

TIA FAX

December 19, 2005 • Volume 8, Number 12

TIA CONFERENCES

OFF-THE-ROAD (OTR) CONFERENCE

February 23-25, 2006 • Orlando, Florida

Save \$\$\$! Early Bird Registration Rate Expires January 13!

Register online for the 2006 OTR Conference, February 23-25, 2006 at the Omni Orlando Resort at ChampionsGate in Orlando, Florida. Don't wait! Register by January 13, 2006 at www.tireindustry.org or by calling 1-800-876-8372, ext. 104, and save \$100.

Be sure to make your hotel reservations by calling 1-800-843-6664 and mention that you are attending the TIA OTR Conference to receive the discounted room rate of \$189 plus tax. **Reservations must be made no later than January 22, 2006** to receive the TIA discounted rate.

We look forward to seeing you in sunny, warm Orlando!

GOVERNMENT AFFAIRS

New Director of Government and Business Relations

Paul Fiore, TIA's current director of business development, will take on a new position as director of government and business relations. Paul will replace the vacancy left by Becky MacDicken and will retain his supervisory responsibility for TIA's membership programs and services. Paul has been in the automotive market for over 25 years. Besides owning a repair facility for a majority of his career, he has also served on numerous industry councils and committees. He served as president of a regional trade association where he was also chairman of the legislative committee, and has been active in government relations at the state and federal levels.

Gulf Opportunity Zone Act of 2005

As Congress struggles with the budget reconciliation bill, (spending reductions and tax relief) there are several other issues on the agenda, but one in particular may be of some interest to TIA members who are located in the Gulf area. One of the provisions in the "Gulf Opportunity Zone Act of 2005" (H. R. 440) would allow businesses in the "zone" with less than 200 employees to claim an employee retention tax credit of up to \$2,400 per employee if the firm keeps workers on the payroll while the business is inoperable through December 31, 2005.

Before Recess

It is doubtful that there will be any significant activity on Association Health Plan legislation or the Motor Vehicle Owner's Right to Repair Act before recess. As of this date there has been no mark up on the Right to Repair Act bill, but the coalition has been keeping the pressure

on with a flurry of media activity. It would not be a stretch to say that many members of Congress that support the Right to Repair bill would still prefer to see a compromise worked out. Currently, there is an effort to reorganize the National Automotive Service Task Force (NASTF) with most coalition members unable to create a new governing board that would satisfy everyone. There is even disagreement about which groups should participate in the discussion. We'll keep you informed.

TIA SCHOLARSHIP OPPORTUNITIES

We encourage you to take advantage of these two scholarship opportunities available for TIA members and their children.

Michelin/TIA Scholarship

The Michelin/TIA Scholarship will begin accepting online applications January 15, 2006. The application and more information can be found by visiting www.scholarshipprograms.org. **The deadline for submissions is March 31, 2006.**

- Applicants must be seniors in high school, and must be planning to pursue a post-secondary education at an accredited two-year or four-year college, university or vocational technical school.
- Scholarships are available to part-time employees OR dependent children of full-time employees of TIA member tire dealers.
- Applicants must have a cumulative **GPA of 3.0** on a 4.0 scale through the **CURRENT FALL SEMESTER**.

Any questions should be directed to Susan Lee with the Michelin/TIA Scholarship, P.O. Box 1465, Taylors, SC 29687-0031; 864-268-3363 or email: susanlee@bellsouth.net.

Global Automotive Aftermarket Symposium (GAAS) Scholarship

The Global Automotive Aftermarket Symposium (GAAS) Scholarship is also available to TIA members. GAAS gives priority to students who are planning careers in the automotive aftermarket, and to sons and daughters of aftermarket industry families. Applications are now being accepted. **The deadline for submissions is March 31, 2006.**

- Qualified applicants must either be a graduating high school senior or have graduated from high school within the past two years (2004 or after).
- To receive a scholarship, applicants must be enrolled in a college-level program or a NATEF (National Automotive Technician Education Foundation) accredited automotive technical program.

For information or to obtain an application, contact MEMA, P.O. Box 13966, Research Triangle Park, NC 27709-3966; call 919-549-4800, fax 919-549-4824, or apply online at www.automotivescholarships.com.



TIA FAX is a service for members of the Tire Industry Association. It is distributed the 3rd Monday of each month. Send suggestions and news releases to tmurphy@tireindustry.org, or fax them to 301.430.7283.

Contact TIA at: 1532 Pointer Ridge Place, Suite G, Bowie, Maryland 20716-1883.
Phone: 800.876.8372, 301.430.7280 or www.tireindustry.org.

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MEMBERSHIP

TIA would like to thank all of the members who have sent in their membership renewals. If you have overlooked sending in your payment, please drop it in the mail at your earliest convenience. If you have any questions about membership or programs, please call Wilson Beach at 1-800-876-8372, Ext. 103.

Richard William "Bill" Brahler (Dec. 15, 1932 - Dec. 4, 2005)

Richard William "Bill" Brahler, age 72, of Quincy, IL, died on Sunday, December 4, 2005. Mr. Brahler was a self-employed entrepreneur. He was the Chairman of the Board for Brahler Industries. He founded Brahler's Truckers Supply, Inc. in 1971, Gaither Tool Company, Inc. in 1988 and I.T.R. (Innovative Tread Replacement) Inc. in 1995. Other businesses that Mr. Brahler developed were Nancy's Closets of Springfield & Peoria and Mid-States Tire Company. In addition to his wife, Mary Catherine, he is survived by five children, one brother, five sisters and nine grandchildren. Memorials may be made to St. Peter Catholic School and Quincy Notre Dame High School.

TRAINING

Tire Pressure Monitoring Systems (TPMS) Training

TIA is now offering training for mounting and demounting tire/wheel systems that have TPMS in place. The program is an in-house, video/workbook training program which includes a video, DVD and one Student Workbook. This training program can also be ordered with a copy of the Mitchell Recalibration Guide included. For more information, visit www.tireindustry.org or call 800-876-8372 ext. 107.

2006 Certified Instructor Schedule

You can now register for either the Certified ATS or Certified CTS Instructor classes which will be held in 2006 in Baltimore, Maryland and Denver, Colorado. For more information, visit www.tireindustry.org or call 800-876-8372 ext. 106.

Instructor Class Schedule

Automotive Tire Service (ATS)

Baltimore	Denver
May 2-5, 2006	Jan. 31-Feb. 3, 2006

Commercial Tire Service (CTS)

Baltimore	Denver
Feb. 7-10, 2006	Feb. 28-Mar. 3, 2006
	April 4-7, 2006

TIRE INDUSTRY ASSOCIATION ENDORSES

NEW MINTEL US TIRES STUDY

The \$15 billion U.S. replacement tire market has grown 34% since 1999. Volume sales benefit from an automobile fleet that is larger and older than any in U.S. history. However, the real growth in the market is an increase in spending-per-tire, with the average price-per-tire rising from \$59 in 1999 to \$76 in 2005. The price increase stems from a variety of factors, detailed in Mintel's new study on the U.S. tire market.

In this report, Mintel clearly identifies the principal external factors driving or curtailing growth in the replacement tire market. Exclusive consumer research reveals the attitudes, needs and behavior of

consumers, with analysis broken down by demographic characteristics. Six years of specific sales data provide a factual and impartial presentation of the market as a whole. Mintel also evaluates the performance of individual sectors in the market, and provides information about the major companies and brands.

"The Tire Industry Association can say with confidence that Mintel's 2005 tires report is the most comprehensive, accurate and actionable research available today on the U.S. tire market," says Roy Littlefield, Executive Vice President of the Tire Industry Association. "Not only does Mintel provide detailed information about market size and distribution, but it also explains what consumers consider when buying tires, and what we can expect to happen in the tire market over the next five years. The Tire Industry Association strongly recommends Mintel's research to all its members, and to any company involved in producing, marketing or selling tires."

Mintel is offering all TIA members a 10% discount towards the purchase of the U.S. Tires 2005 report. To receive a free table of contents and learn more about the report, please contact Mintel's Jenny Husek at 312-943-5250.

SUPPORT NATIONAL TIRE SAFETY WEEK

The Tire Industry Association has teamed up with the Rubber Manufacturers Association to promote the fifth annual "National Tire Safety Week," April 23-29, 2006. RMA will provide at no charge a "Be Tire Smart - Play Your PART" kit to participating tire dealers who sign up. Dealers can obtain their free promotional materials by filling out the form on the next page or by signing up online at www.betiresmart.org.

INDUSTRY MEETINGS

February 9-11, 2006

2006 Western Canada Tire Dealers Regional Convention & Trade Show

Telus Convention Center
Calgary, AB

Call 604-507-9772 or visit www.wctd.ca to register.

February 22, 2006

TIA Executive Committee Meeting

Orlando, Florida

February 23-25, 2006

Off-The-Road (OTR) Conference

Omni Orlando Resort at ChampionsGate
Orlando, Florida

Visit www.tireindustry.org to register.

March 25, 2006

Ohio Tire Dealers Association Annual Meeting

Columbus, Ohio

Call Gordon Gough at 614-221-7950 for more information.



RUBBER
manufacturers
association



SUPPORT NATIONAL TIRE SAFETY WEEK
April 23-29, 2006

● Yes, we'll be a PARTner in the
"Be Tire Smart – Play Your PART" Program!

The **Tire Industry Association** has teamed up with the **Rubber Manufacturers Association** to promote the fifth annual "**National Tire Safety Week**," April 23-29, 2006.

TIA and **RMA** need your help to educate motorists about proper tire care and safety. By signing up for this program, you'll be provided **AT NO CHARGE** with RMA's **Be Tire Smart – Play Your PART** brochures that you can give to your customers.

- RMA will provide a "Be Tire Smart – Play Your PART" kit to participating tire dealers.
- To obtain materials fill out the form below or **sign up online at www.betiresmart.org**.
- Materials will be shipped in April 2006, prior to National Tire Safety Week so you'll have them on hand to distribute during that important week!

NOTE: This is available to US based companies ONLY.

PLEASE PRINT and FAX BACK TO 202-682-4812.

Name: _____

Company Name: _____

Address: _____

(No PO Box)

City, State, Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Number of Stores _____ Brochure Language: English _____ Spanish _____

Signature: _____



be tire smart
play your PART

PRESSURE • ALIGNMENT • ROTATION • TREAD

A consumer education program of the Rubber Manufacturers Association