



# Northwest TIRE TALK

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

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**March | April 2019**

## **WASHINGTON STATE BILL WOULD BAN STUDDED SNOW TIRES**

Washington House Bill 1309 calls for a \$100 tax on each studded tire sold through the end of 2019. Beginning January 1, 2020, it would be a traffic infraction for any person, firm, or corporation were to sell or offer for sale a studded tire or a stud for installation in a tire. The bill would allow the driving public to run on their existing studded tires until 2025.

Beginning July 1, 2025, it would be unlawful to use metal studs imbedded within the tire upon any vehicle on the public highways of the state.

On January 31, the Northwest Tire Dealers Association and the Washington Retail Association along with lobbyists representing Les Schwab Tire stores attended a hearing for the bill and testified against the bill.

If this bill would be passed into law as written, dealers would only have 2 months, November and December of this year to legally sell their studded tire inventories. However, retail customers could cross into Oregon and Idaho to purchase their studded snow tires without paying any fines. Customers would then have up to 5 years to run those tires in the State of Washington.

### **IN THIS ISSUE**

2019 Top Shop Award . . . . .	page 3
NW ATS Training Offered . . . . .	page 4
Testing All-Weather Tires . . . . .	page 4
Mobile Tire Service . . . . .	page 6
Warren Secord . . . . .	page 8
Buzz Gilbert . . . . .	page 8
Oregon Agencies Training . . . . .	page 9

As of this writing, the bill remains in the House Transportation Committee and has not gone for a vote in the House of Representatives.

## **GOODYEAR TO SELL COMMERCIAL TIRES DIRECT TO CUSTOMERS ONLINE**

Goodyear is expanding its e-commerce program to include its commercial products, scheduled to launch as a pilot program in the second quarter of 2019, with full availability in Q3 2019.

**Continued on page 3**

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# GOODYEAR TO SELL COMMERCIAL TIRES DIRECT TO USERS

Continued from front page

The online program will let owner-operators and small fleets buy Goodyear truck tires online with a credit card and schedule installation at participating Goodyear commercial tire dealerships through an all-new ecommerce portal.

Goodyear truck-tire customers will be able to access the tire-buying portal through Goodyear's commercial tire website. Once there, consumers can buy tires and schedule installation with participating aligned independent Goodyear commercial dealers as well as its company-owned commercial tire and service network locations.

Goodyear says independent dealers participating in the program will benefit through delivery commissions and installation revenue—plus the opportunity to meet, capture and convert new customers. Note that the new program is no intended to take the place of existing customer arrangements at Goodyear commercial tire dealerships; however, the company says it will help drive new customers to Goodyear commercial dealerships for incremental sales opportunities.

The program is rolling out in three phases. The first phase began at Goodyear Customer Conference in late January. At the event, aligned commercial dealers attending were invited to enroll as participating installers and learn more about the program. Phase Two is a pilot program where up to 2,000 dealer locations that signed up during Phase One as early adopters will help “beta test” the program in a soft launch before Phase Three, when the portal is rolled out across the United States.

The program was developed with advice from the newly formed dealer advisory board that helped guide the program's rollout. Brent Bingham, owner of Bingham Tire of Barbourville, Kentucky,

served on that board. Bingham is an independent tire dealer, owner of three Goodyear-affiliated commercial tire locations who sees the new online portal as an opportunity for his business, especially when targeting the smaller and medium-sized fleet accounts.

“They asked us about this, and I'm 100% behind it,” says Bingham. “I think it's going to be good for everyone—its's up to the dealer in how far they take it.”

Goodyear dealers here in the Northwest are not as positive as Mr. Bingham, and some say it's a program that is developed to fail.

Goodyear was the first tire manufacturer to offer an e-commerce option for consumer tires and is now the first tire manufacturer to offer an e-commerce program for commercial tires.

## 2019 TOP SHOP AWARD NOMINATIONS ARE OPEN

Now in its 13th year, Tire Review is once again searching for the “best of the best” independent tire dealers in North America with its 2019 Top Shop Award, presented by Coats.

The Top Shop Awards program highlights independent tire dealers that best epitomize the key attributes and values of a highly successful business.

“The award shines the spotlight on the most successful businesses in our industry, especially the owners and team members who support that success,” says Tire Review Editor Patti Hoying. “We see our Top Shop Winners and Finalists as an inspiration for others in our industry.”

To Shop Winners and Finalists will be profiled in a special Top Shop section of Tire Review in September 2019.

Independent tire dealers in North America are eligible to enter the Top Shop contest. Initial entry period closes May 1, 2019.

## TIA ATS TRAINING OFFERED IN THE NORTHWEST

The Tire Industry Association (TIA) has announced the locations for the 2019 Automotive Tire Service (ATS) Advanced Instructor Training Tour. These 4-day, hands-on training classes will be hosted across the United States with the goal of educating tire technicians on the proper safety procedures and guidelines for servicing passenger and light truck tire and wheel assemblies.

The Seattle training program will be in Auburn at Green River Community College in September.

The Certified Automotive Tire Service (ATS) Program is a 300 and 400-level certification 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 passenger and light truck tire technician so the subjects range from the relationship between torque and clamping force to the TPMS relearn and diagnostic procedures on domestic and import vehicles.

The Northwest Tire Dealers Association (NWTDA) continues to offer the 300 level ATS training to its members on a regular basis. Our last class was held February 24 in Tacoma, Washington.

NWTDA is working on scheduling ATS classes in the Portland and Seattle areas in April. For more information on these classes contact the NWTDA office at 509-948-2433.

## CONSUMER REPORTS TESTS ALL-WEATHER TIRES

Consumer Reports (CR) recently tested all-weather tires and published their results in the magazine's November issue.

All-weather tires build on the capabilities found on performance all-season tires with additional winter talents, CR said in its article. In doing so, they bridge the gap between all-season tires and dedicated winter tires.

All-weather tires can be used all year long, and like winter tires, they have a three-peak mountain and snowflake symbol, which signifies that the tire meets an industry-defined level of snow traction.

In the November article, CR said it evaluated five all-weather tire models for best all-around all-weather tire: the CrossClimate+, Assurance WeatherReady, Nokian WRG4, Toyo Celsius, and Vredestein Quatrac 5.

"The Michelin CrossClimate+ shined as the top-rated all-weather tire thanks to its uncompromising grip," the article said.

The Cooper Discoverer True North was rated No. 1 among winter/snow tires, followed by the Hankook Winter1, Continental WinterContact SI, Michelin X-Ice X13, and Nokian Hakkapelitta R3.

Consumer Report tested the tires at its test track in Connecticut for wet and dry braking and handling, ride comfort and quietness, snow traction and resistance to hydroplaning, according to the article.

CR tested categories of all-season tires along with the all-weather tires. It evaluated each tire's grip on ice at a nearby skating rink, conducted treadwear test on public roads in Western Texas, and commissioned outside laboratories to measure rolling resistance.

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# TESTING MOBILE TIRE SERVICES

Icahn Automotive Group L.L.C. and TBC Corp. are the latest aftermarket companies to test the mobile tire-servicing waters, with Icahn opting to go after larger corporate/fleet business with its Pep Boys Mobile Crew initiative.

These new initiatives are in addition to a mobile tire-installation program being tested by Goodyear along with dozens of independents already active across the country.

Bridgestone Americas and Michelin North America Inc. tested the concept in 2016, and American Tire Distributors Inc. (ATD) ran a test in the Indianapolis market in 2017–18 under the Rubbr Automotive Services L.L.C. name.

Of the two newest initiatives, Icahn Automotive is more comprehensive, offering a package of preventive auto maintenance services, and is market-ready.

The Pep Boys Mobile Crew rig is contained in a 28-foot, dual-axle trailer with a service bay equipped with mobile lifts, tire-changing and diagnostic tools and equipment and staffed by ASE-certified automotive technicians.

Pep Boys Mobile Crew offers “check engine” diagnostics; tire repair, replacement, rotation and balancing; brake, shock and strut maintenance; belt and hose replacement, and heating, air conditioning and cooling system maintenance, Icahn Automotive said.

Services such as battery, wiper blade and headlamp checks and replacement, and oil and other fluid changes also are available.

Pep Boys said it is still evaluating what—if any—surcharges it might apply for the mobile service versus work done at a store.

Automotive noted that, according to the Auto Care Association (ACA), just 40 percent of motorists performed their vehicles’

manufacturer-recommended scheduled maintenance. This translates to more than 75 million passenger vehicles on the road with unperformed maintenance. Of the drivers who delay auto repairs, more than 20 percent cited lack of a convenient time, according to the ACA. Additionally, nearly 16 percent of vehicle owners reported choosing a repair provider based on its location.

TBC initiated a mobile tire-installation in early October in the Dallas and West Palm Beach, Fla., areas through its NTB Tire & Service Centers and Tire Kingdom Service Centers, respectively. There are 30 NTB retail stores in the Dallas metro area and 17 Tire Kingdom stores in the West Palm Beach area. In announcing the tests, TBC said people are turning increasingly to delivery options in many areas to help them manage busy schedules, careers and commutes.

“We’re constantly talking to consumers to see how we can better fit our services into their busy lifestyles.” TBC Corp. President and CEO Erik Olsen said.

TBC is charging a \$50 service fee per visit, plus tire disposal fee and TPMS reset fee, where applicable and/or required, as well as a shop fee of up to 10 percent of the non-discounted retail of the transaction, not to exceed \$35.

Goodyear is now in the second year of testing its mobile tire-fitting service, called Goodyear Mobil Tire shop, in the Los Angeles and Orange County, Calif., and Raleigh, N.C. areas to evaluate the efficacy of this tire-servicing alternative.

Bridgestone and Michelin suspended their mobile-installation initiatives after a year or so in operation, while the websites for ATD’s Rubbr Automotive project urges customers to visit [TireBuyer.com](http://TireBuyer.com) to buy tires online.

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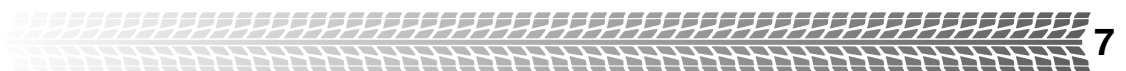
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# TIA 2019 CTS TRAINING

The Tire Industry Association (TIA) is offering training sessions for the Commercial Tire Service (CTS) at major cities across the United States starting in March. Denver is the nearest location for those of us in the west and the four day classes begin on March 12. They will also offer a Denver training in April and October.

The Denver classes are the Instructor 400 level Training Classes and graduating participants qualify as instructor and are setup to go back to their tire stores and become certified instructors.

For those wanting to be certified techs local training classes are offered through the Northwest Tire Dealers Association. This 8 hour training class will cover all aspect of medium/heavy truck tire service. For details contact the NWTDA office at 509-948-2433

## WARREN SECORD

Warren Secord 81, a former board member of the Tire Industry Association and the Northwest Tire Dealers Association, passed away on September 29, 2018. A memorial Service, Celebrating Warren's Life was held in Covington on January 5<sup>th</sup>.

Warren started his first automotive business, S&S Valley Tire in Kent, Washington in February of 1965.

He was a member of the Rotary Club of Kent, where he became a huge advocate for Vocational education, especially automotive. With Warren's drive and persistence, he convinced the Kent and Tahoma School Districts to design automotive shops in all 5 of those high schools. He sat on the committee to assist both districts to complete and open those automotive shops.

Along with his tire store activities Warren was also involved in selling race tires with Parnelli Jones, Firestone, Goodyear, NASCAR NW Tour, SCCA, Cascade Club, NASCAR Truck Series, Drags and Pro Mazda. The racing was a huge

piece of his life.

Donations may be made to the following scholarship funds:

Warren Secord Automotive Scholarship (Green River College, Auburn, Washington.)

Warren Secord Automotive Scholarship (Renton Technical College, Renton, Washington.)

## BUZZ GILBERT

Buzz Gilbert, a pioneer in the Oregon tire business and former member of the Northwest Tire Dealers Association, passed away January 25, 2019.

Buzz started his tire career in 1953 at the age of 18 and in 1956 opened his own OK Rubber Welders store. After the OK Tire group folded in the mid 60's Al Sinard brought many of the OK group back together under the Associated Tire Stores. Buzz was part of that change and he carried the BF Goodrich line of tires as well as a few other minor brands.

In 1966 Buzz built his store located on Powell Blvd. in Gresham and in the early 70's the store changed over to a Big O Tire franchise.

Buzz later sold the business, but kept the building and land. The business was sold a couple times and then ended up vacant so the Gilbert family had a family meeting and decided to get back into the tire business and Buzz's legacy in the business continues to this day. His sons David and Craig Gilbert have continued on in the business and now own and operate the business as Gilberts Tire Pros.

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# OREGON AGENCIES OFFER BUSINESS TRAINING

Three Oregon agencies offer regular training for companies with the state.

The Oregon Bureau of Labor and Industry (BOLI) offers training seminars on such topics as wage and hour laws, discipline and discharge, and the latest developments in employment law. Call 971-673-0825 for more details.

The Oregon Department of Environmental Quality invites businesses that handle hazardous waste to sign up for a class covering basic management of such waste. Registration is free but on a first-come, first-serve basis. Check the DEQ home page for more details.

The Oregon Occupational Safety and Health Administration (OSHA) offers classroom workshops and online training on such topics as hazard communications, safety meetings,

lockout/tagout, personal protective equipment, etc. ...for current class description and schedule Call 888-292-5247 or send an email to [ed.web@oregon.gov](mailto:ed.web@oregon.gov).

## ATE AUTOMOTIVE TRAINING

The 2019 Automotive Training & Expo (ATE) being held March 22–24 at the Double Tree Hotel at the Sea-Tac airport is fully booked. If you didn't get registered in time, keep your eyes open for the ATE–Spokane, being held October 4–5. You can contact ASA-Northwest to let them know what classes you'd like to see in Spokane. For more information contact ASA at 253-473-6970.

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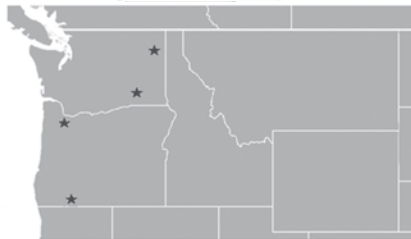
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