



# 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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**July | August 2020**

## **USW SEEKS NEW TARIFFS ON PLT TIRES**

The United Steelworkers (USW) union has filed anti-dumping and countervailing duty petitions targeting passenger vehicle and light truck tires made in South Korea, Taiwan, Thailand, and Vietnam. With that in mind, the International Trade Commission (ITC) now has until July 17 to reach preliminary determinations of possible injury to the U.S. tire industry.

The U.S. Department of Commerce on June 4 extended the deadline amid hundreds of submissions delivered to the ITC over the past several days by affected and interested parties and is tied to its decision to extend the deadline for its "initiation determinations" from June 2 to June 22.

After the ITC reaches its preliminary determinations in the case, it has five business days—until July 24—to transmit its views to the Commerce Department. The original deadline was June 29.

The USW filed anti-dumping and countervailing duty petitions May 12 with the Department of Commerce and the ITC alleging companies in these four Asian locales are dumping products in the U.S. at margins ranging from 33% (Vietnam) to 217% (Thailand).

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## **TIA CANCELS SEATTLE ATS TRAINING**

The Tire Industry Association (TIA) has canceled the Advanced Instructor Training class in the Seattle area for its 2020 Automotive Tire Service (ATS) Certification Course. The training class was scheduled for September 1—4.

The certified ATS course, designed for passenger and light truck tire technicians, provides 300 and 400 level certification on the recommended procedures for servicing passenger and light truck tires.

The Northwest Tire Dealers Association has plans to hold an ATS 300 level certification class and a 300 level CTS class in mid-September in the Portland area. For more information or to register for the classes contact the NWTDA office at 509-948-2433.

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# KLYDE THOMPSON RETIRES



Klyde Thompson is retiring, but not from Del's OK Point S Tires, it's from the Lewis & Clark Fire Department.

The Lewis & Clark Fire Department had its annual banquet the first part of March and the highlight of the evening was for the retiring Assistant Fire Chief Klyde Thompson. Klyde was the first Lewis & Clark volunteer to serve for 50 years. He joined the fire department in 1969 as a junior in high school. After graduation in 1971 he was drafted and came back after his time in the army. His value to the department was expressed by several members who have served with him, and by Chief Golightly.



Klyde's Dad, Del, started in the tire business in 1952 and bought the shop in 1962 and moved the business to the present location in 1969. Klyde started pushing broom at his dad's shop at the early age of 12 and has been there ever since.

Make no mistake, he is still at the helm at Del's OK tire Point S. Klyde is a member of the NWTDA board of directors and has served as President of the Oregon Tire Dealers Association as well

as the NWTDA. Congratulations Klyde.

# GLOBAL TIRE EXPO/ SEMA SHOW

Plans for the 2020 Global Tire Expo—Powered by TIA at the SEMA Show are under way and on target for November 3—6, 2020. The show is targeted to all segments of the tire industry and services the unique needs of tire dealers and the tire business community. Networking, social events, educational sessions, and the Global Tire Expo trade show are all part of this opportunity-packed week in Las Vegas.

TIA's pre-show events on Monday, November 2, welcomes TIA members and tradeshow attendees to the upcoming Global Tire Expo/SEMA show.

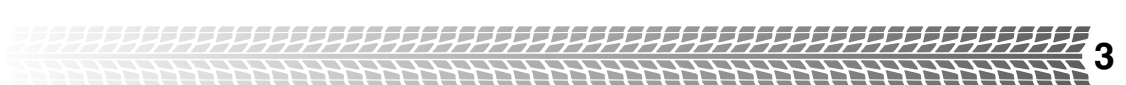
100th Anniversary Celebration: Roy Littlefield announced that TIA will host a 100th Anniversary gala at the Cosmopolitan Las Vegas' Chelsea venue on Monday, November 2. The event will feature a cocktail reception, memorable anniversary presentations, and keynote speaker Rock Bleier, Vietnam veteran, Purple Heart Award recipient, and four-time Super Bowl winner for the Pittsburgh Steelers.

According to SEMA, the industry is demonstrating strong support for the 2020 Show with 1,800 companies slated to exhibit.

## THIS DATE IN HISTORY

In the August 1986 issue of "Tire Talk," Executive Director Keith Rowbotham's headlines read: *LOOK OUT LAS VEGAS ... THE NORTHWEST IS COMING !!!* He was referring to the fact that Bud Brown (Bud Brown Tire) of Spokane was to be installed as the new president of NTDRA. He was also referring to the fact that Les Schwab was being installed in the NTDRA Hall of Fame.

Bob Brown, of Bob Brown Tire in Portland, was the President of the Oregon Tire Dealers that year.





# USW SEEKS NEW TIRE TARIFFS

*Continued from Front Page*

According to Modern Tire Dealers statistics, these four countries imported 85.3 million consumer tires into the U.S. market in 2019, with more than half of that total coming from Thailand.

According to the ITC's summary of the USW's petitions, the commission must *"determine whether there is a reasonable indication that an industry in the United States is materially injured or threatened with material injury, or the establishment of an industry in the United States is materially retarded, by reason of imports of passenger vehicle and light truck tires from Korea, Taiwan, Thailand and Vietnam ...that are alleged to be sold in the United States at less than air value and alleged to be subsidized by the government of Vietnam."*

A sampling of documents filed by affected parties and government entities from the targeted sources and reviewed by Tire Business are in near 100% agreement that the imposition of elevated import duties on tires from the targeted locales would increase prices for consumers and do little if anything to secure jobs at U.S. companies.

The USW said in its statement it believes the record will show that subject imports used "pervasive underselling" to gain market share and also "suppressed and depressed domestic prices."

According to the data in the USW petition, the value of the imported tires from these four countries has increased by 221% since 2017. The USW says the 71.1 million PLT tires imported in 2017 from the four countries were worth \$3.596 billion. The 85.3 million tires imported in 2019 were worth \$4.391 billion.

# A WHALE OF A STORY

Florence Oregon has a new park and it's named after one of Oregon's greatest triumphs—Welcome to "Exploding Whale Memorial Park".

On November 12, 1970 a 45 foot, 8 ton whale washed up on the Oregon Coast near Florence, Oregon dead on arrival.

Oregon officials were not sure how to handle the problem, but eventually came up with the idea of using dynamite to blast the problem away.

For those of you who are not familiar with this part of Whaling History in Oregon, you can check out the YouTube video of the 1970 event.

Alan Brown, of Alan Brown Tire in Newport Oregon was part of the state work crew that was involved in the process of getting rid of the stinking mess— in fact he was the person who drove the truck that delivered the 20 cases (1/2 ton) of dynamite that was used to eliminate the problem.

The park offers views of the Siuslaw River, Bridge, and the sand dunes on the south side of the river, according to the City of Florence's website.

So next time you're on the Oregon coast, stop by the new park in Florence and don't forget to stop in at Alan Brown Tire in Newport and say hello to the Brown family and check out their new store.

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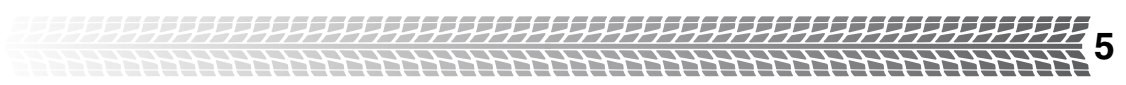
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# JIM BACON TIRE REMODEL



Jim Bacon and daughter Jennie checking out their newly remodeled store on Canyon Drive in beautiful Beaverton, Oregon.

changes early this year and closed the store down for the major work that had to be done in March.

Some of the concrete floors in the shop and office/ display area/ waiting room had to be taken up to make room for an additional bay and for the remodel a success.



They now have a total of seven bay doors and 8 lifts and new alignment capabilities.



The business has been a family owned and operated tire business since 1961 with 3rd generation family management. Jim's dad had the store built to his specifications in 1961 as an OK Tire Store. In the late 60's it was part of the Associated Tire group and 70's & 80's they were part of the Big O group.

For many years they flew the Tire Factory flag and in the last few years Jim signed on to be part of the Tire Pros group.

Over the years Jim had tried buying the building and land and was finally successful in getting the owners to sell in 2001.

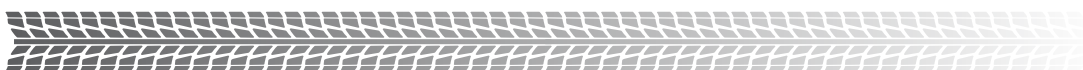
Jim and Jennie decided to make the big remodel



The remodel is 99% complete with just a few tire and wheel displays and final touches to be added. They are now open for business and business has been good for the first week of operations since March.

Jim will be celebrating 60 years in business next February and they are working on plans for a big 60th Celebration.

Congratulations Jim and Jennie on the great remodel!







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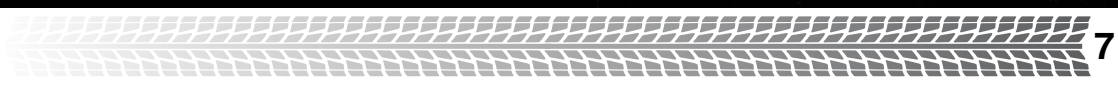
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# FEDERATED ANNOUNCES COVID-19 CLIENT RELIEF CREDIT

The COVID-19 pandemic has created a multitude of challenges for all of us. Through all of these issues confronting us today, our recommended partner, Federated Insurance, has worked closely with their customers to help them find their way through these unprecedented times. Federated is a “Value-Add” company that provides not only some of the best insurance products designed for our industry, but also the safety and risk management support that our members need for their successful businesses. Throughout the COVID-19 crisis, they have provided billing options to ease cash flow concerns and adjusted payroll and premium basis, where appropriate. Federated has announced their COVID-19 Client Relief Credit, providing premium reductions for their customers in our industry and others throughout the country.

\*Federated’s COVID-19 Client Relief Credit will provide a 15% credit based on Business Auto premium, Auto Dealer/Garage Coverage Part premium, and Business owners Policy (BOP) premium from March 15 to June 15. Policies must be in force at the time relief credit is applied. These actions are subject to regulatory approval.

Policyholders will automatically see the COVID-19 Client Relief Credit applied in the upcoming months.

Federated was founded on the four cornerstones of equity, integrity, teamwork, and respect, and has once again shown that they are dedicated to serving the needs of the members of this organization. This is one of the reasons that your association board continues to recommend Federated Insurance. They work hard to do what is right for their customers.

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Report will identify exposures and customize an insurance program specifically for your business, reflecting today’s environment and needs.

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## NTDRA’S FRIEDLANDER DIES

Philip P. Friedlander Jr., retired executive vice president of the National Tire Dealers & Retreaders Association (NTDRA) and influential tire industry leader, died June 2, 2020, from Covid-19 and having several life-threatening illnesses. He was 90.

Friedlander served for 18 years as NTDRA’s top administrative official in a career that spanned four decades with the association. He joined what is the predecessor organization of today’s Tire Industry Association (TIA) in 1954 as editor of the association’s magazine, which at one point was published weekly. He later became director of public relations, then director of communications and finally general manager before being named executive vice president in 1978. He retired December 31, 1996.

Current TIA CEO Roy Littlefield was hired by Friedlander to serve as the association’s first full-time director of government affairs. “Throughout his 42-year career with NTDRA, Phil had a passion for the workings of government and for the well-being of the independent tire dealer and independent retreader community,” Littlefield said. “He was my mentor, counselor, teacher and friend. His vision, goals, ideas, strategic planning, writings and attention to detail continue to be a big part of today’s Tire Industry Association.”

A memorial service is being planned for a later date.



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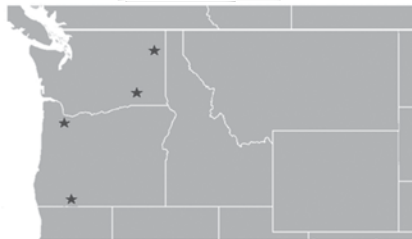
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