



# 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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**May | June 2021**

## **BRIAN RIGNEY TO SPEAK AT NWTDA TIRE EXPO**

Brian Rigney, will be our morning speaker at the “Breakfast with the President” on Friday, **September 10, 2021 during the NWTDA Tire Expo in Portland.** Brian is the Past President of the Tire Industry Association and was scheduled to be our speaker last year as President of TIA until COVID-19 cancelled all open meetings.

Brian is also the president of Dill Air Controls and has over 19 years’ experience with the tire industry. Brian began his career as a mechanical engineer, maintaining design control over OEM products, including participating in SAE meetings to develop a test plan for TPMS sensors and valve stems. At Dill, Brian oversees 125 employees and they have performed countless training seminars since 2005 to educate tire dealer employees on how to properly service vehicles with TPMS, as well as explaining the system to the motoring public.

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

Brian will be addressing Northwest tire dealers in a Friday morning presentation of the Tire Industry Association’s future plans for training and the plans for the Global Tire Expo at the SEMA show in Las Vegas in November.

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## **2021 GTE/SEMA SHOW**

It may only be May but it’s not too early to mark your calendars and begin planning to attend the Global Tire Expo – Powered by TIA/SEMA SHOW this fall in Las Vegas.

The Tire Industry Association (TIA) has several pre-show event planned, including a TopGolf Government Affairs benefit on Oct. 31 and November 1 the Tire Industry Honors & Annual Meeting Luncheon and the association’s 100th Anniversary Gala Celebration.

The next day, Nov. 2, the Global Tire Expo/ SEMA Show will open for a four-day run that will include TIA educational sessions and the opportunity to meet TIA’s government affairs and tire technician training teams.

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# BASIC AUTOMOTIVE TIRE SERVICE

Northwest Wholesale will be sponsoring the TIA Basic Automotive Tire Service (ATS) 200 level training class during the NWTDA Dealer Conference and Tire Expo in Portland on September 9 & 10 at the Holiday Inn PDX.

**Basic Automotive Tire Service (ATS)** 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. It includes the step-by-step procedures for: lifting the vehicle; removing the assembly; demounting, mounting and inflating; balancing; tire repair; and wheel installation. 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.

Following is a list of the 10 modules that make up the Basic Automotive Tire Service (ATS) Program:

**MODULE 1- Introduction** – Covers personal protective equipment (PPE) and general shop safety practices.

**MODULE 2 – Tires** – Covers tire construction, nomenclature, sizing, application, and replacement guidelines.

**MODULE 3 – Wheel & Fasteners** – Covers wheel and rim nomenclature as well as fastener and bolt hole identification.

**MODULE 4 – Raising the Vehicle** – Addresses the step-by-step procedures and safety guidelines for lifting a vehicle with an above-ground lift or floorjacks and jack stands.

**MODULE 5 – Tire/Wheel Assembly Removal** – Covers the procedures for removing the assembly from the vehicle including wheel locks and wheel covers.

**MODULE 6 – Torque & Clamping Force** – Explains

the relationship between torque and clamping force including laboratory tests that show the effects of lubricants.

**MODULE 7 – RIST** – stands for Remove, Inspect, Snug and Torque and this module covers the step-by-step procedures for wheel installation using the RIST procedure.

**MODULE 8 – Demounting, Mounting & Inflation** - Covers the step-by-step procedures for demounting, mounting and inflating tires on rims with valve stem and band-mounted sensors.

**MODULE 9 – Balance and Run-out** –Addresses the basic principles of balance and run-out including the use of pin-plates to secure the assembly to the balancer.

**MODULE 10 – Puncture Repair** – Covers the general industry guidelines for puncture repairs in passenger and light truck tires as well as the step-by-step procedures for installing one-piece and two-piece repair units.

Northwest Wholesale is sponsoring the training and will provide ATS workbooks to all tire dealer employees who register for the class in advance. Class size will be held to 30 students so registration by August 20 is required.

The Northwest Tire Dealers Association will be mailing out registration forms for this class along with classes on Commercial Tire Service (CFTS), Brake Technology, Basic Alignment, and TPMS Training to all NWTDA members in July. This information will also be posted on the webpage: [www.nwtiredealers.org](http://www.nwtiredealers.org) .

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# COMMERCIAL TIRES MOVES TO EMPLOYEE OWNED

Commercial Tire, originally founded in 1968 in Downtown Boise Idaho, now headquartered in Meridian, is transitioning from family-owned to an Employee Stock Ownership Plan, or ESOP. That means employees at 45 locations across Idaho, Washington, Oregon and Utah now make up the ownership of the company.

“It’s always been a major concern of mine...how do I position the company to be in the best place to take care of my family, the employees who helped us get here, and our loyal customers?” Founder and CEO of Commercial Tire Bob Schwenkfelder said. “Selling the company could create unwanted change and instability for the people we care about. This transition is about leaving a legacy for our employees and in our communities that will have a lasting positive impact.”

According to Commercial Tire, shifting to an ESOP framework has been shown to improve job stability and business performance, which not only benefits employees, but customers and communities as well.

“We know this move will enhance our ability to recruit and retain great people – now employee-owners- to our growing company. In turn, the service we provide to our customers will only get even better,” Schwenkfelder adds. “As a historically family-run company, it feels like the real change we made is welcoming a whole lot of great people to the extended family.”

## NOMINATIONS FOR 2021 TIRE INDUSTRY HALL OF FAME

The Tire Industry Association is seeking nominations for induction into the 2021 Tire Industry Hall of Fame, the tire industry’s highest honor. Nomination forms can be found at [www.tireindustry.org](http://www.tireindustry.org)

[tireindustry.org](http://tireindustry.org) and forms must be received by Friday, July 2, 2021.

The Hall of Fame recognizes the outstanding accomplishments of individuals who have contributed greatly to the growth and / or development of the tire industry or have demonstrated high standards, ideals and leadership in the management of their businesses in the tire community.

## NATIONAL TIRE SAFETY WEEK

JUNE 28 - JULY 4

“Do Your Part, Know Your Roll” is the theme for this year’s National Tire Safety Week consumer tire safety awareness campaign, which will take place the week of June 28 – July 4, 2021.

Organized by the U.S. Tire Manufacturers Association (USTMA), the annual program is designed to educate motorists about proper tire care and maintenance as an important part of road safety.

“National Tire Safety Week aims to educate drivers about the vital yet practical steps they can take to properly maintain and care for their tires,” said Anne Forristall Luke, USTMA President and CEO. “Tires are the only part of a vehicle that touches the road, so you want to keep them in top shape to help you stay safe on the road.”

“U.S. tire manufacturers recommend drivers check tire pressure monthly, regularly check tire tread depth and ensure their tires are rotated and properly aligned,” the USTMA said. Attentive maintenance and periodic inspections by a tire professional are essential for optimum performance and service life of tires.

To aid tire dealers in promoting National Tire Safety Week, the USTMA will offer a toolkit, available in early April, which will include a draft press released, a facts sheet, and brochures. To receive a toolkit, go to [ustires.org](http://ustires.org).



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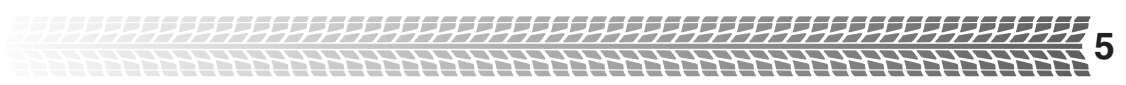
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# SUPERIOR TIRE SERVICE PORTLAND HAS MOVED



Superior Tire Service of Portland has moved to a new location at 7932 North Upland Drive, 3.3 miles west of I-5 just off of Columbia Blvd. The new location is home to 24 employees who make up the Sales & Service departments. The new location is over 10,000 sq. ft. just in office and shop space with second building to the north used as warehouse space. Providing for growth the company is planning a new warehouse location with 35,000 square feet is set to open in two years.



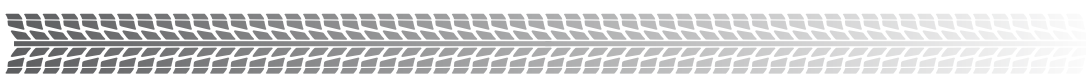
Service is a big part of STS's business which explains their inventory of 7 1ton service trucks and 4 boom trucks for their OTR customers.



Since 1963 Superior Tire Service has provided products and services for all types of business. They offer the Michelin family of tires, including the BF Goodrich and Uniroyal lines along with Yokohama, Hankook and Continental / General. Goodyear and Cooper along with Bridgestone/ Firestone and BKT OTR tires. They also inventory Dawg Pound tires from East Bay Tire.



The Portland location is one of five locations the company operates. Salem was the starting point back in 1963 and then Eugene, Longview, Portland and the latest location in Auburn, Washington.



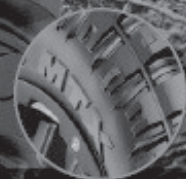




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# CANAGA POINT S TIRE

Owners Shane Vorderstrasse and his wife Amanda have added another location to their Point S Tire business by taking over the J&J Truck & Repair location just off of I-5 near Halsey, Oregon.



The new location has plenty of room inside the building for truck tire sales and service along with a lube and oil bay and mechanical work. Shane has 4 employees at the location and runs tire service trucks there as well.



Shane is a 4th generation tire dealer with a great family history of customer service in his home town of Lebanon, Oregon. His grandmother, Helen Vorderstrasse, was a second generation tire dealer who was president of the Oregon Tire Dealers Association in 1989-90. Helen also served on the board of the Northwest Tire Dealers Association and received the NWTDA “Outstanding Achievement Award” from the association in 1990.

# POINT S CELEBRATES 50 YEARS AROUND THE GLOBE

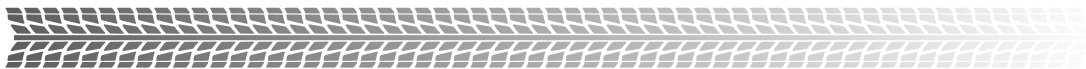
POINT S is celebrating 50 years in 2021, since taking its first international steps in 1989, the brand has spread to 46 countries with more than 5,600 points of sale around the globe.

Even amid a worldwide pandemic, the brand grew in 2020, adding 200 new locations throughout the world and opening in three new markets: Ukraine, Senegal and Cameroon.

Growth in North American and Asia offset declines in Europe, and the worldwide tire dealers rang up more than 3.5 billion euros in sales.

Members will celebrate with the fifth annual International Challenge, an incentive program that rewards members’ loyalty for purchases of both passenger and commercial tires. Additionally, Point S has sent its members vouchers to purchase equipment and accessories from its partner suppliers.

Fabien Bouquet, International CEO of Point S, says, “Our international news for this year, the 50th anniversary of our brand, promises to be rich in new developments, marketing and commercial activities to support our members and customers during this particularly complex time and in the context of the COVID pandemic that we are experiencing. Our independence, a guarantee of our flexibility and responsiveness, has enabled us to adapt quickly to the current crisis. It means that we have been able to work on the changing scenarios of our market, which are sure to accelerate in the years to come. The growth and innovation opportunities or our network remain significant for the coming decades, bearing in mind our primary mission of supporting the profitability of our members.”





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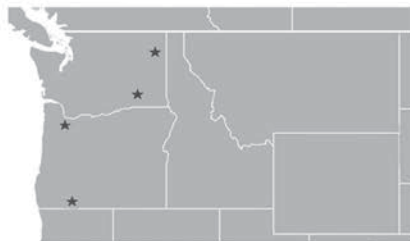
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