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THE TRACKER

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FROM WESTERN CANADA TIRE DEALERS



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THE TRACKER

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We hope you find this issue of The Tracker informative, educational and entertaining. We welcome your feedback and invite you to submit any ideas you have for upcoming issues. Feel free to drop us a line (or two)...

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WCTD MEMBERSHIP APPLICATION

COMPANY NAME											
ADDRESS											
CITY											
PROV	POSTAL CODE										
PHONE	FAX										
EMAIL											
CATEGORY OF MEMBERSHIP (SEE BELOW)											
<table border="0"> <tr> <td>VOTING MEMBER</td> <td>ASSOCIATE MEMBER, NON-VOTING</td> </tr> <tr> <td>a. Independent Tire Dealer</td> <td>1. Jobber or Distributor</td> </tr> <tr> <td>b. Retreader</td> <td>2. Manufacturer</td> </tr> <tr> <td></td> <td>3. Exporter or Mfg. Rep.</td> </tr> <tr> <td></td> <td>4. Dealer Support Services</td> </tr> </table>		VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING	a. Independent Tire Dealer	1. Jobber or Distributor	b. Retreader	2. Manufacturer		3. Exporter or Mfg. Rep.		4. Dealer Support Services
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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES <table border="0"> <tr> <td>YES</td> <td>NO</td> </tr> </table> (CIRCLE ONE)		YES	NO								
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AUTHORIZED BY (PLEASE PRINT)											

Annual Dues \$120.00 incl. GST per calendar year, per location.

PLEASE FORWARD TO:

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WELCOME TO THE QUARTER CENTURY!

AS THE SAYING goes, “time and tide wait for no man”.

Another year has passed and, believe it or not, it's now 2025! Looking back at 2024, so many areas of our lives were affected either through weather patterns, political issues (which I'm not going to get into) and lots of other areas with so much change. With all those uncontrollable, sometimes crazy things that occurred last year, above all, I hope everyone has a happy, healthy and prosperous 2025.

Moving forward into this new chapter of our lives, within our industry again (no surprise!) there will be areas of concern and yet more changes that will drive our business decisions. As we look ahead, both Canada and the USA have either already experienced significant political change or are going to later this year.

As we already know, the biggest concern moving forward may well involve tariffs. This could put a strain on imports from other countries as well as affect our currency—which is already in a bad way. That being said, collectively and individually, we have to work together as best we can to adjust and improve all aspects of our businesses and industry at large. As an association, this is part of our mandate.

Looking forward, we at WCTD are constantly working to improve: by targeting certain areas to make our organization stronger; by promoting added value to membership and by improving existing programs, while at the same time working on new projects.

TO TOUCH ON A COUPLE OF AREAS...

This will be the third year for our annual golf tournament, scheduled in Edmonton for June 22nd. It's really a fun event and has grown every year to include plenty of worthwhile prizes and entertainment—as well as great golf! All in all, it makes for a special day well spent with family, colleagues and friends. Not only that, it gives our industry a way to reflect and give back, as a considerable portion of the proceeds is donated to the Stollery Children's Hospital Foundation. If you are interested in attending please make a note of the date and complete the registration forms contained in this issue of The Tracker.

In another important area, we have continued to grow and improve our training programs. These indispensable training sessions are suitable for all members, both existing or newly hired employees. If you haven't already done so, please check them out as there's sure to be one that suits your current needs. We have already conducted three programs and have scheduled anywhere from three to six more this year.



Tim Hollett
President, WCTD

Training is a vital part of who we are and what we do as a professional association. It is incumbent upon us as tire industry leaders to make sure our staff are well-informed and technicians kept fully up to date, in order to provide our clientele with the best service possible.

Please don't hesitate to contact us. We'll be only too happy to answer all your questions. I believe it is vital to pass on all our invaluable industry knowledge to the up and coming generation, in order to give them the tools they need to excel.

For more information on WCTD training programs please consult wctd.ca or contact Executive Director Ray Geleta directly, at rayg@wctd.ca

With challenges on both sides of the border and the constant evolution of our industry, I believe that this year, more than ever, we have to keep our finger on the pulse. Let's continue to improve and grow in all aspects of our business. The way forward lies in strengthening and improving our association by passing on our knowledge—as we continue to work together and support each other.

Sincerely,

Tim Hollett
President WCTD

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NAVIGATING THE WINDS OF CHANGE

I HOPE EVERYONE enjoyed a great holiday season. Let's welcome 2025 with open arms and make it an even better year than 2024.

No question about it, the one constant in our industry is change. We have seen a number of changes in 2024. Buyouts, amalgamations, start-ups, new products, contactless payments, and so on. Change is an evolution which can be scary for many dealers. However, we have to embrace it all costs. Otherwise we risk falling behind.

The Tariff issue, if it comes about, will affect the way we will all be going to market. I'm pleased to say that your board of directors has already met on this matter and is closely monitoring the situation. Our intention is to work closely with our suppliers to understand the effect of these tariffs, should they become a reality.

In most businesses a successful year usually comes with a strong business plan. I recommend that all dealers reflect on everything that happened in your businesses in 2024: and figure out what they need do—and change—to make 2025 even more successful.

MORE ESSENTIAL TRAINING

Keeping your staff abreast of technological change and providing them with the best training possible is crucial in these times. Over the past few months we've presented a number of Tire Industry Association Commercial Tire Service (CTS) and Automotive Tire Service (ATS) level 300 training sessions. We will continue throughout the coming year to conduct more training in the field. Please keep checking our website or give me a call for any upcoming training.

GET READY FOR SCHOLARSHIPS

This is a reminder that we are again offering four \$2,000.00 scholarships in this year. Please let your staff know that their children may qualify for this scholarship. Go to our website to find the information or contact me at rayg@wctd.ca and I will e-mail it to you.

CHARITY GOLF TOURNAMENT

We will again be holding our charity golf tournament in Stony Plain Alberta on June the 22nd. The charity we will be supporting this year will be the Ronald McDonald House. Please take the time to consider a sponsorship for your company—and make plans to attend what's truly an enjoyable day of golf and friendship, all in a good cause.



Ray Geleta
Executive Director,
WCTD

WCTD HALL OF FAME NOMINATIONS

Due in part to the pandemic, as well as other factors, it's been a few years since we've inducted anyone into the Western Canada Tire Dealers Hall of Fame. We are planning to rectify this with a presentation at the Annual Charity golf tournament on June 22. We urge you to have a look at our application process on page 20 (also posted at wctd.ca) and give consideration to somebody who you think would be worthy of such an honour. The nomination form is also included (page 21) for your convenience.

NOTICE OF ANNUAL GENERAL MEETING

We will be holding our Annual General Meeting for Western Canada Tire Dealers on Friday April 25th at the Hotel Grand Pacific (463 Belleville Street) in Victoria BC. The meeting will start at 2:00 pm.

2025 SUGGESTED TIRE SERVICE LABOUR RATES

The 2025 suggested tire service labour rates is now posted on our website.

If you require the password to access the dealer portion of our website, please either e-mail me at rayg@wctd.ca or call me at 780-554-9259

Thank you all for you support—and have a great 2025!

Ray Geleta - WCTD Executive Director
rayg@wctd.ca

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TRAC SURVEY: WINTER TIRE USE AT 78% IN CANADA

– TIRE BUSINESS

NEARLY THREE QUARTERS of Canadian motorists (73%) believe extreme winter weather events related to Canada's changing climate have made winter tires more important than ever, according to a survey commissioned by the Tire and Rubber Association of Canada.

Here's some good news for tire makers and Canadian tire dealers: winter tire use has reached 78% in the Great White North – a 10 percentage-point increase from 2016.

That is according to a survey commissioned by the Tire and Rubber Association of Canada (TRAC). According to results of the survey, 73% of Canadian motorists believe extreme winter weather, related to Canada's changing climate, has made winter tires more important than ever before.

Although more motorists are using winter tires, the survey showed that financial pressures have prevented some from investing in the product. Just under a third (30%) report they are now less likely to buy winter tires because of high living costs.

Yet 83% said they believe winter tires are an important investment despite the rising cost of living.

"When it comes to climate change, there's no doubt that changing weather patterns are a serious concern for Canadian drivers," TRAC CEO and President Carol Hochu said. "We all see the impact of climate change and the increasing frequency of sudden and severe winter weather events."

Safety was listed by respondents as most common reason for using winter tires (79%), while 36% cite winter tires being mandatory in their province.

Other reason for using winter tires are lower insurance premiums (20%); trusted advice from family and friends (16%); and advice from retailers (8%).



"The good news is that the number of drivers investing in winter tires climbed over the last decade and they are better prepared for winter motoring," Hochu said. "Despite the cost of living increase, they know winter tires are critical in navigating unpredictability on winter roads, and 79% believe using winter tires saved them from being involved in a potentially hazardous driving situation."

The most common reasons for not using winter tires are the belief that all-season tires are good enough (62%); cost (27%); and reduced driving in winter (23%).

"As one in five drivers still opts out of using winter tires, educating consumers remains essential, and greater adoption of winter tires is crucial for making our roads safer for everyone," Hochu said.

Other notes from the survey:

- 68% of British Columbia drivers use winter tires;
- Alberta's usage rate is 69 %
- In Manitoba and Saskatchewan usage stands at 69%
- 74% of Ontario drivers now use winter tires
- In Atlantic Canada winter tire use stands at 85%.

NOTICE OF WCTD AGM

NOTICE IS HEREBY GIVEN: THE ANNUAL GENERAL MEETING FOR WESTERN CANADA TIRE DEALERS WILL BE HELD ON FRIDAY, APRIL 25TH, 2025 AT 3 PM, AT HOTEL GRAND PACIFIC, 463 BELLEVILLE ST., VICTORIA, BC

A quorum shall consist of eligible voting members present or represented by proxy or, in the case of a corporate body, by its duly appointed representative. Voting members may make submissions, but these must be in writing and forwarded to the association office, to be received by **Friday, March 21st, 2025**, in order to be placed on the agenda. Printed agendas will be available at the meeting and also electronically.

The WCTD Board of Directors request your attendance and participation to help them direct the association's business. For more information please contact Ray Geleta, WCTD Executive Director, at rayg@wctd.ca





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WESTERN CANADA TIRE DEALERS URGES RAPID RESOLUTION OF US - CANADA TRADE DISPUTE

IN REGARD TO the threat of import tariffs on Canadian goods by the United States Government and Canada's promised retaliatory response, Western Canada Tire Dealers (WCTD) is urging a quick solution to the dispute.

"The Canadian and American automotive auto manufacturing segments and aftermarkets are inextricably connected," said WCTD Executive Director Ray Geleta.

"We know that our membership would be deeply affected by these tariffs, as would the tire buying public who would see the cost of safely equipping their vehicles rise considerably. The proposed tariffs and counter measures would also contribute significant added expense to all levels of industry, including trucking, logging, mining and agriculture. to mention but a few."

"The size of the North American tire industry alone as a whole is estimated at some Sixty-Six Billion USD. Over many decades our



members have worked hard to cultivate strong relationships with suppliers and manufacturers on both sides of the 49th parallel. The actions of the last few weeks now put these at considerable risk."

Western Canada Tire Dealers strongly encourages both federal governments and all political parties to cooperate fully to resolve this serious dispute, that risks catastrophic economic consequences across North America.

TARIFFS WOULD HAVE 'SEVERE CONSEQUENCES' FOR U.S.

— TIRE BUSINESS, FEBRUARY 2, 2025

WASHINGTON D.C.—**THE VEHICLE SUPPLIERS ASSOCIATION (MEMA)** is cautioning that President Trump's threat to impose tariffs of up to 25% on goods from Mexico and Canada would have "severe consequences" for the U.S. vehicle supplier industry, jeopardizing jobs, increasing costs for consumers and undermining a highly integrated North American supply chain.

Imposing such tariffs "will place additional pressure on the supplier industry and impede the ability of supplier companies to grow, invest and operate their businesses," MEMA said in a communique issued the day before Trump's threatened tariffs could be imposed.

President Trump has declared on a number of occasions that he intends to announce tariffs on Canada and Mexico — in an attempt to sway them to be more diligent on allowing undocumented migration across their borders into the U.S. — on Feb. 1.

Noting that the vehicle supplier industry supports over 930,000 jobs in the U.S., MEMA said tariffs of this magnitude "would drive up costs for manufacturers, reduce investment in U.S. production and force job losses across the industry."

The United States-Mexico-Canada Agreement (USMCA), negotiated in 2018 by President Trump and supported by MEMA, was designed to provide certainty and promote regional manufacturing. These tariffs will undermine this critical framework, creating economic uncertainty and deterring growth, the trade group said.

A 25% tariff would increase the cost of essential vehicle components considerably, with those added costs inevitably passed down to consumers, who would then face further strain on household budgets and disrupt affordability in the automotive sector.

Canada and Mexico are the U.S.'s largest U.S. export trading partners, supporting millions of American jobs. Undermining this trade with costly tariffs would only weaken U.S. competitiveness and hinder economic stability, MEMA said.

Mexico and Canada are two of the U.S.'s largest trading partners in tires as well, representing nearly \$4 billion in imports and \$3.7 billion in exports. Of the largest trading partners, the U.S. has a trade surplus with only one country, Canada at \$90.5 million.

Exports of tires from Mexico are almost certain to increase in the coming years as three factories under constructions there — representing production of over 20 million new consumer tires annually — are slated to come on stream.

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YOKOHAMA COMPLETES ACQUISITION OF GOODYEAR'S OTR UNIT

— BY DON DETORE, TIRE BUSINESS

IT'S OFFICIAL: YOKOHAMA Rubber Co. Ltd. has completed its acquisition of Goodyear's off-the-road (OTR) tire business in an all-cash transaction of approximately \$905 million.

Goodyear announced the completion of the sale on Feb. 3, around six months after officially announcing the pending transaction.

"The sale of the OTR business is a significant milestone in Goodyear's transformation," Goodyear Chief Executive Officer and President Mark Stewart said in a statement. "Our portfolio is now more streamlined, driving further efficiencies and enhancing our focus on our core industry-leading products and services."

The OTR business manufactures specialized tires for the mining and construction industries among others.

The move is part of the implementation of the Goodyear Forward plan, an initiative announced in 2023 in which Goodyear said it would also divest its Dunlop brand and chemicals business.

Goodyear said it intends to use transaction proceeds from the OTR sale to reduce leverage and fund initiatives in connection with the Goodyear Forward transformation plan.

As part of the sale, Yokohama acquired Nippon Giant Tire Co. Ltd., which operates an OTR plant in Tatsuno City, Japan, as well as Goodyear Earthmover Pty. Ltd. in Australia, a retread plant in North Bay, Ontario, Canada, and other "OTR assets at other plants and facilities around the world."

The sale did not include Goodyear's operations in Topeka, Kansas, where Goodyear announced a \$125 million investment in September 2022. The plant manufactures commercial tires. It also does not include Goodyear's OTR business for U.S. military and defense operations.

Goodyear's OTR business posted fiscal sales of approximately \$678 million in 2023, with earnings before interest, taxes and amortization (EBITA) of about \$129 million. Goodyear's OTR unit employs around 500.

At the time of the announcement of the sale, Yokohama said it would integrate Goodyear's product line, which includes OTR tire sizes from rim diameters of up to 25 inches to larger tires with diameters of 49 to 63 inches, into its OTR portfolio, "expanding the value range of Yokohama Rubber's OHT (off-highway tire) business."

The acquisition is a key part of Yokohama's effort to expand its off-highway tire (OHT) product lineup and its production and supply capabilities in all OHT categories, including tires for mining and construction machinery, as it seeks to strengthen its market position and competitiveness in the OHT business and enhance its corporate value.

The company said the acquisition gives it "access to a new group of customers" while supplementing production and supply for other



high-demand tire sizes.

Yokohama has estimated the global OHT business at more than \$25.5 billion, and said it expects that business to grow 6%, compared with a projected 2% growth rate for the consumer tire business.

(Tire Business: edited)

HEADS UP FOR WCTD SCHOLARSHIPS

AUGUST 18TH MAY seem a long way off. But there's no time like the present to be thinking about this year's scholarship awards, August 18th is the deadline for applications to the WCTD 2025/26 Scholarship program.

If you're a member of the association in good standing, don't delay applying on behalf of your eligible family member! We are giving out four \$2,000.00 scholarships again this year.

WCTD ACADEMIC SCHOLARSHIP ELIGIBILITY

The applicant is the immediate family member (son, daughter or spouse) or legal ward of a person who is a full time permanent employee, for at least one year, by a company that is a current voting member of the WCTD. And has been a member in good standing for the previous three (3) years.

The applicant must have been accepted to attend an accredited Canadian post-secondary institution and have registered for classes for the upcoming semester.

For more details go to wctd.ca and look under 'Benefits.'





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SCHOOL PLAYGROUND MADE ACCESSIBLE WITH 1,650 BC RECYCLED TIRES

— BY TIRE STEWARDSHIP BC

THE PLAYGROUND UPGRADE at Lynn Valley Elementary School in North Vancouver was made possible in part through the TSBC Community Grant Program. This program promotes the use of BC recycled rubber in community projects that enhance public spaces. The new playground features pour-in-place rubber surfacing made from 1,650 BC recycled car tires. This type of flooring ensures a safe, long-lasting, and accessible play area for students and the broader community.

A SAFE AND ACCESSIBLE SPACE FOR ALL

The playground upgrade is part of a larger capital project by the North Vancouver School District (NVSD). This project involves relocating playground equipment to make way for six additional classrooms at Lynn Valley Elementary School. Furthermore, the Lynn Valley Elementary Parent Advisory Council (PAC) saw an opportunity to enhance accessibility. They installed pour-in-place rubber surfacing throughout the playground area. This durable and recycled surface replaces the previous wood chip ground cover, which was challenging for children with mobility issues to navigate.

The upgrade will benefit the school's 380+ students, including several children who rely on mobility devices. Moreover, the smooth rubber surface allows for easy access, ensuring that all students, regardless of physical ability, can enjoy the playground. Additionally, the new surface will provide safety benefits, reducing the risk of injury from falls due to its cushioning properties.

A GROWING COMMUNITY BENEFIT

Beyond the school's daily use, the upgraded playground will also serve the larger Lynn Valley community. The area surrounding the school has experienced rapid growth, with several new high-density residential developments attracting young families. As the closest



playground to Lynn Valley Town Centre, local families regularly use the school's play area during evenings and weekends. Ultimately, the new rubber surfacing makes the space more accessible not only for children with mobility challenges but also for parents with strollers.

"The new rubber surfacing is a game-changer for our school and community," stated the TSBC Community Grant Program recipient in their application. "It creates a safe, accessible space that will be enjoyed for many years to come. In addition, it contributes to sustainability by using recycled materials from BC's tire recycling program."

SUPPORTING COMMUNITIES WITH BC RECYCLED TIRES

With the project now complete, the new playground is ready to welcome students and community members alike. As more families move into the Lynn Valley area, the updated playground will provide an essential space for outdoor play and physical activity in a safe and inclusive environment.

TSBC's Community Grant Program promotes the use of recycled materials in public spaces. It provides funding for community projects that incorporate BC recycled rubber, produced from tires collected through the province's tire recycling program. Each year, the program recycles an average of 6 million car tires in BC. The project at Lynn Valley Elementary School exemplifies how these recycled materials can create safer and more inclusive public spaces.



OVER 20 YEARS, VERNE BULLOCK'S COLUMBIA TIRE BLOSSOMED INTO A BROAD NETWORK

WHAT DOES IT TAKE TO RETIRE AT 48? A BIG SERVING OF DETERMINATION WITH A SIDE OF LUCK.

VERNE BULLOCK SIGNED off from the tire industry in 1987. However, as a young man, after co-founding Columbia Tire in 1969, he built one of the most successful companies of its time—in just two decades.

After leaving school, Bullock started out working for North Vancouver's Industrial Rubber. His job was in their retread plant, trimming tires when they came out of the moulds. A hard worker and a quick learner, he progressed quickly and was soon promoted to a sales desk. After a while he went out into the field on sales calls. He serviced clients on Vancouver Island, picking up retreadable casings to bring back to North Vancouver for Industrial to process. After the company expanded to open a Calgary branch they installed Bullock as its manager.

"I was there for only a short period of time," he says, "when the guy overseeing me died of a heart attack on one of his visits. They elected to close the operation down. And so I came back to Vancouver without a job."

In the end Bullock went to work as a salesman for Clarke's Tire (at 13th and Commercial Drive) until Dunlop Tire came to BC. They bought out Bourne & Weir, as well as Clark Tire.

Dunlop's man in BC was Gordon Storey (who later established Advanx Tire). "He asked me to be the manager of that particular store. I was 20 or 21 years old. I managed it for a while, and then Dunlop Canada asked me to be BC Sales Manager and moved me down into the Bourne & Weir head office at 99 West Second Avenue. After a couple of years or so they decided they wanted me to go back to Ontario as Sales Manager for Canada."

Bullock says he was around 28 years old at the time. "We did a



whole bunch of wandering around but there wasn't anything about Ontario that I liked, that I wanted to get involved in. So, like, I quit!"

Returning to the coast, he partnered with a friend by the name of Jim Inglis. "We went into business together as Columbia Tire working out of a small office down on Granville Island. (In those days the island and False Creek in general was very much at the heart of Vancouver's industrial core.)

Shortly afterwards, says Bullock, "Dunlop Canada decided that they no longer wanted to be in the retail business, so they started dispensing with their operations. They asked me if I would like to have some of their operations and take them over. And one of





them was the store that I had operated on at 13th and commercial. Another was the retread plant next to the technical school on Broadway. It was called Capital Retreaders and had originally been built by Clarke's Tire."

Bullock recalls that it was substantial, in fact it was "huge." He became involved in those operations... "And I eventually bought a bunch of other ones, including in Manitoba and elsewhere, in the end owning about 20 throughout British Columbia. He says people were 'very supportive of him getting into the business,' working mainly in areas such as industrial mining, construction and under car automotive.

Later on in his tire industry career Bullock was one of the first to become involved in tire recycling, as the need to find scrap tire solutions was gaining momentum. "I was on a governmental body that started in the latter part of when I was in business, whereby we got together with industry leaders like Lafarge and government representatives. We started supplying tires for their huge furnaces in which they processed cement out at Tilbury."

The current Annacis Island home of Western Rubber (owned by Liberty Tire Recycling) is his former warehouse, now used for recycling tires into a wide range of products.

Bullock eventually bought out Jim Inglis in 1980, and ran things for a few more years before selling to Kal Tire in 1987. By then he had 130 employees and more branches than he can recall, though "probably around 12. It was enough," he says. Initially he sold only the Edmonton operation. However after telling Kal he was interested in retiring, he sold them the entire company—but kept the buildings and leased them back.

A keen yachtsman, sailing has been Bullock's passion for most

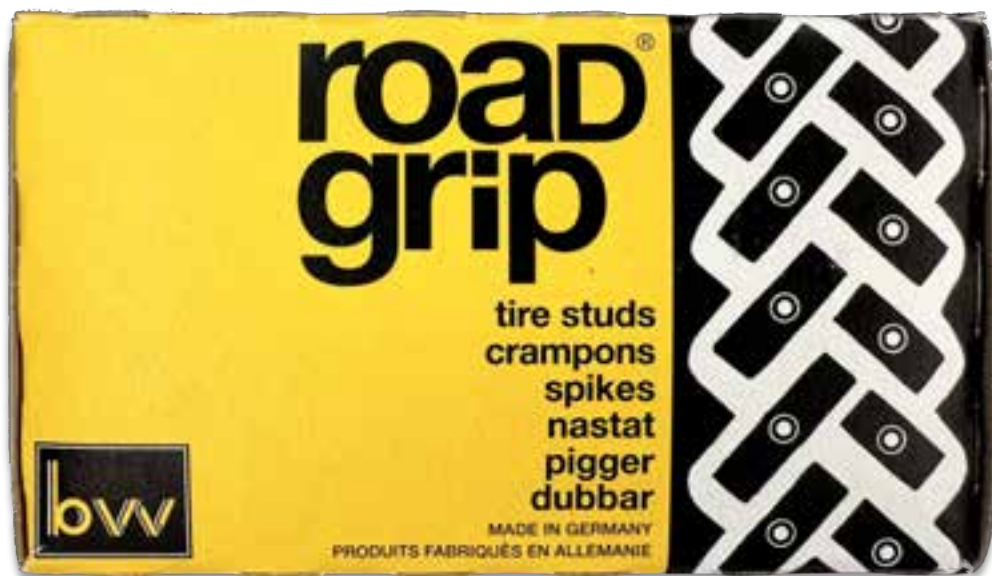


of his life. He recently sold his cherished 48-foot Maple Leaf, which he owned for 47 years. The only reason he sold it was "because I had nobody to play with anymore: it became just a headache for maintenance and so on. I traveled the coast for all those years, raised my family on that boat, and it was very enjoyable. All my kids now either have boats or spend a tremendous amount of time on the water."

"We're so lucky to live here, on the coast. It's probably one of the premier cruising grounds in the world, a wonderful, wonderful place. I've always lived on the water as well, so that when I came home, I could just walk across to my boat and I was immediately in a relaxed mood."



First in a series that salutes Western Canada's tire industry pioneers. If you have a suggestion regarding someone you'd like to see featured, just let us know: timp@wctd.ca



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Lives Lived:

JOSEPH ARNOLD ROMANIUK 1967-2025

THE ROMANIUK FAMILY announces “with heavy hearts, the sudden passing of our father and grandfather, Joseph Arnold Romaniuk on October 12, 2024.” Joe was born on July 23, 1943. He married Phyllis Rosvold on November 11, 1967.

“Joe was well known around Melfort as ‘the Tire Guy.’ For 62 years Joe sold tires, and helped his customers maintain their vehicles at Melfort Tire Centre. He went above and beyond for his customers, even treating them to rides in his ‘84 Grand Marquis. He loved the service industry, taking minimal time off and working right up to his last day on Earth. Joe loved to spend his free time with his grandchildren, treating them to Sunday brunch since they were little, attending their activities, especially when there was a rink burger!

“Joe loved to bowl, golf and travel—and was lucky enough to have one last flight while en route to unexpected heart surgery in Calgary. Joe was an avid Rider fan, and managed to attend a few games at the stadium, but was also happy to cheer from home too. He loved to work in his yard, cutting grass, planting flowers and even a garden most years!

“Joe will be lovingly remembered by his children: Lisa (Tim), Kelly (Jeannine), Greg (Donna), Scott (Amanda) and his grandchildren: Kaybri, Kai, Addison, Jacee, Bransen and special friend Cairo; as well as Phyllis’ siblings, their spouses, and numerous nieces and nephews and friends.

Joe is predeceased by his wife Phyllis, his parents and siblings; parents-in-law Willard and Laura Rosvold; brother-in-law Walter Tkachuk; nephew Jim Tkachuk; great nephew Colton Tkachuk and great niece Sierra Carriere.

Special thank you to Dr. Steffan, the Melfort Hospital staff, the Melfort Ambulance paramedics, the Saskatoon Ambulance paramedics, the Calgary Ambulance paramedics, the Saskatchewan Air Ambulance and the Vascular Surgeons and team in Calgary for the amazing care given to Joe in his time of need!

In lieu of flowers, memorial donations may be made to the Melfort Hospital Medical Imaging Department.

Western Canada Tire Dealers extends our heartfelt condolences to Joe’s family.

HOW WHEEL WEIGHT TECHNOLOGY HAS ADVANCED IN RECENT YEARS

TECHNOLOGICAL ADVANCEMENTS HAVE BEEN LESS ABOUT THE WAY THEY ATTACH AND MORE ABOUT IMPROVING PERFORMANCE.



— BY CHRISTIAN HINTON - TIRE REVIEW

IT FEELS LIKE automotive technology is advancing incrementally every single day. Heck, even small parts like wheel weights have seen a ton of advancements in recent years.

Wheel weights have been around for nearly 100 years – starting as clip-on weights in the early 1930s and evolving to adhesive weights in the 1970s. However, recent wheel weight technological advancements have been less about the way they attach, and more about improving performance and compliance with environmental regulations.

Wheel weights have traditionally been made with high-density lead because it’s cheaper, easy to manufacture and install. However, there are environmental concerns with lead weights, so much so that some government agencies have moved to ban wheel weights made with lead – and there are nine states that have lead laws. In response, manufacturers had to find an alternative for lead weights, like zinc and steel.

The good news about zinc is that it can be molded like a lead wheel weight, just at a larger size. As for steel weights, they are a bit higher in density than zinc but are not resistant to corrosion, meaning you’ll have to ensure the entire weight is coated to avoid corrosion from the elements.

The problem with steel is it isn’t as soft or malleable as zinc or lead weights, and can be more expensive to make. Manufacturers responded to these concerns by covering a steel wheel weight in a rugged, plastic shell. This shell not only improves corrosion resistance, but it enables easy installation thanks to its soft outer shell. With a solution like steel weights, shops in non-lead states can feel comfortable knowing that they aren’t using a banned substance.

Adhesive wheel weights have also gone through some technological advancements recently, including an increased focus on ensuring they are provided at various performance and tolerance levels. Wider bonding range is one major advancement, increasing adhesive tolerances in extreme weather applications. This bonding not only supports adhesion in sub-freezing temperatures, but it can also handle temperatures exceeding 200 degrees Fahrenheit.

NOMINATIONS OPEN FOR WCTD HALL OF FAME

AN IMPORTANT PART of what we as an association do is to recognise those who have gone 'above and beyond' when it comes to the role they play both within and outside the tire industry. The WCTD Hall of Fame was established in 2005, when Tom Foord, Lou Leibl and Roger Ambrosie were the inaugural inductees. Since then, as you'll see from the list below, several other worthy recipients have been honoured.

We urge you to take a few moments and give some thought as to who our next Hall of Famer(s) should be.

PURPOSE

The Hall of Fame recognizes individuals who have made outstanding contributions to the betterment of the tire industry in western Canada, and specifically to those "Pioneers" who have contributed to the success of Western Canada Tire Dealers.

QUALIFICATIONS

The WCTD Hall of Fame is open to all tire dealers and rereaders, manufacturers, inventors, equipment suppliers and retired employees of the association.

- Three current WCTD members must sign the nomination form for each candidate's submission.
- The submission is to include a 100-word synopsis of the candidate's accomplishments plus other information such as photos, newspaper articles, letters, awards, etc.
- Inductees will be honoured at a Hall of Fame event to be scheduled at the discretion of the Board of Directors.
- A copy of the nomination form is printed in *The Tracker* magazine to assist in obtaining nominations as needed, will appear on the WCTD website and is also available from the WCTD office.

DEADLINE for submission - April 30, 2025



Dale & Jennifer Parsons

WCTD HALL OF FAME MEMBERS

2005

Tom Foord - Kal Tire (Vernon, BC)
Lou Leibl - York Tire (Winnipeg, MB)
Roger Ambrosie - Trail Tire (Edmonton, AB)

2006

Bill Fountain - Fountain Tire (Edmonton, AB)
Bill Kirk - Kirks Tire (Lethbridge, AB)
Stan Harper - Sr. Harpers Tire (Calgary, AB)

2007

John Cosco - Remington/Tirecraft (Edmonton, AB)
John D. Penner - Penner Tire & Rubber Company (Winnipeg, MB)

2008

Don Blythe - OK Tire (Burnaby, BC)

2009

William Nelson Lottridge Sr. - Loomis-Root Canada (Dundas, ON)
Archie Stroh - Kal Tire (Vernon, BC)

2010

Garry Dickinson - D&D Tire (Vancouver, BC)
Stan Herperger - Wholesale Tire, (Regina, Sk.)
Moe Tresoor - Expertire, (Winnipeg, MB)

2012

Olive & Gord Storey - Advanx Tire (Vancouver, BC)

2014

Mike Roberge - Western Rubber (New Westminster, BC)

2016

Ed Campbell - West End Tire (Winnipeg, MB)

2018

Dale Parsons - Grasons Tire, Kal Tire, (Vancouver, BC)





WCTD Hall Of Fame – Nomination Form

The WCTD is accepting nominations for the WCTD Hall of Fame, to be awarded at a time and place, to be announced, in 2025. The Hall of Fame is open to all in the tire industry, including tire dealers and retreaders, manufacturers, inventors, equipment suppliers, etc. To nominate an individual for the WCTD Hall of Fame, please return this form and other information such as resumes, photos, newspaper articles, letters and awards to the address shown below.

Nominations are due by April 30th, 2025.

Name of Nominee _____

Title _____

Company _____

Address _____

City _____ Province _____ Postal Code _____

Phone (work) _____ Phone (home) _____ E-Mail _____

Date of Birth _____ Spouse's Name _____

Brief description of achievements (up to 100 words): _____

Sponsored by _____ (Print and sign) Phone No. _____

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Co-Sponsored by _____ (Print and sign) Phone No. _____

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Co-Sponsored by _____ (Print and sign) Phone No. _____

Company _____ Address _____

City _____ Province _____ Postal Code _____ E-Mail _____

Please complete and return this form by April 30th, 2025 to: Ray Geleta, WCTD Executive Director. E-mail: rayg@wctd.ca

EFFECTIVE RISK MITIGATION STRATEGIES FOR TIRE BUSINESSES



FEDERATED INSURES OVER 300 WCTD MEMBERS IN WESTERN CANADA. THEY RANGE FROM SMALL RURAL INDEPENDENTS TO NATIONAL BRANDS AND BUYING GROUPS.

JUST LIKE MANY other businesses, tire businesses face risks daily. Common hazards can arise when using key systems like electrical systems, lighting, water, and heating systems. Addressing these risks is crucial, especially as the tire industry continues to grow, with the global market projected to reach \$211.6 billion by 2032.

WHAT ELECTRICAL ISSUES COULD YOUR BUSINESS FACE?

If your business' electrical system is not being maintained properly, an electrical fire could break out, potentially damaging your building, as well as your inventory. There are some steps you can take to help avoid these risks:

- Extension cords should only be used as temporary wiring, not as permanent wiring.
- All electrical outlets, switches, junction boxes, etc. should have covers protecting the wiring. Electrical panels should also have their doors attached and closed to protect the wiring and circuits.
- Regular inspections and maintenance should be performed by employees and maintenance personnel to check for any signs of electrical issues.
- You should also consider having the electrical system reviewed by an electrician or a professional who can perform thermal imaging on the system to search for hotspots.
- If any equipment is experiencing electrical issues or shorts, the equipment or batteries should be disconnected. This would include any vehicles, customer vehicles, equipment, and batteries.
- Batteries should be disconnected overnight, as this is a common cause of electrical shorts.
- As a business that deals with tires, you may also use electric charging stations. When using these stations, there are a few risk management techniques to remember:
- Lift trucks are used by many tire businesses, and some use electric charging stations. To combat the possibility of a fire breaking out, these charging stations should also be separated from busy traffic areas and any combustibles.
- Charging stations also need to undergo regular maintenance and be inspected annually. There may be a need for more inspections if there's an incident or sign of trouble. Examples include a collision with the station, issues with the breakers, high temperatures in parts of the system, or the station's

inability to charge equipment properly in the appropriate amount of time. If something like this occurs, the charging station should be inspected right away.

WHAT RISKS CAN LIGHTING SYSTEMS POSE?

If lighting systems are not properly maintained, they can sometimes lead to fires. To reduce risks:

- Replace outdated or faulty bulbs promptly.
- Upgrade your electrical system to meet current safety standards.
- Install protective metal cages to either catch broken glass or break it up into smaller pieces, which will cool the shards before they hit combustible items, making them less likely to start a fire.

HOW CAN WATER DAMAGE AFFECT TIRE BUSINESSES?

While water damage to tires would be minimal over a short duration of exposure, water is still a risk tire businesses need to be aware of. Why? Because water could be detrimental to any rims and accessories stored in the building, as well as any pallet jacks and lift trucks (especially if they are electrical). Water could also cause extensive damage to the building itself.

Depending on the building's proximity to water sources (including rivers, lakes, and oceans), and the likelihood of heavy rainfall (which could lead to surface flooding), varying levels of preparedness and planning are required. To prevent water damage:

- Preparations could range from reviewing the flood risk of the building in question to reviewing drainage and landscaping, or even elevating the building you plan on using.
- Proper maintenance must be performed on the roof, eaves, and downspouts to ensure water is not finding its way into the building.
- Any susceptible inventory and equipment should be protected by stacking products on shelves or pallets. It's also a good idea to keep electrical equipment like battery rechargers elevated and unplugged. In warehouses, recharging stations for the pallet trucks should be protected and unplugged.
- It's vital to put a plan in place to remove water from the building as quickly as possible following a flood. This plan could include the availability of pumps or wet/dry vacuums, or an existing agreement with a contractor that states they'll



come in as soon as possible to clean up and ensure there are no structural or electrical issues.

- There are also flood reduction products on the market, such as solid systems and inflatable flood prevention systems, that can help you better manage your risk.
- What risks do HVAC/heating systems pose?
- Heating, ventilation, and air conditioning systems (HVAC) can also lead to fires if not properly maintained. That's why proper maintenance is essential and regular inspections should:
- Check for gas line issues, faulty electrical lines, or malfunctioning pilot lights, and overall condition of the system.
- Ensure combustible items (like tires) are stored at a safe distance from HVAC systems, so the tires don't ignite.
- Follow the National Fire Protection Association (NFPA) guidelines which requires that overhead space heaters and radiant heaters be a minimum of 3 feet (0.9 m) from the top of a tire pile.

HOW CAN AIR COMPRESSORS PRESENT A HAZARD?

Air compressors are pressurized vessels that all shops need, but they can also present a hazard, because electrical contacts within the air compressor motor or pressure switch can spark and increase the risk of a fire or explosion. That's why jurisdictional inspections must be done. In some provinces, like Ontario and Quebec, the tank needs to be inspected annually if it's greater than 24 inches (0.6 m). However, in Ontario, if the tank is greater than 23 cubic feet (0.65 cubic meters) or roughly 2 feet (0.6 m) diameter by 7.25 feet (2.2 m) long, it needs to be inspected every 36 months.

PROTECT YOUR TIRE BUSINESS WITH INSURANCE

Despite your best efforts to combat tire business risks, things can still go wrong. That's where the appropriate insurance

coverage comes in. With the right insurance, if your business should suffer a loss, you're prepared – and won't have to cover all of the costs yourself.

Federated offers insurance specifically designed for businesses that deal with tires, whether you're an automotive dealer, an equipment dealer, or an automotive repairman. Visit our business insurance page to find out more today. As always, if you need an insurance quote please reach out to Chris Leahey at 780-932-3195.

This blog is provided for information only and is not a substitute for professional advice. We make no representations or warranties regarding the accuracy or completeness of the information and will not be responsible for any loss arising out of reliance on the information.

FEDERATED INSURANCE ANNOUNCES FALL CONTEST WINNERS

Federated Insurance is pleased to announce the winners of the Federated Insurance Fall Contest.

We had participants from coast to coast and would like to thank everyone who took the time to submit an entry.

- Federated Insurance is pleased to award \$2,500 to the following businesses:
- Eccles Auto Service Inc. – Dundas, ON
- Garage Living London – London, ON
- Harper's Tire – Calgary, AB
- Pneus et Mécanique Saint Constant Inc. – St. Constant, QC
- Redline Contracting Ltd. – Kelowna, BC
- Risser Design Build – Lunenburg, NS

Congratulations to the winners of the Federated Insurance Fall Contest!



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P-METRIC (80,000 Km)
LT-METRIC (60,000 Km)



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Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months



ROADIAN AT PRO RA8



**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Roadside Assistance

36 months

ROADIAN MTX



Tread Wear Mileage Warranty

40,000 Km



NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

N FERA SU1



Tread Wear Mileage Warranty

P-METRIC (115,000 Km)
LT-METRIC (80,000 Km)



NEW

**TOTAL
COVERAGE
WARRANTY**

NEXEN TIRE



Limited Road Hazard Warranty

First 3/32" or 2 Years



Roadside Assistance

36 months

ROADIAN HTX2



YOUR #1 CHOICE FOR NEXEN TIRES!

MICHELIN PARTNERS WITH RFID FIRM TO MAKE 'SMART TIRES'

BEONTAG'S RFID-ENABLED TIRES PROVIDE THE ABILITY TO TRACE THE LIFE CYCLE OF A TIRE.

— TIRE BUSINESS

MILAN, Italy —**GROUP MICHELIN IS** partnering with Beontag, a manufacturer of self-adhesives and smart tags such as RFID and NFC, to include the technology in its commercial and passenger tires over the next two years.

The ultra-high-frequency (UHF)-embedded tag, which consists of a jointly designed pod and antenna using state-of-the-art chips and materials, will enable traceability of all new tires, including manufacture date and storage location, distribution, installation and replacement, refurbishment and more, for the entire life cycle of the tire, Michelin said.

The partnership between Beontag and Michelin has been building since it was first established in 2019, when the two companies began collaborating on the UHF RFID-embedded tag from scratch, Michelin said.

The tire maker said after years of research and development and months of reliability tests to reach the desired level of quality, the result is a durable and reliable connected tire, capable of functioning for up to 620,000 driven miles, including through the retreading process common for truck tires.

Beontag's RFID-enabled tires provide the ability to trace the life cycle of a tire, from its origin in one of Michelin's plants worldwide, through to disposal and recycling, the company said.

"Importantly, in the context of tires set to be sold in the EU market, this traceability solution from Beontag also ensures that all new tires will comply with upcoming Ecodesign for Sustainable Product Regulations (ESPR), which mandates the need for digital product passports (DPPs) and will come into effect for tires from 2028-2030," Michelin said.

"We are enormously proud to share what we have achieved so early in our partnership with Michelin," Suchi Srinivasan, Beontag's global vice president of digital transformation, said.

"As an innovation-led, problem-solving partner for our customers, we have worked hard to develop the necessary technology and durability capabilities in these RFID-enabled tires, making sure they are suited to the needs of modern vehicles and their drivers. I look forward to continuing this journey with Michelin to drive business and promote sustainability."

Laurent Couturier, RFID system designer at Michelin, added: "RFID technology in tires plays a pivotal role in optimizing operations and enhancing efficiency. This system enables precise, automated tracking of each tire from production to retreading or recycling. The RFID tire-tag improves industrial performance while addressing today's ecological imperatives.

"In collaboration with Beontag, we have developed an RFID tag that meets both the economic and environmental challenges of the future, paving the way for new mobility solutions."

HUNTER LAUNCHES ONLINE ADAS EDUCATION TOOL

— TIRE BUSINESS

HUNTER ENGINEERING CO has added a dedicated page on its website designed to help explain sophisticated ADAS procedures and terminology as easy-to-understand topics.

The resource, the interactive ADAS Learning Tool, works on tablets or desktop computers and is designed to help counter workers or for customers to browse on their own. The tool addresses the why, when and how questions shops and drivers might have about automated driver assistance systems (ADAS) calibrations, Hunter said.

"ADAS has received plenty of attention the past several years, but comparatively little of it deals with talking to actual vehicle owners," Tommy Maitz, Hunter director of marketing, said.

"This learning tool will help shops have more informative and effective conversations with their customers about which systems are included on their cars, and the need for calibrations."

The page sorts ADAS procedures into four categories — camera, radar, ultrasound and internal — and provides brief overviews and images for each category to help with in-person discussions. Users can then examine a color-coded vehicle image to learn about specific functions and locations of ADAS components and when calibrations would be needed.

The site also includes extensive lists of the names vehicle makers use for the ADAS systems across their models, color-coded to locations on the image.

"While shops generally know much more about ADAS than their customers at this point, there's still some confusion and uncertainty when they talk to them," Maitz said.

"This tool is a quick and easy way for everyone to understand the concepts and get on the same ADAS page."

GOODRIDE TIRES

RideMax
G-118



GOODRIDETIRE.CA



2025 WCTD Charity Golf Tournament Registration Form

DATE: Sunday June 22, 2025
REGISTRATION: 9:00am Start Time / Check in time 8:00am
PLACE: Stony Plain Golf Course, 18 Fairway Drive Stony Plain AB
FORMAT: 4 Golfer Best Ball
COST: Golf & Dinner: \$150.00 per Person
Dinner Only : \$40.00 per Person
FEE'S INCLUDE: Green Fee's for 18 holes / Power Cart / Steak Dinner / Prizes
ELIGIBILITY: Open to all Tire Dealers, their staff, their families, their customers and Industry Suppliers.
ENTRY DEADLINE: Friday June 6th , 2025

Company Name: _____ Phone # _____

Golf as a Team (Y) or (N)

1) Name of Entrant: _____ Phone # _____

2) Name of Entrant: _____ Phone # _____

3) Name of Entrant: _____ Phone # _____

4) Name of Entrant: _____ Phone # _____

Visa / Master Card / Name _____

Card # _____ Exp Date _____

Make Cheques Payable to:

Western Canada Tire Dealers

Total \$ _____

Ray Geleta

65 Woodbine Road

Sherwood Park AB T8A 4A7

Phone: 780-554 9259

Email Entries to: rayg@wctd.ca

Entries must be Paid by June 2nd, 2025

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.



WCTD Charity Golf Tournament

DATE: Sunday June 22, 2025
REGISTRATION: 9:00am Start Time / Check in time 8:00am
PLACE: Stony Plain Golf Course, 18 Fairway Drive Stony Plain AB
FORMAT: 4 Golfer Best Ball

2025 Sponsorship Packages

Platinum Sponsorship – \$1,500.00

Includes

- Exclusive Hole Sponsorship – we provide the sign for the hole
- 4 golf registrations – 4 Sponsored Golf Carts prize sponsorship
- Hole Contest prize & hole contest sponsorship (Closest to the pin, longest drive)
- Platinum Recognition in event program, during dinner and in Tracker magazine

Gold Sponsorship – \$1,000.00

Includes

- Exclusive Hole Sponsorship – we provide the signs for the hole.
- 4 Sponsored Golf Carts – prize sponsorship
- Hole Contest Prize & hole contest sponsorship (Closest to the pin, longest drive)
- Gold recognition in event program, during dinner and in the Tracker magazine

Silver Sponsorship – \$700.00

Includes

- Hole sponsorship – we provide the signs for the hole.
- Draw Prize sponsorship.
- Silver recognition in event program, during dinner and in the Tracker magazine

Bronze Sponsorship – \$500.00

Includes

- Hole Sponsorship – shared with other bronze sponsorships- we supply the signs
- Draw Prize Sponsorship
- Bronze recognition in event program, during dinner, and in Tracker magazine

Cart Sponsorship – \$50.00 +GST

Includes

- Minimum 6 carts per sponsor – Brand display on each sponsored cart
- Recognition in event program, during dinner, and in the Tracker Magazine

Silent Auction Donations & Raffle Prize Items

- Household items / Tools / Sports and Leisure / Sporting tickets & memorabilia, etc.

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.



WCTD Charity Golf Tournament

DATE: Sunday June 22, 2025
REGISTRATION: 9:00am Start Time / Check in time 8:00am
PLACE: Stony Plain Golf Course, 18 Fairway Drive Stony Plain AB
FORMAT: 4 Golfer Best Ball

2025 Sponsorship & Registration

Please remit confirmation, registration, and payment to:

Western Canada Tire Dealers, 65 Woodbine Road, Sherwood Park AB T8A 4A7
Via E-mail to rayg@wctd.ca

Company Name _____
Contact Name _____
Contact Number _____
E-mail Address _____

Sponsorship Options

Platinum Sponsorship \$1,500.00

Golfer 1 _____
Golfer 2 _____
Golfer 3 _____
Golfer 4 _____

Gold Sponsorship _____

Silver Sponsorship _____

Bronze Sponsorship _____

Auction Item Donation _____

Payment Options

Cheque: Please make payable to Western Canada Tire Dealers
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Credit Card:

Card # _____

Expiry Date _____

WESTERN CANADA TIRE DEALERS THANKS YOU FOR YOUR CONTINUED SUPPORT.

BRIDGESTONE NAMED A TOP COMPANY FOR WOMEN IN TRANSPORTATION

THE AWARD WAS DETERMINED BY AN INDUSTRY-WIDE VOTE INVOLVING MORE THAN 31,000 TRANSPORTATION PROFESSIONALS.

- BY DAVID SICKELS, EDITOR, TIRE REVIEW

THE WOMEN IN Trucking Association (WIT) recognized Bridgestone Americas as a 2024 Top Company for Women in Transportation. Bridgestone representatives accepted the award at the WIT Accelerate! Conference and Expo on Nov. 11 in Dallas, Texas.

RECOGNIZED AS A TOP COMPANY FOR WOMEN IN TRANSPORTATION

Redefining the Road, WIT's official magazine, presented the award to highlight companies advancing women's employment in the trucking industry. More than 31,000 transportation professionals participated in an industry-wide vote to select winners. Bridgestone earned high rankings based on WIT's key criteria, which include:

- A corporate culture that fosters gender diversity;
- Professional development opportunities;
- Career advancement opportunities;
- Competitive compensation and benefits;
- Flexible hours and work requirements.

CELEBRATING BRIDGESTONE EMPLOYEES' ACHIEVEMENTS

Redefining the Road recognized several Bridgestone employees for significant contributions and named them as 2024 Top Women to Watch in Transportation:

- Debra Hamlin, director, operations, Bridgestone Commercial Dealer Network;
- Megan Miller, senior manager, commercial sales channel development;
- Samantha McCracken, strategic operations manager.

BRIDGESTONE'S COMMITMENT TO FUTURE TALENT DEVELOPMENT

Emily Poladian, president, Mobility Solutions, Americas Sales & Customer Success, joined the WIT Board of Directors. Her role underscores Bridgestone's commitment as a Top Company for Women in Transportation. She will promote diversity and help develop future talent in the trucking industry.

MICHELIN LAUNCHES E.PRIMACY ALL-SEASON TIRE

- TIRE BUSINESS

MICHELIN NORTH AMERICA Inc. is launching the e.Primacy All Season tire to meet the evolving demands of drivers who prioritize efficiency.

"As the market continues to change with the development of more hybrids and EVs, Michelin continues to be an industry leader for confident and lasting performance," Omer Waysman, vice president of marketing for Michelin North America's business-to-consumer products, said.

"When fuel efficiency and extended range matter, consumers can trust the e.Primacy All Season tire to take them further on every journey."

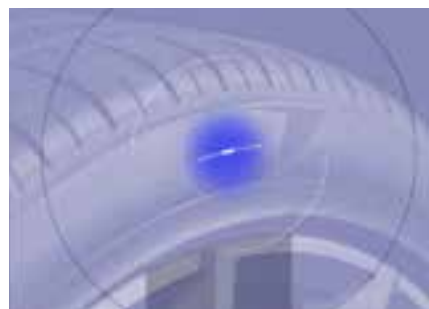
As an original equipment tire line, the Michelin e.Primacy All Season tire is up to 25% more efficient when compared with two competitor products – the Continental ProContact RX T0 and Bridgestone Turanza EV – providing up to 20 more miles of battery range and saving a tank of gas annually, Michelin claimed.

By using the GreenPower Compound, the tire is designed to help reduce energy consumption during everyday use and delivers long-lasting mileage, Michelin said.

The e.Primacy All Season tire underwent extensive testing and development; even when tested on an EV, the Michelin e.Primacy tire is expected to last up to 13,000 miles longer than competitors, potentially adding an extra year of driving, the tire maker said.

There are two different Michelin innovations within the e.Primacy All Season tire: Cushion Guard, which is built with a soft, cushioning layer of rubber between the tread and the steel belts to help absorb road impacts and imperfections for a smooth ride; and Piano Acoustic Technology, a tread pattern optimized to help reduce noise for a quiet drive throughout the life of the tire.

The tire is available in two 19- and one 20-inch rim diameter sizes.



Michelin
Michelin e.Primacy
All Season tire

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