modules? Check out the [Net Driven Products](#) page and [request a free demo](#) today.

There are over 4.57 billion webpages in existence as of September 2017<sup>1</sup>. That's a lot of information representing thousands of industries and interests. It also means there are scores of websites competing for clicks and conversions. How do you make your website stand out? What information or content should you include to attract visitors to your website and keep them interested in your products and services once they arrive?

It's time to talk about content for the automotive service center and/or tire dealer.

### Know Your Audience

The first step in choosing what content to include is figuring out your audience. Think about your customers and their needs. What are they looking for when they come to your business? What information can you include on your website to help your prospective customers enjoy a fast and convenient experience with your business?

Below is an overview of the products Net Driven offers. The available products, known as website modules, were selected and designed based on industry research and requests from Net Driven clients about the type of content their customers want to see.

### Tire Catalog

**Scenario:** Prospective customer is looking for new tires because it's time to replace the entire set or a flat tire.

**Need:** To find a nearby tire store that has tires that fit the vehicle. The potential customer may be looking for a specific tire brand and model and need to know if the tire store carries it.

If you're a tire dealer, then a tire catalog is an excellent addition to your website if not a mandatory one. The Net Driven tire catalog is an interactive module that's easy to use with multiple ways to search your inventory and the

optional ability to request a quote. Potential customers are given all the tools they need to search through hundreds of tires quickly, creating a more convenient experience with your business.

Net Driven offers a retail tire catalog and commercial tire catalog at this time. Both are available with a Net Driven website or as standalone purchases for use on any website.

### Auto Service Catalog

**Scenario:** Potential customer is looking for an automotive service shop that provides a specific service.

**Need:** To find an automotive service center that provides the necessary service.

When prospective customers look for an automotive service center online, they have one immediate goal: to find a local shop that provides the service(s) they need. In order to rank for an auto service, you need to include content about it on your website. An automotive service catalog is a sensible solution that provides potential customers with the information they need.

The Net Driven Automotive Service Catalog provides the optional ability to schedule an appointment online, creating a convenient experience that allows customers to interact with your business after closing hours.

### Maintenance Look Up

**Scenario:** Potential customer needs to know if it's time for factory scheduled maintenance

**Need:** To see maintenance information relevant to the vehicle make and model driven

For the automotive service center, the Maintenance Look Up module is a great way to attract business and satisfy customer curiosity. When visitors arrive on your website to schedule a repair or learn more about a product, they

*(Continued on page 23)*

# What Kind Of Content Does My Auto Website Need to Include? (continued)

*(Continued from page 22)*

can also check out when they're due for maintenance.

Thanks to this module, your customers don't need to go to the garage and grab the owner's manual to find out when factory maintenance is due. While they're on your website, they'll get information specific to their vehicle make and model with the optional ability to schedule the appropriate maintenance service with you online.

## Diagnostic Center

**Scenario:** Potential customer is experiencing an automotive problem but isn't sure of the cause

**Need:** To find out what's wrong with the car as soon as possible

When the "check engine" light turns on or a motorist experiences a sudden car problem, the logical first question is "what's wrong?" If the driver doesn't have a clue, then there's a chance they'll hold off on service for fear of a high expense. The Online Diagnostic Center answers "what's wrong" by guiding the potential customer through a series of questions about what the vehicle is doing. Based on the answers provided, the module returns likely problem causes and associated repair services.

This module can alleviate fears and give your service center valuable information so the problem becomes quicker to fix. You may earn some rapport with the customer for being the source of their information.

## Virtual Showroom

**Scenario:** Potential customer needs a new or pre-owned vehicle

**Need:** To find a local dealer with a good selection of vehicles

For the new and used car dealer, a virtual showroom is an almost essential part of the website. Your customers

want to know what types of vehicles you have for sale. Giving them the ability to browse online and see real photos of your inventory keeps them engaged. It also helps weed out anyone who wouldn't have been interested in the vehicles you sell, so your sales team focuses on better leads.

The Net Driven Virtual Showroom displays important information about your inventory and lets potential customers browse through photos online.

## Contact Information

Last but not least, don't forget your contact information. At a minimum, you need to tell your potential customers about your address (or service area) and hours of operation. Visitors to your website don't want to guess if you're open or call to find out this information. Having your name, address, and phone number (NAP) listed on your website also helps online directories list your contact information right.

## Wait - Should I Include Prices on my Website?

Potential customers are interested in pricing, but that doesn't always mean it's the best idea to include prices on your website. If you're not always the lowest price in town, this gives your competitors a chance to underprice you and advertise it on their own websites. A good compromise is to set up online quoting, where a customer can automatically get an email showing the price in return for providing you with an email address.

This satisfies the customer and makes any competitor have to work to see what your prices are for every product or service.

To recap, you need to provide content valuable to your audience. Think about your customers and why they come to you. Advertise the products and services you provide, so your customers know you offer them. People want to know who you are, what your offer, and when you're open.

<sup>1</sup>[The Size of the World Wide Web - WorldWideWebSize](#)

# Discount Fuel Program for CTDA Members



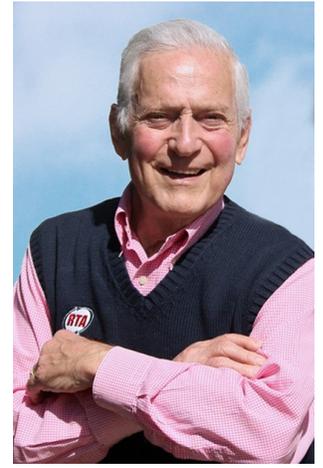
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# Harvey Brodsky

## (December 16, 1935-September 17, 2017)



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Dear Friends and Colleagues,

Personally, and on behalf of RTA I'd just like to say thank you for your kind words about Harvey. Harvey put away the buffer and shut down the molds on Sunday, September 17, 2017 after a long battle with lung cancer.

Harvey knew you all, I'm sure, and though I haven't met most of you, he was diligent to the end, both with his spirit and his loyalty to his friends and to the industry he loved. He was grateful for the uplift he always received, and I don't have to tell you how positive he was.

I was privileged to spend a great deal of time with him, and everyday was an education. His diligence, honesty and good will left a lasting impression on me, and is the foundation that the Retread Tire Association will always uphold.

Harvey's mission for RTA continues: "We are here to promote the economic and environmental benefits of tire retreading and repairing, and to defend the retread industry worldwide."

Best regards to you and I hope to see you at future events.

Jeffrey Parks, Managing Director, RTA

*"There's never a right time to do the wrong thing,  
and there's never a wrong time to do the right thing."*

*- Harvey Brodsky*

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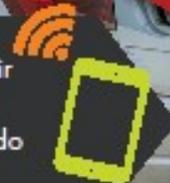
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Rim Diameter Range	12 in. - 30 in. (305 mm - 762 mm)
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