

The Road Runner • Winter 2025-2026



NETSA

New England Tire & Service Association



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2025 NETSA Scholarship Golf Tournament



We had great plans for our 2025 Scholarship Golf Tournament—but so did Mother Nature. Not only did she deliver torrential rain on our original golf date, but she repeated the performance on our rain date as well. Despite the weather challenges, we were thrilled to have over 100 golfers registered and nearly two sponsors for every hole. We also had an incredible lineup of prizes, including golf bags, a vacation rental in Florida, Red Sox tickets, coolers, and even tires.

This year, we moved the tournament to the New England Country Club in Bellingham, MA, a course known for its excellent reviews. Many refer to it as a “great track” and a “fun course with a great layout,” and we were excited to bring our event to such a well-regarded venue.

Although the weather had other plans for us this year, we're already looking ahead and hope to have everyone join us for our rescheduled tournament on **May 6th, 2026**. We're excited to make the 2026 event our best one yet.



Happy Holidays to all

Normally this time of year we are showing pictures of the fall golf tournament with the winners and thanks to all that attended and donated. As we know, due the inclement weather, we had to postpone the golf tournament until May 6, 2026. So, please save the date and share with all that signed up. Also to all the vendors and the players a BIG thank you for bearing with us in this.

As independent tire dealers we are also seasonal businesses and that being said the fourth quarter can be a make-it-or-break-it for the tire business. I wish all small businesses the best for December. Some tire sizes at the time of me writing this letter are becoming hard to find. Here in Vermont we have had a great snow tire season so far. It started off a little slow in October but quickly picked up.

I know in my business the price increases surprised some customers for just a moment and then most shrugged it off saying everything has gone up. That being said like most small family businesses we have adapted and search out for other options in tire and parts pricing to keep our customers happy.

Looking towards the first of the year I hope things stay busy for all and some get the deserved breaks that are needed to regenerate and start their focus on the coming year.

I hope you all have a great holiday and are able to be with family. Life is short so take the time and enjoy the holidays.

Thank you

Steve Dupoise Jr.



NETSA

New England Tire & Service Association

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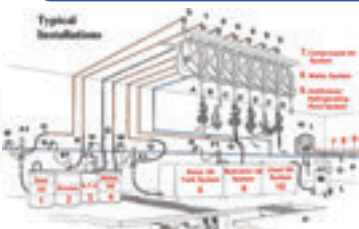
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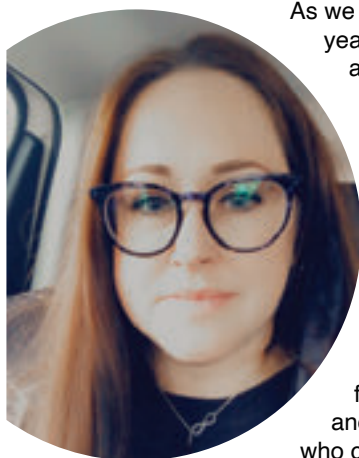
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As we approach the end of another year, it's clear that NETSA has had a truly successful one. Thank you to all our board members—past and present—for your dedication to our association's continued growth.

I returned from SEMA after a weeklong visit, and once again the event proved to be both energizing and inspiring. Throughout the week, I heard from industry leaders, vendors, and fellow association members who continue to be impressed by

NETSA's momentum and the growth

we've achieved. Hearing that recognition firsthand reinforces how far we've come and how important it is to keep pushing forward.

SEMA itself was as impressive as ever—wall-to-wall innovation, new technology, passionate people, and a real sense of where our industry is headed. I spent time walking the show floor, talking with manufacturers and suppliers, checking out new tools and equipment, and exploring emerging trends that could benefit our members. I was again able to attend the TIA – Global Tire Expo Luncheon, followed by a Right-to-Repair Summit and the Tire Industry Networking Reception.

Legislative Committee – Chaired by Tim Winkeler

The Massachusetts Right-to-Repair law is officially active, though an appeal of the district court's decision is still underway. In November, an Amicus Brief was filed urging the First Circuit Court of Appeals to affirm the law's validity and uphold the district court's ruling. The First Circuit is expected to hear arguments and potentially issue a decision during the first half of 2026. While the appeal proceeds, enforcement of the law continues, and independent repairers and consumers are benefiting from the increased access to vehicle data that the law provides.

Maine's Right-to-repair law faced legal challenges from automakers, which led the legislature to amend it in 2025 to remove the requirement for a specific "independent entity" and add other modifications, leaving some aspects subject to further clarification in early 2026.

The Connecticut Tire Stewardship Program was approved by the state in late September 2025, with a planned launch in March 2026. The program, managed by the non-profit Connecticut Tire Stewardship (CTS), requires tire manufacturers to fund and operate the end-of-life management of tires in the state, which is expected to create a free drop-off network and reduce municipal costs. While the program was approved in November 2025, its full operation will begin in the spring of 2026. TIA, NETSA, and the Connecticut Retail Network are still looking for clarification on how this program will work. Please feel free to reach out to any questions.

New Hampshire Bill 649, which eliminates annual vehicle safety and emissions inspections for most passenger vehicles, is scheduled to go into effect on January 1, 2026.

Golf Committee – Chaired by Bob Vacca

Due to weather conditions on September 25th and on our rain date, October 8th, we had to postpone our annual scholarship golf tournament to May 6th, 2026. The committee would like to thank all who sponsored the event and sent auction or raffle items. All will be used for the event in May. We hope that all 120 golfers who signed up will be able to attend.

Tradeshow Committee- Chaired by Rich Tuttle

Plans are underway for the 2026 Tradeshow and Convention in the Rainmaker Expo Center at Foxwoods Casino in Mashantucket, CT, on April 10-11. Our committee has been working diligently to ensure this year's seminars are both engaging and highly informative. Our goal is to provide attendees with valuable insights, meaningful discussions, and practical takeaways they can apply immediately. We are also excited to share that we have secured an outstanding keynote speaker who will bring expertise, inspiration, and fresh perspectives to the event. This keynote address will set the tone for a series of sessions designed to elevate knowledge and spark new ideas.

Hall of Fame – Chaired by Rich Tuttle

Reminder that applications for the Hall of Fame are due by December 31st. You can find the application in this edition of the Road Runner and also on the home page of our website. We will be inducting our 2026 Hall of Fame members at our January 14th Board meeting. Look for the announcement in mid-January.

Scholarship Committee – Chaired by Larry Lesiuer

Larry will be asking the board to approve up to 20 scholarships. Look for the details and applications at the end of January. Applications must be submitted by April 23, 2026.

The Benefits Committee – Chaired by Don Foshay

Don and the committee have been working with the NETSA benefits providers to deliver enhanced support and tailored offerings to members. Please check out our benefits page on our website for their contact information.

In closing, I've been thinking about what practical advice I could offer you this holiday season. The message that feels most powerful to me is forgiveness. We all start each day with the best intentions, but as the day unfolds, pressures and stresses can sometimes get the better of us. I try to treat others the way I hope to be treated, and on the days I fall short, I hope that those I have wronged will grant me their forgiveness. Extending forgiveness to those who may have hurt us is never easy, but it can be transformative. I believe that simple guiding principles can help us live with more kindness and understanding. I'll be revisiting some of those myself.

So, in that spirit of reflection, renewal, and celebration, I wish you and your loved ones peace, joy, and all the very best this holiday season."

Katie Maguire

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Navigating Tires in a Complex Marketplace: How Retailers Can Guide Customers to the Right Tread Pattern and Brand

The American tire market remains one of the most complex and fragmented in the world. Independent retailers—many of them family-run businesses—play an outsized role in helping drivers navigate a landscape filled with thousands of models, dozens of manufacturers, private-label brands, emerging imports, and rapidly evolving technologies.

Even with industry consolidation, independent shops still install about half of all tires in the U.S. That means your business sits at the center of one of the most important trust relationships in the automotive aftermarket. And as customer research increasingly begins online, counter professionals now influence over half of all tire purchases by helping drivers bridge the gap between what they've read and what they actually need.

To thrive in this environment, retailers must combine technical knowledge, a strong brand and tier awareness, and a product mix broad enough to meet diverse customer expectations.

Helping Customers Choose the Right Tread Pattern

While tread pattern conversations often start at the consumer level, the responsibility for guiding the decision falls squarely on the retailer. Drivers rely on your team to translate features into practical outcomes—traction, noise, longevity, and handling—based on how and where they drive.

Start With How the Customer Uses Their Vehicle

Most passenger tires fall into a handful of primary categories:

- Touring: Comfort, long tread life, quiet performance
- Performance: Grip, handling, responsiveness
- All-Season: Balanced traits across varied conditions
- All-Weather: True four-season capability with winter certification
- Highway: Stability and fuel efficiency for long-distance driving
- All-Terrain: A blend of on- and off-road capability

Understanding the customer's daily driving—urban, rural, mixed climate, light or heavy winters—is critical. This is where well-trained counter staff become invaluable. They can interpret nuances customers rarely articulate, such as whether tread noise will matter on long commutes or whether deep siping is worth the tradeoff in fuel economy.

Climate and Driving Environment Still Rule the Conversation

A tire that excels in Vermont may be wrong for a driver in Miami. Likewise, a city commuter may prioritize wear and comfort, while rural customers may require deeper channels for mud, ruts, or slush.

Balancing Tread Life vs. Performance

Retailers understand the tradeoffs inherent between compound hardness, expected mileage, and traction characteristics. Customers don't always know this. Counter staff who can clearly explain these differences build credibility, create satisfaction, and prevent returns.

Ongoing, up-to-date staff training across products, tiers, manufacturers, and categories—helps teams confidently recommend the right tire the first time, building credibility and minimizing returns.

Cutting Through Brand Clutter for Your Customers

With global manufacturers operating dozens of plants, private-label brands expanding, and new entrants arriving yearly, customers can easily become overwhelmed.

What they really need is your guidance on value, quality, and what fits their vehicle and budget.

The Quality Gap Has Narrowed

Advancements in materials, global manufacturing, and shared technology have reduced the performance gap between premium, mid-tier, and value brands. Many Tier II and III brands are engineered using processes similar to those of premium alternatives, while well-established private-label brands—such as long-running lines like Hercules and Ironman—have built years of field-tested reliability.

Retailers who understand these nuances can help customers make smart choices based not on brand impressions, but on real-world performance—and can confidently recommend multiple tiers depending on budget and availability.

Availability Matters as Much as the Brand

In real life, a tire that is unavailable when you need it—especially after a road hazard—might as well not exist.

The pandemic demonstrated how fragile supply chains can be. Today, retailers know that inventory reliability can influence customer satisfaction as much as product quality.

A strong distribution partner with deep inventory and multiple tier options helps ensure:

- Immediate access to replacements
- Alternatives when a specific product is unavailable
- Options across premium, mid-tier, and value categories
- The ability to serve customers with a wide range of budgets

Many retailers have found that leaning on established brand families with broad catalogs—such as Hercules for mid-tier coverage or Ironman for durable, value-focused options—helps ensure there's always a suitable replacement available when timing is critical. These brands often provide the predictability and tier flexibility needed to serve customers quickly and confidently.

Trust: The Foundation of Tire Retail

Trust is earned through consistent, knowledgeable guidance. Customers return to retailers who provide clear explanations, transparent tradeoffs, and products that perform as promised.

Reliable Tier II and III brands—including long-standing private-label lines like Hercules and Ironman, which many retailers have worked with for decades—continue to gain traction because shops have seen their performance firsthand and trust their warranty support.

Well-trained counter professionals articulate these differences, matching customers with the right products and building long-term loyalty in the process. **ATD Article continues on page 7**



Ironman
All-Country AT-X

Supporting Customers Through an Informed Retail Experience

While consumers are doing more research than ever, the in-store interaction remains the deciding factor. Retailers can improve outcomes by ensuring their teams ask questions such as:

- What is your daily driving pattern?
- What weather conditions do you encounter?
- What performance traits matter most to you?
- What options are available today if you need immediate replacement?
- Are there similar-performing alternatives at a different price tier?

These conversations—when supported by training and a strong, tiered product mix—reassure customers and elevate your shop as a trusted advisor.

A Marketplace Built on Knowledge and Relationships

The tire marketplace will only continue to grow more complex, but independent retailers are uniquely positioned to guide customers effectively. Success requires:

- Deep product knowledge across categories and tiers
- Strong relationships with distribution partners
- Well-trained counter professionals
- A broad, multi-tier inventory strategy
- The ability to translate complexity into clear, confident recommendations

Focusing on these strengths, and leveraging trusted, well-established brands such as Hercules and Ironman as part of a balanced product mix, enables retailers to meet customer needs more effectively, cut through marketing noise, and build long-term loyalty.

Ironman
All-Country AT-X



The Importance of Dental Care for Adults Aged 40-65

As we progress through life, the stakes for maintaining dental health rise, especially for adults aged 40 to 65. While many might overlook the necessity of dental care for adults, emerging data reveals a significant gap in perceptions and reality. For instance, despite growing health concerns linked to aging, only 39% of adults reported seeing a dentist regularly, highlighting a widespread underestimation of the need for ongoing oral healthcare.

Tackling complacency in dental visits

Recent findings from LIMRA's study illuminate a troubling trend: a growing number of adults believe they do not need regular dental care. This sentiment has increased over the past two years, posing a challenge for health professionals and creating long-term implications for individual well-being. Such perceptions not only jeopardize individual health but also amplify the long-term financial burden due to delayed care. Timely intervention is imperative at this age, as many dental issues can still be reversed. Delaying dental care, however, can lead to conditions that may become irreversible and may be more costly.

Dental demands change as we age

For adults navigating the complexities of middle age, dental health demands greater attention. Conditions like periodontal disease, which the Centers for Disease Control and Prevention identifies as increasing with age, can lead to severe complications if unchecked. Additionally, the National Institute of Aging highlights that the risk for oral cancer escalates after 40, making regular screenings an essential practice.

This age group also sees a peak in the necessity for restorative dental work. As fillings and other dental work from earlier years begin to fail, the need for maintenance and replacement grows. Regular dental check-ups facilitate the early detection and management of such issues, potentially avoiding more extensive procedures down the line.

Leveraging dental insurance

Dental insurance plays an essential role in mitigating these risks. It not only covers the cost of routine care, which can reduce the risk of escalating dental issues and ensure affordability for more significant interventions when necessary. A report by the Health Policy Institute indicates that regular preventive care could significantly decrease the chances of requiring emergency or more extensive dental treatments later. Choosing the right benefits can contribute to a stable and secure future. It is not only about covering the costs of dental procedures but protecting against the financial shock that unexpected dental needs can cause.

For adults aged 40-65, maintaining dental health is more critical than ever. With increasing risks and potentially high costs associated with dental care in later life, dental insurance offers a strategic safeguard. It ensures that individuals can access necessary care without financial strain, ultimately supporting both health and financial well-being.



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Scot Holloway, CEO Bartec TPMS
December 1, 2025

SEMA 2025 was very successful in many ways! Lot's of leads, great meetings with customers and potential customers alike, and a general enthusiasm about our industry. One of my personal highlights was participating in TPMS at 10. This year's topic was the TPMS Technician Survey and its results. The Tire Industry Association does a great job each year with the Global Tire Expo, and this year was no different!

There is no better measuring stick of success than a survey. Earlier in the year, the TIA distributed a survey amongst its members asking questions specifically about Tire Pressure Monitoring Systems. There were some very interesting statistics that I would like to share.

Nearly 65% of respondents are **familiar with the “make inoperative”** clause in 49 USC 31022[b] that makes it illegal to knowingly disable a TPMS. If you recall, the Tire Industry Association presented four TPMS service related questions to the National Highway Traffic Safety Administration. These questions were based on real life scenarios and what the potential impact might be on the the “Make Inoperative” provision of the Motor Vehicle Safety Act. The goal was to add clarity for the tire technician and service provider alike. The responses were, and still remain, relevant to TPMS Service and Repair. Below is a table that highlights those scenarios.

	Scenario	Assumption	Service Provider responsible for repair?	Detail	TPMS Tool Required?
1	TPMS System is inoperative PRIOR to any work on the vehicle	Referring to the TPMS Sensor Only TPMS Sensor was inoperative before motorist brought vehicle to repair facility	NO	Providing that you closely inspect the vehicle [TEST BEFORE TOUCH] and notify the consumer of known and visible damage or inoperative conditions PRIOR to working on the vehicle.	YES
2	Motorist purchases a set of aftermarket wheels and/or tires [winter for example] and declines to purchase NEW TPMS sensors	The TPMS is functioning properly at the time of the purchase of the new wheels	YES	To avoid making the vehicle inoperative, the technician has three choices: 1. Decline the install of the new wheels 2. Use the current TPMS sensors found in the old wheel set 3. Convince the customer to purchase NEW TPMS Sensors.	YES
3	Service provider inadvertently breaks a non-defective TPMS Sensor	The TPMS is functioning properly at the time the sensor is damaged and the Technician is aware of the damage.	YES	To avoid making the vehicle inoperative, the TPMS Sensor must be replaced and programmed to the vehicle	YES
4	Service provider releases vehicle with the TPMS light OFF. The technician was not aware of any TPMS faults or damage	The service provider did not knowingly make the system inoperative.	NO	Testing the vehicle with a TPMS Tool is critical to proving that a Standard Operating Procedure exists and that the proper work is completed.	YES

75% of respondents are **servicing the sensor** by replacing the wear items like the rubber valve stem, aluminum nut, cap, core and seals. Proper service of a TPMS sensor each time the tire is removed from the wheel, is the best way to maximize the life of the sensor! It's also the best way to prevent leaks. Avoiding the removal of a TPMS Sensor with an aluminum valve stem will very often result in a leak. Always replace the seal, nut, cap and core with these types of TPMS Sensors.



Nearly 95% of respondents are installing replacement sensors. This is very good news! The leading factor in this trend is the programmable replacement sensor. Programmable replacement sensors are the best option for TPMS Service. They are flexible, easier to use, and very cost effective. Programmable replacement sensors allow you to reduce inventory costs while still maximizing vehicle coverage. As the name suggests, the Programmable replacement is “blank” until it's programmed for the vehicle being serviced. Instead of having thousands of different part numbers sitting on the shelf, you can have fewer parts in stock, while being able to serve more customers' vehicles.



More than 70% of respondents are doing pre-inspection work. Test Before Touch is the single best way to avoid inheriting existing TPMS problems. By law, Tire Pressure Monitoring Systems are required to warn the driver of the vehicle within 20 minutes of a low pressure condition on one or more tires. Specifically, when any tire is 25% deflated, from recommended inflation pressure [placard], there needs to be a solid low pressure warning on the instrument panel. Where TPMS can be different from manufacturer to manufacturer, is the response time warning when the system is malfunctioning. Depending on the vehicle and the driving pattern, it could be days or even weeks before a dead sensor manifests itself in the way of a flashing TPMS MIL. Testing the sensors and checking for system fault codes not only uncovers potential service opportunities, provides a baseline of service or in other words, prevents you from owning someone else's problem. **Bartec TPMS article continues on page 10**





Also over 70% were those surveyed regarding **updating their TPMS tools** whenever an update is available. Many tech support calls are resolved simply by updating their tool. TPMS Tool updates are very important because of the fast-paced nature of change within TPMS. New sensors, new vehicles, programmable sensors, and new relearn procedures are always being released. Updating your tool is the best way to keep up!

They key take away from this year's TPMS at 10, is that great progress has been made with respect to making TPMS service easier and more repeatable for technicians. However, there **is room for improvement**. How do you improve? First, align with a TPMS supplier partner that can support you entire tire service operation. Product training, vehicle training, video content, technical service bulletins, and a direct connection to technical support, are all key elements of great customer support.

Secondly, and even more important, use quality sensors and service kits, those that are proven in the marketplace. Something else that I noticed at this year's SEMA, a lot of new "low cost," and unproven replacement parts, from companies brand new to TPMS service. Again, aligning with the right partner means getting quality products as well. Be weary of the "latest and cheapest," as this is a safety system!

Finally, have a TPMS service "business plan" that focuses on keeping replacement sensors in stock, investing in a good TPMS diagnostic tool, stocking service kits, having the proper service tools, and utilizing your data. A solid plan, along with reliable products, all backed by amazing customer support, will help drive success in TPMS!

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Introduction: Why Loyalty Programs Matter

Let's face it—running a tire shop isn't just about selling tires. It's about building relationships. Sure, customers might not need new tires every month, but when they do, you want them to think of your shop first. That's where a loyalty rewards program comes in. It's like a handshake that says, "We appreciate your business, and we'd love to see you again."

Loyalty rewards programs aren't just for coffee shops or airlines—they're a game-changer for tire shops too. They help you turn one-time buyers into regulars, boost your revenue, and create a community of happy, loyal customers.

The Benefits of a Loyalty Program for Tire Shops

So, why should you consider a loyalty program? Here's what's in it for you (and your customers):

1. Keep Customers Coming Back

Tires might not be an everyday purchase, but services like rotations, alignments, and seasonal tire changes are. A loyalty program gives customers a reason to return to your shop for these routine needs instead of going elsewhere.

2. Boost Your Bottom Line

Loyal customers don't just come back—they spend more. Whether it's upgrading to premium tires or adding on services like brake checks, a loyalty program can encourage customers to explore everything your shop has to offer.

3. Get Free Word-of-Mouth Marketing

Happy customers love to share their experiences. A loyalty program that rewards referrals can turn your best customers into your best marketers.

4. Stand Out from the Competition

Let's be honest—there are a lot of tire shops out there. A loyalty program helps you stand out by showing customers you value their business and want to reward them for it.

How to Create a Loyalty Program That Works

Designing a loyalty program doesn't have to be complicated. Here are some tips to make it a hit with your customers.

- **Keep It Simple:** Nobody wants to jump through hoops to earn rewards. Make it easy for customers to understand how they can earn and redeem points or perks.
- **Offer Rewards People Actually Want:** Think discounts on future purchases, free services, or even exclusive perks like priority scheduling.
- **Make It Personal:** Use what you know about your customers to make the program feel tailored to them. For example, send reminders for seasonal tire changes or offer a birthday discount.
- **Make It Easy to Use:** A web-based loyalty program is the way to go. It's simple for customers to join, easy for you to manage, and accessible from anywhere. Whether they're checking their rewards on their phone or redeeming points at your shop, a digital option keeps things seamless and hassle-free.

Promoting Your Loyalty Program

Once you've got your program set up, it's time to spread the word. Here's how to get customers excited about joining.

- **Show It Off in Your Shop:** Use posters, flyers, and friendly staff to let customers know about the program.
- **Go Digital:** Promote it on your website, social media, and email newsletters. A quick post like, "Join our loyalty program and save on your next visit!" can go a long way.
- **Sweeten the Deal:** Give customers a little something for signing up, like a free tire pressure check or a discount on their next service.

Using Technology to Make It Easy

Managing a loyalty program doesn't have to be a headache. With the right tools, you can track rewards, send personalized offers, and make it easy for customers to check their points. Plus, digital programs can automate reminders and help you stay connected with your customers.

Conclusion: Building Relationships That Last

At the end of the day, a loyalty program is about more than just rewards—it's about showing your customers that you value their business. It's a way to build trust, create connections, and keep your shop top of mind when they need tires or services. And the best part? It's a win-win for you and your customers.

About Cinch

Cinch is a customer data and loyalty rewards platform that helps businesses build stronger relationships with their customers. With tools that make it easy to create personalized experiences and drive repeat visits, Cinch empowers businesses to turn one-time customers into lifelong fans.

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Why Tires Don't Seat Properly

If you've ever battled with a tire that just won't seat right—no matter how much air or elbow grease you throw at it—you're not alone. It's a common issue in tire shops and fleet service bays across the country.

Whether you're mounting a standard passenger tire or a 22.5-inch commercial beast, understanding **why tires fail to seat properly** is key to preventing damage, wasted time, and serious safety risks.

Let's dive into the most common causes—and more importantly—how to avoid them.

What Does It Mean When a Tire "Doesn't Seat"?

First, a quick refresher.

Seating refers to the tire beads (the inner edges of the tire) fully locking into place against the rim's bead seats. When seated properly, the tire forms an airtight seal and is safely centered on the wheel.

If the bead doesn't seat:

- Air leaks during or after inflation
- The tire may appear lopsided or unbalanced
- The bead could "creep" or come off the rim
- You could risk blowouts or tire failure under load

5 Common Reasons Tires Don't Seat Properly

1. Improper Lubrication

Probably the #1 cause. No lube, or the wrong type of lube, and the beads can't slide into place.

- **Dry mounts** cause resistance and increase the chance of bead damage.
- **Excessive or messy lube** can lead to slippage and uneven seating.

Fix it: Use a quality tire mounting lubricant—applied evenly to both beads and the rim. Never use soaps or oils not rated for tire use.

2. Bead Not in the Drop Center

When mounting, the bead must fall into the wheel's **drop center** to give you enough clearance to get the rest of the bead over the rim.

If it isn't there? You're fighting geometry, not just the tire.

Fix it: Ensure you're pressing the opposite side of the tire fully into the drop center during mounting. This gives the space you need to get the final section of the bead over the rim.

3. Rust, Debris, or Damage on the Rim

A corroded or damaged bead seat area can prevent a proper seal or keep the bead from popping into place.

Fix it: Always inspect the rim before mounting. Wire brush off corrosion, clean the rim thoroughly, and never mount on a bent or cracked wheel.

4. Low-Quality or Worn-Out Tire

Older tires with dry, stiff, or deformed beads may not seat properly, especially if they've been stored poorly or were previously dismounted.

Fix it: Inspect tires before mounting. If the beads are cracked, flat-spotted, or overly stiff, replacement is usually the safer bet.

5. Inflation Technique

Overinflating too fast or trying to seat a bead at high pressure can be dangerous—and ineffective.

Fix it:

- Inflate in small bursts
- Use a **clip-on air chuck** with a remote gauge
- Always inflate inside a tire cage—especially for commercial or high-pressure tires

Pro tip: A **bead seater/Bead bazooka** can help get the bead to "snap" onto the rim, especially with wide or stubborn tires.

How to Prevent Bead Seating Problems

Here's a checklist to help you avoid these issues every time:

- **Inspect the rim** – Remove any rust, damage, or debris
- **Check tire condition** – No deformed, dry, or damaged beads
- **Use proper lubricant** – Apply evenly on both beads and rim lips
- **Ensure proper alignment** – Make sure the bead drops into the center
- **Inflate with control** – Use the right tools, don't rush inflation
- **Never skip the cage** – Especially on commercial or high-pressure tires
- **Use proper equipment** – Manual methods may not cut it for HD tires

Final Thoughts

Tire mounting is a skill—and like most shop skills, it pays to slow down and do it right. Improper seating isn't just an inconvenience; it can cause:

- Tire blowouts
- Rim damage
- Downtime for your shop or fleet
- Safety risks on the road

By understanding the common causes of seating failure and taking a methodical approach, you'll get better results, fewer do-overs, and safer outcomes for your customers or drivers.



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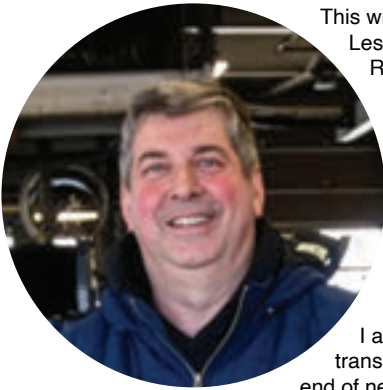
CBBS1-S5



CBBS1-S10



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This will be my last Maynard and Lesieur column for the NETSA Roadrunner, as we are in the process of selling our business after over 97 years in business. It would have been great to reach 100, but you must do what's right for you, your family, and your business in these times. Physically, I'm getting too long in the tooth to keep going much longer anyway.

I am going to try to help with the transition, and I hope to retire at the end of next year when I turn 65. My most recent physical ailment has been battling severe plantar fasciitis in my right foot for the past few months. It has made walking and sometimes even driving difficult. I used a walker and now a cane because my right arch and heel hurt so much. I also have constant back problems, headaches, and other ailments I won't even bother to mention here. Yes, I'm not 18 anymore. My doctor, chiropractor, and massage therapist have kept me upright so far, though.

In addition, I will most likely leave the NETSA board of directors after we are sold. I don't think I want to represent someone else's business on the board. I joined NETSA in 1997 and thought I might stay on for a few years longer after I served as president of the association back around the turn of the century. Yikes!

As I look back at why I stayed so long, I think it was because of the great people we have had at NETSA and on our board over the years. Too many have come and gone over the years to mention, but a few individuals stand out. Rich Tuttle, Bob Malerba, Tony Koles, Jack Kelly, Ron Pisciotta, Barry Steinberg, Blaise Pascale, Steve McGrath, Alan Saks, Dale Franklin, Steve Dupoise (both), Glenn Wilder Jr., and Tom Ferguson are a few who come to mind.

These were just some of the many board members who went way beyond what would be expected in terms of long-time service to NETSA. Board members came and went over the years, but when issues arose, we had healthy discussions, and the best ideas came to the surface. In addition, we have had excellent executive directors during my tenure, particularly Dick Cole, Tony Desimone, and, of course, Katie Maguire. All three of them have been a pleasure to work with. Their previous experience in our industry really helped us as we moved forward as an organization. It is hard to believe that we are on only our fourth executive director in nearly thirty years, but that stability has been a key to having a vital association.

I'm particularly proud that NETSA has been transparent with our members about our finances and has been very responsive to their needs. If I had to pick out the two best decisions we made as an organization during my time, I would say that moving our dying trade show to Mohegan Sun and having proceeds from the golf tournament sponsors and prizes, as well as the Hall of Fame prizes, helped match individual scholarship donations as the two key ones.

The first year at the Mohegan, NETSA had to guarantee 250 rooms at \$250 per night, which was a big risk if we didn't sell out. We used to do Saturday and Sunday, but eventually switched to Friday night and Saturday, which worked out much better for everyone. On the scholarships, we were doing two \$500 scholarships from the Richardson Insurance group when I joined. We grew it to around five or so \$1,000 scholarships after that. Eventually, the board decided to match those \$1,000 donations through sponsorships and prize donations, and today we give away around 20 \$2,000 scholarships, and recently even do a \$5,000 scholarship every year.

I have been the scholarship chairperson for many years now, replacing Tom Ferguson, whose company started our scholarship program. We have funded well over \$500,000 in NETSA scholarships to very deserving individuals in that time.

I would also be remiss if I didn't mention all the legislative battles we have represented our automotive industry in across the 6 New England states. We have won some and lost some, but our voice was definitely heard. The biggest win we had was the right-to-repair bill in Massachusetts. The car dealers are still trying to undermine us on that one, so I urge you to stay vigilant and involved with NETSA because it is your New England voice on the issue. Together, we do make a difference.

I want to thank all our members, whether they be dealers, suppliers, vendors, or exhibitors, for being part of this great ride that I have been on for almost 30 years. If I have learned anything from NETSA, it is to associate. Talk to others in our industry about the good, the bad, and the ugly in our businesses. You are not alone if you have problems, believe me. And I don't think that we get enough credit for what we do. We keep America moving. And in case no one has said it to you for a while, thank you for what you do!

In closing, my father, Roland, had the great honor of being inducted into our inaugural NETSA Hall of Fame in 2008, along with Robert Sullivan. I can't think of a business that has been more supportive of NETSA during my whole tenure than the Sullivan family has over the years. Thank you, Paul, Bob, Joe, Sid, and Larry, for all your help. The Mohawk Rubber family was also a great NETSA supporter for those many years, thanks to Pat, Brian, and their whole fantastic staff.

The best advice I can give is to take good care of yourself, your family, your employees, and your business, try to treat others the way you would want to be treated, and leave this world a better place than when you came in.

Happy holidays and have a great 2026!

RIGHT TO REPAIR



750 TIRES PULLED FROM THE SPICKET RIVER

As the season winds down and cold weather approaches, special thanks go out to the CRP team for all of their "tiring" and incredible work on the Spicket this year.

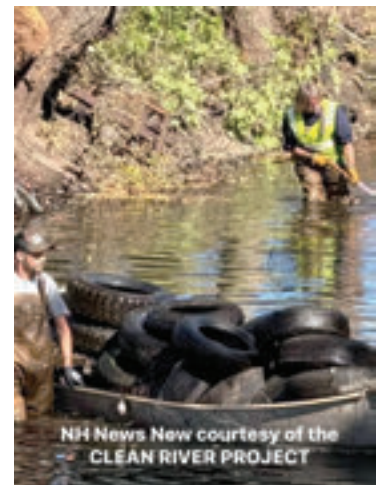
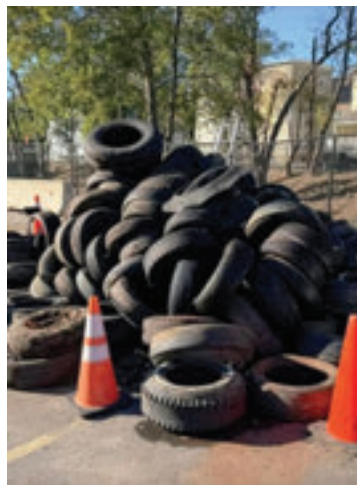
These guys had to find the submerged tires, retrieve them from the water (mud-filled and all...some weighing 70lbs.), hoist them up the bank with a bobcat, let them initially rest before loading to take back to the CRP facility.

But wait! THERE'S MORE! Once at the facility, they are unloaded, sorted, cleaned up further for recycling, and then loaded once again to head to Town Fair Tire in Salem, NH for recycling ... where they are once again lifted off the transport trailer.

Tally so far? Retrieval from 4 of the 8 sections, CRP will be cleaning 750 tires. Yes! 750 tires in just 4 sections of the Spicket! GREAT JOB YOU GUYS!

Photos and updates courtesy of the CLEAN RIVER PROJECT - A non-profit cleaning up our rivers one section at a time #blifestyle

Source – New Hampshire News Now, Nov



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By Tire Talent,
Mike Cioffi, Founder

Tire Industry Employment Update: September Job Gains Beat Expectations While Unemployment Rises to 4.4%

The U.S. economy added **119,000** jobs in September 2025, continuing a prolonged period of weak hiring with little net job growth since April. The **unemployment rate held at 4.4%**, leaving 7.6 million individuals unemployed both higher than a year earlier. While healthcare, food services, and social assistance saw steady increases, transportation and warehousing posted notable job losses, and federal employment continued its decline.

For tire manufacturers, distributors, and service providers, September's report presents a mixed backdrop: payrolls came in stronger than expected, but unemployment rose to its highest level in over a year. With transportation and warehousing losing 25,000 jobs and manufacturing remaining flat, the labor environment tied directly to tire demand continues to soften.

This report was released more than six weeks late due to the **federal government** shutdown, which also interrupted October data collection and will affect reporting for the months ahead.

Key Highlights

BLS data for September reveals a labor market that has flattened considerably, with modest hiring, lingering joblessness, and signs of growing structural slack.

Here are some of the highlights:

- **Unemployment held at 4.4%**, with **7.6 million unemployed**, up from 6.9 million a year earlier.
- **Long-term unemployment** was stable at **1.8 million**, making up **23.6%** of all unemployed.
- The **labor force participation rate** was unchanged at **62.4%**, and the **employment-population ratio** stayed at **59.7%** — both flat for the year.
- **Part-time for economic reasons** held steady at **4.6 million**.
- The number of people who **want a job but are not in the labor force** fell to **5.9 million**, reversing last month's spike.
- **Unemployment rose for adult women and Asian workers**, while other groups saw minimal movement.

Sector Movement: Healthcare and Food Services Lead Modest Gains

Hiring was concentrated in a narrow set of service industries while major goods-producing and industrial sectors saw little to no change.

Industries with job gains:

- **Healthcare:** +43,000
 - Ambulatory care: +23,000
 - Hospitals: +16,000
- **Food services & drinking places:** +37,000
- **Social assistance:** +14,000
 - Individual & family services: +20,000

Industries with job losses:

- **Transportation & warehousing:** -25,000
 - Warehousing & storage: -11,000
 - Couriers & messengers: -7,000
- **Federal government:** -3,000
 - Now **97,000 jobs below** the January peak

Most other major sectors including construction, manufacturing, retail, wholesale trade, and professional services remained flat.

Wages and Hours

- **Average hourly earnings** increased by **\$0.09 (0.2%)** to **\$36.67**, up **3.8% year-over-year**.
- Production and nonsupervisory workers: +\$0.08 to **\$31.53**.
- **Average workweek** remained **34.2 hours**, with production workers edging up to **33.7 hours**.

Revisions: July & August Revised Downward

- **July** revised from +79,000 → +72,000 (-7,000)
- **August** revised from +22,000 → -4,000 (-26,000)

Combined, payrolls were **33,000 lower** than previously reported, reinforcing the pattern of weaker labor momentum.

Shutdown Impact: Data Delays & Disruptions

Because of the lapse in federal appropriations:

- **September data collection was partially completed early**, boosting the response rate.
- **No October Employment Situation report will be published.**
- **October household data will not exist at all** (not collected during shutdown).
- **November data will be delayed until December 16, 2025**, with extended processing time.

These disruptions will create **volatile or incomplete labor data** in upcoming releases.

Looking Ahead: A Labor Market Stuck in Neutral

With hiring stagnating, unemployment inching higher year-over-year, and key industrial sectors weakening, the labor market is entering a period of **slow, uneven growth**. Service sectors continue to carry the weight, while transportation, warehousing, and federal government jobs decline. Wage growth remains moderate, but persistent long-term unemployment and minimal movement across major industries point to **softening conditions beneath the surface**.

Overall, the tire industry is entering Q4 in a 'slow hiring, low firing' environment. Talent availability is improving at the margins due to the higher unemployment rate, but skilled industrial labor remains tight. With freight, warehousing, and manufacturing still flat or negative, tire companies should remain focused on retention, upskilling, and targeted recruiting rather than broad expansion.

The shutdown-related gaps will further complicate the labor picture in Q4, making November's report an especially important indicator of direction heading into 2026.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. You can reach him directly: mike@tiretalent.com if you have any questions about this article.

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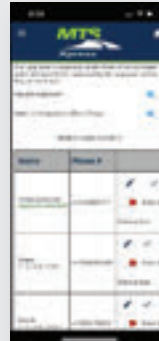


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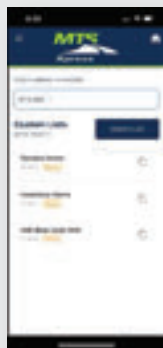


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Why Your Tire Business Needs a Professional Website

Whether you're running a physical retail location, offering mobile installations, or selling wholesale, customers will almost always look you up online before making any sort of buying decision. If your website is slow, difficult to navigate, or stuck in the past, customers will quickly turn to your competitors.

Your Website Is Your 24/7 Storefront. So, the question is: Is it working for you?

Whether you're running a physical retail location, offering mobile installations, or selling wholesale, customers will almost always look you up online before making any sort of buying decision. If your website is slow, difficult to navigate, or stuck in the past, customers will quickly turn to your competitors. The expectation for fast, user-friendly experiences with a shop's website is only growing. According to Consumer Reports, 86% of tire buyers now research products online before making a purchase, highlighting the importance of having a strong online presence.

In 2025, a website is your tire shop's storefront, accessible to customers 24/7. It's a powerful tool for visibility and brand awareness, helping you get noticed and found easily within your community. But even more importantly, with a website, you're giving customers the convenience of accessing your services at any time of day, whether they want to browse your inventory, schedule an appointment, or make a purchase.

Why Your Tire Shop Needs a Website:

Having a website is crucial for increasing your overall visibility to buyers in your area. It's the easiest way to make sure customers can find you whenever they need your services, whether they're on their mobile devices or at home on their computers. A well designed website helps you connect with customers through effective online marketing, including SEO (Search Engine Optimization), so you can attract more potential customers and stay top of mind in your community.

A website gives you a competitive advantage by allowing customers to find you easily and book appointments or purchase products conveniently, on their own time. This is particularly important during a time where consumers expect immediate answers and convenient service. Providing these capabilities through your website also builds trust and shows that your business is modern and reliable.

The Foundation of Your Digital Presence

A functional and well designed website builds credibility and trust with your customers and leaves a lasting impression. It's the first interaction many customers will have with your shop, so why not make it a good one? A professionally built website gives your business instant legitimacy, while a slow or outdated one can break trust and lead to a website bounce within just seconds of someone browsing. And chances are high that they won't be returning to your website.

You want to ensure that your tire shop gets a high-performing site that looks modern and works smoothly. Before you work with a vendor, confirm that they can ensure fast load times, bulletproof security, and a user-friendly experience that will help convert site visitors into paying customers.

Google-Friendly and Built for Growth

Having a website isn't enough. You want your website and your tires to appear when customers search for tire services in your area, so they can easily find you. Your site should be structured to meet modern search engine best practices from day one, **handling everything on the backend of your website for you.**

Your website is a great tool to get more customers through online ads and social media, making sure you're always visible to people who need your services. And as your business grows, your website grows with you. If you're in the market for a company to help you with your website, be sure to ask how easy it will be to add more information, like new locations or services to your website. A reputable company will either do it for you quickly, or provide you login capabilities to make small edits yourself.

The Shift to Online Tire Shopping is Already Here

The numbers don't lie: E-commerce is expected to make up over 25% of all aftermarket tire sales by 2026 (Modern Tire Dealer). That shift is already happening, and if your website isn't set up to support online discovery and sales, you're missing out.

As tire buying increasingly moves online, it's crucial that your website supports these e-commerce opportunities. From easy navigation to secure payment processing, your site needs to meet customer expectations for a smooth and efficient shopping experience.

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How Will ADAS Shape the Future of Your Auto and Tire Repair Shop?

Understanding ADAS and Its Impact on Your Shop

Advanced Driver Assistance Systems (ADAS) are revolutionizing road safety and transforming the driving experience. These systems integrate a variety of sensors and cameras to monitor the vehicle's environment and assist drivers, reducing human errors that lead to accidents. According to the National Highway Traffic Safety Administration, 94% of serious crashes are attributed to human error, such as distracted driving and poor judgment. With studies suggesting that proper use of ADAS could prevent up to 40% of all crashes, these technologies are not just luxury add-ons; they are critical safety features that save lives and lower repair costs. Maintaining a vehicle's ADAS system is essential for ensuring its peak performance, and service shops that invest in the capability to perform these calibrations will be leading the industry, setting themselves apart in an increasingly competitive market.

What is ADAS, and How Many Cars Have It?

ADAS encompasses a broad range of functions designed to aid drivers. They are categorized into:

- **Active ADAS:** Systems that actively intervene to prevent collisions.
- **Passive ADAS:** Systems that alert the driver about potential hazards.

In 2022, approximately 30% of vehicles on North American roads were equipped with ADAS, and this number is expected to grow significantly. Projections indicate that by 2025, nearly 50% of cars will feature these systems, increasing to 75% by 2030. Notably, organizations such as AAA and Consumer Reports have reported that 92% of new vehicles come with at least one ADAS feature. This growth is driven by original equipment manufacturers (OEMs) leveraging ADAS to differentiate their products and address the pressing issue of road safety.

Regulatory Changes: The NHTSA and Automatic Emergency Braking

The landscape for ADAS is also being shaped by regulatory mandates. The National Highway Traffic Safety Administration (NHTSA) has finalized rules that require Automatic Emergency Braking (AEB) systems in all new passenger vehicles and light trucks by 2029. This mandate is reminiscent of the transition seen with Tire Pressure Monitoring Systems (TPMS), which have now become standard equipment. For service shops, this means that calibrations of these systems will soon become as routine as tire services.

The Importance of ADAS Calibrations

Proper ADAS calibration is critical for ensuring the safety and performance of these systems. Here's why regular calibration is essential:

- **Enhanced Reaction Time:** Misaligned sensors can delay a vehicle's reaction time, increasing the risk of an accident.
- **When to Calibrate:** Calibration is required whenever an ADAS sensor's aim is disrupted. Disruptions can occur during:
 - Wheel alignments
 - Suspension work
 - Changes in ride height or tire size

- Minor collisions (e.g., bumper paint damage affecting blind spot sensors) (if you partner with collision shops, consider calibration)
- The presence of related diagnostic trouble codes (DTCs)
- Collision repairs and front airbag deployments
- Services such as windshield or side view mirror replacement, or any mechanical repairs that involve sensor removal, like radiator removal
- **Manufacturer Requirements:** Most manufacturers require calibration after a wheel alignment. View the ADAS Vehicle coverage and calibration guide on Autel's website for guidance.

Identifying Vehicles with ADAS

Knowing how to identify vehicles equipped with ADAS is crucial for both drivers and service technicians:

- **Visual Indicators:** Look for cameras in the windshield area, radar sensors on the front grill area and lights on the rear-view mirrors indicating presence of Blind Spot.
- **Interior Clues:** Check the vehicle's manual and dashboard for warning lights or messages related to ADAS.

By familiarizing yourself with these clues, you can ensure that any ADAS-related issues are addressed promptly, keeping the vehicle safe and compliant with regulations.

Maximizing Revenue with ADAS Systems

For service shops, ADAS technology isn't just a safety feature, it's also a revenue opportunity:

- **Integrated Systems:** Systems, like those from Hunter and Autel, combine diagnostics, alignment, and ADAS calibration into one streamlined process, potentially adding significant revenue.
- **Space Efficiency:** Contrary to common misconceptions, 88% of ADAS procedures can be performed in a conventional 30'x16' service bay.
- **Return on Investment:** With the right equipment, the return on investment can be recouped in as little as 30 days, making the upgrade to ADAS calibration capabilities not only a safety imperative but also a smart financial decision.

Conclusion

ADAS is reshaping the automotive landscape, significantly enhancing road safety and offering exciting new opportunities for service providers. Whether it's through improved reaction times, increased vehicle safety, or enhanced revenue streams, the benefits of ADAS are clear.

Exciting News!

We're thrilled to announce that ADS, Automotive Distribution Specialists (also known as Service Inc.), based in Wareham, Massachusetts, has officially joined Rubber Inc.

As a family-owned business, we value the trust, service, and quality that customers expect from a small business. We're proud to welcome ADS and its employees into the Rubber Inc. family.

While ADS will now operate as part of Rubber Inc., customers will continue to receive the same high-quality service they've come to rely on — now with added benefits like online ordering, improved efficiencies, and buying strength.

We're excited about this new chapter and look forward to working closely with our new team members and customers.

Featured: Eric Stridde, Andrew Souza, Tom Griffin, Dave Lama Sr., Dave Lama Jr., Kentrell Watkins, and Joseph Maffia.



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Goodbye penny: What comes next as US officially ends penny production

George Petras – USA Today

America's last penny was struck at the U.S. Mint in Philadelphia, the end of a coin production that started in 1793 and ended Nov. 12. We're already starting to miss them.

Some stores have begun running short of pennies and have had to round cash transactions up or down to the nearest five cents when customers don't have exact change, USA TODAY reported.

President Donald Trump order the Treasury Department to stop minting pennies as a budget-cutting measure in February. But a resulting shift to nickels, which are more expensive than pennies to produce, could cause other losses in the federal budget.

"For far too long the United States has minted pennies which literally cost us more than 2 cents. This is so wasteful!" Trump wrote on Truth Social, his social media service. "I have instructed my Secretary of the US Treasury to stop producing new pennies."

Will pennies still be legal tender?

The Treasury Department placed its final order for penny blanks – the flat metal discs that used to make coins – in May, according to the Federal Reserve Bank of Richmond.

While the penny "remains legal tender and will retain its value indefinitely," according to the Treasury Department, it will no longer be minted, USA TODAY reported. There are currently an estimated 300 billion pennies in circulation — "far exceeding the amount needed for commerce," Treasury said in a statement.

Some politicians and economists advocated discontinuing the penny. President Barack Obama said in an interview in 2013 that the penny is a "good metaphor" for problems facing lawmakers, ABC News reported.

Canada, Great Britain, Australia, Israel, Brazil, Norway, Finland and New Zealand are among nations that have either ceased to produce or have removed low-denomination coins, Reuters reported. Canada discontinued its penny in 2012, and financial transactions were rounded up or down to the nearest five cents.



CONTRIBUTING Mike Snider, Phaedra Trethan, Minnah Arshad, Kinsey Crowley and Fernando Cervantes Jr.

SOURCE USA TODAY Network reporting and research; Reuters; U.S. Mint; Department of the Treasury; coinnews.net

The Hidden Cost of Running Personal Expenses Through Your Tire Center

- Jim Parker

As a business broker specializing in the sale of auto-related businesses, I've seen just about everything over the past 25 years. If you're running personal expenses through your business, let me be clear: **I'm not here to judge you.** Many business owners do it, and often with the best of intentions. However, I've also seen firsthand how this practice can seriously impact not only your ability to sell your business when the time comes, but also the sale price itself.

The short-term benefits of saving on taxes are often overshadowed by the long-term consequences of having financials that are unclear, which is why cleaning up your records now is one of the smartest decisions you can make for the future of your business.

Saving on Taxes vs Selling for Maximum Value

Let's start with the motivation behind running personal expenses through your business: reducing taxes. While this strategy can save you some money in the short term, it can come at a significant cost when it's time to sell your business.

Buyers assess the value of your business based on a number of factors, but in particular its financial performance, and specifically its profit. If your financials are cluttered with personal expenses, it reduces your reported profitability and, by extension, the perceived value of your business.

Here's the truth: **saving on taxes is pennies compared to the dollars you could lose when selling.** A few thousand dollars saved annually might pale in comparison to the hundreds of thousands (or even millions) of dollars that could be added to your sale price if your financials were clean.

The Problem with Proving Personal Expenses

You might think, "But I can prove these are personal expenses. I'll just add them back to show the real profit of the business." While this is a common approach, it's not as straightforward as it sounds.

No buyer wants to play detective with your general ledger to figure out which expenses are personal, and which are business-related. They're looking for clear, transparent financials.

Furthermore, if a buyer needs financing to purchase your business, the bank will scrutinize your financials even more rigorously. Banks rely on documented, provable cash flow to justify loans. Personal expenses, no matter how well you explain them, can undermine the bank's confidence in the deal and make financing harder to secure.

This issue is one of the biggest reasons why a large number of businesses listed for sale don't sell. Even if a buyer is interested, unclear financials often prevent them from securing the necessary funding.

Two Clean Years: A Benefit When Selling

If you're thinking about selling your business - whether it's next year or five years from now - start preparing by cleaning up your financials. Ideally, buyers want to see **at least two years of clean, accurate financial records** that reflect the true profitability of the business.

Having at least two years of clean financials establish a track record. It shows buyers that the business is consistently profitable, well-managed, and ready for a smooth transition.

Starting this process now not only positions your business for a successful sale but also gives you better visibility into your operations. Clean records make it easier to identify areas for growth, control costs, and plan for the future.

You May Not Get Full Credit for Personal Expenses

Even if you can clearly document and explain your personal expenses, there's no guarantee that buyers will credit you for all of them when calculating the value of your business.

Add-backs - adjustments made to show the true profitability of a business - are common in business sales. However, buyers and lenders may push back on excessive or hard to prove add-backs.

For example, a vehicle used for both business and personal purposes might be partially credited, whereas any family vacations run through the business are unlikely to be credited at all.

In the end, running personal expenses through your business can reduce the value buyers are willing to pay and weaken your negotiating position.

The Ripple Effects of Disorganized Financials

Running personal expenses through your business doesn't just affect the sale price. It can also:

- 1. Reduce Buyer Confidence:** Disorganized financials make buyers question whether other aspects of the business are poorly managed.
- 2. Lead to Less Favorable Terms:** Buyers may insist on seller financing, earn-outs, or lower upfront payments to mitigate perceived risks.
- 3. Delay the Sale Process:** Sorting out unclear financials during due diligence can slow down the sale, increasing the risk of the deal falling through.

You Never Know When You'll Need to Sell

Life is unpredictable. Health issues, family changes, or economic factors can force you to sell your business sooner than expected. If your financials are cluttered with personal expenses, it could delay or derail the sale when you need it most.

By keeping your records clean, you ensure your business is always ready for a sale, no matter what life throws your way.

What If You've Already Been Running Personal Expenses Through Your Business?

If you've been running personal expenses through your business, don't panic. There may still be a way to prepare your business for a successful sale.

I've helped many business owners navigate this exact challenge.

Depending on your situation, we can:

- Review your financials to identify and document add-backs.
- Develop a plan to clean up your records over the next one to two years.
- Explore alternative strategies to address buyer concerns.

The decision to clean up your financials is about more than just preparing for a sale, it's about building a stronger, more resilient business. The sooner you start, the more options you'll have when it's time to sell.

Don't let short-term tax savings cost you long-term success. Start preparing today for a more profitable tomorrow.

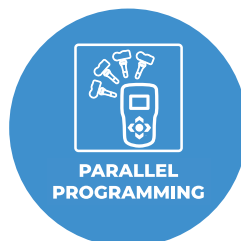
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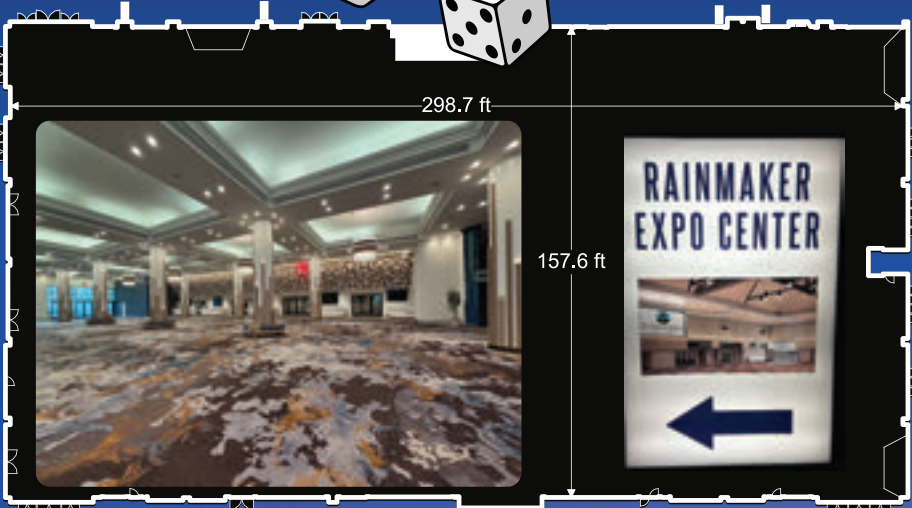




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2026

HALL OF FAME

Nominations now being accepted.

Deadline is **December 31, 2025**

NETSA Hall of Fame Guidelines

All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA Member, to be considered for induction the next year.

A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission. The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame Member.

The Hall of Fame Committee will then place in nomination to the full NETSA Board, the names, and biographies of all the nominees.

The full NETSA Board will then vote by secret ballot, on the nominees, at their January Board meeting or by absentee ballot sent to the NETSA President.

Each inductee must receive a minimum of a simple majority of the full membership of the Board of Directors. (Example 22 members eligible to vote, the nominee must receive 12 votes for induction to the HOF)

The Board will be allowed to induct up to 3 candidates each year, comprised of one Historical Inductee and two living inductees.

If no nominee receives the required number of votes, then no one will be inducted that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show & Convention on Friday evening April 10, 2026.

Criteria & requirements to be considered as a nominee:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished himself or herself in our industry and community as a reputable and honored leader.
- 3) A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission.



2026 Hall of Fame Nomination

Name: _____

Company Affiliation: _____ Years: _____

City: _____ State: _____

Recognition and Awards Received in our Industry:

Recognition and Awards Received outside our Industry:

If more space is needed please use another page and submit together.

Your Name: _____ Telephone #: _____

Email your nomination to Katie@NETSA.org by December 31, 2025

Computer Software

ASA Tire Systems:

Ashley Hopkins – (603) 324-7404

- Complete Software for the Automotive & Tire Business at a 10% Discount

TireTutor.ai:

Jimmy Gogan (781) 205-9148

TireTutor.ai is an all-in-one software platform that connects digital retail to in-store operations. It includes a modern POS with integrated tire ordering and online scheduling, websites optimized for agentic search, B2B wholesale ordering software with real-time inventory, and AI-powered advertising. Ask about our discounted rate for NETSA members!

Advocacy Credit Card Fees

Merchant Advocate:

Don Giordano (973) 897-2778

Save money on your credit card fees without switching processors. The credit card industry is unregulated and lacks transparency; we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

Oil Products

Brenntag Lubricants:

John Reid (800) 426-7754

Our highly experienced group of sales representatives, lubricant engineers, and our vendor partners will consult with you to understand your needs and recommend the best lubrication solution for your application.

Auto Repair Business Sales

The Auto Repair Boss:

Jim Parker (407) 927-8999

Specializing in selling auto repair-related businesses, including general auto repair, tire shops, collision centers, and glass repair. With 25 years of experience, no upfront fees, and a reputation for handling every transaction with the utmost confidentiality, Jim is a trusted expert. A nationally recognized thought leader with 50+ industry awards, Jim is dedicated to helping business owners maximize the sale price of their business.

Web Site

Cinch:

Gabe Davis 801-592-3275 Sales@cinch.io

Cinch provides tire shops with the tools to operate more efficiently and deliver superior customer experiences. Our all-in-one marketing platform offers simple, powerful solutions designed for you:

- Customer Data Platform: Keep all your customer information in one place.
- Marketing Automation: Send perfectly timed, personalized messages automatically.
- Voice AI Call Assistant: Never miss a customer call, even after hours.
- Intelligent Scheduler: Let customers book appointments online, 24/7.
- Loyalty Rewards: Build customer retention with a simple rewards program.
- With Cinch, you have everything necessary to streamline operations, improve customer retention, and drive revenue.

*NETSA members receive an exclusive 10% year-over-year discount. Contact Cinch today to schedule your personalized demonstration.
www.cinch.io/tire

Social Media & Digital Marketing

Optimize Digital Marketing (ODM):

Doug Robison (651) 410-1416

Optimize Digital Marketing empowers businesses to compete in a digital age. Since 2012, the agency has grown from a social media startup into a full-service partner specializing in digital advertising, social media management, website design and management, reputation protection, digital dashboard, and directory management solutions. As certified partners of Google, Yelp, and Meta, we deliver transparent, data-driven strategies backed by U.S.-based support with dedicated account consultants. Whether you're just starting or scaling up, we learn your business inside and out to tell your story and connect you with the right customers online. NETSA members can take advantage of a special offer of 50% off setup fees to get started with real digital marketing results.

Insurance Coverage

Affiliated Insurance Agency:

Phil Muller (516) 576-0166 x:202

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- TIA/Allstate exclusive group health insurance program broker

Craft Your Financial Road Map to Success

Champlin & Associates:

Peter Owh (585) 899-1226

Exclusive 20% Discount for NETSA members and their families. Whether you need assistance with your estate plan or wish to explore strategies for enhancing the value of your business, we excel in helping successful business owners. Our expertise lies in crafting distinctive approaches to minimize taxes, boost income and create a lasting legacy. Embrace an open mindset and take control of your financial journey today!

Supplies, Solutions and Savings

HD Supply:

Brian Legrande (631) 636-6525

HD Supply offers customers a vast assortment of over 100,000 MRO, full-line janitorial, and OS&E products from high-quality, national, and private brands, all at competitive prices. Combined with our industry-leading services and solutions – including localized jobsite delivery, renovation programs, direct-ship options, and innovative digital tools and capabilities, as well as dedicated sales and customer care teams

Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying so you can make informed inventory decisions.



NETSA

New England Tire & Service Association

www.netsa.org/memberships





P.O. Box 320166
West Roxbury, MA. 02132

For more information please contact: Katie Maguire
New England Tire & Service Association
Tel: (855) 638-7248
e-mail: Katie@NETSA.org
website: www.netsa.org

Mark your Calendar Register Early!

Tradeshow Convention

April 10th & 11th 2026 at



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