



**THE RUBBER ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE DE
L'INDUSTRIE DU CAOUTCHOUC**

**2014
APRIL**

e-Newsletter

Be Tire Smart Week is Around the Corner!

Dear Readers,

Welcome to the April 2014 edition of The Rubber Association of Canada's official e-Newsletter.

The RAC is looking forward to what we hope will be a successful and exciting 2014 *Be Tire Smart Week*. This year's public outreach campaign will run from **May 12 to 18**, wherein The Rubber Association and our knowledgeable spokespeople will be actively working to educate motorists across Canada about the importance of properly caring for and maintaining their tires.

As part of Be Tire Smart, our consumer education initiative, we are also looking forward to making some appearances at upcoming industry meetings, and to training other professionals in our industry on some important consumer messaging regarding tire maintenance.

We look forward to a busy and successful season, and as usual, encourage you to get in touch with us if you or your organization think you may benefit from our Be Tire Smart materials.

Sincerely,

The Rubber Association of Canada

**2014 Canadian Consumer Tire Attitude Study
Reaches Completion**

By The Rubber Association of Canada

The RAC is very pleased to inform our members, stakeholders, industry professionals and consumers that we have officially reached completion of our 2014 Canadian Consumer Tire Attitude Study. RAC recently awarded a contract to Leger, The Research Intelligence Group, back in March to complete an online Canadian Consumer study of 1,000 motorists across the country. The online survey wrapped up early April and saw just over 1,000 folks answer 35 questions that pertained specifically to attitudes about tire maintenance practices,

the tire buying process, and awareness and satisfaction of used-tired recycling programs. According to Carolyn Goard, Communications Specialist for RAC, "This year marked a period in time where we felt it was necessary to research our consumers for new data that pertains to their thoughts and attitudes towards tires. Our last study was done in 2009, which means a number of years have gone by since we have updated our research." Carolyn says it is the RAC's role to gather new data not only to use it as a tool to educate consumers about their tire maintenance habits, but also to provide valuable and useful information to its member com-

panies for their own strategic uses. "We are certainly pleased to see some really interesting data come back from the study, and we look forward to sharing this information with the public and industry professionals in the coming weeks." Carolyn says the data collected from the study will be referenced in RAC's upcoming *Be Tire Smart Week* campaign running from **May 12-18**. That campaign, which runs on an annual basis, seeks to educate Canadian motorists about the importance of properly caring for their tires, in order to get the best life out of them and ensure that their vehicles are safe on the roads.

RAC is also happy to announce that two Leger research consultants will be present at its upcoming **94th AGM and Industry Spotlight** event that is taking place in Mississauga, Ontario on **Thursday, June 19, 2014**. This presentation will allow Leger to explain to those in attendance the study in more extensive detail, along with the results. RAC is extending the invite to its AGM and Industry Spotlight to both members as well as non-members this year. Those interested in attending are encouraged to contact the RAC by phone at (905) 814-1714, or visit its website for more details at www.rubberassociation.ca.

We Invite You To Mark Your Calendars For The



October 22-24 • Montreal, Quebec

"DRIVING INNOVATION TO DRIVE MARKETS"

Online Registration to Open Soon!

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A Grand Gesture

By Glenn Maidment
President

It was on the one hand a simple addition, but on the other it was a grand gesture that affirms and recognizes the course our Members and the RAC have been on for a very long time.

As some of you may know, or not, the RAC, along with all federally chartered not-for-profit entities, must this year transition from our current governance model which dates back to 1920, to now fall under new legislation called the Canada Not-For-Profit Corporations Act (CNCA).

I can feel your eyes peeling away from the screen right now—do I really need to know this, you're asking? Well maybe not, but don't you want to know about the simple addition that turned into a grand gesture? And who made it and why?

I'll save you the suspense—your board of directors made the simple addition, that, to my eyes became a grand gesture. More precisely, they agreed at the last board meeting to add the phrase “including sustainability” to the Association's Purposes, our “raison d'être”, if you like. Specifically, bullet point number four of the RAC

Purposes now reads: “to appear on behalf of the Members of the Association before and to co-operate with public bodies, government agencies and committees with respect to matters affecting the industry, including sustainability.” Sustainability for the rubber industry is much more than a trendy catch-word or flavour of the day. It even goes beyond end-of-life tire management, something we here at RAC spend a great deal of time and effort on these days. No, for the rubber industry, sustainability is in part about how to re-use end-of-life material into new rubber products; it looks

at new and innovation materials and oils that can be produced from renewable plants instead of from petrochemicals; it speaks to eliminating factory waste and re-thinking energy sources and options, and it of course speaks to making existing products last longer and perform better. To its credit the rubber industry has come to a general consensus that we cannot continue to do the things we did in the ways we did them. Your board of directors, by their simple, elegant addition is steering your Association along the same path—as it should be.

Reminder: New Stewardship Fees for Passenger & Light Truck Tires Effective May 1, 2014 in Ontario

By Carolyn Goard
RAC Communications Specialist

The Rubber Association of Canada would like to remind tire stewards, manufacturers and motorists that as of May 1, 2014, at the Tire Stewardship Fee (TSF) rate for Passenger & Light Truck (PLT) tires in Ontario will be reduced to \$5.43 from \$5.69. While all other TSF rates will remain the same as the previous year, the new fee for

PLT tires will be reduced for a second time since Ontario's used-tire program, Ontario Tire Stewardship, was established in 2009, at which time the fee initially sat at \$5.84. While all other tire classifications are unchanged from those currently in use, the new TSF rates will be implemented effective May 1, 2014.

These TSF rates can be viewed online by visiting: <http://www.rethinktires.ca/>

[wp-content/uploads/TSF-Communication-to-Stewards-February-2014.pdf](#)

The new fee was calculated by OTS using the actual 2013 tire supply figures and Used Tire Program costs, as required by the Amended Regulation 84/03.

The product of that specific calculation was then applied to determine the applicable TSF rates to be remitted by stewards when reporting the supply of tires.

Any tires supplied into the Ontario market as of May 1, 2014 must be reported by Stewards according to the Tire Categories and TSF rates outlined by OTS. If you have any questions regarding the stewardship fee rates and/or the fee revisions, Ontario Tire Stewardship encourages you to contact them by email at info@rethinktires.ca, or by telephone at 1-888-687-2202.



Get Ready for Be Tire Smart Week!
May 12-18, 2014

BeTireSmart.ca

Our National Flagship Consumer Education Program

contact us

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