



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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March | April 2022

TIRE PRICES INCREASE AGAIN

Sumitomo Rubber North American (SRNA) will increase prices in the U.S and Canada on Falken-Ohtsu brand passenger, light truck and medium truck tires effective March 1. They did not disclose the percentage of increase, saying it will be implementing inline adjustments on a per size basis.

SRNA last increased tire prices January 1 by up to 8% on Falken-Ohtsu and private brand passenger and light truck tires in the U.S. and Canada.

Last year SRNA issued tire price increases on Aug. 1, May 1, and Jan. 1.

Michelin North America Inc. will also be raising prices on select Michelin, BF Goodrich and Uniroyal brand passenger and light truck winter tires up to 5% April 1.

Prices are effective in both the U.S and Canada and “may vary across specific products within each brand portfolios,” according to Michelin officials.

“Details will be presented to dealers and users in late February with additional questions addressed directly through account managers.”

Pirelli Tire North America Inc. has also indicated they will be raising prices in the U.S. on April 15. Their last increase was announced in December 2021 and made effective January 17. That increase was up to 10% on passenger and light truck tires.

IN THIS ISSUE

NWTDA Training Programs	page 3
Les Schwab Celebrates 70 years . . .	page 4
Studded Snow Tire Sales.	page 4
Point S Tire on the Move.	page 6
ATS Instructor Training	page 6
CTS Instructor Training	page 8

T&T POINT S TIRE IS BURGLARIZED

Ed Tuck, owner of T&T Point S Tire in Tacoma, said his store was broken into late Friday night, February 11.

Employees reported to work on Saturday morning to find that the store had been ransacked. The thieves went through every cabinet, every drawer, inside the show room. In the shop they stole keys and two customer vehicles.

The owners of the vehicles were able to track down two stolen vehicles with the help of GPS systems.

Store employees contacted police immediately to let them know of the robbery of vehicles, tires, tools and cash, however it took over 8 hours for the police to respond.

CONTINUED ON PAGE 3

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NWDA 2022 TRAINING PROGRAMS

The Northwest Tire Dealers Association offers two certification training programs throughout the year to members and non-members. Our executive director is a certified instructor for the Automotive Tire Service (ASTS) and Commercial Tire Service (CTS) programs produced by the Tire Industry Association (TIA). Both training programs are considered the best in the industry and both are conducted internationally.

Here in the Northwest we bring our training programs to our members, so we travel to all areas of Washington, Oregon, Idaho and most recently Utah to get the job done.

Both the ATS and CTS training programs are 8 hours of instruction in safety and procedures. Our training manuals include information on tire construction; rims, wheels and hubs; OSHA Regulations; road service safety; tire repair; a review of charts and tables and much more. Students are provided a training manual which can also be used as a training manual on the job. At the end of the day students take a national certification test on the material presented in the manual and class materials.

NWTDA also works with our supplier members to conduct training during special events. We have had trainers from the Tire Industry Association do training programs in Farm & Industry tires as well as the large OTR tires.

Our next Commercial Tire Service training is planned for the Seattle/Tacoma area the first week in May followed by one in Portland the end of May. Our next ATS is scheduled for the Portland area in June.

For more information on cost and location of the training contact the NWTDA office at 509-948-2433.

T&T POINT S TIRE BURGLARY

Continued from front page



One of the two owners of the vehicles tracked down his vehicle, with the help of GPS, at a house and with the help of two others was able to remove the vehicle. It was thought that the thieves were in the house at the time of retrieval. Unfortunately that was not the case when police checked the residence out several hours later.

When employees contacted the Tacoma police they were told “do not touch anything and we’ll be down there to investigate” said Ed Tuck. “Literally my employees are being paid to stand around and not be productive and we’re turning customers away at the door.”

In a statement to KOMO news about the response time, a spokesperson from the department said:

“I know community members can be frustrated with response times. Officers are dispatched to calls according to what is happening, with crimes affecting life safety always being dispatched first, such as assaults, robberies, kidnappings, domestic violence in progress, injury vehicle collisions, welfare checks with imminent life safety issues etc. South Sound 911 call receivers and dispatchers do a hard, thankless job.”

LES SCHWAB TIRE CENTERS CELEBRATE 70 YEARS OF SERVICE

Les Schwab Tire Centers Inc. is celebrating its 70th anniversary in 2022 with prizes for 70 consumers.

The first Les Schwab store opened in 1952 in Prineville, Oregon and in its first month it rang up \$2,800 in sales. The company has grown to be a world-class leader in customer service with 7,000 employees and more than 500 locations, including some franchise locations, across 10 states.

“A singular focus on service has characterized Les Schwab for the past 70 years,” says John Robertson, Les Schwab’s president of store operations. “As we reflect on all we have built together, we are honored to continue our decades-long legacy of high-quality service for years to come.”

CEO Jack Cuniff says, “Our culture and shared values are important assets that differentiate us and contribute to our success. You can count on Les Schwab to be there, prioritizing your safety on the road.”

STUDED SNOW TIRE SALES ON THE DECLINE

It’s no secret to those of us in the tire business in the Northwest that studded snow tire sales have been declining over the last 10 years.

Here are the statistics on studded snow tire sales from 2017 to 2021, compiled by the Washington Department of Revenue:

2017.....	2.31% of sales	109,000 units
2018	1.98% of sales	
2019	1.58% of sales	
2020	1.45% of sales	
2021	1.20% of sales	57,000 in units

GOODYEAR’S STOCK DECLINE

Goodyear’s price of shares took a big hit on Friday, February 11, plunging 27.6% to %15.78 per share shortly after their earnings conference call with analysts.

Goodyear did have a positive 4th Quarter 2021 Report as 2021 sales were \$5.1 billion, up 38% from a year ago. The increase was driven by the Cooper Tire merger, improvements in price/mix increased sales from other tire related businesses and higher volume.

However, Goodyear’s CEO and President Rich Kramer cited labor shortages, shipping difficulties, continuing semiconductor shortages and increasing raw-materials prices as some of the reasons for inflated pricing going forward.

Kramer went on to say in a Tire Business report that “Looking ahead, we expect cost pressures to persist over the next several quarters. As you would expect, we remain focused on executing strategies to capture value and drive efficiencies while prudently managing our costs.”

Goodyear’s executive vice president and chief financial officer Darren Wells said raw-materials costs increased more than \$300 million in the fourth quarter. “And we saw a step-up in other inflation as well, with over \$80 million in calculated general inflation compared with our recent historical average of closer to \$35 million a quarter,” said Wells.

A complete Goodyear 4th Quarter Report can be found online.

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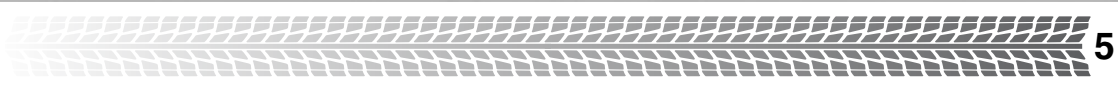
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ATS INSTRUCTOR TRAINING

The Tire Industry Association (TIA) has scheduled six in-person Certified Automotive Tire Service (ATS) Advanced Instructor training classes for 2022, the first of which is set for Seattle.

Certified ATS is a 300-level and 400-level certification program that provides in-depth and comprehensive instruction on the recommended procedures for servicing passenger and light truck tires. Those who successfully pass the four-day class will be certified as Advanced ATS Instructors, allowing them to certify ATS Instructors and Technicians in the field.

The class consists of 15 modules ranging from raising the vehicle, to tire and wheel assembly removal, to the relationship between torque and clamping force to the tire pressure monitoring system (TPMS) relearn procedures on domestic and import vehicles. It also includes an exclusive module on Tire Conditions Analysis that uses images from TIA's Passenger and Light Truck Tire Conditions Manual to educate technicians on the most likely reasons for common irregular treadwear patterns.

ATS instructor certification includes a TIA ATS Manual and the cost of this four day course tuition is \$950. Certification is valid for two years and recertification is available on line. The Seattle training is scheduled for August, with the final date to be announced. The only other west coast training is scheduled for March 22 – 25 in Los Angeles.

The 300 level standard tech training is available locally with NWTDA. This training is a full 8 hour day of training followed with the certification test. The cost for this training is \$330. For dates of this training contact the NWTDA office at 509-948-2433.

POINT S TIRE ON THE MOVE

Eric Gill has served as Chairman of the Board of Point S USA for the last nine years and has recently stepped down as Chairman.

Eric's stores are the largest group of all Point S Tire stores in the U.S. with 35 locations. In 2020 the Oregon-based tire dealer bought 10 stores in the Northeast, making him a bi-coastal tire dealer with locations in Oregon, New Hampshire, Vermont, New York and Massachusetts.

Here in the Northwest Eric's stores are located mainly in Oregon and he has two new stores located in Idaho.

Mr. Gill is handing the Point S gavel to another veteran Point S tire dealer, Chris Cornelius, owner of Clair and Dee's Point S Tire and Auto Service in Rexburg, Idaho. Cornelius has previously served six years as chairman of the cooperative's board.

Point S resumed its annual in-person dealer meeting in February in Puerto Rico. During the meeting member dealers were brought up-to-speed with growth of the organization.

The group has added 20 stores in 2021. There are now 257 Point S locations in the U.S., and the footprint continues to expand in the middle of the country and eastward.

For the fifth straight year, Point S tire dealers in the U.S. recorded double-digit growth in tire unit sales. In 2021 units were up 17%. In dollars, sales increased 24% compared to 2020.

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COMMERCIAL TIRE TAX

Washington State Senator Fortunato of Auburn has introduced a bill in the Washington Senate Transportation Committee that would add a one dollar tax on the retail sale of retreaded tires.

Senate Bill 5739 calls for the \$1 to be collected by tire dealers at the point of sale of retreaded tires.

According to Senator Fortunato, the money would go into a special account to help to pay for debris litter pickup on state and county roads.

The good news is that the bill did not make it out of committee and is believed dead for this session.

NATIONAL TIRE SAFETY WEEK

The U.S. Tire Manufacturers Association (USTMA) today announced it will promote its yearly consumer awareness campaign, National Tire Safety Week, on June 27-July 3, 2022. This annual initiative educates motorists about tire care, safety and maintenance as an important part of road safety.

“USTMA highlights the importance of tire care and safety all year long, but during National Tire Safety Week, we join with our member companies and other partners to amplify this critical theme, especially as drivers embark on the summer travel season,” said Anne Forristall Luke, president and CEO of USTMA.

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

CTS INSTRUCTOR CLASSES

The Tire Industry Association has scheduled six in-person 400-level Certified Commercial Tire Service (CTS) classes of 2022.

The four-day class covers all aspects of medium/heavy-duty truck tire service. It also teaches attendees how to instruct a 300-level certified technician course in the field.

Course work covers 18 modules, including OSHA requirements, wheel service and torque, single-piece and multi-piece rim demounting, mounting and inflation, charts and tables and more, according to Kevin Rohlwing, TIA senior vice president of training. “In-person instruction has been a key component of TIA’s 400-Level instructor certification programs since 1997,” said Mr. Rohlwing.

“There are a lot of benefits associated with hands-on instruction and demonstrations, so we are excited to return to the field with in-person classes to continue building a network of certified instructors that improves tire safety in the shop and on the highway.”

The next class is scheduled for March 29 –April 1 in Brooksville, Fla. Followed by April 19-22 in Youngstown, Ohio.

For more information on training locations and cost of the program contact Christine Hoogenboom at training@tireindustry.org.

TIA TO OFFER ADVANCED EARTHMOVER TIRE TRAINING

The Tire Industry Association has scheduled five in-person Advanced Hands-On Earthmover Tire Service (ETS) training classes with the first to take place in April in Brooksville, Fla.

Additional classes will be held in May and September in Garner Iowa. For more information contact TIA at training@tireindustry.org

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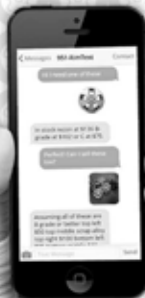
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