



# 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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## Tire Expo Special Edition

### NWTDA TIRE EXPO

The Northwest Tire Dealers Association's Tire Expo is the largest trade show for independent tire dealers on the West Coast. This year's show is being held at the Holiday Inn at the Airport on NE Columbia in Portland, OR on March 19 & 20.

Major automotive parts suppliers will be on hand to show their product lines and offer special pricing to attendees. Automotive parts suppliers attending this year's show are AutoZone, Fast Under Car Parts, and NAPA Auto Parts.

Tire Distributors will be there showing this year's new product lines and offering special prices to NWTDA members. Some of those distributors are: Avaun Tire Supply, Commercial Tire Wholesale, Independent Tire Dealer Group, NTW, National Tire Wholesale, Point S Tire, and Tire Hub.

The Tire Manufacturers will also be on hand to talk with dealers about their specific brands. BKT Tire along with Bridgestone/Firestone, Nexen Tire, and Trans American will be there also with their great product lines.

We can't leave out the repair materials group with Rema Tip Top and others showing their line of tire repair products.

If you are looking for great deals on wheels, this is the place to be. 1-800-Every Rim will be there along with GMI Wheels, and Wheel Mart.

If you are looking for fantastic buys on equipment, look no further because we have equipment distributors on hand to show you the latest in tire machines, spin balancers and the major equipment to be a successful tire merchant. Northwest Sales Group will be there, along with Six Robblees to show their product lines, and we can't forget NTW and Point S, who have product lines for their customer base too.

How is that old tire service truck holding up? Are you looking for a new one, or just adding to your fleet? Well we think you will find just what you are looking for along with the best possible price when you talk with Travis Glidden with Stellar Industries.

Do you need help with social media on your marketing program? The stop by the Optimize Social Media booth and talk with Tom.

Don't worry about dinner, because we've got you covered. We will have a special dinner buffet set up in the trade show area to take care of those hunger pains that might show up, and don't forget about the no-host cash bar.

Well, if that is not enough to lure you in to this fantastic FREE tradeshow, check out the deal we have worked out with the Portland Roadster Show: the Multnomah Hot Rod Council is having their show in Portland on Saturday, March 21 & Sunday, March 22 and we are going to give away up to 50 tickets as door prizes at the Tire Expo.

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

## NWTDA 2020 EXHIBITORS LIST

EXHIBITOR	BOOTH #	EXHIBITOR	BOOTH #
1-800 Every Rim.....	26 & 27	NWTDA.....	12
Auto Zone.....	13	Nexen Tire.....	35
Avaun Tire.....	5	Northwest Sales Group.....	31
BKT Tire.....	30	Optimize Social Media.....	6
Bridgestone.....	36	Point S Tires.....	4
Commercial Tire Wholesale.....	17	Pay Safe/ TSYS.....	16
Fast Under Car Parts.....	7 & 8	Rema Tip Top.....	15
Federated Insurance.....	11	Six Robblees.....	23
Fuller Brothers.....	29	Stellar Industries.....	28
GMI Wheels.....	32	Superior Tire.....	19 & 20
Independent Tire Dealer Group.....	33	Tire Hub.....	9 & 18
Industrial Tire.....	34	Trans American.....	10
NAPA Auto Parts.....	24 & 25	Wheel Mart.....	21 & 22
NTW.....	3		



**HARNESS THE  
BUYING POWER  
OF ITDG**

**LEARN MORE**



**Independent Tire Dealers Group, LLC**  
Growing Today for Independent's Tomorrow

# STRENGTH IN NUMBERS

Over 700 Locations  
Nationwide

Member Owned  
Profit Driven



**Independent Tire Dealers Group, LLC**



Programs  
and Pricing



Internal  
Financing



Captive  
Workers  
Comp  
Insurance

**NEXC@GEN**  
NextGen  
Committee

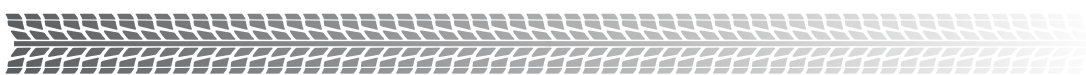
4 PILLARS OF SUPPORT



### Independent Tire Dealers Group, LLC

ITDG exists to add value to the Independent Tire Dealer

- Over 750 Locations in 43 states
- We have programs for every aspect of your business!
  - Tires, Parts, Equipment and Supplies, Lubricants, Software, Marketing and Promotions, Office Items, and more!
  - In-house Internal financing makes it easy to expand
  - Captive Insurance Program
- Low Buy in— Big Payouts!





**COSMO TIRES**<sup>®</sup>  
★ KOOL KAT APPROVED ★



**Excellent  
Quality at an  
Affordable  
Price**



**COME SEE US AT  
BOOTH #5 FOR TRADE  
SHOW SPECIAL PRICES!**

*RC-17 EL JEFE H/T Muchomacho*

- Premium comfort ride
- Stability at high speeds
- Smooth rolling resistance
- Quiet ride technology
- Superior control in wet conditions
- Road Hazard Warranty\*

**MILEAGE** Mileage Warranty\*

\* On Select Items

**DELIVERY TWICE DAILY**  
**Monday through Saturday**  
*Express delivery options  
available within delivery area.*



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Email: info@avaun.com | www.avaun.com



cosmotires.com | 1-844-COSMO-GO



COME SEE US AT BOOTH #17 FOR TRADE SHOW SPECIAL PRICES!

# COMMERCIAL TIRE

BIG OR SMALL...  
WE WHOLESALING THEM ALL  
(208) 888-8842

 **ALLIANCE**  
ENGINEERED TO KEEP YOU AHEAD

 **YOKOHAMA**

**BRIDGESTONE**

**Firestone**

**bandag**

 **COOPERTIRES**



# NTW will feature a wide variety of brands including:

## TOP BUYING PROGRAMS



## PASSENGER & LIGHT TRUCK



## MEDIUM RADIAL TRUCK



## COMMERCIAL



## EQUIPMENT & SUPPLIES



**COME SEE US AT BOOTH #3 FOR TRADE SHOW SPECIAL PRICES!**

Local: Come See us at The NWTDA Trade show!!!!!!  
Portland Oregon 4321 NE 185th Drive 1 800 424 7485  
Spokane Washington  
Burien Washington  
[www.NTW.com](http://www.NTW.com)  
In some areas, not all brands will be immediately available but should be coming soon.





# PROFITABILITY. PARTNERSHIPS. BUYING POWER. LOCAL CONTROL.



- BEST IN CLASS PARTNERSHIPS
- NETWORK SUPPORTED WARRANTY
- PREMIUM BUYING POWER
- MARKETING AND MEMBER SUPPORT

WHAT YOU WANT, IS WHY WE EXIST.



## GET TO THE POINT FOR YOUR FUTURE...

Point S was built by independent tire dealers for independent tire dealers.

**Own your future.  
Protect your profitability.**

Together we make the up largest network of co-op tire dealers in North American with over 5,500 dealers worldwide.

Interested in learning how Point S can support you and your bottom line?

**Jim Richards**  
National Co-Op Recruiting Executive  
JimRichards@pointstire.com  
(916) 952-5170

6102 N. Marine Dr.  
Portland, OR 97203

**Visit us at NWTDA TIRE EXPO Booth #4**



**Wheel Mart Seattle**  
206-575-2788

# Off-Road PACKAGES

*New Styles!!!*



**RD23**  
20x10 -24  
135+5.5 x12



**RD25**  
20x10 -24  
135+5.5 x12



**RD25**  
20x10 -24  
135+5.5 x12



**RD27**  
20x10 -24  
135+5.5 x12



**Northwest Tire Dealer Association**

**RD6-MT**



**33X12.50R20 \$1080 PER PRG**

**35X12.50R20 \$1128 PER PRG**

The RD6-MT off-road tire is ready for your ultimate adventure. Mud, snow or sand the RD6-MT is an extremely tough tire and will provide maximum traction in all terrains. Designed for exploring the desert, mud terrains, sand dunes, or mountain trails, the RD6-M/T has all the technology to overcome any terrain. The aggressive tread design is engineered to provide strong biting edges. The staggered, off-center tread blocks provide increased traction while enhancing road performance.

EXP: 03/31/20

**COME SEE US AT BOOTH  
#21 & 22 FOR SPECIAL  
PRICES!**





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