

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

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

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

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

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

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

To learn more about the California Tire Dealers Association (CTDA) or to become a member, please visit www.catiredealers.com.