

# Commercial Tires

## A Potential Market

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## Small Tires

**Have you ever stopped to consider the number of different types of vehicles throughout the country that require small tires in various sizes? Golf karts, ATVs, trailers, lawn mowers, lawn tractors, forklifts, snow blowers, etc. Wouldn't it be a good idea to develop this market segment, thus diversifying your services and adding to your bottom line?**

### Golf karts

In Canada, there are roughly 2,200 golf courses, each with an average of between 40 to 50 golf karts – an interesting number if you multiply it by 4. That adds up to close to half a million tires just for this kind of small vehicle.

Pierre Champigny, president of Équipements Pierre Champigny, a Quebec-based golf kart distributor, commented on the life cycle of golf kart tires. “Our database shows that there are about 19,000 golf karts running in the province at this time. They drive an average of 800 km per season, and I would say that the life expectancy for a set of tires is between 8 to 10 years. Most of the time they have to be changed due to the side of the tire being deteriorated by the sun.”

### All Terrain Vehicles

The Statistics Canada chart presented below paints a pretty good picture of how many ATVs there are in Canada, including all models of vehicles found on backroads, trails, fields, and streams. Right now, the people and companies who own these vehicles buy their tires from local small engine distributors—the same ones who sell them spare parts and accessories.

These numbers show all the tires included for each category. As you can see, the potential for the small tire market in each province remains huge.

### Where to start?

As a first step, you can contact a wholesaler like Odessa, a company based in Bromont, Quebec that has been in small tire business for more than 25 years. They have all the popular brands and sizes of tires in stock, and will deliver within a day or two, depending on the destination in Canada. In addition to their valuable expertise, you can also access their online catalogue. You can take a look and then place your order online. [TM](http://www.odessacanada.com)

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	CANADA	NL	PEI	NS	NB	QC	ON	MB	SK	AB	BC	YT	NT	NU
Trailers	4,961,184	32,698	10,894	44,792	84,164	1,413,037	1,906,823	116,303	131,154	884,938	323,042	9,316	3,957	66
Off-road, construction, farm vehicles	1,658,460	135,464	1,494	56,023	40,914	616,426	544,630	108,404	4,181	114,401	32,990	1,134	1,218	1,181

### S207

*Drive all-steel radial truck. Wide and deep transversal grooves for greater driving force. Deep tread depth for extended mileage. Reinforced bead construction and durable carcass for excellent retreading rate.*



More Than You Think

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# Hercules Also Means Truck Tires!

**Goodyear, Michelin and Bridgestone are among the best-known commercial truck tires. But not every owner or owner-operator has the means to pay the price of top-end quality tires, or they do not need as much, which is why there are so many other brands that offer quality tires at a more affordable price. Hercules is one of them.**

A quick look at the Hercules catalogue will show you that the company has an interesting line-up of medium truck tires to offer, including the most recent S307 and S309 products. Hercules is quick to point out that these have all-steel construction. As Hercules Canada's Paul Piette explained, Hercules is considered a "secondary supplier", but the good news is that now Hercules truck tires are retreadable. But they are, according to Piette, a lot less expensive than major brand tires.

However, being made by an Asian supplier does not mean Hercules tires are "cheap, unreliable" products! Piette explains: "There was a perception that tires from Asia, particularly from China, were of poor quality. But that is not true anymore. The local tire companies are making a great effort to reach a quality and reliability equal to major brand products. They are investing people and money in the process. There is a philosophical change going on. Proof positive is that major manufacturers are now investing in their Chinese operations and making top quality tires in that country."

## Hercules has what your customers need

Many of your customers just need a replacement tire for their truck; they don't necessarily need a tire that will last retread after retread (even though it is now possible), and they do not expect their vehicle to cover many kilometres. All they want is a quality product for steer, drive or all position. Among Hercules' top products are the S201, S203, and S205 all position tires that can even endure mild off-roading, S207 and S307 drive axle tires and S208 and S209 steer axle tires.

Though Hercules can also provide some exceptional tires such as OTR, according to Piette, Hercules is focusing mostly on medium truck tires in the commercial field. What's best is that Hercules has a long list of dealers that can help truck owners buy and install their new Hercules medium truck tires. [TM](#)



## Titan Mine Tires?

According to many reliable sources, Titan International is thinking of expanding its manufacturing capacity to include 57- and 63-inch radial off-the-road tires in order to fulfill the high demand around the world for such products. The tires could be produced starting in 2008, but this will require an investment in equipment and molds.

## Price Hike for Truck Tires

Things won't get any easier for truck drivers and trucking companies – fuel price hikes will surely affect their budget, and add to that a 5 percent hike in Goodyear and Yokohama commercial tire prices. For Goodyear, the hike includes Dunlop and Kelly brands, while for Yokohama, it also includes off-the-road tires. Such hikes are directly related to oil price increases and include raw material, energy and transportation costs.



### S208

*Premium all-steel steer axle radial. Reinforced bead construction and durable carcass for excellent retreadability. Decoupling groove for extended wear and stress relief sipes for all weather traction.*

**HERCULES MEDIUM TRUCK TIRES**  
**AFFORDABLE, RELIABLE TIRES BUILT TO PERFORM**

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