



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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BRIAN RIGNEY TO ADDRESS TIRE DEALERS AT THE NWTDA TIRE EXPO



Newly elected Tire Industry Association (TIA) president, Brian Rigney, will address Northwest tire dealers at the 55th NWTDA dealer meeting and tire trade show on Thursday, March 19, 2020.

Brian is currently the President of Dill Air Controls and has 18 years of experience with

the tire industry. Dill has performed countless training seminars since 2005 to educate tire dealers on how to properly service vehicles with TPMS, as well as explaining the system to the motoring public.

For the past three years, Brian has been involved in the training and government affairs committees of the TIA and hopes to continue his efforts in helping to update the TIA training modules with best practices.

All NWTDA members will receive a special invitation to the "Breakfast with the President" the end of January along with a Tire Expo program listing all the training classes and events. The breakfast will be free to all dues paying members of the NWTDA.

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RESTRICTIVE SCHEDULING IN WASHINGTON

Restrictive Scheduling will be a major topic for Washington legislators this session. They are currently looking to Seattle's legislation, which is the most restrictive—this will affect both retailer and commercial tire dealers.

This legislation would restrict any changes to employers work schedules within 14 days. Any changes would result in penalty pay to the worker and the state. Even if an employee calls out sick and the employers needs to have someone else come in voluntarily, it could still result in penalty pay. As written in Seattle, there are no considerations for inclement weather or safety roadside assistance.

Continued on page 6

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BRIDGESTONE'S GCR TIRES BUYS TIRES INC.

For over 65 years, four generations of the Hubbert family have been involved with Tires Inc. In November, Bridgestone America Inc.'s GCR Tires & Service acquired Tires Inc. to add to their commercial tire store locations in the Northwest. Both locations in Chehalis and Tumwater will continue to operate, but now with the Bridgestone and Firestone brands.



The Hubberts were a big part of the community and just over 5 years ago four family members were honored by the local Chamber of Commerce. Those four members honored were: Jonathan, on the far left, Buck Hubbert and his granddaughter Amanda, and his son Ralph.

Congratulations to the Hubbert family with over 65 years of service to their Chehalis community!

GCR has nine other locations in Washington and a dozen throughout the Pacific Northwest. The Chehalis location will continue to produce Bandag retreads, Bridgestone said.

YOKOHAMA'S SEMA AWARDS

Yokohama Tire Corp. swept the "Best New Tire" category of the Specialty Equipment Market Association's "New Products Awards," taking first and both runner-up awards for products from its Advan and Geolander tire lines.

SEMA named the Geolander X-AT extreme all-terrain tire "Best New Tire," while the ultra-high-performance Advan Apex and the luxury SUV and crossover tire, Geolander X-CV, earned runner-up recognitions.

Andrew Briggs, Yokohama's vice president of marketing and product management, said winning the new product award is a "major achievement, but sweeping the category is unprecedented and a testament to the strides we've made in terms of our new products."

Yokohama—which returned this year to the SEMA Show as an exhibitor after a seven-year hiatus—has launched nine consumer tires this year, including the Xp-AT, Apex, and X-CV.

NWTDA is working with the local Yokohama Sales group to get these award-winning tires on display at our March Tire Expo in Portland, and we think we have a green light on that subject (Thanks Dan Kennedy).

NWTDA'S NEW PARTNERSHIP WITH AUTOZONE

The Northwest Tire Dealers Association is proud to announce a new partnership with AutoZone. AutoZone is 100% company owned and operated with no franchise locations. AutoZone's commercial business to shops, fleets, and associations represents \$3 billion of the \$12 billion annually.

The New Member Benefit Program gives your business access to negotiated national account pricing and a rebate back to your business. AutoZone has also provided a rebate based on sales from our members participating with AutoZone that goes back to our NWTDA.

Auto Zone will have representatives at their booth during the Tire Expo in Portland in March so come check out this new program.



CONSUMER REPORTS HAS GOOD RATINGS FOR MICHELIN, CONTI

Source: *Tire Business*

Michelin and Continental brand tires were the most prominent brands among Consumer Reports' top tire picks in 2019, with the lesser-known Vredestein brand picking up a couple of recommendations, including "Best Performance Winter Tire." The Michelin product line will be on display at the NWTDA Tire Expo, March 19 & 20 at the NTW booth in Portland.

The magazine rated a Michelin product 1st in three of the seven categories profiled and 2nd in three others, while Conti picked up two No. 1 recommendations (one Continental and one General brand) and three 2nds. Cooper, Goodyear, and Vredestein garnered the other three top recommendations from the magazine in its annual tire ratings.

Michelin was rated No. 1 in the "Summer Ultra-High-Performance," "All-Season Performance," and "All-Season Light Truck" with its **Michelin Pilot Sport 4s**, **Michelin CrossClimate+**, and **Michelin Premier LTX**, respectively.

Continental garnered top recommendations in the "All-Season" and "All-Season Light Truck" categories with its **General Altimax RT43** and **Continental CrossContact LX20 EcoPlus**, respectively

CR rated the **Cooper Discoverer True North** and **Vredestein Wintrac Pro** its "Top Winter" and "Performance Winter Tires," respectively, with the **Wintrac Pro** offering "outstanding snow traction and ice braking," according to the report written by CR staff writer Jeff S. Bartlett

Goodyear's Eagle Exhilarate earned the top nod in "All-Season UHP."

Every year, CR chooses several categories of consumer tires and test them for various performance characteristics at its auto test center in Colchester.

This year, concentrating on UHP tires, it purchased 520 tires for its full test program, covering 51 models, CR said. It tested for wet and dry braking and handling, ride comfort and quietness, and resistance to hydro-planing.

"A car's performance is only as good as the tires, because they are the only contact with the road," CR Tire Program Manager Gene Petersen said.

The current rankings appear in the December 2019 issue of Consumer Reports.

No. 2 recommendations from CR include:

- **Continental *ExtremeContact Sport*** and the **General *G-Max RS*** in the "Summer UHP" category, with the ***ExtremeContact Sport*** offering "excellent" handling and the ***G-Max RS*** a slightly longer tread life, it said.
- **Michelin *Pilot Alpin PA4*** in the "Winter Performance" category
- **Michelin *Pilot Sport A/S 3+***, **General *G-Max AS-05***, **BFG *g-Force COMP-2 A/S***, and **Vredestein *Quatrac Pro*** were "in a virtual four-way tie" in the "All-Season UHP" category, CR said.
- **Hankook *Winter 1 cept iZ2*** in the "Winter" category
- **Michelin *Defender T+H*** in the "All-Season" category
- **Continental *PureContact LS*** in the "All-Season Performance" category.

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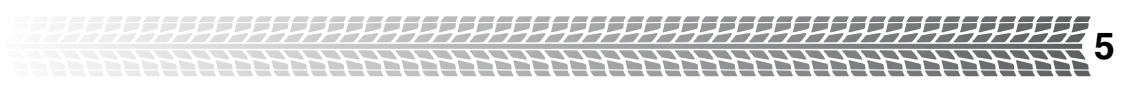
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TIA TO CELEBRATE CENTENNIAL

The Tire Industry Association (TIA) is planning a series of special events next year—including an international industry issues summit during the 2020 SEMA Show—to help mark its centennial year.

TIA is planning to hold the issues summit—which is expected to include participation by leading tire makers, international industry trade groups, and other industry influencers—on Wednesday of the SEMA Show, said TIA CEO Roy Littlefield at a press conference held at the 2019 SEMA Show. The 2020 SEMA Show, which includes the Global Tire Expo powered by TIA, will be held Nov. 3–6 at the Las Vegas Convention Center. Other special events TIA is planning include a global environmental conference that’s tentatively scheduled for April in Washington, DC, Mr. Littlefield said, and will focus on issues impacting the tire industry as well as the industry’s impact on the environment, such as effective end-uses for scrap tires.

The conference coincides with the revival of TIA’s Environmental Advisory Council (EAC), a body of industry experts from various disciplines tasked with promoting environmental awareness, economic viability, and sustainable best practices for every aspect of the tire and rubber industry.

Dick Gust, president of national account sales for Liberty Tire Recycling and a former TIA president, chairs the EAC.

The environmental summit will coincide with TIA’s annual Lobby Day, when TIA organizers visits with key members of the U.S. congress to discuss issues affecting the industry.

These event are in addition to TIA’s regular yearly events, such as the Off-the-Road Tire Conference, scheduled for Feb. 19–22 in Palm Springs, CA.

WASHINGTON RESTRICTIVE SCHEDULING LEGISLATION

(Continued from front page)

The current Seattle legislation also requires that employees who are on-call receive wages for the entire period they are on-call and then time and a half if they actually go out on a job.

This legislation is a bad precedence for Washington employees and employers. Industry lobbyist will be fighting for either no legislation or at least considerations to allow for voluntary lists, inclement weather, and roadside assistance. Oregon legislation has these clauses.

Washington business leaders are hoping to have as much engagement as possible on this issue and NWTDA needs to be included.

Tammie Hetrick is heading up the NWTDA fight on Restrictive Scheduling and will have a presence in Olympia during this legislative session. If you are interested in this topic and want to attend legislative hearings and testify give NWTDA a call at 509-948-2433. The session starts January 13.

NWTDA WILL OFFER TIA’S CTS TRAINING AT TIRE EXPO

The Northwest Tire Dealers Association will offer the Tire Industry Association’s Commercial Truck Service (CTS) training and certification class in Portland on March 19th during their Tire Expo.

Cost of the training is \$295 for NWTDA and/or TIA members and it includes a new TIA CTS training manual and lunch. Those members wanting to use their own CTS manuals will be charged \$195. The Non-members price is \$395. For more details on all the training call the NWTDA office at 509-948-2433 or check our web page at www.nwtiredealers.org.



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COOPER, GOODYEAR RECEIVE NPD AWARDS

Cooper Tire & Rubber Co. and Goodyear are winners in the inaugural “Aftermarket Performance Awards” created by NPD Group Inc. and revealed at the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas.

The awards were given to the companies with highest increase in market share and fastest-turning brand per items in the US, according to NPD’s Retail Tracking Service, and highest increase in online market share in the US, according to NPD’s Checkout E-Commerce Tracking.

Cooper took top honors for “fastest-growing brand” in the “tires” category, While Goodyear was judged No. 1 in the “fastest-turning brand per item.” Both were among brands with over \$25 million in sales.

“Fast-paced change is the soundtrack of today’s retail scene, and it’s resonating in a multitude of ways within our automotive aftermarket community,” Steve Flavin, president, Automotive Aftermarket practice, NPD Group, said.

NPD’s Retail Tracking Service for the automotive aftermarket is based on sales data collected from a panel of automotive specialty and mass retailers. Retail Tracking Service data for tires, specifically, is collected from a panel of mass, warehouse club, and e-commerce retailers.

Goodyear products will be on display at the NWTDA Tire Expo on March 18 & 19 at the Tire Hub booth #9. Stop by their booth to see the award-winning Goodyear Eagle Exhilarate and other Goodyear tire products.

NORTHWEST WHOLESALE TIRE TO SPONSOR ATS CLASS AT TIRE EXPO

Northwest Wholesale Tire will sponsor the Automotive Tire Service (ATS) training class at the NWTDA Tire Expo on March 19 & 20, 2020.

This Basic automotive Tire Service is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing passenger and light truck tire and wheel assemblies. Basic ATS places special emphasis on the relationship between torque and clamping force so technicians have a thorough understanding of the necessary steps to ensure wheel retention on steel and aluminum wheels. For details of the training see the NWTDA training brochure that will be mailed out to members the end of January.

GOODYEAR BUYS RABEN TIRE

Goodyear has acquired Raben Tire Co. of Evansville, IN, a long-time Goodyear dealership that’s ranked among the 50 largest commercial and retail dealerships and retreaders in the U.S.

Goodyear said buying Raben Tire advances its “Connected Business Model” and enhances its ability to grow in the rapidly changing aftermarket tire business.

Raden Tire generates roughly more than \$150 million annually from its activities in the retail, commercial, and retreading business.

Founded in 1952 by Henry Raben, Raben Tire operates over 30 commercial and consumer tire service locations and three retread plants, including two that are Goodyear Authorized Retreading system plants. The locations are spread throughout six states – Arkansas, Illinois, Indiana, Kentucky, Missouri, and Tennessee.

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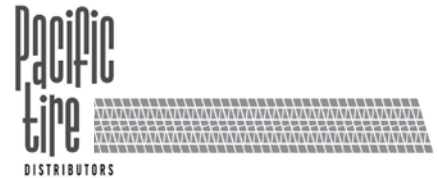
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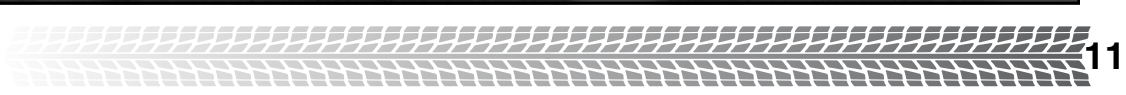


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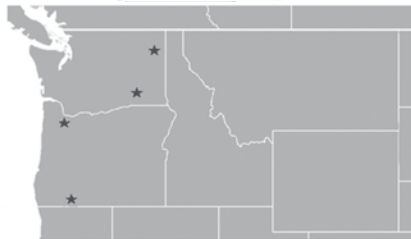


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