



# 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 2021**

## **TIRE FIRE AT GILLS POINT S TIRE IN PARKROSE DOES DAMAGE**

An arsonist is accused in a string of fires in Northeast Portland, including the one at Gills Point S Tire in Parkrose. May 8, and into the early hours of May 9 was a busy time for Portland Fire & Rescue firefighters, as at least four fires started in outdoor refuse bins.

At 4:04 a.m. fire crews were dispatched to the 11600 block of NE Sandy Blvd, it seems that the dumpsters set ablaze were actually behind Gills Point S Tire at 12030 NE Sandy, Blvd. The fire was escalated to a two-Alarm response, bringing additional units to the scene.

It looked as if the service bays and showroom escaped severe damage, but a storage area in the back of the building was charred. Store Manager, Kelly Brown said that substantial damage was done to major parts of the building and most of the tire and wheel inventories were a total loss.

“Thanks to assistance from Portland Police Bureau, the public and footage from security cameras, a PF&R Arson Investigator recognized and stopped a suspect,” said P.I.O. Lt. Tommy Schroeder. Arrested was 31-year-old Trevor Williamartha McDonald, who was booked into the Multnomah County Detention Center, charged with a Class A Felony of Arson in the First Degree and three Class C Felonies, Arson in the Second Degree.



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## **NWTDA TIRE EXPO**

The Northwest Tire Dealers Association is excited to get back to “LIVE EVENTS” and our first is the NWTDA Tire Expo, being held in Portland on September 9 & 10 at the Holiday Inn Convention Center on NE Columbia Blvd.

The event is the largest trade show for independent tire dealers on the West Coast and will offer training for tire techs on both days. The TIRE EXPO trade show will start at 4 pm and end at 8:00 both days.

The trade show will have exhibitors in the Auto Parts industry as well as tire & wheel distributors and tire manufacturers.

**Registration is open to all tire and wheel retailers and those who register by August 20 will be illegible for drawings for FREE passes to the Portland Grand Prix races at PIR. See registration information inside this edition.**

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# ANDY MASTERS TO KEYNOTE NWTDA TIRE EXPO LUNCHEON

ANDY MASTERS, a member of the National Speakers Association (NSA), will be the keynote speaker for the Northwest Tire Dealers Association's 2021 Tire Expo Luncheon on Friday, September 10.



Andy's most critical and timely program ever is targeted to truly help provide "Post-Pandemic" solutions for organizations to help emerge quickly into a thriving business. Learn how to earn back customers-and create a new legion of loyal customers-by capitalizing on the GREAT opportunities from the projected post-pandemic boom for many industries. Andy illustrates that "Crises leads to forced innovation", therefore we must now re-evaluate every touchpoint in the customer experience process.

### Throughout this program, Andy will explore:

- How will customers' patterns and behaviors be different in the Post-COVID world?
- What will new customer expectations be, and how can we meet or manage those expectations?
- What "touchless experiences" will customers now demand /prefer?
- Which interactive digital experiences, apps, or social media integrations will become key to enhancing customer experience?

- Why is creating a culture of world-class customers experience more important NOW than any time in history?
- Which "forced innovations" from COVID-19 can stay, or be amended, moving forward?
- How can we ANTICIPATE challenges and complaints; then plan and prepare accordingly?

Powerful customer experience principles are based on Andy's award-winning book "Kiss Your Customer", as he proves that we must "create a transformation from doing a JOB to creating a BOND". Our best customers are also our most effective-and least expensive marketing. Therefore, there will be no better opportunity than the NEW customer who will be visiting us tomorrow. We have one shot at this new exposure. We need to be **ON OUR GAME** to capitalize. It can spark years of prosperity for our businesses if we do.

To register for Andy's program call the NWTDA office at 509-948-2433 or check out our registration form online at [www.nwtiredealers.org](http://www.nwtiredealers.org) or use the registration form found in this issue of Tire Talk. All NWTDA members will also receive a registration form and **NWTDA TIRE EXPO** program by mail in July.

Those who register early will be illegible for drawings for FREE passes to the Portland Grand Prix races at PIR.

To reserve your room at the Holliday Inn call 503-256-5000 by August 18 and use code TDA or Northwest Tire Association.

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## **BRIAN RIGNEY TO SPEAK AT NWTDA BREAKFAST**

Brian Rigney, will kick off the NWTDA Dealer Conference with a Tire Industry Association (TIA) presentation to Northwest Tire Dealers at the “Breakfast with the President” on Thursday morning, September 9th at the Holiday Inn in Portland, Oregon.

Brian is the Past President of the Tire Industry Association and was scheduled to be the speaker last year as President of TIA until COVID-19 cancelled our plans.

Brian is also the president of Dill Air Controls and has over 19 years’ experience with the tire industry. He 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 Thursday morning presentation of the Tire Industry Association’s future plans for training and plans for the Global Tire Expo at the SEMA show in Las Vegas in November.

Registration for the Dealer Conference and trade show will be available on the association’s web page [nwtiredealers.org](http://nwtiredealers.org) in the next few weeks and will also be mailed out to all NWTDA members by the 1st of July.

## **TPMS TRAINING COMING TO PORTLAND**

CarQuest Auto Parts will provide a TPMS training program during the NWTDA Dealer Conference and Trade Show on September 9 & 10 in Portland, Oregon. Training classes will be held at the Holiday Inn located at 8439 NE Columbia Blvd. and advance registration is required.

CarQuest will offer two different TPMS training classes, the first on Thursday, September 9 will be a class for all tire technicians that want to grow their knowledge of TPMS systems. Tire technicians often encounter TPMS issues when replacing/repairing, rotating, and/or balancing tires. This course on September 9 will cover these common issues, while also reviewing changes to tire pressure monitoring systems.

Including:

- New sensor technology
- Programmable sensors
- Aftermarket replacement sensors
- Tools necessary to service these systems

The TPMS class on September 10 will cover TPMS updates and Diagnostics and will go into detail on the above listed topics.

**To register for these classes check the NWTDA webpage at: [www.nwtiredealers.org](http://www.nwtiredealers.org) or see the registration form mailed out to all NWTDA members. For more details contact the association office at 509-948-2433.**

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## THE PERFECT BRAKE JOB

CarQuest Technical Institute Training will provide NWTDA Dealer Conference attendees two separate brake training classes in Portland on September 10, 2021.

The first class is designed to set standards of performance for every brake service professional. Attendees will learn what is expected of them when performing a basic brake job. The primary goal of each brake job is to give the customers a safe and reliable vehicle that stops without noise every time. Keep these goals in mind as we review the Best Practices in Brake Service performance standards. Topics include best practices for brake inspection, friction selection, rotor machining using both on and off the car lathes, proper use of lateral runout measurements and rotor indexing and proper repair validation.

The second brake class is Brake Diagnostics. The brake system is one of the most important safety related systems that technicians must diagnose and repair. When a vehicle exhibits a brake system concern, performing a complete inspection of the system is nonnegotiable for professional, safety and liability reasons.

This class curriculum focuses on the brake system symptoms that are most commonly a concern of our customers and the proper diagnostic procedures performed by the professional technician during service. Topics for this class include:

- Basic brake system diagnostics
- Common symptoms and concerns
- Testing methods and solutions for mechanical, hydraulic and failure modes of basic brake system
- Cause and effect relationship of other systems (ABS, Stability and ADAS)
- Use of advanced testing tools and techniques

## MORE TIRE PRICE INCREASES

**Goodyear**, the trend setter for price increases, raised prices in June on Goodyear, Dunlop and Kelly brands up to 8%. They also went up 8% this past April.

**Michelin North America Inc.** will raise prices for the third time this year, announcing that Michelin-,BFGoodrich- and Uniroyal-branded passenger and light truck replacement tires in the U.S. and Canada will increase up to 6%.

In addition, on-and off-road commercial tires will increase up to 13%. Both increases are effective July 1. Michelin said the increases were due “to market conditions.”

On April 1, **Michelin, BFGoodrich and Uniroyal** passenger and light truck tires in the U.S. and Canada rose by up to 8%, while on Feb. 1, Michelin-and BFGoodrich- brand passenger and light truck tires in the U.S. increased by up to 5%.

Michelin is not alone with price increases, **Bridgestone** will hike consumer tire price on July 1 up to 8%. **Pirelli** also announced their increases effective July 1 up to 6%, they had raised prices up to 7% on April 15.

**Pirelli** prices will go up on July 1 also, as much as 6%, varying by line and tire size. In a news release Pirelli said the increases are “due to the higher price of raw materials and changing market conditions.” Pirelli’s last increase on April 15 was up to 7%, after initiating a sales increase that was effective at the start of the year.

**Toyo** plans to raise prices on August 1 up to 8.5%, their last increase was May 1 with increases up to 6%.

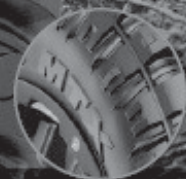
**Hankook** will also raise prices on consumer tires up to 7% on August 1, their first this year for consumer tires, but they have had two increase on their commercial tires this year.



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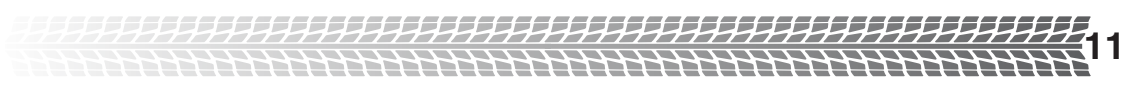


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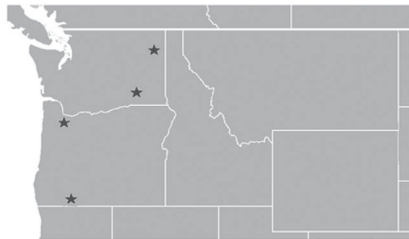


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