

TIA FAX

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TIA members will receive the first issue of the Association's new signature publication, *Today's Tire Industry*, in July. This exciting, all-inclusive, bi-monthly magazine will feature the latest information for each of TIA's four member segments: retreaders and repairers, commercial tire dealers, retail tire dealers and tire and rubber recyclers. After you have an opportunity to read through it, please send your letters and comments to info@tireindustry.org. We want to hear from you. Contact LaKisha Pindell about advertising opportunities: phone 301-390-0900 ext. 104 or e-mail lpindell@tireindustry.org.

TIA is still on target to introduce this summer the most comprehensive Automotive Tire Service (ATS) Program in the industry for new hires and experienced technicians. Basic ATS, the first part of an eventual three-level educational series, includes online self-study and VHS/DVD instruction. This certificate program ensures that each of your technicians is properly trained before setting foot on the shop floor. E-mail your request for Basic ATS information, along with your mailing address, to cmarnett@tireindustry.org, and take advantage of special pricing for TIA members. With TIA total tire training, your customers can feel confident that their tires and wheels are being serviced correctly and safely.

TIA, the Rubber Manufacturers Association (RMA), and SEMA are fighting a California bill directing a state agency to establish a program ensuring that replacement tires sold in California are at least as fuel-efficient on average as original equipment tires. TIA, RMA and SEMA are mobilizing California tire dealers in opposition to the bill because it would limit the types of replacement tires available for sale in California and hurt consumers, tire dealers, and the environment.

According to the Commerce Department, the United States economy performed a little better in the first quarter of 2003 than originally reported, growing at an annual rate of 1.9 percent.

Bridgestone/Firestone produced more than 6,000 tires for the 2003 Indianapolis 500. Firestone Firehawk race tires were fitted on all 33 cars when the 500-mile race began on May 25. That's four measuring points on each car – for each of the four tires – that provided Firestone engineers and technicians 50,000 miles (12,500 miles per tire) of technological data. That's in addition to the 156,000 miles (39,000 miles per tire) of data already collected at the Indianapolis Motor Speedway during practice and test sessions in the month of May.

Thanks to a \$100,000 donation from S&S Tire and Cooper Tire & Rubber Company, the University of Kentucky Pediatric Oncology Clinic will undergo extensive renovations. Since 1974, S&S Tire has been a partner with all the local communities in which it does business. The company has strongly supported many charities in central Kentucky, but its partnership with Mastercraft (a product of Cooper Tire) has enabled S&S Tire to take its community involvement to another level.

Consumer Reports Magazine has ranked the most reliable cars from the year 2000. Many were Japanese, including the Acura R-L, Honda CR-V, Mazda Miata, Lexus ES300, Honda Civic and Toyota Camry. The most unreliable cars were the Mercedes-Benz M-Class, Ford Focus and Volkswagen Jetta, Golf and New Beetle. The Chevrolet Corvette and Astra/GMC Safari also made the list of unreliable cars. So did some Cadillacs. The good news is that, overall, cars seem to be getting more reliable. Consumer Reports conducted an extensive survey, and with feedback on almost a half million cars, owners related their mechanical problems with the engine, transmission, brakes, suspension, cooling and electrical system of their vehicles.

SHOWTIMES

Ohio Tire Dealers and Retreaders Association Annual Convention and Suppliers Showcase, June 19-21, Lodge at Sawmill Creek, Sandusky, Ohio. Call 614-221-7950.

International Trucking Show, June 26-28, Las Vegas, Nevada. Call 800-227-5992.

Florida Automotive Trades Association Annual Convention and Trade Show, July 18-20, Wyndham Palace, Lake Buena Vista, Florida. Call 800-434-8372.



TIA FAX is a service for members of the Tire Industry Association. It is distributed the 1st and 3rd Monday of each month. Send suggestions and news releases to bmcdermott@tireindustry.org, or fax them to 502-964-7859. **Contact TIA at: P.O. Box 37203, Louisville, Kentucky 40233-7203. Phone: 800-426-8835, 502-968-8900 or www.tireindustry.org.**