



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

2014 MARCH

e-Newsletter

welcome

Dear Readers,

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

The RAC would kindly like to remind you all of our upcoming *Be Tire Smart Week*, which will be taking place this year from **May 12-18**. Please mark your calendars with this important date, and we encourage your respective colleagues to get in touch with us should we be able to help your own company's consumer education initiatives by offering you some of our valuable resources and educational materials.

We continue to look forward to hearing about each of your organizations' endeavours, events and news!

Sincerely,

The Rubber Association of Canada

We Invite You To Mark Your Calendars For The

2014 RUBBER RECYCLING SYMPOSIUM



October 22-24 • Montreal, Quebec

"DRIVING INNOVATION TO DRIVE MARKETS"

Online Registration to Open Soon!

For More Information:
Tel: (905) 814-1714
Email: info@rubberassociation.ca
Website: www.rubberassociation.ca

Sponsored by



RAC to Conduct 2014 Consumer Tire Attitude Study

RAC recently awarded a contract to Leger to conduct an online consumer tire attitude study of 1,000 Canadian motorists

**By Carolyn Goard
RAC Communications
Specialist**

The Rubber Association of Canada is pleased to announce that it has agreed to support funding to undertake a 2014 Canadian Consumer Tire Attitude Study. Leger was recently awarded the contract and the study is scheduled to launch early April with the receipt of the final report scheduled for early May. Provided that RAC's last research project was done in 2009, staff agreed to commission a 2014 study to provide us with new information about our consumers. We believe that collecting new data will both enhance the messaging of our

consumer education program and will allow us to provide our members with new and valuable information about consumer attitudes towards tires. The study will first collect data about attitudes towards tire maintenance practice and will compare results with our studies that have been conducted in previous years to act as an update to these research projects. This data will focus around how important consumers feel measuring their tire pressure is, how often they measure their pressure, and what factors lead them to check their pressure. The study also asks some questions about winter tire usage.

The study will, however, deviate slightly from what RAC has studied in previous years insofar that it will also analyze consumer attitudes and behaviors in regards to the tire buying process, in an effort to understand where consumers go for information about tires before buying them, what influencers play a role in their purchase decision, where consumers ultimately purchase their tires, and so on. But while the primary focus of this study is on attitudes towards tire maintenance practices and the tire buying process, it will also briefly explore consumer attitudes towards the visibility of eco-fees on tires, and awareness and satisfaction of

used-tire recycling programs across Canada. All the data collected will of course be coded according to different age brackets and by region. Leger and RAC are currently in the process of finalizing the 35-question survey, which will be administered at the start of April. It is our hope that we will reference the data collected from this study in our upcoming *Be Tire Smart Week*, which will run from May 12-18. RAC is also pleased to announce that two staff members from Leger will be attending our **Annual General Meeting on June 19, 2014**, to present the findings of the 2014 study.

contact us **t:** (905) 814-1714 **f:** (905) 814-1085 **e:** info@rubberassociation.ca

www.rubberassociation.ca

2000 Argentia Road | Plaza 4, Suite 100
Mississauga, ON | L5N 1W1

Manitoba Public Insurance to Provide Loans for Winter Tires

By Carolyn Goard
RAC Communications
Specialist

Earlier this month, the Selinger government's Finance Minister Jennifer Howard announced that Manitoba Public Insurance (MPI) will soon introduce a low-cost loan program to make it more affordable for Manitoba drivers to equip their vehicles with winter tires.

A recent article in the Winnipeg Free Press indicated that the intention behind encouraging more motorists to buy winter tires is to reduce collisions on Manitoba roads, making it safer for citizens to drive throughout the winter months.

However, the article indicated that the initiative was also created because drivers are often reluctant to buy a set of winter tires as a result of their high cost.

The loan program is one component of Howard's budget that plans to make life more affordable for Manitoba families.

Aside from the loan program included in this year's budget, however, the government has

announced that it has no plans to make winter tires mandatory. Rather, it plans to simply offer incentives, the recent Winnipeg Free Press article noted.

MPI reports that winter tire usage will allow motorists to stop more quickly and avoid sliding on icy and snowy road conditions. According to the recent Winnipeg Free Press article, vehicle collision claims in the winter months are nearly 50 per cent higher than in the spring and summer.

This past winter alone, collision and injury claims jumped 7 per cent in December from the same month in the previous year. And, in January, there were more than 16,000 collision claims filed.

According to our data at The Rubber Association of Canada, we estimate that Manitoba drivers lag behind the nation in switching to winter tires, with only 20 per cent of the province's motorists operating on winter tires.

At present, Quebec is the only province in the country that requires drivers to operate their vehicles on a set of four winter tires.

Ken Essex, Manager of Purchasing and Inventory for Regional Tire

Distributors (RTD) Manitoba, says that Quebec has led the nation by bravely introducing legislation to make it mandatory for winter tire usage in the winter.

"I hear how winter road safety requires our governments of the day to maintain our roads as best as possible," Essex states, adding that "we as drivers need to drive to those conditions we find ourselves in, and the vehicle characteristics—like having winter tires—will point towards increased safety during winter driving."

But while many folks are proponents

of the safety and control winter tires bring, Essex admits that mandatory legislation has not been quite as popular or accepted in any provinces other than Quebec.

He does, however, applaud Manitoba's move to assist vehicle owners with improving their vehicle's driving characteristics in the winter months.

The RAC is also pleased to learn about this loan program, as encouraging more Canadian drivers to equip their vehicles with winter tires during the cold-weather months is one of its key goals.



New Stewardship Fees for Passenger & Light Truck Tires Effective May 1, 2014

As of May 1, 2014, tire stewards may be happy to learn that 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 TSF rates and/or fee revisions, OTS encourages you to contact them by email at info@rethinktires.ca, or by phone 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

t: (905) 814-1714

f: (905) 814-1085

e: info@rubberassociation.ca

www.rubberassociation.ca
www.betiresmart.ca

2000 Argentia Road | Plaza 4, Suite 100
Mississauga, ON | L5N 1W1