

Services Guide

Tire Dealers - Retail

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. TIRE DEALERS – RETAIL OVERVIEW

1.1 GENERAL INFORMATION

<https://en.wikipedia.org/wiki/Tire>

- Ring-shaped vehicle component that covers the wheel rim to protect it
- Enables better vehicle performance
- Provide traction for the vehicle on the road while also providing a cushion that absorbs shock

1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)

○ Tires	○ Discount tire	○ Tire shop	○ Tire deals
○ Tire sales	○ Snow tires	○ All-season tires	○ All-weather tires
○ Truck tires	○ Best winter tires	○ Car tires	○ Wheels
○ Snow chains	○ Car chains	○ Best snow chains	○ Truck tire chains

2. TIRES

<https://www.kaltire.com/all-weather-vs-all-season-vs-winter-tires/>

2.1 ALL-SEASON TIRE

General:

- Known also as 3 Season Tires
- Are perfect for spring, summer, and fall driving
- For winter driving, you should go for winter tires
- Warm, dry, and mild wet conditions
- For above 7°C only
- Not good on ice or snow
- Good on wet asphalt
- Generally made of a harder compound to get longer tread life

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- Loses traction at 7°C and lower
- Tread designed to reduce noise and provide a comfortable, low rolling resistance ride during warm temperatures
- Seriously, don't take these tires onto ice or snow
- It'll be very unsafe

2.2 ALL-WEATHER TIRES

General:

- An excellent choice for many Canadian drivers
- Long-lasting and designed for year-round use
- Can be used for temperatures both above and below 7°C
- Not recommended for wet ice
- Good on rough ice and soft or packed snow, but winter tires would be better
- Designed to stay flexible in temperatures above and below 7°C
- Provides excellent grip on snow, slush, wet roads, and bare asphalt
- Aggressive tread design and siping provide stability by biting snow, pushing away water and slush
- Also provides sensitive handling in warmer conditions
- Eliminate the hassle of storing and maintaining two sets of tires

2.3 WINTER TIRES

2.3.1 Studded

- Best for harsh winter conditions with lots of snow, ice, and freezing water on the road
- Best below 7°C
- Excellent on wet ice and rough ice
- Not as good on simple wet asphalt (5°C)
- Designed to stay soft in cold temperatures for ultimate grip on ice
- Best choice for heavy snow and black ice
- Tread pattern: Surface has holes with metal studs pressed in that grip icy roads for braking
- Aggressive tread design and siping grip snow and ice and push away slush

2.3.2 Non-studded

- Good for harsh winter conditions with lots of snow
- Not as good as studded tires for wet ice, but still better than all-weather tires
- Excellent for soft snow and hard packed snow
- Not as good on simple wet asphalt (5°C)
- Designed to stay soft in cold temperatures for ultimate grip on snow

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- Aggressive tread design and siping provide stability by biting snow and pushing away water and slush

3. COMMERCIAL TIRES

<http://commercial.fountaintire.com/truck/services>

http://www.bridgestone.com/products/commercial_tires/

- For commercial fleets and trucks, you want top quality tires that will last you a long time
- Whether light or heavy commercial vehicles you want a tire that is tested for grueling commercial use
- Down-time can cost you money or even jobs

3.1 COMMERCIAL WHEEL REFINISHING

<http://www.attersleytire.com/tire-services/commercial-wheel-refinishing.aspx>

- Make your wheels look new again with refinishing and polishing services
- There are several benefits to getting your wheel polished
- Safety: Clean wheels won't hide dangerous scratches or cracks
- Image: Give your business a good image to the public with clean rims
- Resale value: When it comes time to sell, you can get more cash for a well-polished and maintained truck

4. OFF THE ROAD TIRES

4.1 INDUSTRIAL

<http://commercial.fountaintire.com/otr>

- For mining trucks, dump trucks, loaders, graders, underground mining service trucks, logging trucks and other heavy industry vehicles
- Meant to maximize tire life in order to reduce operating costs
- Heavy duty to stand up to off-road conditions

4.2 CONSUMER

<http://www.4wheelparts.com/tire-wheel-package-guide/off-road-tires.aspx>

- For those who love to take their trucks off-road into the mud for fun
- Sand-racing, rock-crawling, mud-plowing, or whatever else
- The point of off-road tires is to raise the body of your truck higher and giving you more clearance to enable steeper ascent and descent
- They can also give you better traction in things like mud than a set of general all-season radials

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4.2.1 Radial Truck Tires

- Designed with versatility in mind
- Meant to give you better road handling characteristics even at high speeds
- Doesn't provide quite the same traction or performance as bias tires
- Has better longevity, handling, and smooth ride on paved roads
- Perfect for weekend off-road enthusiasts who see a lot of driving time on paved roads

4.2.2 Bias Truck Tires

- Provides unmatched performance in off-road situations such as deep mud, jagged rocks, and rough trails
- The tread is designed to self-clean and release mud or foreign objects much easier to assist in maintaining traction
- Rubber compounds are softer to produce better grip on rough terrain
- Tire sidewalls are reinforced to prevent damage
- The downside is that bias tires do not last very well on pavement
- They're noisy, uncomfortable, and have poor handling

5. AGRICULTURE TIRES

<http://www.atgtire.com/products-agriculture.aspx>

<http://www.oktire.com/farm-tires/>

- Proper traction on soil and farmland
- Wide range of vehicles such as tractors, combine harvesters, trailers, wagons, spreaders, liquid manure spreaders, self-propelled manure spreaders and sprayers, and other specialized machines
- Installation requires a proper set up to achieve optimum results
- Air pressure, vehicle weight recommendations, and tire component matching must be factored
- Come in radial ply or bias tires
- Radial:
 - Smoother overall ride
 - Longer tread life
 - Run at a lower air pressure
 - Less soil compaction
- Bias
 - Operate at lower speeds
 - Offer superior grip
 - Durable sidewalls that are less prone to damage from rocks and stumps

6. WHEELS

6.1 STEEL WHEELS

<http://www.guelphhyundai.com/guelph-hyundai-blog/whats-the-difference-between-steel-and-alloy-wheels/>

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- Steel wheels are more durable than alloy
- More easily repaired if dented and will last almost indefinitely
- Typically cheaper
- Tend to bite snow and ice harder
- Offer greater safety due to heaviness

6.2 ALLOY WHEELS

<http://www.guelphhyundai.com/guelph-hyundai-blog/whats-the-difference-between-steel-and-alloy-wheels/>

- Much lighter than steel
- Makes for better performance, improved acceleration, and quality of ride
- Leads to improved fuel economy
- Better handling, and better cornering
- Can be cast into many different designs
- Won't rust like steel wheels

7. ACCESSORIES

https://en.wikipedia.org/wiki/Lug_nut

https://en.wikipedia.org/wiki/Valve_stem

<https://www.autoglym.com/wheel-protector>

<http://www.rimskins.co.za/>

<https://www.thesmartconsumer.com/best-wheel-cleaner/>

- Wheel Nuts/Lug Nuts
 - Used to secure a wheel to a vehicle
 - Some vehicles are fitted with loose wheel nut indicators
- Valve Stems
 - Self-contained valve that opens to admit gas to the tire
 - It is automatically kept closed and sealed by the pressure in the tire or by a spring
- Cleaners
 - Get your wheel rims looking good and clean
 - Spray-on cleaners are optimal
 - Most are water soluble and non-abrasive
- Protectors
 - Protect your wheels and rims from curb scratches
 - Provides a barrier between the wheel rim and the curb and can also be used to cover existing damage
 - Saves you money in rim repair
 - Spray-on protector minimizes brake dust adhesion and keeps your wheels from getting scratched up and dirty

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7.1.1 Chains

https://en.wikipedia.org/wiki/Snow_chains

- Snow chains or tire chains
- Are attached to tires of vehicles to provide maximum traction while driving through snow and ice
- Attach to the drive wheels of a vehicle
- Special systems deploy chains which swing under the tires automatically
- Usually sold in pairs and must be purchased to match a particular tire size
- Some areas require chains under some weather conditions, while other prohibit them as they can deteriorate the roads

7.1.2 Studs

<https://www.kaltire.com/tires/chain-studs/>

- Made from a metal alloy or aluminum
- Provide better traction on ice and hard-packed snow than standard winter tires
- Studs can only be inserted into new tires, not ones that have been driven on
- Most provinces have seasonal regulations as to when studded tires are allowed on roads
- If studded tires are placed on the front axle, they must also be on the rear axle

8. SERVICES

8.1 INSTALLATION

<https://www.fountaintire.com/auto-service/tire-services/tire-installation/>

- Proper installation of your tires will ensure they have a longer life
- Removing old tires and putting the new ones on
- Checking to make sure lug nuts fasten securely
- Mount, seal, inflate, and balance new or seasonal tires

8.2 REPAIR/PATCHING

<https://www.fountaintire.com/auto-service/tire-services/tire-repairs-replacements/>

- Most punctures, nail holes, and cuts up to ¼ inches deep can be fixed
- Treads with punctures larger than ¼ inches, sidewall punctures, or tires that are worn down to less than 1/16 inches are usually beyond repair and need replacing
- Do not drive on a flat tire, even for a short distance

8.3 INFLATION

<https://www.kaltire.com/the-right-tire-pressure-why-the-maximum-isnt-the-best/>
<http://www.cartalk.com/content/service-your-car-13>

- Inflating your tires to the proper pressure is vital to the proper safe handling and longevity of your tires
- Incorrect tire pressure will compromise cornering, braking, and stability, or even tire failure
- Inflating your tires to their max PSI can cause the handling characteristics to change
- The life of your tire will decrease
- The center will see much more noticeable wear
- You will reduce your traction and could even cause a blowout
- Optimum pressure for your tires is generally found on a sticker in the door jam or in the owner's manual
- It is recommended you check your tire pressure whenever you fill up for gas, every 10 degree change in weather, or every 30 days

8.4 ROTATION

<https://www.fountaintire.com/auto-service/tire-services/tire-rotation/>

- Rotating your tires increases their life
- The weight of a vehicle is not evenly distributed between all four tires
- Regular tire rotation (every 10,000km) helps maintain even tread wear
- The type of vehicle and tires impact how your tires should be rotated

8.5 RETREAD

<http://commercial.fountaintire.com/retreads/services>

- Retreading is a good cost-saving alternative to buying new tires for your vehicle
- Salvaging an existing tire casing and applying a new tread
- Retreading is also an environmentally friendly process, as it is possible to get three or four lives out of a tire casing
- The use of retreads saves over 1.8 billion litres of oil in North America every year

8.6 INSPECTIONS

<https://www.fountaintire.com/auto-service/tire-services/tire-repairs-replacements/>

- It is crucial to know when a tire should be repaired
- Driving on a damaged tire can do damage beyond repair to your wheel
- Get inspections to determine if you need a repair or a replacement

8.7 WHEEL ALIGNMENT

https://en.wikipedia.org/wiki/Wheel_alignment

<http://www.destinationtoyota.ca/wheel-alignment-service-maintenance-toyota-burnaby.htm>

- Wheel alignment is a standard part of automobile maintenance
- Consists of adjusting angles of wheels so they are set to the car maker's specifications
- This is meant to reduce tire wear and ensure that vehicle travel is straight and true (without any pulling to one side)
- Wheel alignment should be checked every 10,000km
- A few signs of needing a wheel realignment include;
 - Your vehicle is pulling to one side when driving on a smooth road
 - Your steering wheel is whacky; the emblem should be perfectly horizontal when driving straight
 - Tread wear is uneven and worn out on one side of your tires
 - If your steering wheel feels sluggish or loose when returning to its proper position after a turn
 - If your steering wheel shakes or vibrates on a smooth straight road