Network, Networking, Education Opportunities Abound at Ninth Global Tire Expo

Now in its ninth year, the Global Tire Expo (GTE)—Powered by the Tire Industry Association (TIA) will take place in the South Hall of the Las Vegas Convention Center during the 2019 SEMA Show from Tuesday, November 5 through Friday, November 8.

GTE is a tire exhibition and conference that serves the needs of tire dealers and the tire business community. It is targeted to all segments of the tire and wheel industry including UHP/HP tires, passenger, light-truck, off-road, light-duty, medium-duty, heavy-duty, recycling and more. Equipment and parts manufacturers as well as customization companies will exhibit in the South Hall at the Global Tire Expo. Networking, social events and educational sessions are also a part of what to expect during this segment of the 2019 SEMA Show.

In addition, TIA will hold pre-show events designed to welcome all TIA members and GTE attendees to the Global Tire Expo/SEMA Show. The events include networking, educational sessions and an awards ceremony that will highlight professionals in the tire industry who have made a significant impact in their career and life.

The four-day SEMA Show consistently attracts more than 161,000 individuals, including 71,000 shop owners seeking the hottest products to sell in their shops.

Don’t Miss Out on TIA’s Educational Sessions

The Tire Industry Association (TIA) has scheduled eight educational sessions for the 2019 Global Tire Expo (GTE)—Powered by TIA at the SEMA Show, including one that will look at the hybrid and electric vehicle market and opportunities for independent tire dealers and repair shops.

The educational sessions at GTE cover an array of subjects from the popular ‘Successful Tire Dealers Share Their Secrets,’ to practical service tips, to a legislative update, to ways of growing sales and connecting with the millennial generation,” said TIA CEO Roy Littlefield. “This is another opportunity for tire dealers to learn more while visiting GTE and the SEMA Show.”

See the following pages for the GTE seminar lineup, which includes the following:

### TIA Events At-a-Glance

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<td>November 8, 2019</td>
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Off-Road Customizations
Options Abound in Tire Sidewall, Shoulder for Off-Road Enthusiasts

One side’s named “Beast.” The other “Machine.” One features body armor. And another shows its sporty and classic sides that can be customized with raised white lettering.

Yes, we’re talking about tire sidewall designs, and in the off-road segment, the technology and customization behind this aspect of the tire has definitely been amped up. Off-roaders want an element they can customize that makes their 4x4 stand out. While many tire manufacturers have delivered, tricked-out sidewalls offer a unique selling point for dealers looking to close a sale.

“The market has shifted toward sidewall designs that are more distinctive, particularly in the A/T and M/T segments. These trends are coinciding with an overall consumer preference for trucks and SUVs versus conventional cars and sedans,” says Will Robbins, product manager, United States and Canada for Bridgestone Americas Tire Operations.

For off-road tire manufacturers, sidewall customization is the name of the game, says Fardad Niknam, Yokohama Tire’s senior director of consumer product sales and marketing. For dealers, this trend allows them to offer more options to customers, allowing them to pick what they want. This is evident in the dual sidewall designs becoming part of manufacturers’ off-road tire lines, Niknam says.

“Reversible tires are getting more popular, especially in light-truck tires,” Niknam says. “Customers are more interested in being able to pick what tire side they would like seen on their trucks.”

In Toyo Tire’s Open Country H/T II, customers can choose the “classic” or “sporty” side of the tire depending on their aesthetic preference. Last year, Nexen Tire debuted a dual sidewall concept with the launch of its extreme mud-terrain tire, the Roadian MTX. One side, named “Beast,” features teeth around the circumference of the tire; the other side, “Machine,” shows more of a jagged metal pattern reminiscent of machine parts. This year, Yokohama also introduced its first dual sidewall design in the Geolandar X-AT.

Another trend in off-road tire design is offering a rugged off-road shoulder design that adds to the tire’s overall aesthetics, says Travis Roffler, Continental’s director of marketing.

“The big thing especially in our [General Tire Grabber] A/T X and X3 is the off-shoulder,” he says. “When it comes to aggressive off-roading patterns like the X-3 and AT-X, I think it’s more about the off-shoulder and how you kind of wrap that tread pattern around and bring it down into the top of the sidewall to give that aggressive look.”

For example, the Grabber A/T X features elements in the sidewall and shoulder design, such as carved-out scoop designs, that allow the tire to grab the surface for better traction. An aggressive off-shoulder design also gives the tire better rock-crawling capabilities by providing more grip in air-down situations, Roffler says.

Another example of this can be seen in Atturo Tire’s Trail Blade M/T, which features shoulder and corresponding sidewall tread blocks designed after a Quartermaster knife blade. Cooper Tire’s STT Pro also emphasizes an aggressive shoulder design which features alternating cleats and scoops in the shoulder lugs to enhance traction.

Sidewall Tradeoffs

In any tire segment, the sidewall is one of the most important parts of the tire because it provides the needed load-carrying capacity for the vehicle, says Will Robbins, product manager for the United States and Canada for Bridgestone Americas Tire Operations. That means when selling these types of tires, dealers must pay attention to the tire’s construction in order to match the customer with the right tire for their off-roading needs.

It has become a common theme that tires with three-plies sidewall construction are superior and more premium than tires with two-ply sidewall constructions, says Jason Moulton, senior product development manager for Mickey Thompson Tires & Wheels. However, that’s not necessarily the case depending on what type of off-roader you’re dealing with. Three-ply sidewall tires are most commonly recommended for rock crawling because of the extra strength and puncture resistance in the sidewall. But while more plies will provide a stronger, durable sidewall, the extra weight makes it harder for the tire to pass certain endurance testing, says Travis Roffler, Continental’s director of marketing.

“You need to put enough [plies] in to make sure you get the endurance you want, but it obviously goes without saying that if you’re adding weight, and the heavier these tires get, that’s a huge thing for rolling resistance and fuel economy,” Roffler says.

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Tuesday, November 5

- **Automotive at 10:** Wheel Retention and RIST
  
  **Time:** 10:00 a.m.–11:00 a.m.
  
  **Location:** S115–116

  The session will focus on step-by-step procedures for securing tire and wheel assemblies to the vehicle while addressing the different tools that are used to deliver the proper torque. Panel discussion featuring Joseph Chizmar, account manager, Haltec Corp.; Don Tinker, North American business development, AME International; and Joseph Heath, technical manager, TIA.

- **Truck Tires at 10:** Truck Tire Changing Machines
  
  **Time:** 10:00 a.m.–11:00 a.m.
  
  **Location:** S106–107

  The session will explore the pros and cons of a heavy-truck tire-changing machine and provide helpful tips so technicians can ensure fleets get the full benefit of eliminating the use of hand tools when demounting and mounting truck tires. Presenter: Kevin Rohlwing, TIA, senior vice president of training.

- **Hybrid and Electric Vehicles:** Driving Us Back to the Future
  
  **Time:** 11:30 a.m.–12:30 p.m.
  
  **Location:** S106–107

  The session will explore emerging hybrid and electric technology, current trends and future forecasts from the perspective of the independent tire dealer. Presenter, Dave Crawford, president and COO, The Hybrid Shop.

- **Tires at 2:** Successful Tire Dealers Share Their Secrets
  
  **Time:** 2:00 p.m.–3:30 p.m.
  
  **Location:** S115–116

  Invited presenters include: Tire Review’s Top Shop winner, Tire Business “Tire Dealer Humanitarian Award” winner and Modern Tire Dealer’s Tire Dealer of the Year.

Wednesday, November 6

- **TPMS at 10:** Programmable Sensors
  
  **Time:** 10:00 a.m.–11:00 a.m.
  
  **Location:** S106–107

  The session will discuss programmable sensors and remove the fear associated with the unknowns of sensor programming. Presenters: John Amato, TPMS technical trainer, Autel North America; Anthony Babine, director of sales, northeast, Dill Air Control Products LLC; Blendi Bega, sales manager, Alligator North America; Matthias Froehlich, key account manager, Huf North America; Enri Osmani, general manager North America, Hamaton Inc.; John Rice, director of TPMS products and support, 31 Incorporated; and W Ripttoe, team leader, North America, Schrader TPMS Solutions. Moderator: Shawn Pease, TIA director of automotive tire service.

- **Truck Tires at 10:** Truck Tire and Wheel Assembly Balance
  
  **Time:** 10:00 a.m.–11:00 a.m.
  
  **Location:** S106–107

  The session will outline the steps technicians can take during the mounting and inflation process to improve balance, in addition to the different methods for external balance. Presenter: Kevin Rohlwing, TIA senior vice president of training.

- **TIA 2019 Legislative Review: How New Laws and Regulations Will Impact the Tire Industry**
  
  **Time:** 12:00 p.m.–1:00 p.m.
  
  **Location:** S106–107

  The seminar will review upcoming and ongoing legislation and their impact on the tire industry and tire dealers’ businesses. Topics covered will include tire registration, repeal of the estate tax, tariffs, tax credits, automotive-related legislation and more. Presenters: Dr. Roy Littlefield, TIA CEO, and Roy Littlefield IV, TIA director of government affairs.

- **Management at 2:** Re-engage Profitability by Engaging the New Generation
  
  **Time:** 2:00 p.m.–3:30 p.m.
  
  **Location:** S115–116

  The seminar will cover how to connect with millennials, staff a tire and auto service store, make sales grow, increase margins, attract business and boost profits. Presenter: Matt Winslow, senior instructor/content developer, Automotive Training Institute.

Off-Road Customizations, continued from page 52

in mud and other soft terrain.

A trend for years, raised and colorful lettering on the sidewall gives customers the option to customize their off-road tire purchase even further.

Bridgestone offers white sidewall lettering for select products in both the Bridgestone and Firestone portfolios, says Robbins. For example, the Bridgestone Dueler H/T 685 tire and Firestone Destination LE2 tire are both available with white sidewall and black sidewall designs (one side of the tire features white lettering; the other side of the tire features black lettering). This allows the end-user to choose which aesthetic they prefer, and the tire can be mounted accordingly, he says.

Another common trend is for off-roads to apply their own sticker lettering to the sidewall. In late 2018, BF Goodrich announced an exclusive tire decal technology launched on five of its lines. The raised-rubber tire lettering is permanent and withstands on and off-road driving conditions, cleaning and power washing, the company says. Custom tire decals are available for the BF Goodrich g-Force Rival, BF Goodrich g-Force Comp 2 and Comp 2TM A/S, BF Goodrich All-Terrain T/A KO2 (select sizes) and BF Goodrich Mud-Terrain T/A KM3. However, Continental’s Roffler cautions dealers and off-road drivers not to sacrifice the integrity of the tire for aesthetics.

“You can apply letters to any tire you want, but they [off-roads] have to be careful of volatile chemicals,” he says. “Anything that would be oil based should not be used. Acetone and paint thinners and stuff that is very abrasive should stay away from sidewalks. So, I would just say use caution. Those guys, I love what they do…. Just don’t mess with the integrity of the tire.”

Sidewall Tradeoffs, continued from page 52

Mickey Thompson’s Moulton says some companies may believe that their products must have three-ply sidewalls to be marketable and demand a certain price point. However, tires with two-ply sidewall constructions, when engineered well, can provide very good puncture resistance, equivalent load-carrying capacity and performance without the extra weight, cost and ride harshness that comes with a three-ply sidewall construction.

“It is important to note that not all constructions are created equal,” Moulton says. “Many things can have an effect on performance and durability including the ply material, the denier (thickness) of the ply cord, the way the plies are laid, the length that the plies extend after they loop around the bead and so-on.”
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