



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
PUBLISHED BI-MONTHLY BY NORTHWEST TIRE DEALERS ASSOCIATION FOR IT'S MEMBERS

DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION

Northwest Tire Talk • Kennewick, WA 99338 • Ph: (509) 948-2433 • Email: nwtiredealers@hotmail.com

March / April 2017

TIRE PRICES ON THE RISE

Tire makers worldwide are citing rising raw material costs as the driver of their price increases. Goodyear Tire & Rubber Company, always a trend setter, was the first to announce the increase in 2017.

Richard Kramer, chairman and CEO, pointed to “significant volatility in our key commodity costs, including natural rubber prices” during a call with investors February 8.

“Since our last earnings call there’s been a swing of a low of 67 cents-per-pound to a peak of \$1.04 per pound as recently as last week, an increase of an astounding 55%,” said Kramer.

“The raw material cost story is about more than just natural rubber, with challenges coming in a broad cross section of commodities. Prices of key commodities such as butadiene and carbon black have risen to 52-week highs in recent weeks.

Goodyear initiated an increase of up to 8% on its consumer and commercial brands effective February 1.

Michelin North America announced it will increase prices up to 8% for its passenger, heavy-truck, earthmover, industrial, agriculture and two-wheel segments across all its brands in the United States, Canada and Mexico.

Kumho Tire USA Inc. is the latest of nine companies to announce price increases of up to 8 percent. Their increase is effective April 1.

IN THIS ISSUE

- Bartec Hires Sean Mackinnon page 3**
- Amazon Selling Auto Parts page 3**
- CTS Training Set for Portland page 4**
- TCI Holds Dealer Celebration page 4**
- Seattle Automotive Training page 6**
- OTR Training Set for Portland page 8**
- Larry Bremmeyer Remembered page 9**

ALASKA STUDED TIRE BILL

Drivers in Alaska are upset with proposed legislation that could cost them an additional \$280 on a set of 4 studded snow tires.

The Alaska legislature has introduced a new studded tire bill increasing the fee on studded tires from \$5 to \$75 per tire. This fee is on metal tire studs weighing more than 1.1 grams each.

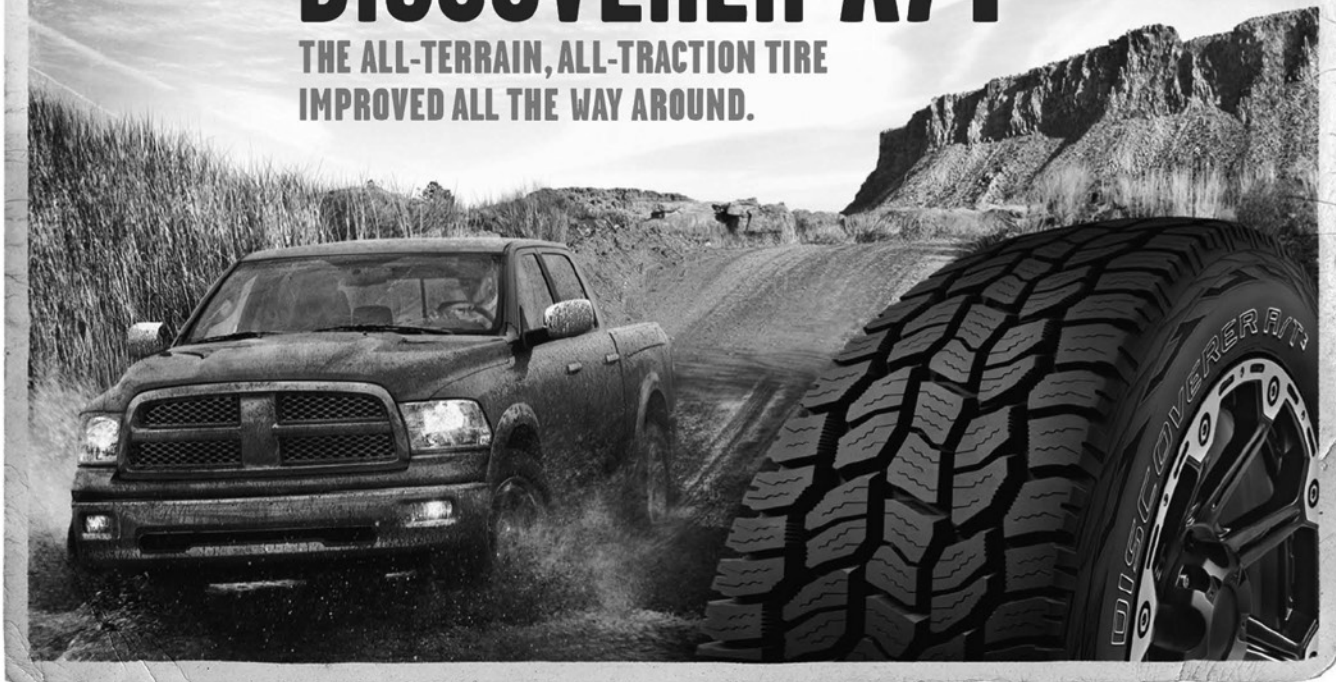
The Northwest Tire Dealers Association is working with a group of Alaska tire dealers to fight this proposed legislation and to testify at any hearings scheduled for this bill.

For more information on this bill please contact the NWTDA office at 509-948-2433.

The Professional Tire Dealers Source for News, Information, Products & Supplies!
VISIT NORTHWEST TIRE DEALERS ASSOCIATION ON THE WEB AT: www.nwtiredealers.org

COOPER **DISCOVERER A/T³**TM

THE ALL-TERRAIN, ALL-TRACTION TIRE
IMPROVED ALL THE WAY AROUND.



COOPERTIRE.COM

The **Cooper Discoverer A/T³**TM utilizes a balanced combination of technology, compounding and design to produce a tire that truly performs in all terrains. Through this unique blend of compounding and technology, the A/T³ delivers the premium on-road and off-road performance you expect from an all-terrain tire. The A/T³ is the latest addition to the strong Discoverer heritage of premium SUV and Light Truck products.

**Pacific
Tire**

DISTRIBUTORS

PASCO WA

2525 N COMMERCIAL AVE
(509) 542-TIRE

PORTLAND OR

2750 N HAYDEN ISLAND DR.
(503) 247-7115

MEDFORD OR

4787 AIRWAY DRIVE
(541) 779-TIRE

SPOKANE WA

320 N LEE ST
(509) 535-TIRE (8473)

FAMILY OWNED & OPERATED!

 **COOPERTIRES®**

WWW.PACIFICTIREDISTRIBUTORS.COM

BARTEC HIRES SEAN MACKINNON

Bartec USA has hired Sean Mackinnon as national sales manager, North. Sean is well known in the TPMS industry for his work with the Tire Industry Association as the director of automotive training and development.

“Bartec has always operated with the ‘train first, sell second’ philosophy and Sean brings a truckload of experience and knowledge and will be a huge asset for our distributor partners and the end users of our products,” said Scot Holloway, CEO of Bartec.

While at TIA, Sean presided over the Automotive Tire Service Program. As a Certified ATS Trainer, Mackinnon will also keep the entire Bartec sales force certified and current with vehicle technology.

Mackinnon will join Dennis Flannery and Kelly Nugent as the “A-Team” of TPMS sales professionals, Bartec said.

AMAZON GEARING UP FOR PARTS BUSINESS

Online mega-retailer Amazon has reportedly signed contract with the country’s largest parts manufacturers, which could align the retailer to join the aftermarket auto parts business.

Amazon has reportedly made deals with Robert Bosch, Federal-Mogul, Dorman Products and Cardone Industries.

Steve Handschuh, chief executive of the Motor & Equipment Manufacturers Association, also told the NY Post it is possible that Amazon could also buy some regional parts distributors.

Automotive parts retailer such as O’Reilly Auto Parts, AutoZone and Genuine Parts, could potentially be affected after relatively prosperous years if Amazon is planning to sell auto parts online.

The NY Post said Amazon saw \$128 billion in

revenue in the 12 months ending Sept. 30 and the retailer could see its auto parts business expand more than 50% in 2017 to \$5 billion, according to a Wall Street analyst.

Amazon has already added more name-brand parts at cheaper prices than brick-and-mortar stores. The investment bank Jefferies said in a September report that Amazon’s parts prices are about 23% less than O’Reilly, Advance and AutoZone, plus the retailer is offering same-day delivery for auto parts in 40 major U.S. cities

HOW’S MY DRIVING?

Steve Pepka, shop foreman at Everett Street Autoworks in Portland told students at Portland Community College’s Automotive Service Technology class that their drivers’ license is their most important tool.

Steve has been experiencing insurability challenges with technicians in his shop, and asked the colleges if students are told they need a clean driving record. The school said it makes this clear to students at orientation, on the first day of school, and again before completion. But Russ Jones, PCC Department Chair, says the message carries more weight when it comes from the industry.

Students, employees and employers need to know that what DMV considers acceptable may not be acceptable to an insurer. Insurers may pull coverage for three minor convictions or on one major conviction. Insurers will monitor 18 – 25-year-old drivers more closely – as often as two or four times a year.

Tire dealers have similar problems in hiring and retaining automotive and commercial technicians. The Tire Industry Association addresses this issue in their Commercial Tire Service (CTS) training and certification program.

Federated Insurance, a major insurer of tire dealers, also addresses this issue in their safety campaigns.

2017 CTS TRAINING

The Tire Industry Association has announced the schedule for the 2017 Certified Commercial Tire Service (CTS) Instructor Training and Certification classes in Baltimore and Denver.

“It’s been 20 years since the first Certified CTS Instructor class was held and we are proud to continue the mission of educating the industry on the importance of tire safety,” said Kevin Rohlwing, TIA senior vice president of training. “We are confident that the information shared in these classes improves safety in the workplace and our nation’s roads. The demand for higher level training on commercial truck tire and wheel service is growing and we are committed to continue meeting that demand.”

According to TIA, the Certified CTS Instructor Program “exceeds the minimum training requirements established by the Occupational Safety and Health Administration (OSHA) and includes all aspects of truck tire and wheel service including OSHA regulations, mounting/demounting/inflation, torque, puncture repair, balancing, road service and much more.”

The 2017 CTS Instructor Training is available in both a 3-day and a 4-day program. Participants with less than two years experience must register for the 4-day class option.

The western training is held in Denver at Lincoln College of Technology in Aurora, Co. The Denver 3-Day training is scheduled for May 17-19, August 16-18 and November 8-10. For more information on additional instructor training contact the TIA training department at 800-876-8372.

Tire Service Trucks, Cranes & More!



Travis Glidden
Regional Sales Manager
tglidden@stellarindustries.com
800-321-3741 ext. 4254
Fax: 641-923-9026

www.stellarindustries.com

NORTHWEST CTS TRAINING



The Northwest Tire Dealers Association will offer the Tire Industry Association’s (TIA) Commercial Tire Service (CTS) training and certification class on March 15, 2017 in Portland, Oregon. The location is to be announced at a later date.

Cost of the all-day training is \$275 for TIA and/or NWTDA members and \$325 for non-members and includes a new manual and lunch. Those wanting to use their own manuals will be charged \$175 for members and \$225 for non-members.

Registrations can be phoned into the NWTDA office at 509-948-2433. Registrations must be made by March 7, 2017.

TCI HOLDS 20TH DEALER CELEBRATION



Tire Centers Inc. (TCI) held their 20th annual dealer appreciation dinner and meeting on the Oregon coast at the beautiful Chinook Resort in Lincoln City.

Jim Hamman from the corporate office was there to act as master of ceremonies. Jim hosted the first celebration which was held in Portland at the Embassy Suites back in 1996. Jim handed out special awards to dealers during the big event and Klyde Thompson was one of those lucky winners.



NW Retreaders
 Extreme Tire and Wheel
 19004 NE San Rafael • Portland, OR 97230
www.nwr4tires.com

NEW WAREHOUSE, NEW TRUCKS, AND THE MOST DIVERSE INVENTORY IN THE NW!
 WE ARE YOUR SUPPLIER FOR GENERATIONS TO COME.



Servicing

11

WESTERN STATES

With

Daily

*service to Seattle
 and Southern Oregon
 and all parts in between.*

We proudly stock:



And your Northwest Exclusive for



Drag Racing Slicks

PORTLAND
 office
 503-665-6144
 toll free
 800-697-8973

SALEM
 office
 503-588-3156
 toll free
 800-258-7080

CRUM RUBBER TURF SAFE

Source: Tire Business

A newly issued analysis from the Washington State Department of Health (WSDOH) concluded there is no evidence that cancer rates among young athletes are increased by playing on crumb rubber athletic turf.

“We did not find the number of cancers among soccer players, select and premier players or goalkeepers reported to the project team to be higher than expected based on Washington cancer rates for people of the same ages.” Said the executive summary of the analysis from the WSDOH.

A coalition of three synthetic turf associations said they were pleased but not surprised by the results of the WSDOH analysis.

“The findings address an area of uncertainty and lend further credence to the many available scientific analyses on the subject with consistent conclusion,” said Michael Peterson, scientific adviser to the Recycled Rubber Council (RRC).

“The best evidence indicates there are no safety risks associated with chemicals found in recycled rubber infill.”

The genesis of the analysis, according to the study’s executive summary, was the concerns of Amy Griffin, a women’s college soccer coach at the University of Washington, about the number of young soccer players-especially goalkeepers- who were diagnosed with cancer, especially leukemia and lymphoma.

The Washington State Department of Health recommends that people who enjoy soccer continue to play, irrespective of the type of field surface,” it said.

For more details on this study see the January 30th issue of Tire Business.

AUTOMOTIVE TRAINING EXPO SET FOR MARCH IN SEATTLE

The 2017 Automotive Training Expo (ATE) will again be held at the Double Tree Hotel, March 24-26.

“As we do each year, ATE will provide attendees with the most updated and pertinent mechanical and management training classes available in North America,” said Jeff Lovell, the event producer.

“More than 60 technical and management training seminars will be offered at ATE, including marketing, service advisor, and other management courses from top trainers,” said Brenda Wolslegel, ATE coordinator. “Returning as instructors are popular trainers such as Steve Beck, Cecil Bullard, Maylan Newton, Gary Smith, Dan Dilley, and others.” Beck and Smith will also provide keynote addresses during ATE.

Lovell said ATE has become the West Coast’s premier automotive training event and draws repair shop owners from throughout the Northwest, California and other states, as well as many from British Columbia. More than two dozen shops in the Northwest region close down on Friday so entire staffs can attend the full three days of training, ATE staffers said.

“Because our staff and the ASA Northwest education committee work tirelessly to assemble the top trainers in the nation, we are able to offer ATE attendees the classes and special seminars that help technicians better understand service and technology issues, as well as helping owners and managers grow their businesses and be more productive and profitable,” Lovell said.

The vast majority of the registrations are for the full three-day training package. Admission to the ATE trade show is also included in the price. For more details please contact Brenda at the ASA Northwest office at 253-473-6970.

ORDERING JUST GOT EASIER!



DELIVERY TRACKER PROGRESS BAR

Watch the progress of your delivery without leaving the search page.

BENEFIT: *You can now schedule and plan with greater accuracy providing a better overall experience for you and your customers.*



EXPANDED SEARCH VIEW

Instant visibility of product features, benefits, pricing and inventory levels right from the search results page.

BENEFIT: *Find the right tire faster. Available on monitors with 1280 resolution or higher.*



AD ORDER HISTORY

Click to view and reuse information from any previously designed ad.

BENEFIT (EXCLUSIVE TO T3 DEALERS):
Reduce time and errors when ordering multiple sizes and formats of the same ad.

5211 N.E. 158th Ave • Portland, OR 97230 • PHONE: (503) 252-1828

20013 87th Ave S • Kent, WA 98031 • PHONE: (253) 236-0713

3808 N Sullivan Road • Spokane, WA 99216 • PHONE: (509) 927-1028

1

WE ARE CENTERED ON SERVICE

THAT MEANS WE FOCUS ON YOU, OUR CUSTOMER.

TIPS 

TIRE INVENTORY PURCHASING SYSTEM

www.TCiTIPS.com

TCi [®] **Tire Centers**
Centered On Service [™]

ITC AFFIRMS ANTI-DUMPING DUTY

The International Trade Commission (ITC) has affirmed the findings of the Department of Commerce (DOC) in its determination that certain new pneumatic off-the-road tires imported from India and Sri Lanka “materially injure” U.S. industry.

Like the DOC, the ITC determined that certain new OTE tires from these countries injure the U.S. economy by being sold in the U.S. at less than fair market value and/or subsidized by their respective governments of origin. As a result of the ITC’s affirmative determination, the DOC will move forward with an anti-dumping duty (AD) order on imports of OTR tires from India as well as countervailing duty (CVD) orders on imports from India and Sri Lanka.

The DOC found in its anti-dumping investigation that some OTR tires from India were sold at less than fair value. These companies were issued a 3.6% anti-dumping tariff. However, the DOC also found that “mandatory respondents Balkrishna Industries Limited had not sold certain new pneumatic off-the-road tires into the United States at less than fair value.” These two companies will not have anti-dumping duties.

From the DOC’s initial countervailing investigation on Indian tires, Balkrishna Industries Limited (BKT) will receive a rate of 5.36% and ATC Tires Private Ltd. A rate of 4.9%. All other exporters/producers from India have a rate of 5.06%. In the Sri Lanka CVD investigation the DOC set a subsidy rate of 2.18% for mandatory respondent Camso Loadstar (Private) Ltd. And all other producers/exporters in Sri Lanka. The actions will not be retroactive.

The United Steelworkers (USW) said this ruling is “welcomed by American tire workers”.

NORTHWEST HANDS-ON EARTHMOVER TRAINING/ ADVANCED PHASE 2



Matt White, the Tire Industry’s Association (TIA) OTR Expert is doing well and recovering from open heart surgery and we are hopeful that he will be in great shape to lead the Advanced Earthmover Training.

The TIA Advanced Earthmover Training is a TIA Certified program that is a 5 day hands-on training. We are still hopeful that Matt will be able to continue our training that is scheduled for the middle of May 2017 and again in Portland the middle of July.

The classroom portion of the training will be held at the Holiday Inn on Columbia Blvd. in Portland and the Hands-On portion will be held at Superior Tire, also on Columbia Blvd., in Portland. Class size is limited so early registration is recommended.

Registrants will be required to complete the TIA 3-day Hands-on training course as a prerequisite before attending this advanced 5 day class.

For more information or to register, for either of the two classes, contact Dick Nordness at the NWTDA office at 509-948-2433.

LARRY BREMMEYER

Larry Gordon Bremmeyer, age 56, of Vancouver, Washington, passed away January 3, 2017 after a three month long battle with pneumonia. Larry was born December 16, 1960, in Sacramento, California, he was the son of Bob Bremmeyer.

Larry was the part owner and operator of East Vancouver Automotive for more than seven years, and worked in other automotive service positions. He got his start in the tire business working for Dave Monte at Ritchies Tire in Vancouver in the late 1970s.

Larry is survived by his wife Theresa May along with their four children

As Spring Chinook fishing on the Columbia River was on of Larry's lifelong pleasures every year, for the past thirty plus years, a passing o his ashes will be held at his favorite spring time fishing hole at Frenchman's Park and Caterpillar Island on the last weekend of this year's upcoming season.

WINTER TIRES MAKE DRIVING SAFER

“Drivers adopting winter tires in record numbers is fabulous news because it means Canada’s roadways in winter are becoming significantly safer,” said the Tire and Rubber Association of Canada (TRAC).

Since Quebec introduced mandatory use of winter tires in 2008, the provincial government has studied the impact on road safety and personal injury accidents.

A study released in 2011 found that universal use of winter tires was responsible for a 5% decline in winter road-accident injuries.

This research concluded that 574 people were spared being involved in a personal injury accident because of universal winter tire use. The study also showed a 3% drop in deaths and serious road-accident injuries.

THIS TIRE IS ORANGE.

BETTER FUEL ECONOMY

LONGER TREAD LIFE

BETTER GRIP

SMALLER CARBON FOOTPRINT

AVID Ascend

YOKOHAMA

**Pacific
Tire**
DISTRIBUTORS

YOKOHAMA

SPOKANE WA

320 N LEE ST
(509) 535-TIRE (8473)

PASCO WA

2525 N COMMERCIAL AVE
(509) 542-TIRE

PORTLAND OR

2750 N HAYDEN ISLAND DR.
(503) 247-7115

MEDFORD OR

4787 AIRWAY DRIVE
(541) 779-TIRE


WWW.PACICTIREDISTRIBUTORS.COM

OUR BRAND IS A PROMISE



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

Make the perfect choice. Choose Perfect Equipment.
Learn more at www.perfectequipment.com

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

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



celebrating success.

Meet the new boss.



Are you prepared if something were to happen to you? Is your successor? You deserve to transition your business to the next generation in the manner you deem best. A sound business succession plan can help protect your life's work. Call your local marketing representative or visit federatedinsurance.com to learn more.

It's Our Business to Protect Yours
FEDERATED
INSURANCE 

Federated provides clients with access to services offered through wholly independent third parties. Neither Federated nor its employees provide legal advice.

Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company

Owatonna, Minnesota 55060 | Phone 507.455.5200 | www.federatedinsurance.com

16.21 Ed Date. 11/15 *Not licensed in the states of NH, NJ, and VT. © 2016 Federated Insurance



93705 E. Granada • Kennewick, WA • 99338

PRST MKT
US POSTAGE PAID
PASCO, WA 99301
PERMIT NO. 330



FAMILY OWNED!



**BEST DELIVERY
IN THE NW!**

VISIT US ONLINE
WWW.PACIFICTIREDISTRIBUTORS.COM

WE PROUDLY DISTRIBUTE

PASCO WA	PORTLAND OR	MEDFORD OR	SPOKANE WA
2525 N COMMERCIAL AVE (509) 542-TIRE	2750 N HAYDEN ISLAND DR. (503) 247-7115	4787 AIRWAY DRIVE (541) 779-TIRE	320 N LEE ST (509) 535-TIRE (8473)

Northwest Tire Dealers Association 2017 Officers

President.....Ed Tuck
Vice President**Open**
Secretary/Treasurer Kelly Brown
Past PresidentBob Thomas
Board MemberMike Romtvedt

Board Member Bruce Pook
Board MemberDan Kennedy
Board MemberDoug Ray
Board Member Klyde Thompson

Board MemberRyan Weld
Board MemberAlvin Shivers
Board Member Jim Hawkes
Executive Director ... Dick Nordness