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## SNAPSHOT...

COMPANY NAME	<b>Tirecraft Auto Centers Canada Ltd.</b>
✉	593771 Hwy 59, Burgessville, Ontario NOJ 1C0
📞	Western HO <b>780-819-3661</b> Central HO <b>519-424-3402</b> Eastern HO <b>902-431-7733</b>
📠	519-424-2338
🌐	<a href="http://www.tirecraft.com">www.tirecraft.com</a>
TOTAL NUMBER OF EMPLOYEES	200+ (corporate or partnership locations only)
TOTAL NUMBER OF MEMBERS	100+ locations: 54 in Ontario 38 in Western Canada 9 in Atlantic Canada
TOTAL NUMBER OF CORPORATE/PARTNERSHIP STORES	33 Locations: 13 in Ontario 11 in Western Canada 9 in Atlantic Canada
YEAR COMPANY WAS ESTABLISHED	1968
MILESTONES	<ul style="list-style-type: none"> <li>• 1968 Tirecraft established</li> <li>• Today, operate 9 distribution centers across the country.</li> <li>• Tirecraft has grown to over 100 locations in Canada... and is still growing!</li> <li>• Tirecraft is family owned and operated.</li> </ul>

## Company Profile

# Industry Leaders

The Tirecraft program offers independent business owners everything they need to take their business to the next level. “Whether an independent dealer is looking to compete with national competitors, improve their profitability, advertise/market themselves to drive new business, or experience the industry’s best service, Tirecraft offers the solutions to meet all these needs,” says Todd Richardson, Sales and Marketing Manager, Tirecraft Ontario.

Dealers that primarily have a mechanical or retail tire business mix can expect programs that allow them to compete with larger national companies driven with service that is second to none in the industry. This combination of programs and service allows the dealer to increase sales, and profitability, while at the same time reducing inventory and associated carrying costs. Tirecraft also offers a variety of proven marketing and advertising initiatives throughout the course of the year that dealers can choose to participate in to drive new business into their locations.

Tirecraft is currently at over 100 locations in Canada and growing. Of the 100 plus locations, 69 offer commercial tire sales and service making Tirecraft one of the most extensive service networks in Canada for fleet service. Tirecraft also offers an extension of their dealer network through their Tire Service Network (TSN) which extends fleet coverage and offers fleets/dealers reliable quality service at consistent pricing, all available with one phone number 24/7.



## TESTIMONIALS



**Glenn MacDonald**, president of Multi Tire in Scarborough, Ontario joined the Tirecraft banner soon after starting his business with his brother. That single business decision is what put Multi Tire on track for the kind of business success they enjoy today.

“Joining Tirecraft is the best thing that happened to our business,” says MacDonald. “Within the first year of joining, our sales doubled.”

In business for over 15 years, Multi Tire specializes in wheels and tires, with a large degree of their business coming from fleet clients.

“Tirecraft treats us like family,” MacDonald adds. “You can call them whenever you need



## QUESTIONS & ANSWERS



Todd Richardson, Sales and Marketing manager,  
Tirecraft Eastern Canada

### Joining

#### If someone wants to join Tirecraft what questions should they ask themselves?

The key question they should be asking is, "How can I take my business to the next level?" That might mean going to the next level with respect to profitability, sales numbers, the brands they can offer their customers, etc. We can help independent shops expand and grow their businesses with the help of our programs and services.

#### What does Tirecraft look for in an individual who wants to join the network?

We are looking for quality shops that will add to the reputation of the Tirecraft brand. We want owners with a vision, values and business ethics. We're also looking for commitment and a sense of community support.

#### What are the advantages of being a Tirecraft member?

Tirecraft Eastern Canada is a program that is driven by locally owned and operated businesses here in Ontario. It is a program that is developed by our dealers to best meet their needs. Tirecraft members receive industry leading programs on most major brands and industry leading services for both themselves and their customers. The Tirecraft program is continually evolving, offering flexibility and fluidity.

### Visibility

#### What does your banner mean to consumers?

The Tirecraft name is recognized as a quality brand. Consumers have come to recognize the name, as well as associate it with high integrity operations. We have made a significant

splash in the marketplace and people recognize the quality behind the name. In fact, in 2007 we received the «Highest Overall Customer Satisfaction Among Service Provider Brands» award from J.D. Power.

#### How effective is your advertising and how can members best benefit from it?

We run a number and a variety of campaigns throughout the year, and we take advantage of a broad range of media outlets. We also provide each Tirecraft member with valuable tools to help them generate business across all segments. Our dealers are always given the option to participate in our programs, and they can choose the programs they feel will give them the best possible results.

#### Is the service outlet free to do its own advertising?

Absolutely! We recognize the fact that each shop is independently owned and managed. That means each location is free to work with us on our initiatives, as well as work independently within their own markets.

### Management

#### What support do you offer your banners with respect to services and training?

Tirecraft believes both personal and professional development is a necessity. That's why we offer training on an ongoing basis throughout the year, covering all segments of our dealers' businesses. Not only do we promote our own internal training programs, but we also work with our suppliers on product-specific training initiatives.

#### Are your standards consistent with their needs and do you regularly follow up on

#### their application?

Our standards are reviewed throughout the course of the year, but the feedback we're getting from our members tells us that we are hitting the nail on the head, so to speak. Our programs offer the flexibility our dealers are looking for, and the feedback shows that our standards are in line with the needs of our members.

#### To what extent is a member committed or uncommitted?

Tirecraft locations are only committed to support the components of the program that add value to their business. That's the beauty of our agreement/relationship. We always remember and keep in mind that our members are independent shops, which means they run their businesses the way they see fit.

#### Do you consider any of your members' feedback on your program?

We consider member's feedback essential to the evolution of our program. We want them to tell us what's working, why and how we can make things even better. Our goal is to help them succeed. We want to make sure that we have their needs and wants taken care of.

### Long-term outlook

#### How do you see Tirecraft changing or growing in the future?

The Tirecraft program will always continue to evolve. It will also continue to improve and grow. As the market changes and as the needs of our members change, we will continue to change as well. Our goal is to do all we can for our members, while helping them stay head and shoulders above the competition.

something, they're always happy to help out, and they get things done."

MacDonald says his relationship with Tirecraft has helped his business grow over the years. "And it's still growing," he says. "They offer us all the tools we need to keep growing, we get access to a broad range of brands, we benefit from the banner's buying power, and we take advantage of Tirecraft's warehousing abilities. I would definitely recommend Tirecraft to other shops. It's a no-brainer!"



Aylmer Tire, located in Aylmer, Ontario has been a landmark in the picturesque town since the late 1930s. The Summers family bought the shop in 1977, and the current president, **Mike Summers**, proudly displays the Tirecraft banner.

"We joined Tirecraft in order to have access to a wider

range of products and most importantly, to improve delivery," says Summers. "We were buying direct from a number of manufacturers, but it would take us anywhere from three days to over a week to get tires delivered. With Tirecraft's warehousing abilities we get deliveries two times a day, so I can order a tire and get it the same day."

Summers was able to cut inventory (and overhead) considerably after joining Tirecraft and now depends on Tirecraft's warehouses to stock the tires his customers need. An added benefit is the fact that Summers isn't paying any more for tires now than he did when buying direct from the manufacturers.

"We also have access to a broad range of brands we couldn't carry before," he says. "I would definitely recommend Tirecraft to other shop owners." ■

