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January | February 2021

TIRE PRICES ON THE WAY UP

Goodyear, the industry trend setter for price increases, raised prices on all Goodyear and Dunlop branded passenger and light truck tires in the U.S. by up to 5 % effective December 1, 2020.

Goodyear cited the “Changing market dynamics in the industry” for the increases, which it said “reflect the strong value of the Goodyear brands.” Goodyear last raised consumer tire prices in North America on April 1, boosting prices on Goodyear and Kelly-brand consumer tires by up to 5%.

Other companies to disclose price increases include:

Hankook Tire America Corp., on its lines of commercial truck tires in the U.S. by up to 5% on December 1.

Yokohama Tire Corp., by up to 5% on select consumer replacement tires sold in the U.S., effective November 1; up to 6 percent, effective Dec. 1 on some commercial tire lines.

Bridgestone Americas Corp., on Firestone truck and bus tires, effective Nov. 1 by an average of more than 5%, with some prices by more than 8%.

Pirelli Tire North American is the latest tire

Happy New Year!

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manufacturer to announce a price hike. The company will raise prices on its passenger and light truck tires sold in the U.S., effective January 1. Increases will vary by line and size and “are due to changing market conditions”, according to Pirelli officials.

On December 1, Bridgestone Americas Inc. announced that it will raise prices on select Bridgestone and Firestone brand consumer tires in North American on January 1.

On that same day, **Sumitomo Rubber North America** will implement a consumer tire price hike of up to 8%. The company boosted its medium truck tire prices by up to 6% on December 1.

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NOTHDURFT ASSUMES TIA HELM

Dan Nothdurft has taken over as President of the Tire Industry Association with a twist in programming. Because of COVID-19 the meeting was done virtually, thanks to modern teleconferencing technology.

In the group's first-ever virtual annual meeting, held Oct. 27, TIA members welcomed Mr. Nothdurft and five other new board members to the group's executive ranks. Mr. Nothdurft, president of Tires, Tires, Tires in South Dakota and Iowa, accepted the ceremonial president's gavel from outgoing President Brian Rigney.

Mr. Rigney, president of Dill Air Controls Products of Oxford, N.C., noted TIA's annual meeting normally would take place the day before the opening of TIA's Global Tire Expo and the SEMA Show in Las Vegas. But not this year as TIA leadership belied up to their computer screens to conduct business via ZOOM.

2021 OTR TIRE CONFERENCE CANCELLED

The Tire Industry Association has cancelled its 2021 Off-the-Road Tire Conference, scheduled for February 17-20, 2021 in Tucson, Ariz., due to concerns about the COVID-19 Pandemic.

"The continuing spread of the virus has led us to conclude that cancelling the conference is in the best interest of everyone," said TIA CEO Roy Littlefield. "While disappointed, the safety of our attendees and staff is paramount, which is why we have come to this decision."

The association will be emailing everyone who has registered for the upcoming conference as well as sponsors informing them of the cancellation. All deposits will be refunded within the next two weeks.

The next OTR Tire Conference will take place in February 2022, with details to be released in the coming months.

"We considered conducting the 2021 OTR Conference online, but one of the strengths of the event is the in-person interaction, which would be lost if the program was held virtually," TIA President Dan Nothdurft said. "We look forward to gathering together again in person once this pandemic subsides."

TIA HONORS VAA DIRECTOR AKRIDGE

Steve Akridge, executive director of the Virginia Automotive Association (VAA), was presented with the Tire Industry Association's State Executive Leadership Award this year, in recognition of his leadership on aftermarket-related issues in Virginia.

Steve, who has directed the association since 1990, led the VAA's efforts over the past year to defeat bills in the Virginia state legislature that would have abolished the state's vehicle inspection program, which the VAA argued was essential to the keeping Virginia roads safe.

Among the efforts cited were Mr. Akridge building a coalition of 20 industry trade groups and encouraging auto service shops and tire dealers to gather 20,000-plus signatures in support of keeping the program.

In addition, prior to an unanticipated move by Virginia Gov. Ralph Northam to abolish the program, the VAA led an effort in mid-2019 to raise the fee for the state inspection to \$20 from \$16, generating an additional \$32 million in funding to cover the program's administration cost.

MICHELIN/TIA SCHOLARSHIP APPLICATION NOW OPEN

High school seniors interested in applying for a Michelin/TIA college scholarship for the 2021-2022 academic year have until Feb. 1 to send in their applications.

Michelin North America, Inc. and TIA will award scholarships totaling \$6,250 to three students. This includes one \$3,000 award (a total of four years, not to exceed \$12,000) and two \$1,625 awards (a total of four years, not to exceed \$6,500 each). The awards will be applied to tuition, fees and books.

The eligibility requirements are as follows:

- Applicants must be part-time employees or the dependent children of full-time employees of TIA member tire dealers. Dependent children include natural children, adopted children, legal wards, or resident stepchildren. The employee must be employed by the firm at the time of application. Michelin North America, Inc. employees and dependent children are not eligible.
- Applicants must be high school seniors planning to pursue a post-secondary education at an accredited two-year or four-year college, university or vocational technical school.
- Applicants must have a cumulative GPA of at least 3.0 on a 4.0 scale through the fall of 2020 term.

The deadline for receipt of the online portion of the application and additional required materials is 5:00 p.m. (EST) on Feb. 1, 2021. For more information and to apply, visit www.scholarshipprograms.org/mtia/.

The Michelin/TIA scholarship has been awarded every year since 2000. More than \$500,000 has been awarded to 69 recipients.

TOYO'S BROMFIELD SET TO RETIRE

Roy Bromfield, the first American to hold the top executive titles at Toyo Tire U.S.A. Corp. and a 36-year tire industry veteran is retiring but will stay with Toyo until a successor is named.

Mr. Broomfield, who joined Michelin North America Inc. in the mid-1980's after graduating from West Point and serving for eight years in the U.S. Army, joined Toyo in 2012 as COO. He was promoted to president in 2016 and earned the CEO title in 2017.

As president and CEO of Toyo U.S.A., Mr. Bromfield has been responsible for all product categories of Toyo-branded business in the U.S. replacement market.

"Under Roy's leadership, Toyo sales in the U.S. have grown dramatically, and TTC has become one of our most important global businesses," Takashi Shimizu, president of Toyo Tire Corp, said in 2017.

"The tire industry has provided me with a rewarding career and enabled me to provide for my family in keeping with the American Dream," Mr. Bromfield said. "I am so thankful for the people along the way who have helped me attain success in serving my companies and our employees and customers."

"Toyo Tires has been a great adventure for the past eight years and what a pleasure it has been to get to know beautiful Japan and its unique culture, delightful people and wonderful food."

North American represents 52% of Toyo's global sales, or nearly \$1.6 billion in 2019.

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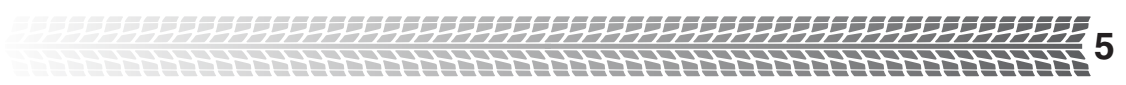
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TIA TIRE SAFETY VIDEOS

The Tire Industry Association's (TIA) consumer education videos, on the association's YouTube channel "Tire Safety Starts Here," have collectively reached more than 1 million views.

Introduced in 2013, the "Tire Safety Starts _____" series of videos are designed to educate motorists on the proper maintenance guidelines for passenger and light truck tires and tire pressure monitoring systems (TPMS). TIA's first consumer education video, "Tire Safety Starts with Proper Tire Repair," featured revolutionary footage of the inside of an inflated tire and has received 891,000 views on YouTube.

Other videos in the series cover a range of topics including tire repair, winter tires, tire inflation, tire selection, tire registration, tire inspection, TPMS and installing a spare.

Known as the industry leader in tire technician training and education, TIA set aside resources years ago to produce some videos for consumers, said Dan Nothdurft, TIA president. "Consumers need information on all the different areas of tire and tire-related maintenance, and these videos are designed to support the procedures and guidelines established by TIA's Automotive Tire Service (ATS) program," he said.

All the replacement guidelines, service procedures and maintenance tips in the consumer education videos are consistent with the ATS program, said Kevin Rohlwing, TIA senior vice president of training. Consumers who decide to educate themselves will recognize when a tire retailer is following the best practices in the industry and appreciate the fact that they are making safety the top priority.

"An educated consumer is the best customer for a TIA member that follows our ATS training program," he said.

NWTDA 2021 TRADE SHOW

Due to continuing concerns of the COVID-19 pandemic the Northwest Tire Dealers Association Board of Directors has decided to postpone our March 2021 Dealer Meeting and Trade Show until sometime in mid-September.

"The continuing spread of the virus has led us to conclude that postponing our conference to a later date is in the best interest of everyone," said NWTDA executive director Dick Nordness. "We want to create a safe environment for all participants and we appreciate everyone's patience while we find the right timing for our 2021 event."

The association will be emailing all the suppliers and exhibitors of the trade show with this information. The trade show committee will be working to set the exact dates and location for the show in the next few weeks.

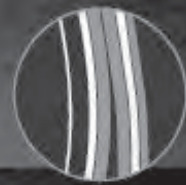
For continuing updates on this event and the training classes connected to the event check the association's web page at www.nwtiredealers.org.

PACIFIC TIRE DISTRIBUTORS

Thad Dolyniuk has joined the Pacific Tire Distributors as their new Business Development Manager for their Portland Distribution Center.

Thad comes to Pacific Tire with a great deal of experience in the industry. He spent the last 10 years with ADT and is well known in the Oregon market place.

Thad got his start in the tire business working with his father Dave Dolyniuk at Service Tire in Portland. He worked there for 23 years and became knowledgeable in the Commercial and O.T.R. side of the industry.



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CALIFORNIA PLANS TO REGULATE REPLACEMENT TIRES

In 2021 the California Energy Commission (CEC) plans to implement a replacement tire efficiency program. Its goal is to ensure replacement tires sold in the state are just as energy efficient as the tires installed as original equipment on vehicles.

The rule, which has been in the works since 2003, will apply to replacement tires for passenger cars and light-duty trucks.

Patty Monahan, one of the five commissioners from the state's energy department, will oversee the proceedings. The commission has the full authority to hold hearings, conduct investigations and collect information as part of its work.

In anticipation of making rules in the spring of 2021 "or thereabouts", the CEC says it plans to collect data, information and comments from specific and interested stakeholders. Those stakeholders would include, but not be limited to:

- tire manufacturers,
- retail tire businesses
- tire testing labs
- consumer information groups
- environmental interest groups
- government agencies.

California intended for its program to develop alongside federal rulemaking. In December 2015 the U.S. Congress passed the Fixing America's Surface Transportation Act (FAST Act), which set minimum performance standards for passenger car tires. The National Highway Transportation Safety Administration (NHTSA) initiated rulemaking on the issue, but that work was halted in 2017. Because the federal program has been halted "indefinitely," California is picking up the pieces of its own program to set standards for tires sold in the state.

PROFESSIONAL AUTOMOTIVE VIRTUAL EDUCATION

With the uncertain outlook of live training classes being available in the near future, ASA Northwest has partnered with 10 other automotive associations across the United States to bring PAVE (Professional Automotive Virtual Education) January 8 – 10 2021. This event is being powered by CTI-WTI.

PAVE's training line-up offers the industry's top quality trainers with over 40 training sessions. This ultimate training event brings quality training to the comfort and safety of local shops or homes.

- All training sessions are available on-demand for 6 weeks after the event to registered attendees
- Easy, downloadable training materials available – with registration 3 days prior to the event

Beyond the PAVE Training sessions, Chat Rooms are open to meet and greet the trainers and sponsors to explore industry trends and topic. The Chat Rooms give attendees the opportunity to connect with others and share ideas in a fun and casual environment. The Chat Rooms will be held after the training classes, with a complete schedule listed on the PAVE website www.pavetraining.com

Everyone is invited to attend the PAVE Chat Rooms.

More information is available by email: contact@pavetraining.com or give a call at 877-257-2100.

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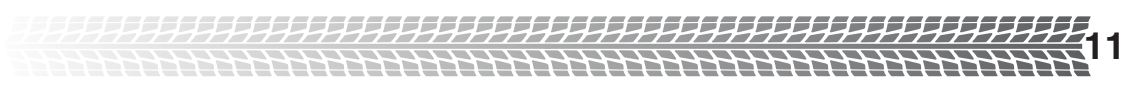


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