



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

**2014
MAY**

e-Newsletter

Welcome

Dear Readers,

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

The RAC would like to thank its members, stakeholders and industry professionals for their efforts during our recent **2014 Be Tire Smart Week** which ran from **May 12 to 18**. Thanks to our knowledgeable spokespeople that acted on our behalf, we once again carried out a successful campaign to educate motorists across Canada about the importance of proper tire maintenance.

As a friendly reminder, we would like our members and stakeholders to remember that you can take advantage of our many *Be Tire Smart* resource materials. Should your company or organization benefit from information with respect to tires and tire maintenance, please do not hesitate to let us know as we are always pleased to offer our help wherever we can.

Sincerely,

The Rubber Association of Canada

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RECYC-QUÉBEC
Québec

RAC to Propose Changing its Name at June Annual General Meeting

The Rubber Association of Canada will introduce a resolution at its upcoming Annual General Meeting to vote on a motion to change the Association's name to Tire and Rubber Association of Canada/L'Association canadienne du pneu et du caoutchouc.

With The Rubber Association of Canada's Annual Members' Meeting taking place on June 19, staff plans to introduce a special resolution to call for a motion to change the Association's name to Tire and Rubber Association of Canada/L'Association canadienne du pneu et du caoutchouc. As many of our members know, the RAC has been discussing changing the name of the Corporation for some time. This initiative is born of the idea our Association's name should more accurately

reflect who we are and what we do. It in no way changes the focus or emphasis of what your Association is doing for you currently or in the foreseeable future. The proposed name change adds to who we are – it does not take anything away. It is merely a better descriptor. When the Association canvassed the members earlier this year about the name change, 69% supported the name Tire and Rubber Association of Canada. The resolution to change the

Association's name is not the only important item of business the meeting will cover. The Annual General Meeting will also see the election of the new Board of Directors, in addition to a second resolution to approve the new Articles of Continuance, a legal requirement under Canada's Not-for-Profit Corporations Act (CNCA). While the Act came into effect on October 17, 2011, it requires all corporations subject to the Canada Corporations Act to continue under the

CNCA by October 17, 2014. This involves filing Articles of Continuance and updating the Corporation's by-laws. The Board of Directors has taken the necessary steps to review and update the by-laws, which was sent to Members on May 6, 2014. The new by-laws and Articles of Continuance will also be available on our website. The continuance process enables the RAC to change our name when we file the continuance, which is what we have elected to do.

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Our Efforts to Educate Motorists on Proper Tire Inflation is Never Really Done

By Carolyn Goard
Manager, Communications

This year's Be Tire Smart Week ran from May 12 to 18, and although the successful campaign has come and gone—despite still picking up sporadic media coverage across the country—we ought to remember that we can never educate motorists too much. At least that's what our consumers are suggesting to us, the tire industry at large.

While our 2014 Be Tire Smart Week ran the week before the May long-weekend, as it usually does, a very transparent theme came to the forefront throughout the week's many radio and newspaper interviews, and even a handful of television interviews.

Canadian motorists maintain that they do not know as much as they should when it comes to properly caring for their tires. And that's a fact, with hard evidence to support it. In preparation for this year's Be Tire Smart Week campaign, The Rubber Association of Canada conducted an online consumer survey of just over

1,000 Canadian motorists across the country to better understand their thoughts and attitudes towards tire maintenance, among other topics such as winter tire usage, tire buying habits, and awareness of used-tire recycling programs. The intention of conducting this study was to update existing data gathered from studies that we've undertaken in previous years. And while our last study was carried out in 2009, RAC staff felt it was time to generate some new data on consumer attitudes with respect to tires.

The data collected from the study was referenced during this year's public education campaign in an effort to reinforce the main Be Tire Smart message: why maintaining and properly caring for your tires is of vital importance. But here's the alarming statistic: while 96% of the folks polled for the survey indicated that they know inflating their tires regularly is important, only 31% of folks indicated that they *actually* check their tire pressures at least monthly. That means that across Canada, a whopping 69% of motorists that were surveyed don't

regularly check their tire pressures, leaving them at a higher risk for tire failure, compromised vehicle safety and handling, and quite frankly more likely to consume more fuel than they really need to.

However, there are some additional stats that are far more significant that we, the tire industry, ought to address in moving forward in our future endeavors to educate our consumers. Among the 69% of Canadians that indicated that they do *not* check their tire pressures at least monthly, 31% polled said they rely on a visual inspection as a means of "checking" their tire pressures. What's even more concerning is that 21% of folks are completely unaware that they even need to check their tire pressures frequently. It is our ongoing effort to dispel these misconceptions and continuously remind our nation's drivers why they should develop the simple habit of measuring their tire pressures on a frequent and ongoing basis, using a reliable tire pressure gauge. Moreover, while it is important to inform them that they should check tire pressures regularly, we

also need to be cognizant of the fact that not all drivers even know *where* to look for the correct tire pressures (45% of folks surveyed indicated that they don't know where to find the correct tire pressure, with 31% of folks inflating their tires to the pressure stamped on the tire sidewall). In addition, we need to remember that many drivers also don't realize *when* they should be checking their tire pressures (45% indicated that they were unaware that they should check pressures when their tires are cold).

With the campaign said and done—despite the fact that the Be Tire Smart program really is an ongoing effort—we, as an Association and the tire industry as a whole ought to recognize these significant statistics. There is a lot of valuable information that our consumers are telling us and it simply reiterates that while we are making progress in terms of educating our consumers (the good news being that there is a portion of our country that does check their pressure regularly and know how to do so properly), our work is really never done.



Above, Carolyn Goard (Manager, Communications for The Rubber Association of Canada) is pictured at the Canadian Council of Motor Transport Administrators (CC-MTA) Annual Meeting held in Toronto, Ontario from May 25-28. Carolyn promoted RAC's Be Tire Smart program and educated meeting delegates about the various resources the campaign has to offer.

News Segments That Aired During Be Tire Smart Week

RAC on Breakfast Television, Delta, BC (May 9, 2014)

This four-part news segment features footage captured inside Western Rubber Group's tire recycling facility in Delta, British Columbia to illustrate the process old tires undergo before they are recycled into new products. In Part 4, Jim Baker of KAL Tire describes the Be Tire Smart program and illustrates how motorists can properly maintain and care for their tires.

RAC on CP24's AutoShop (May 18, 2014)

On May 18, 2014, The Rubber Association of Canada appeared on CP24's AutoShop to talk about recent survey results from the Association's 2014 Canadian Consumer Tire Attitudinal Study, which found that 69% of Canadians polled do not measure their tire pressures at least monthly.



Thank You For a Successful 2014 Be Tire Smart Week!

BeTireSmart.ca

Our National Flagship Consumer Education Program

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