



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

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NORTHWEST RETREADERS SELLS TO PURCELL TIRE

Willis Gill, founder and President of NRI Inc. since 1978, has announced the sale of its Northwest Retreaders Division to Purcell Tire of Missouri.

Northwest Retreaders grew into one of the largest Off Road Retreaders in North America through success in the Northwest and mergers with Hudson & Odom, and Pacific Rubber. The company's trucks deliver tires weekly to the 13 western states and two western Canadian Provinces. They also ship into Alaska and Hawaii.

Purcell Tire, the largest retreader in North America, is a very high-quality manufacturer of retreaded tires. They now cover almost all of the U.S. and will continue to serve Northwest Retreaders customers with the same high-quality retreads.

NRI will continue to operate Northwest Wholesale, which sells a complete line of new tires, from large Ag and Off-Road tires down to Passenger, Industrial, Racing Drag tires, and Lawn and Garden.



HAPPY 4TH OF JULY!

IN THIS ISSUE

Superior Tire On The Move	page 3
U.S. AutoForce Buyout.	page 4
Commercial Tire Anniversary	page 6
Amazon & Sears Team Up	page 8
Family & Medical Leave Rules	page 9

Purcell Tire was founded in Washington, Missouri in 1936 by the father of current owner Bob Purcell. In 2014 Roger Lucas, a former Michelin executive was hired as the company's CEO.

Purcell has operations in Missouri, Illinois, Arkansas, Texas, Kentucky, New Mexico, Arizona, Utah and Nevada and two years ago they purchased Phelps Tire who had operations in Washington and Alaska. The company is comprised of 5 operational divisions – retail, commercial, mining, retreading and wholesale.

Purcell will assume operations on June 19 with very few changes for their customers.

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SUPERIOR TIRE & RUBBER MOVES ON TO BOISE

Nevada Tire Holdings, which operates as Superior Tire & Rubber Co. in the Las Vegas area, has acquired most of the assets of Miracle Tire & Auto Care in Boise, Idaho, and will operate the dealership's four locations as Superior Tire outlets.

The expansion to Idaho is the first of what Nevada Tire expects to be a number of expansions into growing metro markets in the Mountain West, according to Rich Warburton, general manager of the Santa Ana-based holding company.

Nevada Tire identified Boise as a metro area that fit the company's growth profile, Mr. Warburton said. Three of the stores being converted are in Boise proper and one is in Garden City, Idaho, a northern suburb of Boise.

The stores are seven/eighth bay operations. Nevada Tire already is looking to open additional stores in the Boise area.

Superior Tire is a predominantly Goodyear-affiliated dealership that also is part of the Goodyear Tires & Service Network, Mr. Warburton said.

Nevada Tire is owned by a private equity group.

NATIONAL TIRE WHOLESALE

The joint wholesale business venture involving Michelin North America Inc. (MNA) and Sumitomo Corp. of Americas (SCOA) has passed regulatory scrutiny, clearing the way for the companies to proceed with activating the venture, call National Tire Wholesale (NTW).

Michelin's TCI business is now considered an operating company of TBC, and the parties can now proceed with the process of merging TCI with TBC's Carroll Tire unit to form NTW, a TBV representative said.

NTW is set to become the second-largest player in the U.S. wholesale tire market, the said earlier, combining Michelin's 85 TCI and TBC Corp.'s 59 Carroll Tire wholesale distribution locations. The business is expected to handle up to 15 million tires a year.

Technically speaking, Michelin is acquiring a 50% stake in the TBC Corp. as part of the deal, which includes TBC's retail and proprietary brand operations as well as the creation of the new entity NTW Wholesale, the companies said earlier. Michelin will pay SCOA \$630 million in addition to the CCI Wholesale assets to the venture to match the \$1.52 billion in "enterprise value" of TBC's assets.

Don Byrd – president and chief operating officer (COO) of TCI will be president and COO of NTW. He will report to President and CEO Erik Olsen under the TBC management structure.

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TIRE'S WAREHOUSE INC. JOINS WITH U.S. AUTOFORCE

Tire and auto parts wholesaler U.S. AutoForce has acquired Tire's Warehouse Inc. expanding its reach further westward into Arizona, California and Nevada.

Terms of the deal, which covers TWI's eight warehouses in California and Nevada, were not disclosed.

The organizations expect their combined forces "to make for the most impactful distributor in the country," U.S. Autoforce said.

TWI and U.S. AutoForce have been partners the past three years, collaborating on expanding U.S. AutoForce's Tire One dealer marketing program into TWI's distribution territory.

Corona, California based TWI and U.S. AutoForce of Appleton, Wis., said the partnership was formed "to share ideas and best practices that address the ever-changing market conditions – with the ultimate goal to better serve their respective customers."

According to independent resources, U.S. Autoforce is the fifth largest wholesale tire distributor in the U.S., following the recent spate of consolidations involving Bridgestone Americas, Goodyear, Michelin North America and TBC Corp.

U.S. AutoForce will retain Tire's Warehouse's name, company structure, employees and ways of business for the foreseeable future.

"We are excited by the opportunity to combine the TWI and USAF families," U.S. AutoForce President Pat Hietpas said.

Tire Warehouse was established in 1969 by the Helmie family and has operated as family-owned ever since.

"After more than 50 years of business and continued growth, Tire's Warehouse is extremely

proud of the level of service our customers have come to expect from us," TWI President Dan King said.

TWI is in the process of opening its eighth warehouse, a 122,000 sq. ft. distribution center in Fresno, Calif.

U.S. Autoforce operates 24 warehouse distribution centers in 10 states and now with 8 locations in California and Nevada the question is, "Is there plans to move up the west coast to Oregon and Washington?"

L&I STUDYING NEW RULES ON LEAD

Washington's Labor & Industries is studying whether to adopt new rules by the end of the year for working with lead.

Among the considerations are batteries, ammunition, brass that contains lead, fishing gear, industrial paints, self-lubricating bearings, hardware stores, radiator repair and other related work situations.

It is reported that employers working with bulk lead products containing 20% or more of lead by volume would need to provide protective equipment such as nitrile gloves, hand-washing stations and respirators as needed. Fishing gear departments that handle unwrapped sinkers, for example, could experience lead absorption into the skin.

NWTDA is working with the Washington Retail Association on this issue and will keep Washington Tire Dealers informed on any changes.

Greg Flink, Sales
Cell: (509) 948-7100

gflink@pacifictiredistributors.com
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COMMERCIAL TIRE CELEBRATES 50 YEARS

Since 1968, Commercial Tire has been providing quality tires and vehicle maintenance service to the Pacific Northwest.

It all started with Founder and CEO Bob Schwenkfelder. Guided by his dad's work ethic, his family lived under the philosophy that hard work and common sense will take you a long way in life. And they did. In 1963, as a broke college student, Bob got a job at a tire company. Two years later he went to work for Firestone. In 1968 he launched Commercial Tire, striking out on his own with just a truck, a compressor, a handful of loyal commercial customers, and a driving principle of "let our family take care of your family".

With the support of his family and team of dedicated employees, Bob grew the business into a regional powerhouse in the tire sales industry by making smart decisions and making the most of any opportunities that came up.

Though the business started with Bob, the one who's truly grown up in the business is Bob's son, Trent. He spent his childhood listening and learning all he could from his dad, and did every job in the company as he worked his way up the ladder. Today, as he prepares to guide the company into the future, he has a lifetime of experience and a great leadership team- folks he considers family - to help reach that next rung of success.

In line with the company's "On the Road" series of mini-documentaries with Commercial Tire customers, their advertising agency worked with the production crew to tell the moving family story of Commercial Tire, and celebrate 50 years in business. In the end, they created a compelling 5-minute company history to highlight their campaign landing site, CommercialTireFamily.com, that started running during the Winter

Olympics in February 2018. They also produced an entire identity campaign-including a 50th anniversary logo and tagline-plus other celebratory brand assets that will be running out over the months to come.



The "50 Year Anniversary" is being celebrated at each of the stores on various weekends throughout the spring and summer. Pictured above is a photo of preparations of the celebration at the Sunnyside, Washington location.



1968 **50** 2018

**STILL ROLLING
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NEW STATE REVENUE FORECAST

The latest Washington state revenue forecast issued the end of May includes key details that bode well for retailers and the industry in general.

Overall, it reports that revenue collection to date beginning in February re \$85.4 million, which is 2% above earlier expectations.

Retail-related items in the report include:

- Washington's top national ranking for percentage of personal income growth in 2017. It was up 4.8% compared to the nation's 3.1%. The state's Gross Domestic Product, a measurement for economic output, grew 4.4% last year compared to 2.1% nationwide.
- State employment is expected to grow 2.5% this year compared to 2.2% in a February forecast. The Economic Revenue Forecast Council expects hiring to level off next year as the recovery matures to 12% through 2023.
- Washington housing construction exceeded the forecast in the first quarter of this year. Nearly 50,000 housing building permits were issued statewide in the first quarter, 6,000 more than expected in the February forecast.
- Those who have owned homes, particularly in Seattle, during the recovery have significantly more wealth, ERFC reports that Seattle home prices are up 84% since the December 2011 economic trough.

AMAZON & SEARS TEAM UP

Sears Auto Centers is working with Amazon.com to provide full-service tire installation and balancing for customers who purchase any brand of tires on Amazon.com. The service will be rolling out to customers across the U.S. over the coming weeks.

With this collaboration, Sears Auto will become the first nationwide auto service center to offer Amazon.com customers a ship-to-store tire solution integrated into the Amazon.com checkout process. Amazon customers simply select their tires, the Sears Auto location and their preferred date and time for the tire installation. Sears Auto Centers then contacts them to confirm their appointment.

Sears' standard installation fee covers installation, balancing, either a rubber valve stem or a TPMS rebuild kit, disposal of old tires, under-car evaluation and road test.

Sears has just added 71 Sears Auto Centers to the list of stores that will offer installation and balancing for customers who purchase tires on Amazon.com. Stores in Washington made the list along with 30 in California. That brings to 118 the number of Sears stores across the country that will make the service available.

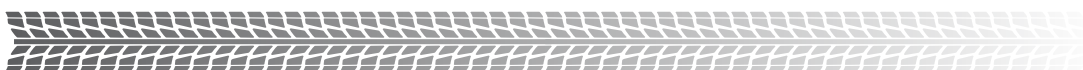
CERTIFIED AUTOMOTIVE TIRE SERVICE

Certified Automotive Tire Service (ATS) is a Tire Industry Association 300-level certification program that provides in-depth and comprehensive instruction on the recommended procedures for servicing modern automobiles and light trucks.

Certified ATS is designed for the professional tire technician so the subjects range from the

relationship between torque and clamping force to the TPMS relearn procedures on domestic and import vehicles.

The ATS training is now available to NWTDA members locally. For more information contact the NWTDA office at 509-948-2433.



FAMILY AND MEDICAL LEAVE RULES

Washington State Employment Security has filed final rules on the state paid Family and Medical Leave program, for which premium pay deductions will begin in January 2019.

Rules have been filed relating to collective bargaining agreements, assessing and collecting premiums and voluntary plans.

Northwest Tire Dealers Association continues to work with the Washington Retail Association so that members can obtain answers if they have question about the way the program will work.

Members can learn more through a webinar that give an overview of the program. Contact the NWTDA office at 509-948-2433 for webinar information.

NWTDA OFFERS ATS TRAINING

The Northwest Tire Dealers Association will offer the TIA CERTIFIED COMMERCIAL TIRE SERVICE training class in Portland, Oregon in September.

Companies that wish to take technician training to the highest level can participate in the Certified CTS Technician Program (300 Level). This program is designed for experienced employees with at least one year of hands-on experience. In addition to successful completion of the final exam, students must show proficiency in the shop by demonstrating the ability to perform various skills that must be witnessed and signed off on by a service manager or supervisor.

Contact the NWTDA office for dates and location of this September training.

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