



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
PUBLISHED BI-MONTHLY BY NORTHWEST TIRE DEALERS ASSOCIATION FOR IT'S MEMBERS

DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION

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July | August 2022

GOOD NEIGHBOR TIRE & AUTO

Sun Auto Tire & Service will expand into Oregon and grow its footprint in the State of Washington with the acquisition of Good Neighbor Tire & Auto Service, a Point S member dealer owned by Mark Cushing.

The four stores are located at:

- Sandy Blvd. – Portland, Oregon
- Broadway St. – Beaverton, Oregon
- 4th Ave So. – Seattle, Washington
- 3rd. St. – Renton, Washington

The acquisition gives Sun Auto its first stores in Oregon and brings them to 16 in Washington.

“We are excited to continue expanding our footprint in the Northwestern United States which has grown 80% since September 2021,” said Chris Garman, Sun Auto Tire & Service’s Vice President of development. “We look forward to working with the skilled, trusted team at Good Neighbor and upholding the quality service they are known for among their customers and with their communities.”

This acquisition follows Sun Auto & Tire Service’s acquisition of Superior Tire in Arizona last month and 11 automotive brands during 2021. Today, the Sun Auto footprint includes 367 stores across 18 states with additional growth planned for the coming year.

With a new majority owner, Los Angeles, Calif-based Leonard Green & Partners) LPG), buy ups are expected to continue at a brisk clip.

 **Happy 4th of July!** 

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TIA SELECTS BALLY’S FOR GTE

The Tire Industry Association (TIA) has selected Bally’s Las Vegas Hotel & Casino as its host hotel for events at November’s Global Tire Expo/SEMA Show in Las Vegas.

TIA’s Annual Membership Meeting, Advisory Council Meeting, Cocktail Reception and Tire Industry Honors awards ceremony will take place Oct. 31, 2022, at the hotel, on day prior to the start of the Global Tire Expo/SEMA Show, Nov. 1-4, 2022. There is no charge for any of these pre-show events, but you must reserve a ticket to attend.

To register for TIA’s pre-show events and to reserve a room in TIA’s room block, visit www.tireindustry.org.

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TIA TRAINING CELEBRATES 25 YEARS

It has been 25 years since the Tire Industry Association held its first Instructor class in Louisville, KY. for the Certified Commercial Tire Service (CTS). The class was held immediately following the retread (ARA) show in April of 1997.

That first group of instructors set the tone for changes that needed to happen in order for the industry to survive. Safety was the missing ingredient back then because only a few companies recognized the importance of training.

One of the primary goals was to build something that would exceed the minimum training requirements established by the Occupational Safety and Health Administration (OSHA). The compliance factor was a major selling point 25 years ago and remains one today.

As it stands today, TIA has the most comprehensive library of training and certification programs for tire service technicians in the world. TIA has changed how the industry looks at training because the participating companies have made the direct link to safety. "Without training, there is no safety, without safety, there's no workforce, without a workforce, there's no business."

It is important to note that the Northwest Tire Dealers Association adopted the CTS training program one year later in 1998 and Dick Nordness became the first CTS Certified instructor for NWTDA.

Our next CTS Certification class is scheduled for Portland in July. Contact the NWTDA office at 509-948-2433 for more details.

TIA REORGANIZES TEAM LEADERSHIP

The Tire Industry Association (TIA) has reorganized its leadership team in a move to create an organizational structure that will better serve TIA's mission into the future, CEO Richard "Dick" Gust has announced.

The changes include new titles and responsibilities for long-time TIA executives Sandra Martinez, who becomes chief operating officer (COO), Kevin Rohlwing, who is now chief technical officer (CTO), and LaKisha Pindell, who has been named vice president of meetings and events. Martinez, Rohlwing and Pindell will report to Gust. The changes were effective May 1.

Previously vice president of operations, Martinez is a 24-year veteran of TIA who has an in-depth understanding of all facets of the association's operations, Gust said. As COO, she will be responsible for overseeing day-to-day business operations, including finance and human resources, as well as ensuring the infrastructure is in place to achieve TIA's strategic goals and deliver on its mission statement. In addition, she will have direct responsibility to oversee policies and procedures needed to effectively drive sustainable growth and operational efficiency.

Kevin Rohlwing, who most recently served as TIA senior vice president of training, has spent 26 years developing and overseeing the association's award-winning tire technician training programs. As CTO, he will be responsible for analyzing tire industry data and trends to ensure the content and direction of the association's technical training programs, seminars, workshops and white papers are aligned with TIA's strategic goals.

CONTINUED ON PAGE 8

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BFG PLANT CELEBRATES 75 YEARS

Last year the BF Goodrich plant in Tuscaloosa, Ala. celebrated 75 years of tire production, producing over 500 million tires since the first one rolled off the line.

That was interesting to this reporter as Tuscaloosa is the only tire plant that I have toured and because the plant and I are about the same age. Yes, I have been told that I am Goodrich “gum-dipped”, and I am proud of that fact.

The plant, now owned by Michelin North America Inc., spans more than 1.6 million square feet, and holds a lot of historic moments for the money and tire industry as a whole:

- First tubeless tire in the U.S.
- First American-manufactured passenger car tire certified for racing, the BFGoodrich Radial T/A;
- First radial light-truck all-terrain and mud-terrain tire ever produced;
- First tires for NASA’s space shuttle; and
- First purpose-build off-road radial desert race tire, the BFGoodrich Baja T/A

“Our BFGoodrich facility in Tuscaloosa has been on the leading edge of tire innovation and performance for decades,” said Harold Phillips, global general manager for the BFGoodrich brand. “We’re proud to celebrate the dedication of the employees in Tuscaloosa who are responsible for producing some of the most iconic tires ever made for racing, recreation and passenger vehicles.”

The Tuscaloosa plant employs 1,400 people and not only manufactures passenger and light truck tires, but also produces semi-finished materials, such as uncured rubber and associated materials needed for tire construction.

“Our 75 years in Tuscaloosa is not only a testament to the dedication of our employees, but it also shows the support of our community

and the government partners that help us deliver top-quality products for the North American marketplace,” said Brent McCorkle, plant manager.

The 500 million BFGoodrich-brand tires built in Tuscaloosa are capable of equipping more than 122 million vehicles over the last 70-plus years. These industry firsts should make Dr. Benjamin Franklin Goodrich very proud.

Michelin acquired BFGoodrich in 1990 and most will say it was one of the best business decisions they ever made.

TIRE INDUSTRY HALL OF FAME

Nominations for the 2022 Tire Industry Hall of Fame, the tire industry’s highest honor is still open. Nomination forms can be found at www.tireindustry.org or by contacting Dave Zielasko at 301-430-7280 x 102.

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. The award is open to all individuals in the tire industry, concluding manufacturers, inventors, publishers, equipment suppliers, tire association executives, tire dealers, tire and rubber recyclers and retreaders.

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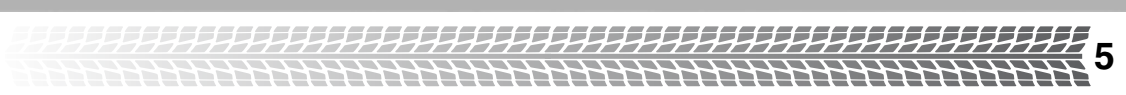
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BRIDGESTONE & YOKOHAMA PRICE HIKES

Bridgestone Americans Inc. is raising prices on consumer tires sold in the U.S. and Canada by up to 10% July 1, the third such increase in 2022.

The increase affects Bridgestone, Firestone and Fuzion brand passenger, light truck and motorcycle tires.

Bridgestone said the price hike is “a necessary step” as it navigates current market dynamics.

Yokohama Tire Corp. plans to raise prices July 1 in the U.S. on replacement market consumer and commercial tires by an undisclosed amount.

This will be the company’s second increase in 2022.

Yokohama said the increase is “in response to the unparalleled rise in costs associated with materials and operations.”

OREGON CHANGES WASTE TIRE RULES

The Oregon Department of Environmental Quality (DEQ) is conducting a rulemaking process to update waste tire rules, currently in Oregon Administrative Rules Chapter 340, Division 64.

Statutory changes made in the early 1990’s have made many of the waste tire rules in Division 64 obsolete. DEQ wants to ensure permitting and enforcement standards are consistent with current Oregon fire code and Oregon Department of Transportation practices. This effort will align and consolidate the permitting standards for waste tire storage sites and waste tire carriers with similar requirements OAR 340, Divisions 93,96 and 97.

The 1987 Oregon Legislature passed a law regulating storage, transportation, and disposal of waste tires and established a \$1 fee on the sale of new replacement tires. The fee was extended until 1992, after which it no longer applied, and funds were no longer provided to DEQ.

NWTDA’s executive director took part in a May 31 meeting with DEQ officials who did an overview of the changes.

DEQ is expected to have the new changes set in July or August and those new changes will be written into Oregon’s House Bill 4077 that will be discussed by the 2023 Oregon Legislature.

NWTDA 2022 GOLF CLASSIC



Sah-Hah-Lee Golf Course in Clackamas Oregon has been selected for the location of the 2022 Golf Classic. The event will be on Thursday, September 22 and starts at noon with a fantastic lunch.

This year’s event will once again include team competition with trophies and cash prizes for the team winners

The cost of this great day of fun and competition is only \$55 per person and includes 18 holes of golf and a fantastic lunch before the event.

To register contact the NWTDA office at 509-948-2433.

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PURCELL ACQUIRES TRI-STATE TIRE

Purcell Tire & Rubber Co. continues to expand. The Potosi, Mo.-based dealership recently acquired Tri-State Tire in American Fork, Utah.

Tri-State was founded by Bob and Derrie Morris in 2000 and was sold to their son, Brian, two years ago.

The company specializes in mobile and fleet tire service and “fits into the Purcell Tire commercial business model perfectly,” according to Purcell officials.

Tri-State “will continue to serve the Salt Lake City area with enhanced services and additional staff from this acquisition.”

Purcell is one of the largest independent tire dealerships in the U.S. with more than 70 locations including those in Washington, Oregon and Alaska.

TIA LEADERSHIP CHANGES

Continued from page 3

In addition, Kevin will be tasked with ensuring TIA’s industry positions are consistent with existing regulations, standards, guidelines and best practices, as well as defending those positions in regulatory proceedings and civil litigation when necessary. He also will create timelines for the development and deployment of technology service to maintain a member-focused outlook and ensure that technical resources meet the association’s short-term and along term goals, Gust said.

Pindell, a certified meetings planner (CMP) has spent 18 years at TIA managing board meetings, special events and conferences. She also has worked to solicit sponsorships and advertising for TIA publications and programs.

In her role as vice president of meetings and events, she will be responsible for overseeing all activities related to conducting association meetings, conferences and special events to ensure they are well executed and align with TIA’s strategic goals and mission statement, Gust said.

POMP’S ACQUIRES WHALEN TIRE

Pomp’s Tire Service Inc. has purchased Whalen Tire, and added nine stores and two Bandag retread plants to its operations. The acquisition marks Pomp’s farthest move west, with Whalen stores in Montana and Washington.

Whalen Tire opened for business in 1961 and had 8 stores in Montana and one store in Spokane, Washington.

Paul Wochinske, president of Pomp’s Tire Service, says the nine Whalen stores all serve a mix of retail and commercial customers. The deal was effective June 3 and give Pomp’s 19 retread shops and 140 total locations.

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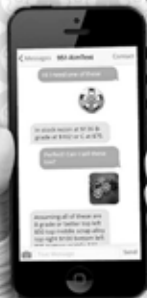
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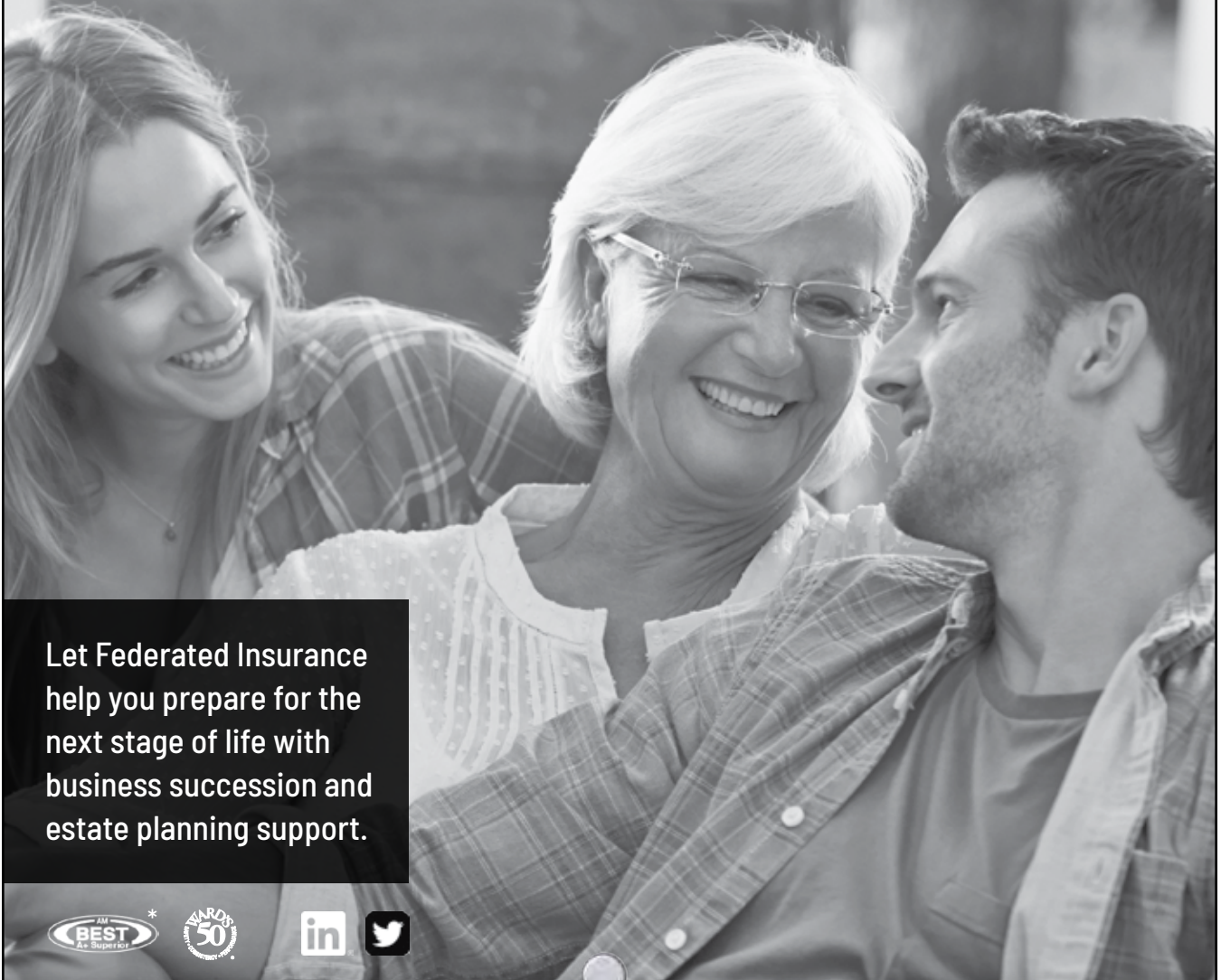
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