

# KAL TIRE TIMES

**FEELING GREEN**  
ECO-FRIENDLY  
TIRES  
PAGE 2



**TO GRANDMOTHER'S HOUSE WE GO**  
A DREAM HOME IN SOUTH AFRICA



PAGE 8

**THE WINTER-READY CAR**  
A 6-STEP CHECKLIST



PAGE 5

## WINTER SAFETY

# Do you need winter tires or all-weather tires?

*Determining safe tire needs in winter is less about what you've always done, and more about the conditions you drive in*

On a November afternoon in Moose Jaw, Sask., a blackout blizzard dumps an extra three feet of snow and brings the temperature, with the wind chill, to nearly -34 C. Semi-trailers have jack-knifed across the Trans Canada, cars are buried in ditches, and travellers are pitted at truck stops until dawn.

On that same afternoon in Nanaimo, BC, a cold front from the ocean turns heavy rain to sleet just as many commuters are leaving the office to pick up kids and groceries before heading home; Islanders simply zip their sweaters, and traffic is a bit slower.

"We've got such diverse weather across Canada. Maybe not everyone needs winter tires, but everyone should be prepared for the conditions of their

region," says Carey Hull, director retail products and wholesale, Kal Tire.

"By thinking carefully about where you live, where you drive and the conditions you're up against, drivers can really find the right tire for their needs and also help make roads safer."

Hull says recent winter seasons also brought unexpected extremes and storms: days of blistery snow in typically mild Vancouver, and ice storms in Toronto in the normally warm month of April.

"Even if the weather is unpredictable, you want to know you're going to have reliable grip when temperatures drop after summer, so that really leaves just two choices: winters or all-weathers."

So, are you a driver who needs winter tires, or are you a driver who needs all-weather tires?

RIGHT TIRE, PAGE 3



UNSPLASH PHOTO  
A DRIVER IN LAKE LOUISE, AB, reaches for his winter coat. Tire experts say Prairie provinces & areas that face heavy, hard-packed snow see better braking & cornering with winter tires.

## TIRE TESTING

# How all-season tires stop long

Kal Tire began calling all-seasons '3-seasons' several years ago, and the logic was simple.

"We thought it was important that drivers understand it's not a year-round tire," says Carey Hull, director retail products and wholesale, Kal Tire.

"It's a great choice for spring, summer and fall, but 3-seasons aren't designed to provide safety in the winter."

To prove how 'all-seasons' fell short in that one long and treacherous season when it really counts in Canada, Kal Tire invested in a tire testing program that, to date, has seen its independent testers evaluate the performance of 58 tires over 576 tests, all in real Canadian conditions.

Four years later, and now with performance tests for worn tires, the evidence is clear: driving 3-season



*We thought it was important drivers understand it's not a year-round tire.*

-Carey Hull  
director, retail products  
and wholesale

winter roads could be putting you in danger.

So, if you're planning to stick with your 3-seasons this winter, what should you expect?

DRIVING ALL-SEASONS, PAGE 2

## INDEX

Driving.....	4
Mechanical.....	5
Crossword.....	6
On the Road.....	7
Community.....	8



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# Driving all-seasons this winter?

## Here's what you can expect

tires on

### ALL-SEASON TIRES, PAGE 1

In every cold weather driving scenario, winter and all-weather tires out-performed 3-seasons," says Hull.

That includes the third-party tire testing initiative that focused on how various tire types would perform at five different tread depths.

"It was surprising even to us. The winter tires that were significantly worn, even 75 per cent worn tread depth, still stopped sooner on ice and snow than a brand new 3-season tire."

How exactly do 3-seasons underperform in the winter season?

### 3-seasons take longer to brake on loose snow

Driving on loose snow from a speed of 50 kilometres per hour, a passenger five-star premium winter tire stopped almost 8 metres sooner than the 3-season.

### 3-seasons take longer to brake on ice

From a speed of 30 km per hour, the winter tire stopped 11.4 m sooner than the 3-season. Even a 75 per cent worn five-star premium winter tire stopped 2.6 m sooner than a new 3-season on an icy road at 30 km per hour.

"What we saw in the worn tire testing really validated how unsuitable the 3-season is for winter conditions, and how much better designed a premium winter tire is to stop in time and keep your vehicle on the road," says Hull.

### 3-seasons struggle to hold corners on loose snow

On loose snow, the kind that's soft and freshly fallen, winter tires were 56 per cent better at cornering than 3-season tires.

### 3-seasons really struggle to hold



UNSPLASH PHOTO & KAL TIRE IMAGE

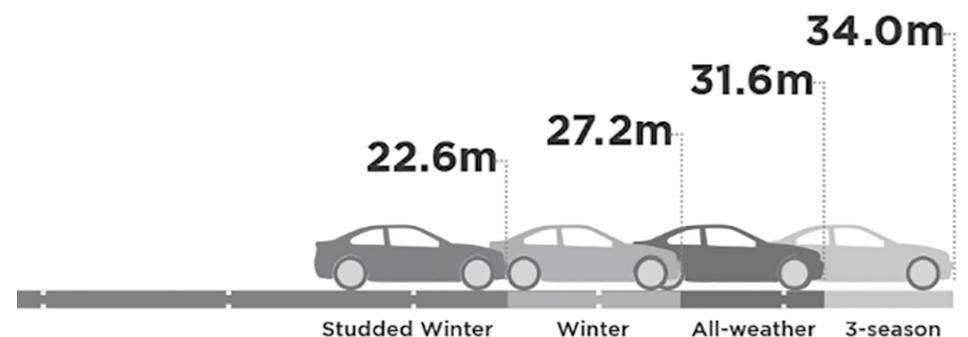
### corners on ice

On ice, winter tires were 42 per cent better at holding a corner than 3-seasons.

"To the naked eye, it's hard at first to see how a 3-season could be so vastly different from a winter tire, but incredible engineering and chemistry have been done to give winter tires the advantage in the cold months."

Aggressive tread blocks that bite into snow for improved grip, and a natural rubber compound that stays soft and flexible below 0 C are just two of many distinct winter tire features. For drivers who prefer to run one set of tires year-round, Hull says the true all-weather tire (which bears the winter tire mountain snowflake emblem) ensures safe winter season performance, and yet

ALL-SEASON TIRES take longer to brake on ice and snow, and don't hold corners in winter conditions well either. Below, braking test results from 30 kilometres an hour on ice.



## New eco-friendly tires: Green is the new black

When most drivers are tire shopping, they think about things like safety, price and tread warranty, but more and more drivers are looking for environmentally friendly tires that offer safety and performance while being gentle to the earth and even their pocketbook.

To meet growing consumer demand for products that use earth-friendly materials and reduce emissions, tire manufacturers have begun making huge strides towards designing and rolling out eco-friendly tires.

So, what makes a tire eco-friendly?

### Tread ingredients

The ingredients used in the rubber compound of a 'green' tire will contain more natural or recycled products and probably non-aromatic oils as well.

For example, the Bridgestone Ecopia series uses recycled ground rubber in the compound. Yokohama is starting to replace some of their petroleum-based products with orange oil, a renewable resource that doesn't give off volatile emissions.

Nokian uses only purified, low-aromatic oils. To maintain grip, the natural rubber compound in Nokian tires contains canola oil.

### Rolling resistance

Eco-friendly tires tend to offer savings at the pump because they're designed to reduce rolling resistance. That means it takes less energy (and fuel) to keep the tires rolling. Less fuel consumption means savings for you and fewer carbon dioxide emissions for the air.

A tire with a more economic rolling resistance can save almost \$450 over the course of 40,000 kilometres of driving (source: Nokian Tyres).

### Life cycle

When tires last longer, less oil and energy is needed to produce replacement tires and recycle old tires. Many environmentally friendly tires boast extended tread wear so you can keep your tires on the road longer.

### Manufacturing and shipping

Several tire manufacturers are making big advancements in the way their tires are made to reduce energy. Pirelli, for example, uses more energy efficient production machines. Tires are also designed to be lighter, conserving resources as they make their way from factories to Kal Tire stores near you.

Kal Tire carries a range of environmentally friendly tires, including Nokian eNTYRE 2.0 +C/S, Bridgestone Ecopia, Michelin Energy Saver A/S, Yokohama Avid Envigor and Pirelli Scorpion Verde (EcoImpact).



NOKIAN TYRES PHOTO

THE NOKIAN ENTYRE is made using only purified oils — no toxins or carcinogens, and features long tread life.



ADOBESTOCK PHOTO  
CANADIAN DRIVERS who live on the West Coast or in urban centres can get away with the year-round all-weather tire, which is designed for reliable performance above and below 7C.

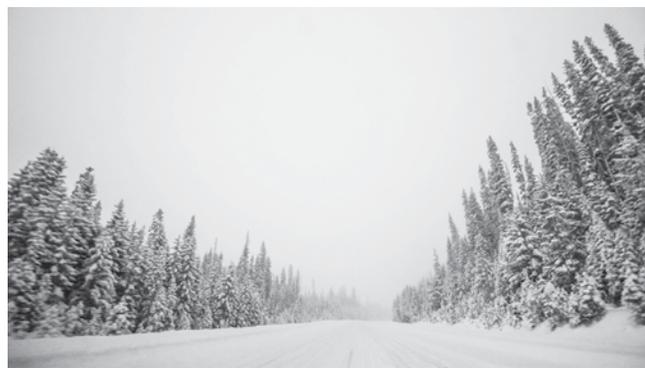
# Do you have the right tire for where you live?

DO YOU NEED, PAGE 1

In Canada, says Hull, there are two types of drivers: the kind who need to switch out their summer tires for dedicated winter tires, and those who can run one set of all-weather tires year-round.

“Determining which kind of driver you are helps you spend your tire budget wisely and gives you peace of mind knowing you’ve got the braking and steering capability you need for the roads you drive on.”

## DRIVER TYPE #1 – DRIVERS WHO NEED WINTER TIRES



**Where you live** – Cities, suburbs or rural areas with heavy snow and consistent winter conditions, i.e. anywhere in the Prairies or non-coastal BC  
**Where you drive** – Highway, mountains, unplowed roads  
**Conditions you face** – Harsh winters filled with heavy, hard-packed snow, ice and moderate to extreme cold

Hull says this type of driver needs dedicated winter tires for several reasons.

“The tread pattern on winter tires is aggressive. The deep, chunky tread blocks are going to bite into ice and snow, even if it’s on a mountain pass or that really hard-packed snow that’s been around for a while. In those conditions, you absolutely need winter tires for traction.”

Hull also says winter tires offer superior braking and cornering control because winter tires are made with a rubber compound designed to stay soft and flexible even at -30 C, where all-seasons get cold at 7 C (above), and slide rather than stick to roads—often taking several metres longer to stop.

For drivers who face a lot of rough, wet and black ice, Hull says it’s worth considering studdable winter tires.

“On ice and freezing water, metal studs give optimum grip and they are quieter and more road-friendly than they used to be.”

## DRIVER TYPE #2 – DRIVERS WHO NEED ALL-WEATHER TIRES



**Where you live** – Urban centres, suburbs, i.e. Toronto,

Lower Mainland, BC, or coastal Vancouver Island

**Where you drive** – City, highways

**Conditions you face** – Milder winter conditions with heavy rain, light snow and slush.

All-weather tires, unlike all-seasons, have passed snow traction requirements for safe winter driving in Canada, allowing them to be stamped with the winter tire symbol.

“That emblem is the sign of a true all-weather tire,” says Hull. “They’re reliable through the seasons, so that versatility makes them a good fit for drivers in urban or mild, coastal areas.”

All-weather tires use a unique rubber compound that keeps them soft at temperatures above and below 7 C (the point at which all-season tires get cold, hard and slippery).

Hull says they also have a great slush evacuation system to prevent hydroplaning and slushplaning, which is both dangerous and common in areas with milder winters.

“But if you do want to head up to the ski hill now and then, you’ll have the thicker tread blocks to grip snow and slush.”

All-weather tires double as strong summer tires, offering the same sensitive handling on wet roads and bare asphalt.

“We’re seeing a lot more urban drivers go with all-weather because they get the safety and performance they need without the hassle or expense of buying and storing a second set of tires.”

Kal Tire offers a range of all-weather tires to suit passenger vehicles and light trucks.



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## WORKPLACE SAFETY

# How employers can promote safe winter driving

*Policies and preparation are key to ensuring work travel is safe as possible during the winter months*

Here's an alarming winter driving statistic: On average, each year in BC alone, 21 workers are killed and another 1,339 are injured and miss time from work due to work-related crashes, according to WorkSafeBC.

How can employers across Canada help to make sure staff arrive home safely from work at the end of each day?

As an employer with team members traveling for work, there are a number of ways you can promote safe winter driving to help ensure everyone enjoys safe travels this winter season.

## 1. Make sure people travel only when they need to

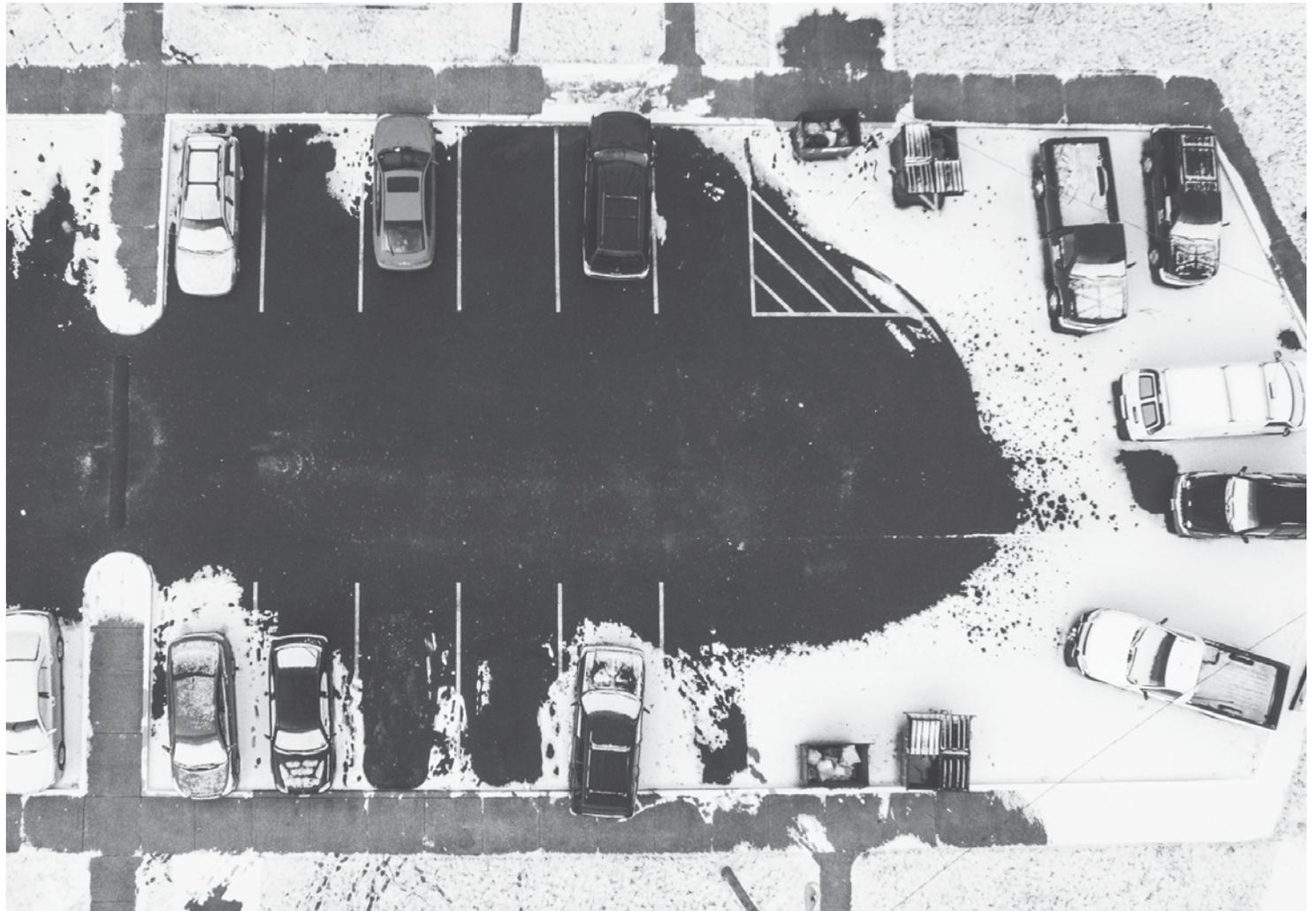
First, encourage employees to check provincial road and highway conditions as well as Environment Canada's Weather Warnings. It's important to know what's happening at both your point of departure and your destination.

If there are hazards or storms ahead, reschedule the meeting, or hold it online or via conference call. Same goes for the end of meetings for employees who have driven in from another office: Only let them set off if conditions are safe.

## 2. Make sure vehicles are ready for winter

If your employees use fleet vehicles, make sure they all have four matching winter tires with good tread depth. Equip vehicles with winter emergency kits.

If employees use their personal



UNSPASH PHOTO

EMPLOYERS CAN PROMOTE safe winter driving by ensuring their employees and vehicles are ready for winter, and by enforcing policies about when and how to travel for work in winter.

vehicles for work, encourage them to install winter tires and put a survival kit in their trunk.

## 3. Make sure your people are ready for winter

It takes a shift in mindset to prepare for the unique challenges of winter driving.

Early on, even in the fall, and regularly throughout winter, talk with your team about winter driving safety.

Kal Tire's online Resource Centre

has some excellent winter driving tips, so share them, read them and talk about them.

Your organization may also want to create your own procedures for safe winter driving. This will give your team clear guidelines to follow about:

- Assessing weather conditions
- Planning a safe route
- Daily vehicle assessment, interior and exterior
- Staying nourished and

hydrated

- Driving for the conditions
- Emergency procedures
- Reporting trip details and road hazards

Shift Into Winter, a winter driving safety alliance, has also prepared a number of resources for both individuals and employers, including a great sample safe winter driving procedure you can use as a framework.

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## WINTER MAINTENANCE

# Winterize your vehicle: A 6-step checklist

**W**inter driving can be a challenge, but you'll increase the chances of keeping you and your family safe if your vehicle is prepared for winter conditions.

What does it mean to winterize your vehicle? It means a lot more than just putting on winter tires. There's a host of fluids, supplies and hardware to check so you can be prepared for the unexpected. Get your vehicle ready for winter quickly and easily with our handy checklist.

## TIRES

**1. Install winter tires.** Your winter tires can go on as soon as temperatures hit 7 C. The special rubber compound in your winter tires allows them to stay flexible and grip snow and ice for optimum traction.

**2. Check the air pressure in all four tires and your spare tire.** Cold air can make the pressure in your tire drop significantly, which can affect your vehicle's ability to bite ice and snow. It's also a good idea to check the inflation of your spare and ensure your tire changing kit is on board and intact.

## FLUIDS, SYSTEMS AND HARDWARE

**3. Check, change or top up all fluids.** This includes everything from engine coolant and oil to windshield washer fluid and gas. You should always have at least half a tank of gas in the winter because you could be idling



A KAL TIRE technician uses a remote inflator to increase a winter tire's air pressure, which is especially important in the winter as cold air can cause inflation levels to drop and compromise performance.

longer in traffic jams or in the ditch wanting to warm up with the engine running intermittently. Having a full tank also prevents condensation in your gas tank and fuel lines, which can be excessive in cold temperatures.

**4. Check your blades, battery, brakes and belts.** Your wiper blades should be changed at least twice a year so they can effectively wipe away blowing snow and rain.

Have your battery checked to see if it's in good enough shape to get your car started and running through the winter. Optimum braking is critical in the winter when

your car needs to perform on snow and ice so have brakes checked along with engine belts and hoses while you're at the shop.

**5. Check your A/C and your exhaust systems.** Many drivers don't realize it's actually your air conditioning system that vehicles use to defrost and de-humidify inside your car.

You'll also want to make sure your exhaust system is intact to avoid leaking exhaust pipes or mufflers, which could cause carbon monoxide poisoning and decrease the efficiency of your vehicle.

While you're at it, make

sure that block heater is still working.

## EMERGENCY SUPPLIES

**6. Pack an emergency kit.** Your kit should include supplies for you and your passengers.

- first aid kit
- bottled water
- health bars
- boots
- gloves
- extra winter coat

And it should include emergency supplies for your vehicle:

- booster cables
- extra oil and windshield washer fluid
- lock de-icer

- flashlight
- flares
- safety triangles
- ice scraper
- a shovel,
- bag of salt, cat litter or gravel
- tire chains

Did you know if you only have all-season tires, you are required by law to carry chains on certain highways and mountain passes?

Set your vehicle up for safe winter driving by following this winterize your vehicle checklist. Make copies for coworkers and family or share the link to the online version of this story via [kaltire.com/resource-centre](http://kaltire.com/resource-centre).

**Book your appointment online today.**  
KalTire.com



## BILL'S TIP

# Synthetic oil offers winter protection

*Auto expert and media personality Bill Gardiner, an inter-provincial licensed mechanic, answers your questions*

**Q: Do I need to use a synthetic lubricant on my vehicle?**

**Bill:** An ever-increasing number of new vehicles absolutely require synthetic lubricants.

When it's time to service those vehicles, synthetic lubricants meeting or exceeding the performance criteria specified by the vehicle manufacturer **MUST** be used.

The requirements of many older vehicles and some current new vehicles can be met with con-

ventional (i.e. non-synthetic) lubricants.

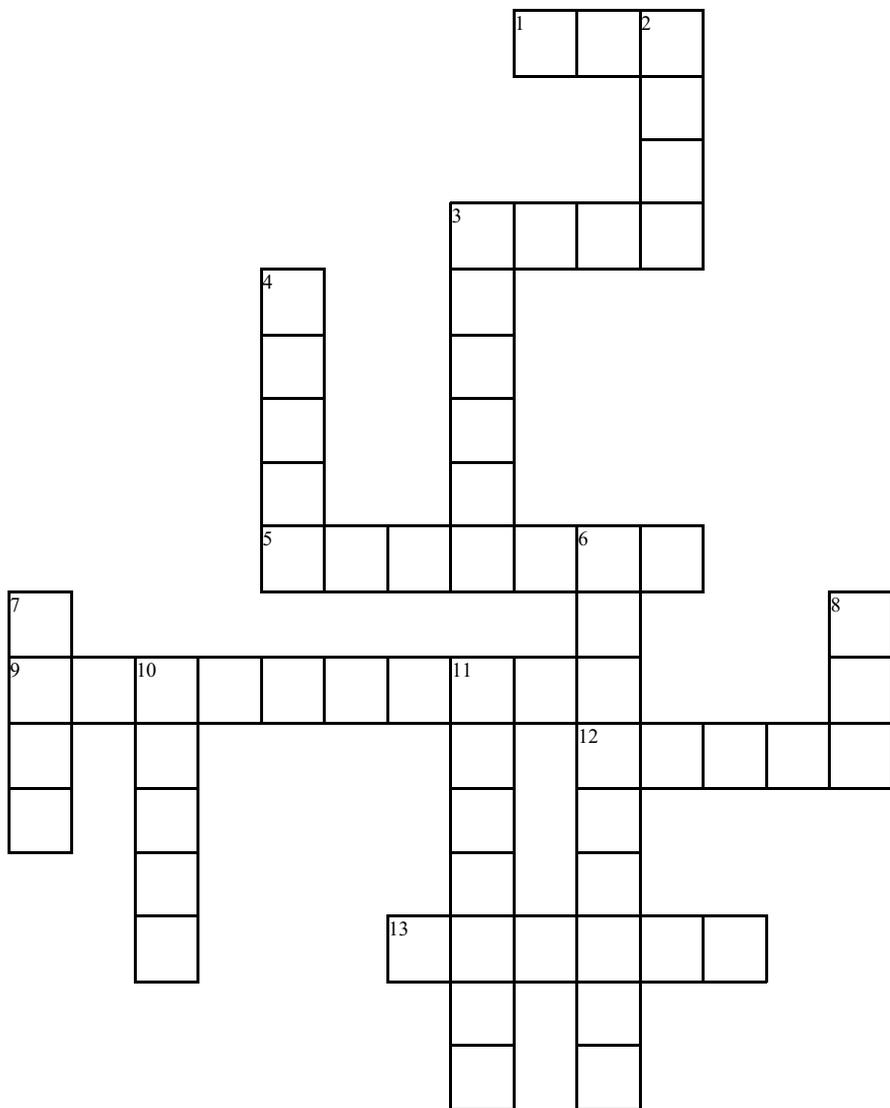
Upgrading to synthetics on these applications gives motorists increased protection against heat, reduced wear and improved performance in the cold months ahead so I consider it money well spent.

Engines that exhibit high oil consumption, oil leakage, low oil pressure or low compression would not be good candidates for a switch to synthetic until/unless those wear-related issues are rectified.



BILL GARDINER

## CROSSWORD & CAREERS



**ACROSS**

1. This symbol does NOT mean your tires have been tested and approved for severe winter driving (HINT: the answer includes '+').
3. What you call a tire when the pressure falls well below safe operating levels.
5. What you use to warm up the front/back windows of your vehicle.
9. Type of tire designed for climates above 7 C.
12. Number of peaks on the winter tire severe service emblem.
13. The coldest season of the year & type of tire designed for cold weather conditions in Canada.

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**KALTIRE**

[KalTire.com/Careers](http://KalTire.com/Careers)

**Kal Tire** is currently hiring seasonal team members to work in many of our store locations across Canada for our busy season. This is an ideal opportunity for someone who thrives working in a fast-paced, high energy environment. No previous industry experience is necessary; we provide thorough hands-on product and safety training to get you up to speed - Fast!

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**We want to hear from you!** Please visit our careers site for details: [KalTire.com/Career](http://KalTire.com/Career).

**DOWN**

2. Another word for sodium chloride; also helps melt ice.
3. Item used to remove impurities from fuel, oil and air.
4. Word that rhymes with "thread" and is found on the contact surface of the tire.
6. Type of man-made lubricant used in modern engines.
7. Used to raise a vehicle off the ground to enable a tire to be changed.
8. Often accompanying a summer drink & the makings of a slippery driving surface
10. Kal's Tire \_\_\_\_ is a place where all-season tires can rest for the winter.
11. Both a form of exercise and a method of transportation on the Rideau Canal in Canada.

**ANSWERS**

ACROSS: 1. M+S 3. Flat 5. Defrost 9. All-season 12. Three 13. Winter. DOWN: 2. Salt 3. Filter 4. Tread 6. Synthetic 7. Jack 8. Ice 10. Lodge 11. Skating

# Treading into new career territory at Kal Tire

*Embarking on a whole new career path as a Kal Tire management trainee*

**E**rin Monteleone has never felt out of place dealing with customers and staff in a fast-paced environment. She's gone from working 17 years in the food and beverage industry, more recently as a store manager, to learning the ins and outs of automotive repair and all things tires as a sales and service career tracker at Kal Tire's Millstream Road in Victoria.

Her entry into the automotive industry started just this past year. Monteleone was looking for a career change when she decided to post her resume on an online job site. That's when she received a call from Jennifer Carmichael, a senior regional recruiter at Kal Tire.

"When I spoke with Jennifer and talked about all the aspects of the position, I was really interested, but felt like I may not be able to handle it as I still did not have any knowledge," recalls Monteleone.

"What made me think I could do it

was the training program that Jennifer presented and also in my interviews, regional zone manager Brent Spruston and regional director Mike Butcher were very open about what they wanted and what they needed and I felt I could do that and become successful."

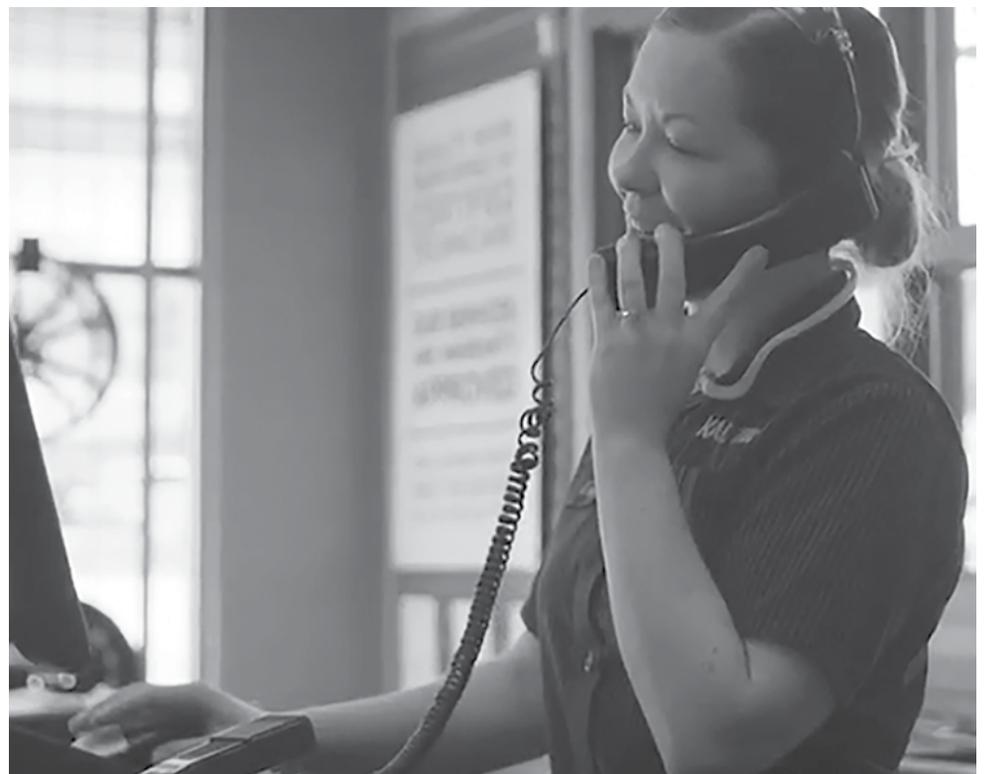
A wife and mother, Monteleone says both her work colleagues and family have been extremely supportive as she continues on her path.

"The store has become family and the zone becomes your extended family. You learn to reach out and ask for help and before you know it, you have become an expert in tires when before you knew they were black and round," says Monteleone.

"My husband is jealous. He is a military officer and he would love to be able to work with cars like I do. My daughter loves that I am able to spend more time with her, and my dogs love the extra walks they get."

Now that she can work an air impact wrench like nobody's business, Monteleone is looking to her future with the hopes of working in Kal Tire's training and development department.

"I have had nothing but great experiences with all training and would



**ERIN MONTELEONE**, on the phone with a customer at a Kal Tire store in Victoria, is proof that great Kal Tire managers in training don't need to be male or have vehicle experience.

love to keep that a top priority in Kal Tire," she says. "Whenever I leave training, I feel like I can take on the world and succeed in doing it."

# Do you need to rotate your winter tires?

*Think only your summer tires need an annual rotation? Your winters say otherwise*



PIXABAY PHOTO

WINTER TIRES, like their warm weather counterparts, especially need to be rotated if your vehicle is an all-wheel drive (AWD) as those tires will wear a bit faster in the front.

**D**rivers sometimes think of their winter tires as a different species from their summer and all-season tires—not just with different treads and rubber compounds, but also different rules about how to maintain them. Our team members are often asked, Do you need to rotate winter tires?

The short answer is, Yes. Just like your summer tires, you want to make sure your winter tires wear evenly. When it comes to rotations, the same rules apply to both types of tires.

The reason why we rotate tires—summer or winter—is to promote even wear and extend tire life as well as improve performance. Tires with good tread depth and even wear offer better handling and steering response.

Tires need to be rotated because the front tires on most vehicles experience a lot more stress. More weight. More cornering forces. More wear. So, by swapping them to the back (and we'll get to rotation patterns in a moment) at regular intervals, you're giving all your tires a chance to wear at the same rate.

If your vehicle is an all-wheel drive (AWD), your tires are even more likely to wear a bit faster in the front. Also, sensors that monitor new AWD vehicles can be very sensitive, so if you've got severely worn tires on the back, the sensors and the drive components are going to work overtime.

Rear wheel drive vehicles exert a bit more force on the back tires, so

you'll see accelerated wear on the back as well as the front with that type of system.

Just like their warm weather counterparts, winter tires should be rotated approximately every 8-10,000 kilometres, or the recommended length of the tire manufacturer.

For those who tend to stick a little closer to home in the winter months, winter tires can probably be rotated

just once a year, starting with a rotation each fall as part of your winter tire installation.

Rotations are also a good chance for your service team to catch any issues with alignments, which are more common in winter as our vehicles battle potholes, snow-hidden curbs and more.

Sometimes slight misalignments aren't always noticed at the steer-

ing wheel, but they often show up as uneven wear on tires, and it's best to take care of any suspension issues early on.

Since most winter tires are what we call 'uni-directional' or 'directional' (the tread pattern is designed to roll only in one direction), they're typically rotated only from front to back. Studded tires also tend to follow the front-to-back rotation pattern.

## Snowbirds: Are you prepared for a flat tire?

**I**t always happens at the most inconvenient times: on a snowy, narrow mountain pass, on a Sunday night 60 kilometres from the next town, or a mere hour into your three-day journey south. With all the miles and pressures we put on our RV tires, getting the odd flat tire is considered part of this mode of travel, but there are ways to help prevent flat tires in the first place, and ways to be prepared when it happens.

The only thing worse than getting flat tire on the way south, is getting a flat tire late at night in the middle of nowhere and being unable to change it yourself. Fortunately, with the right equipment handy and a bit of know-how, you can usually get yourself back on the road in no time.

### PREPARING FOR A FLAT TIRE

#### Check your 'changing a spare tire' equipment

Some RV's come equipped with a standard jack and/or tire iron to help you remove a flat tire, but some models don't. Be sure you know where your equipment is, and know exactly what you have.

In a best-case scenario, you would have on hand:

- Accessible, well-inflated spare tire in good condition
- Jack or ride-on ramp
- Chock (for double-axle trailers and to keep other tires in place)

- Tire iron
- Cones to place around your RV as a warning to other drivers

For your safety and to help ensure your tire can be repaired in the future, only use inflator kits and sealants after educating yourself on how and when to use these products. If you get a flat tire, the best thing to do is put on the spare and get your RV to the nearest tire service centre.

#### Practice changing a tire

Now that you have everything you need to change a flat tire, practice once or twice on the driveway so you'll be confident if you need to do it on your own in an emergency.

### PREVENTING A FLAT TIRE

#### Check the pressure

Before you begin packing up your RV or motorhome, have the air pressure checked on all of your RV tires, including the spare tire. RV's often sit for long periods before they get on the highway, and between trips, tires can lose a significant amount of air pressure.

Under-inflation is one of the most common causes of flat tires, and it can also lead to uneven tire wear as well as poor handling and fuel economy.

If you have a travel trailer, once it's fully loaded, be sure to weigh each axle to confirm that the gross vehicle weight (GVW) matches the recommended tire pressure.

#### Check for weathering

Depending on how and where they're parked, RV's can be exposed to the elements, and that can impact a tire's condition. Inspect the sidewalls for cracking, feathering and fading. Exposure to the sun's UV rays can cause the rubber to deteriorate, and weathered tires aren't as fit to handle heavy loads at high speeds and hot temperatures.

#### Check the tread

While you might only have eyes for your sunny American destination, remember that to cross the border, you'll probably have to go through at least one Canadian mountain pass. To reduce the likelihood of a blowout, and for optimum grip and handling in cold temperatures and on snow, ensure you have at least 3.5 millimetres or 4/32 inches of tread depth left on at least all-season M+S (mud and snow) tires.



UNSPASH PHOTO

**AROUND THE WORLD**

# Canal skate brings families together

*A Kal Tire Family Day weekend tradition in Peterborough, Ont., unites fundraising & families on ice*

On Family Day in Peterborough, where there's the scratch of skate blades on ice, there's likely the smoke of burgers and hot dogs barbecuing, and the orange of a Kal Tire truck.

Three years ago, Peterborough store manager Matthew Seguin and his team were trying to think of an event or project they could take on to get more involved in the community.

"We wanted to think of something that would bring families together and our team together," says Seguin.

Two things quickly came to everyone's mind: skating on the canal, and Family Day.

"We're lucky to have that canal so close to the store."

So began Kal Tire Peterborough's tradition of hosting a barbecue and Family Day skate at Lock 21 on the Trent-Severn Waterway.

Despite the cold, dozens of families came out to take in the festivities—skating and children's games—and the food—free hot dogs and hamburgers, popcorn and hundreds of candy treat bags for the kids.

Since the first year, the event has grown, and now sees team members setting up free barbecues at a handful of nearby free skating events and family activities throughout the Family



Day weekend.

"The response we've had so far is that people love it. It's nice to get a free lunch and have a good time doing something so many families love to do," says Seguin, adding his team of tire technicians and front counter staff also look forward to the annual event.

"It's fun for us to all be out together working on something else as a team, and raising money for a good cause."

Another important component of Kal Tire's Family Day skating festivities is its fundraiser. The first year, the store

raised money for Five Counties, an organization that supports children with disabilities.

For the last two years, the store has raised funds for Peterborough Youth Services, a non-profit that offers counselling and support to local youth aged 10 to 18 years old and their families.

For 2019, Peterborough families will be able to find Kal Tire barbecuing at various locations throughout the Family Day weekend, including Canoe Museum, Trent University Athletic Centre, and, of course, the canal.

KAL TIRE PHOTOS  
FAMILY DAY canal skating in Peterborough.



# Kal Tire South Africa helps build dream house

Even when the house was in that in between stage—walls dry but with ladders in hallways below dangling electrical cords, frames waiting for windows and doors—you could imagine the children bouncing from room to room, eating from bowls with morning sunlight on their cheeks, and their grandmother, beaming at the sight of them and this home, her very, very own.

In 1995, the South African grandmother unsuccessfully applied for a government

subsidized home so she and her grandchildren could get out of their shack in a neighbourhood 50 kilometres east of Johannesburg, where Kal Tire's Mining Tire Group operates a branch.

The community is filled with informal settlements marked by shacks of scrap wood and corrugated metal, and shack fires that take children's lives are, sadly, all too common.

This year, as Nelson Mandela Day—a day of giving in South Africa—was approaching, South Deep

Gold Mine invited Kal Tire to celebrate and commemorate this special day by helping to give this 70-year-old grandmother an incredible gift: her own home.

The home, built in a nearby development of Westonaria Borwa, was handed to the family in July.

"It's important to us to support causes where we can affect the lives and well-being of people who live in the communities where we work," says Dan Allan, senior vice president, Kal Tire's Mining Tire Group.



KAL TIRE PHOTOS  
IT WAS ALWAYS her dream, the grandmother said, to own her own home. Left, the shack she and her grandchildren shared prior to the build of her new home (right)—a Nelson Mandela Day project Kal Tire contributed to along with South Deep Gold Mine.

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