BIG O TIRES®
AND SERVICE CENTERS

2024 AGM

2024 AGM - MARKETING PRESENTATION

- **Fall Preview**
  - Stingray/Acuity/Youtube
  - CTV/BBB
  - Email Marketing
  - Social Media
- **Websites**
- **CPO**
- **Sponsorships**
- **The Big Idea**
- **Spring Preview**
- **Budget for 2024/2025**

2022 AGM

[**"Ignoring online marketing is like opening a business but not telling anyone."**]

- Anonymous

- **8 - 9 out of every 10 people** buying tires will be coming to yours and/or other tire sites

2024 AGM - MARKETING PRESENTATION

- 60% of all marketing will be digital by the end of 2024 with offline media spending declining in recent years
- The average local business puts 5-10% of its revenue towards its digital marketing budget.
- People spend 50% more with businesses that regularly respond to reviews
- 93% of people read online reviews before making a purchase
- Digital ads can increase brand awareness by 80%
- 90% of internet users will see a Google Ad during their online experience
- Consumers are 155% more likely to look up your brand-specific terms after they've been exposed to display ads.
- Customers are 70% more likely to make a purchase from a retargeting ad.
- 27% of consumers conduct a search for a business after seeing their display ad.

2022 AGM

* All stats from Wordstream - 2024

2024 AGM - MARKETING PRESENTATION - Fall Digital Campaign

- **FALL CAMPAIGN** – Overview
  - **New rebate specials** will be uploaded to websites next week
  - Creative theme for Fall: **Go Big AND Stay Home**
  - Campaign runs: **Oct 14 - Dec 8**
  - Featured suppliers include: Michelin, Yokohama, BF Goodrich, Pirelli, Continental & Maxxis
  - We will use a combination of: Digital website advertising, retargeting, Social Media & Youtube advertising
  - Total Digital (website) advertising commitment = $75,000
  - Total Youtube advertising commitment = $35,000
  - Total CTV ad commitment = $4,300 ($17k annually)
  - Total Facebook advertising commitment = $5,000





2024 AGM - MARKETING PRESENTATION

Fall Digital Campaign

- Digital ads displayed to 5kms radius around all stores
- Youtube ads based on TrueView (only pay after full 30 second viewing
- Ad delivery based on:

  - Geo-targeting
  - Past browser history
  - Social media data
  - Past purchase history
  - Consumer profiles
  - Contextual targeting
  - Online video views
  - Site retargeting

- TOTAL GUARANTEED IMPRESSIONS: **5,250,000 display impressions / 1,120,000 video impressions**
- All ads targeting **click-thrus**
- Budgets allocated **evenly per store**
- Budget: **$75,000 Display / $35,000 Youtube**





2024 AGM - MARKETING PRESENTATION

BBB/CTV

BBB/CTV Promotion

- **Program features:**
  - **40 x 7 second closed caption ads** in CTV News (CTV Morning Live News, News at Noon, 5pm, 6pm, and 11:30pm)
  - **2 million impressions** province-wide
  - **September 26 - December 25**
  - Bonus: **Schedule of 'unskippable' digital ads** across Bell media news sites
  - **BBB members** in good standing only
  - Cost: **$4,150**

- We will continue this quarterly program through 2024/2025

2024 AGM - MARKETING PRESENTATION

Email Marketing

- 87% of businesses use email marketing to distribute their content. This makes it the second most popular marketing channel, behind social media at 89%.

- Email marketing returns $36 to $40 for every $1 spent.
- Emails to be gently monthly with call-to-action and sale/offer
- Database now grown from 12,000 to 22,005



* All stats from Wordstream - 2024

"A brand is no longer what we tell the consumer it is — it is what consumers tell each other it is.”

- Scott Cook - Founder of Intuit

2022 AGM

2024 AGM - MARKETING PRESENTATION – Social Media

- Over 91% of businesses use social media for marketing.
- The average US adult spends over 2 hours on social media every day.



SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	• 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
	• 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
	• 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
	• 25-34, 35-49 • Educated/ wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
	• 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
	• 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
	• 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mkting • App mkting	• Relationship building

WordStream by LocalIQ

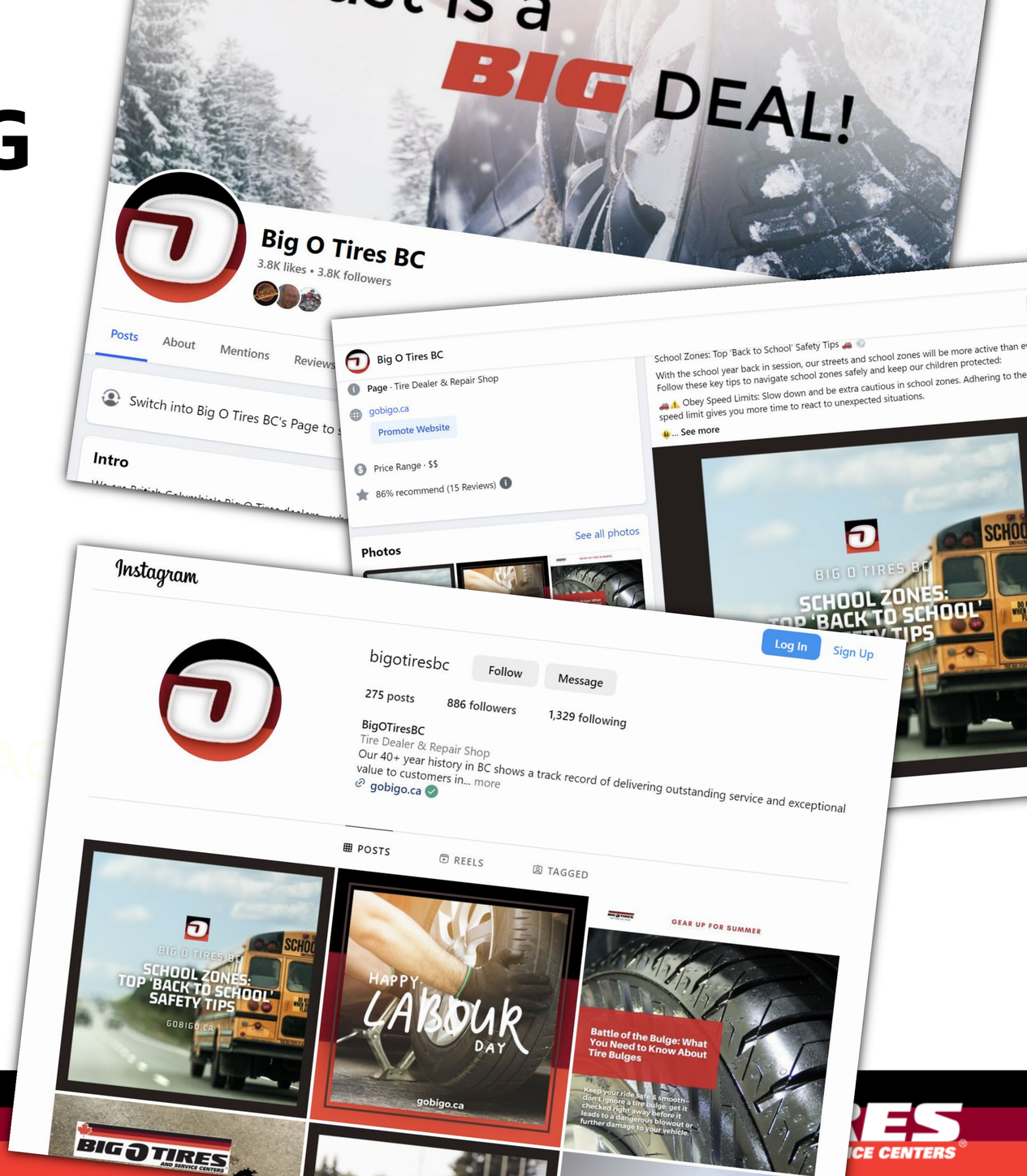
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2024 AGM - MARKETING PRESENTATION – Social Media

- **Facebook** will continue to be managed weekly through the coming year. Current Facebook audience is at 3,800 followers. We want to increase that to 5k+ over the next year.

- **Instagram** has been added to our social media library and we will continue to work on building that audience, which now sits at about 1,500 followers

- In 2025 we will host another **Spring** major Facebook contest called **The Big One**, and hope to be partnering with **Yokohama Tires**



2024 AGM - MARKETING PRESENTATION

Websites

- 44% of consumers tell others about negative website experiences.
- Nearly 90% of consumers will shop with a competitor after a poor website experience.
- Investing in your site's user experience leads to a $100 return for every $1 you spend.
- 73% of businesses invest in web design to help their brand stand out from competitors.



* All stats from Wordstream - 2024

2024 AGM - MARKETING PRESENTATION - Websites



Brakes | Wheel Alignment | Full Service | Cooling System | Motorcycles | Tires

Big O Tires Kids Corner

Welcome to Big O Tire Cloverdale

In Cloverdale, Big O Tires is your home team not just for the Lower Mainland's most **complete selection of tires and wheels for every type of vehicle** and all types of road conditions, but we're also a full service auto centre! Customers have come to trust the Big O name for expert service and repair of everything from **brakes, alignment, suspension, and more!**

We're an **authorized MAP** (Motorist Assurance Program) service centre. That means we are committed to following the Internationally recognized MAP repair and maintenance standards, your assurance that you'll never have work done to your vehicle by our team that it doesn't need and that we'll always maintain your vehicle to MAP's premiere standards of excellence!

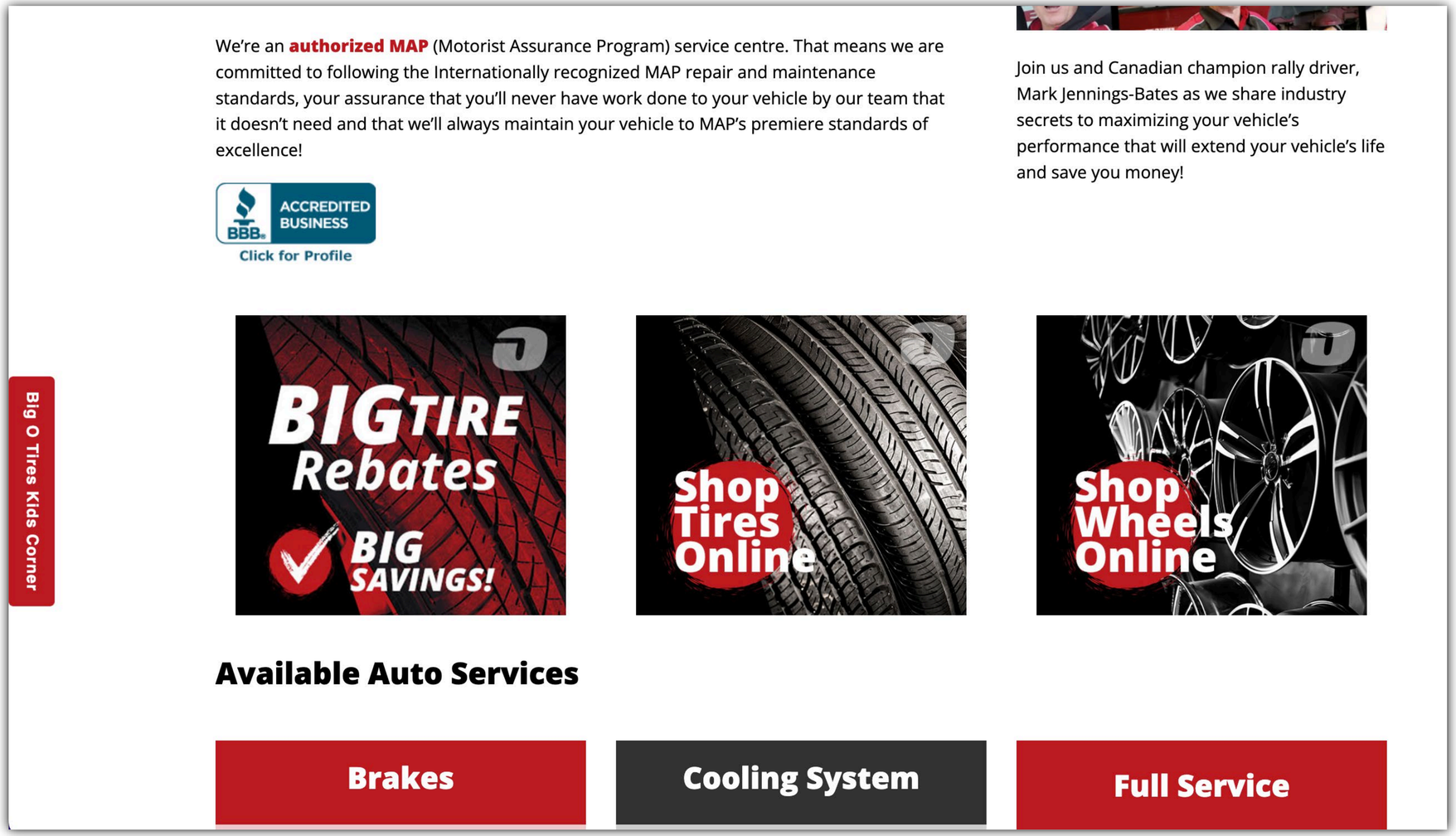
Watch & Learn with our "Behind The Wheel" Video Series



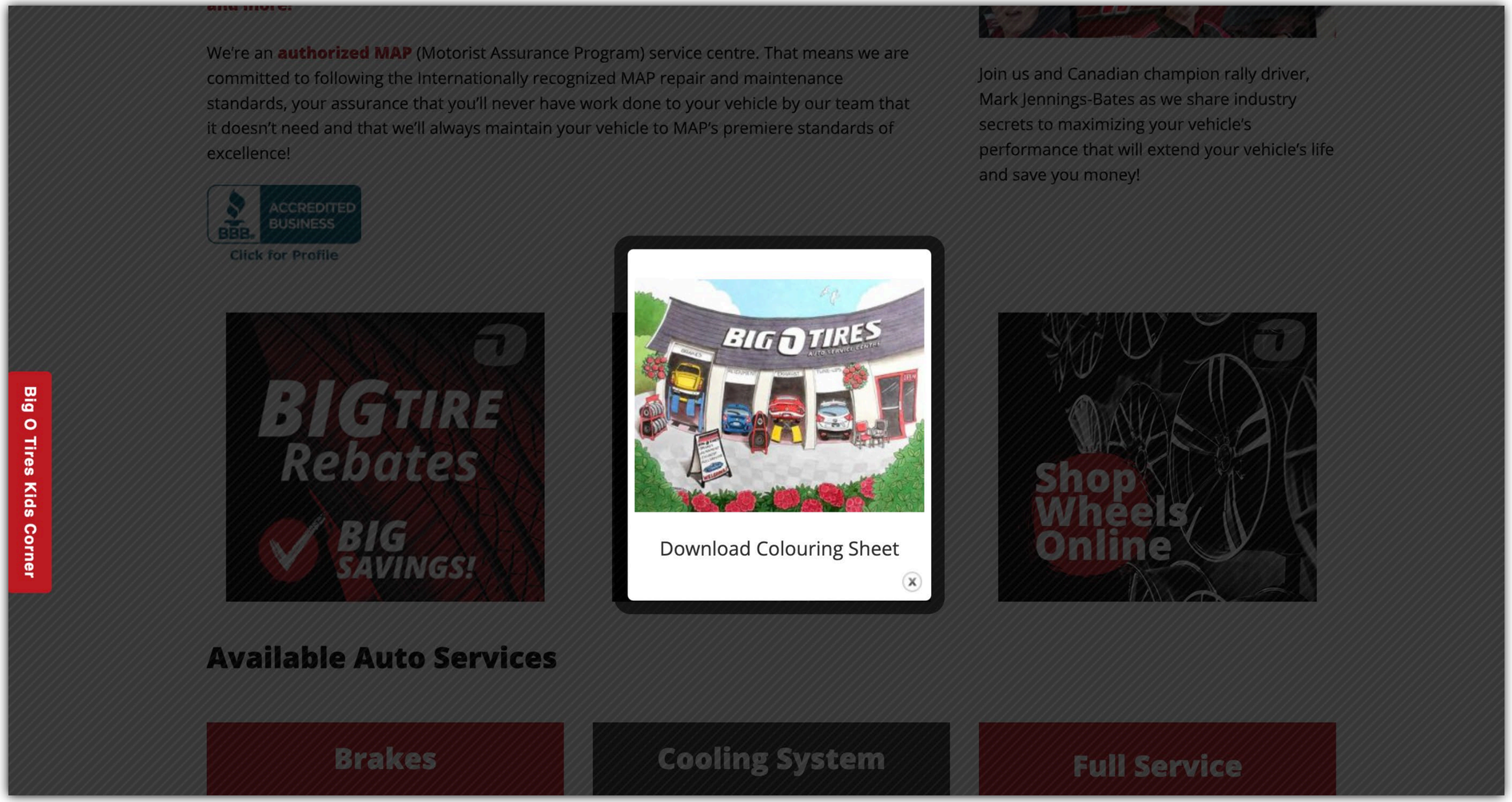
Join us and Canadian champion rally driver, Mark Jennings-Bates as we share industry secrets to maximizing your vehicle's performance that will extend your vehicle's life and save you money!

BIG O TIRES AND SERVICE CENTERS

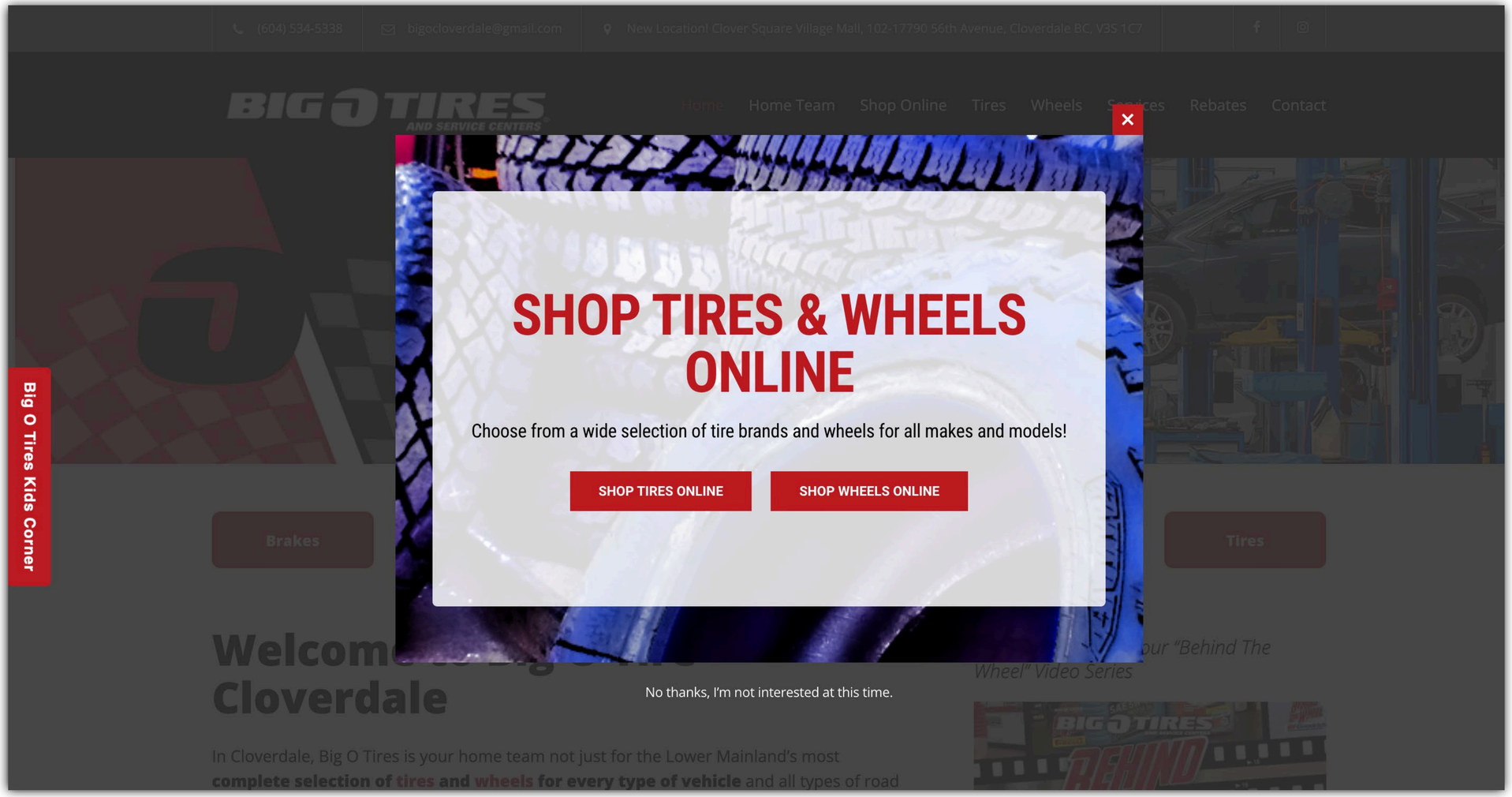
2024 AGM - MARKETING PRESENTATION - Websites



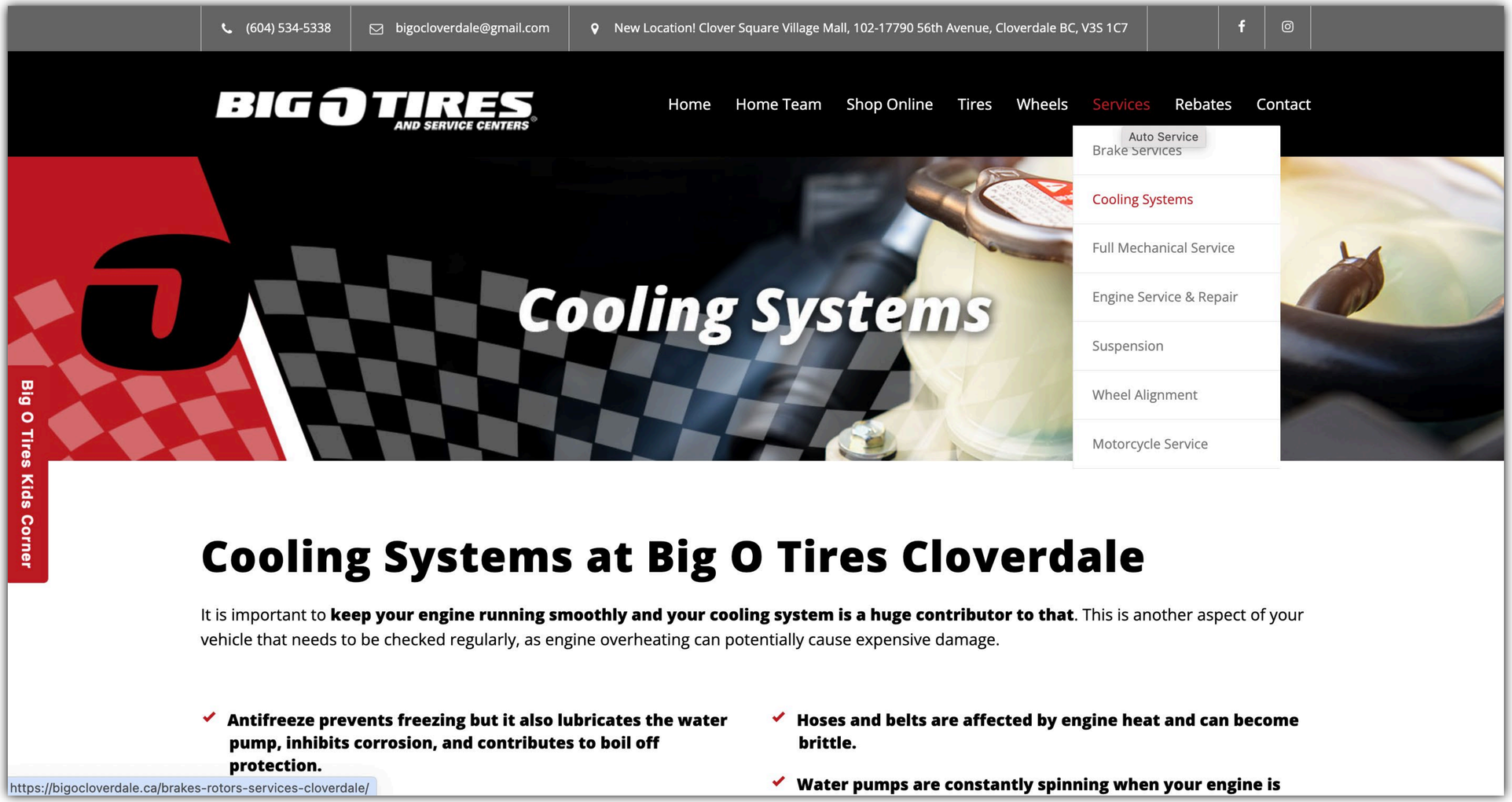
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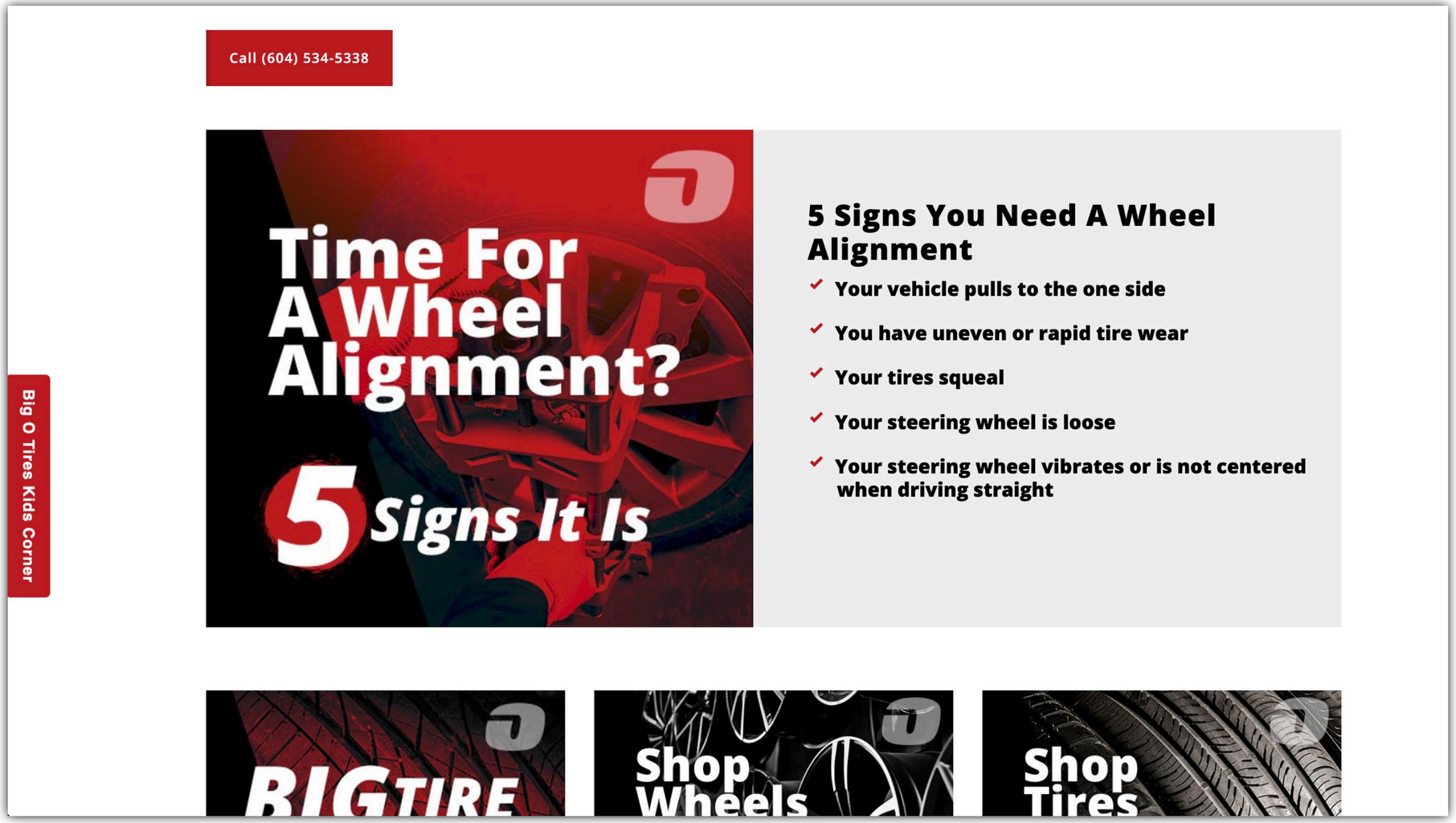
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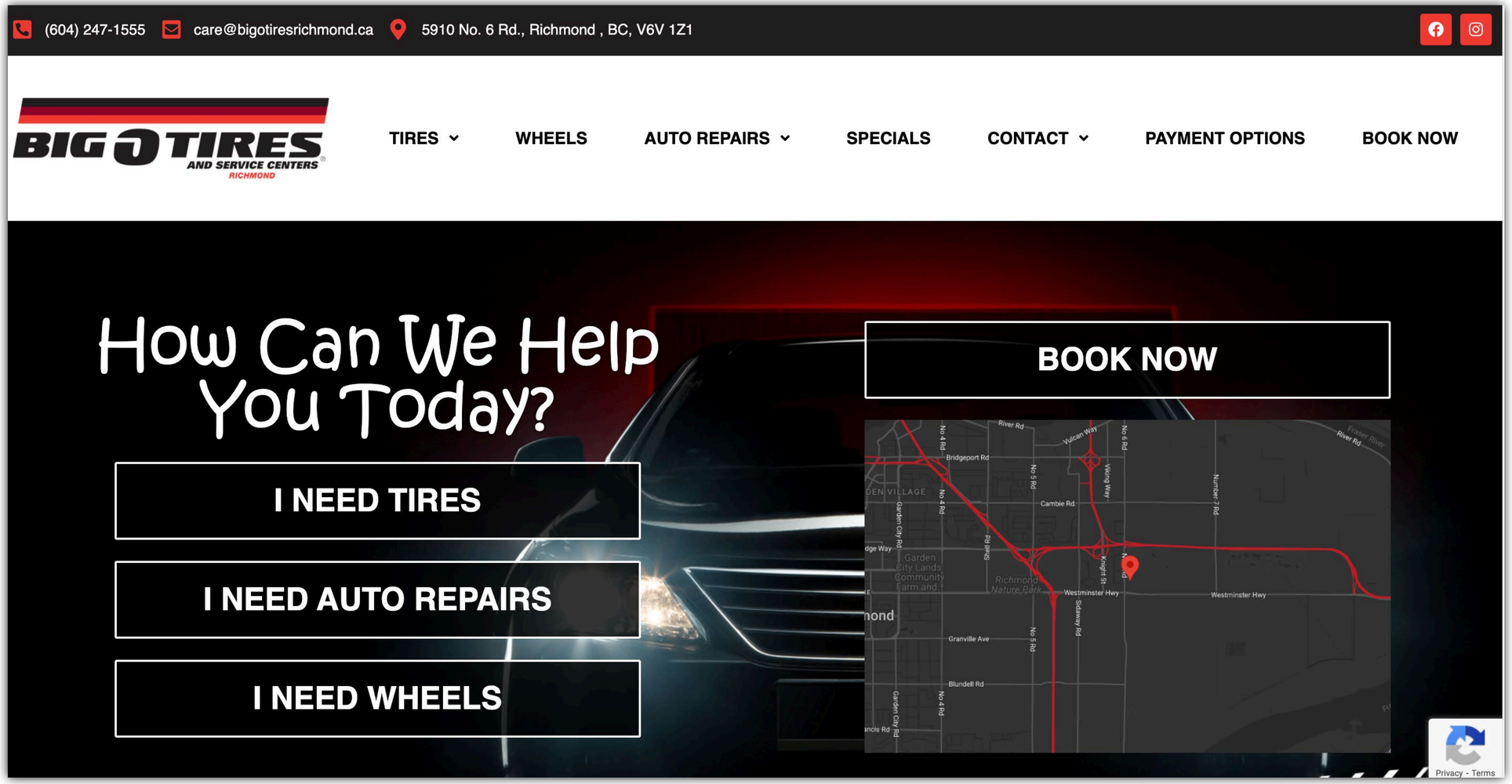
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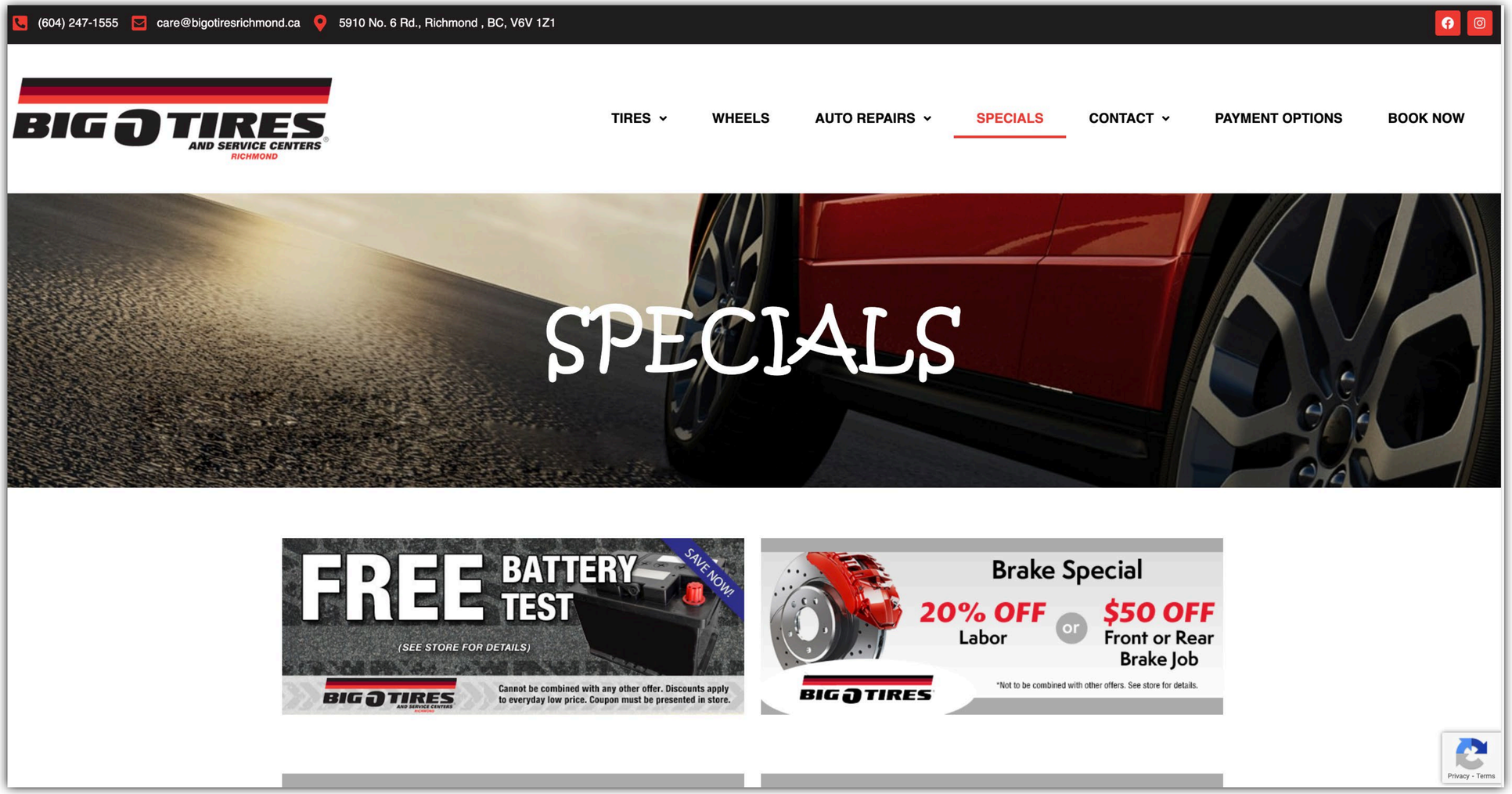
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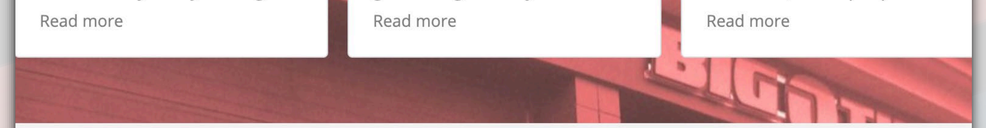
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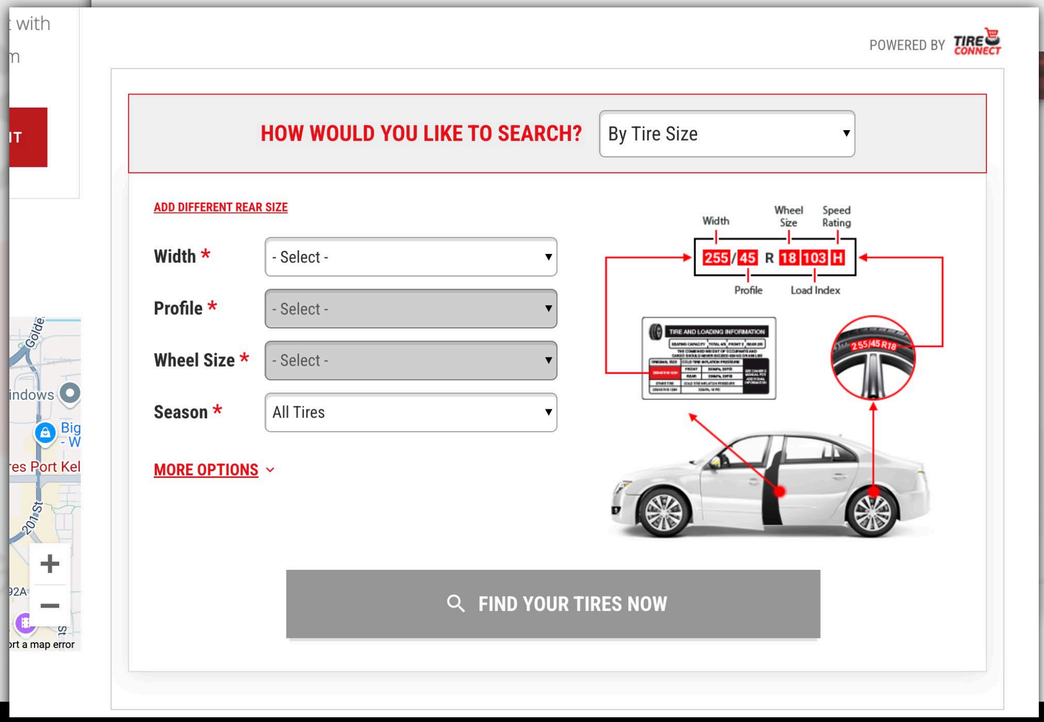
2024 AGM - MARKETING PRESENTATION

Websites

- **Google Reviews Widget - we have now added a Google Reviews widget to most sites which allows us to prompt visitors to make an immediate Google Review straight from the site.**
- **Tire Connect** continues to be used on approximately half of our websites. This needs to grow across our group. Note that Tire Connect now offers options for both a wheel rim search and auto service bookings
- SEO should be conducted by stores to improve rankings. Some of this can be accomplished simply by the addition of more textual information on the site and addition of pages (ie. Cloverdale).

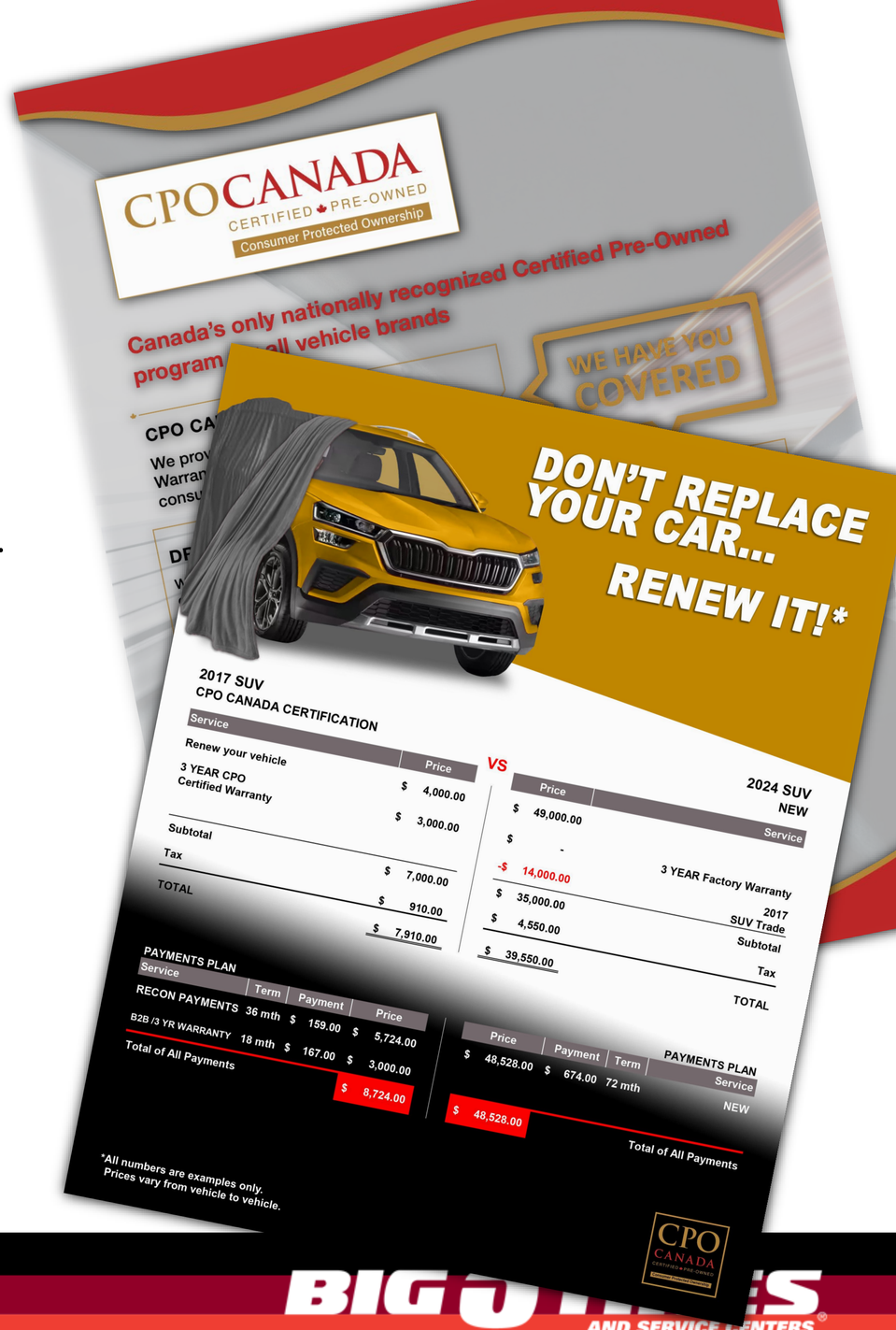






2024 AGM - MARKETING PRESENTATION - CPO Partnership

- Big O Tires & CPO Canada are building a strategic partnership to Increase Big O Tire and their stores brand, profits, consumer awareness, sales, and retention through the highly profitable Certified Pre-Owned industry, (CPO).
- The CPO Canada backbone is wrapped around a vehicle inspection, evaluation and reconditioning program bringing the consumers vehicle up to CPO Canada Certified standards.
- This program is designed to increase profits through the vehicle inspection and reconditioning alongside the ability to participate in the highly profitable sales of pre-owned warranties
- CPO Canada Credit provides the financing option of the repairs and the warranty.
- A large part of this strategic partnership will be with and through a content marketing plan designed to make Big O Tire stores the authority on Tire sales and service alongside all mechanical services.
- We have identified at least a dozen topics we will create content around that will appear of the Big O Tire corporate site with the ability to have on the dealers sites as well.
- This content will flow over to specific social media channels as desired.
- A specific content marketing subject we will be focusing on is our Refresh and Renew Program



2022 AGM

BIG O TIRES AND SERVICE CENTERS

Tire Industry Association Training

Highlights

1. Big O Tire Dealers (1978) Ltd will register to participate and cover the registration costs
2. Dealers will be eligible to participate in the program with as many employees as they like
3. Cost to participate $20 usd per year or, $160 usd per year with certificates
4. Training provided on-line via YouTube modules

Tire Technology
Training & Certification



TIA ONLINE UNIVERSITY

TRAINING ANYTIME, ANYWHERE!

As the industry leader in tire technician training and certification, the Tire Industry Association (TIA) now offers all of its Basic Level Training Series in a convenient and accessible format on the TIA Online University.

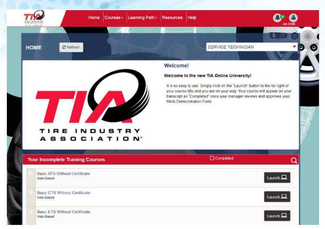
Technicians can access the most comprehensive, up-to-date tire service training anywhere there is an internet connection! Our Basic Level training is designed for new hires as part of their orientation and can also be used for experienced technicians in need of documented training.

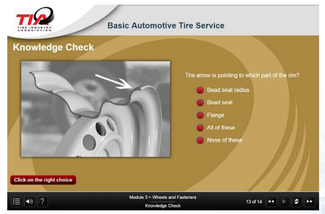
The self-study modules include video learning, knowledge checks, final exam and a skills demonstration form. The TIA Online University offers flexibility to busy technicians by allowing them to study at their own pace. They can view one module at a time and come back later to continue. Or they can complete the entire program in one sitting.

Shop Managers and Company Administrators also have the convenience of adding and maintaining their employees to the system and running real-time reports on technician progress and test results.

An educated workforce results in higher productivity, lower liability risks and happier customers! Let us show you how the TIA Online University can help you better your business today!

Your company can receive online access to TIA's basic level training for a flat annual fee per location. Each location can train an unlimited number of technicians on each course, and shop managers will have easy access to reporting and monitoring functionality.





For more information, contact TIA at training@tireindustry.org or 800-876-8372.

www.tireindustry.org/training/overview/

PRICING OPTIONS

Option 1 – Includes Certificates for each Technician

(A full membership must be purchased at HQ location plus a $20 membership fee each year per location.)

Advanced TPMS = $160/location per year
Basic Automotive Tire Service = $160/location per year
Basic Commercial Tire Service = $160/location per year
Basic Earthmover Tire Service = $305/location per year
Basic Farm Tire Service = $250/location per year
Basic Industrial Tire Service = $250/location per year

Option 2 – Does NOT include certificates for Technicians

(A full membership must be purchased at HQ location plus a $20 membership fee each year per location.)

Advanced TPMS = $60/location per year
Basic Automotive Tire Service = $60/location per year
Basic Commercial Tire Service = $60/location per year
Basic Earthmover Tire Service = $155/location per year
Basic Farm Tire Service = $100/location per year
Basic Industrial Tire Service = $100/location per year

TIA ONLINE UNIVERSITY

TRAINING PROGRAM DESCRIPTIONS

ADVANCED TPMS

Advanced Tire Pressure Monitoring Systems (TPMS) is a 250-level program that focuses on the manufacturer-specific requirements for the most popular domestic and import vehicle/sensor manufacturers.

Module 1 – TPMS Identification
Module 2 – TPMS Service Requirements
Module 3 – TPMS Relearn Procedures
Module 4 – TPMS Diagnostics

BASIC AUTOMOTIVE TIRE SERVICE

Basic Automotive Tire Service (ATS) is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing passenger and light truck tire and wheel assemblies.

Module 1 – Introduction
Module 2 – Tires
Module 3 – Wheels & Fasteners
Module 4 – Raising the Vehicle
Module 5 – Tire/Wheel Assembly Removal
Module 6 – RIST
Module 7 – Demounting, Mounting & Inflation
Module 8 – Balance and Run-Out
Module 9 – Puncture Repair
Module 10 – Tire Conditions Analysis

BASIC COMMERCIAL TIRE SERVICE

Companies that wish to provide OSHA compliance training for new hires and experienced technicians using an in-house program without certification can participate in the Basic Commercial Tire Service (CTS) Program (200 Level).

Module 1: Introduction
Module 2: Tires
Module 3: Rims, Wheels & Hubs
Module 4: OSHA Regulations
Module 5: Jacking & Lifting, Lock-Out/Teg-Out
Module 6: Wheel End Safety
Module 7: RIST
Module 8: Hub-Pilot Service
Module 9: Stud-Pilot Service
Module 10: Demountable Rim Service
Module 11: Single Piece Demount & Mount
Module 12: Single Piece Inflation
Module 13: Multi-Piece Demount & Mount
Module 14: Multi-Piece Inflation
Module 15: Repair

BASIC EARTHMOVER TIRE SERVICE

TIA's 200 Level Basic Earthmover Tire Service (ETS) Training Program for OTR tire technicians outlines the minimum skills and safety guidelines for servicing one-piece, three-piece, five-piece, and double gutter OTR assemblies.

Module 1 – Introduction
Module 2 – Tires, Rims & Valves
Module 3 – Service Truck Operation
Module 4 – Site Preparation & Equipment Lifting
Module 5 – Hydraulic Bead Breakers & Rams
Module 6 – Service One-Piece on Machine
Module 7 – Service Three-Piece on Machine
Module 8 – Service Five-Piece on Machine
Module 9 – Service Double Gutter on Machine
Module 10 – Service One-Piece Loose
Module 11 – Service Three-Piece Loose
Module 12 – Service Five-Piece Loose
Module 13 – Wheel & Rim Fastening Systems
Module 14 – Install & Remove Wheel Fitment
Module 15 – Install and Remove Rim Fitment

BASIC FARM TIRE SERVICE

Basic Farm Tire Service (FTS) is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing farm, agricultural and construction tire and wheel assemblies.

Module 1 – Introduction
Module 2 – Tires
Module 3 – Rims, Wheels, and Valves
Module 4 – Service Truck Operation and Maintenance
Module 5 – Lifting the Machine
Module 6 – Hydraulic Tool Operation and Maintenance
Module 7 – Single Piece Demount, Mount & Inflate on Machine
Module 8 – Single Piece Demount, Mount & Inflate off Machine
Module 9 – Dual Demount, Mount & Inflate
Module 10 – 3-Piece Demount, Mount & Inflate on Machine
Module 11 – Install and Remove Liquid Ballast
Appendix

BASIC INDUSTRIAL TIRE SERVICE

The Basic Industrial Tire Service (ITS) Program is a 200-level training and certificate program that is focused on pneumatic, solid resilient, press-on and polyurethane-filled tires used in industrial applications.

Module 1 – Introduction
Module 2 – Tires
Module 3 – Rims, Wheels & Hubs
Module 5 – Jacking & Lifting, Install and Remove
Module 6 – Single-Piece Service Procedures
Module 7 – Two-Piece Service Procedures
Module 8 – Three-Piece Service Procedures
Module 9 – Tube-Type/Tubeless Conversion
Module 10 – Press-On Demount/Mount
Module 11 – Polyurethane Fill

TIA
TIRE INDUSTRY ASSOCIATION
TIRE SAFETY STARTS HERE.

1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

800.876.8372 / 301.430.7280
301.430.7283 f
www.tireindustry.org/online-university

IMPROVING SAFETY ON AND OFF THE HIGHWAY

BASIC AUTOMOTIVE TIRE SERVICE (ATS)

Basic Automotive Tire Service (ATS) is a 200-level minimum skills training and certificate program that outlines and explains the guidelines for servicing passenger and light truck tire and wheel assemblies. It includes the step-by-step procedures for: lifting the vehicle; removing the assembly; demounting, mounting and inflating; balancing; tire repair; and wheel installation. Basic ATS places special emphasis on the relationship between torque and clamping force so technicians have a thorough understanding of the necessary steps to ensure wheel retention on steel and aluminum wheels.

Following is a list of the 10 Modules that make up the Basic Automotive Tire Service (ATS) Program:

Module 1: Introduction
Covers personal protective equipment (PPE) and general shop safety practices.

Module 2: Tires
Covers passenger and light truck tire sizing, sidewall inflation, nomenclature and application in addition to replacement and rotation guidelines.

Module 3: Wheels & Fasteners
This module is focused on wheel identification and dimensions for determining bolt circle, offset and rim width. It also includes information on the different types of fasteners and the corresponding bolt holes that are necessary.

Module 4: Raising the Vehicle
Addresses the step-by-step procedures and safety guidelines for lifting a vehicle with a two-post above-ground lift or floor jack and jack stands.

Module 5: Tire/Wheel Assembly Removal
Covers the procedures for removing the assembly from the vehicle including wheel locks and wheel covers.

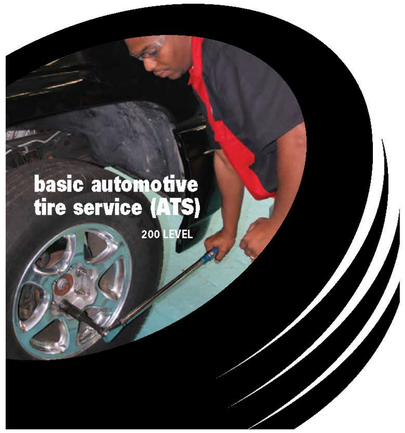
Module 6: RIST
This module details the RIST procedure, which stands for Remove, Inspect, Snug and Torque. Following the RIST procedure is the key to proper wheel installation by ensuring that the proper fastener torque creates sufficient clamping force to secure the wheels to the vehicle without damaging components.

Module 7: Demounting, Mounting & Inflation
Covers the step-by-step procedures for demounting, mounting and inflating passenger and light truck tires on rims with valve stem or band-mounted sensors.

Module 8: Balance & Run-Out
Addresses the basic principles of tire and wheel assembly balance and run-out including the use of adhesive weights and pin-plates to secure the assembly to the balancer.

Module 9: Puncture Repair
Covers the general industry guidelines for puncture repairs in passenger and light truck tires as well as the step-by-step procedures for installing one-piece and two-piece repair systems.

Module 10: Tire Conditions Analysis
This module describes the basic procedure for inspecting tires including measuring tread depth in addition to identifying common out-of-service tire conditions and their probable causes.



1532 Pointer Ridge Place, Suite G
Bowie, MD 20716
800.876.8372
301.430.7280
301.430.7283 f
www.tireindustry.org/training

TIRE INDUSTRY ASSOCIATION
TIRE SAFETY STARTS HERE.

BASIC AUTOMOTIVE TIRE SERVICE (ATS) TRAINING PROGRAM ORDER FORM

TIRE INDUSTRY ASSOCIATION

To receive your Basic ATS Training materials, please complete and return this form with payment to Tire Industry Association (TIA). Incomplete forms will not be processed. Materials and billing will be mailed to the address listed below.

Name _____

Company _____ Contact _____

Address _____

City _____ State _____ Zip+4 _____

Country (if other than U.S.) _____ Postal Code _____

Phone _____ Fax _____

E-mail _____

PRICING INFORMATION

Instructor's Guide and DVD: $150 Member $300 Non-member
Sold as a Set – comes with one Student Workbook

Student Workbooks:	1-10	11-25	26-50	51-99	100+
Member	$35 ea.	$32 ea.	$30 ea.	$27 ea.	$25 ea.
Non-Member	$65 ea.	$62 ea.	$60 ea.	$57 ea.	$55 ea.

Additional Tests: $20 Member $40 Non-member

ORDER INFORMATION

Please send me _____ Instructor Guide/DVD Set(s) at $_____ each .....$_____

Please send me _____ Student Workbooks at $_____ each .....$ _____

Please send me _____ Additional Tests at $_____ each .....$ _____

Total due .....**$** _____

METHOD OF PAYMENT

☐ Check (Make payable to TIA) ☐ Invoice me. My company's PO authorization number for this transaction is _____

☐ VISA ☐ MasterCard ☐ AMEX

Credit Card Number _____ Expiration Date ____/____/____ CVV _____

Card Holder Name _____ Card Holder Signature _____
(Please print) ☐ Checking this box represents my electronic signature

Cardholder Billing Address _____ City/State/Zip _____
(If different from above)

Submit order via Email: training@tireindustry.org **or Fax:** 301-430-7283

We spend a minimum of 4 years learning how to fix automobiles but almost *no* time learning how to run our businesses.

Invest in **Training:**

1. ***Horizon Training, Kelowna***
2. ***Kelly Bennett (Kelly the Coach)***
3. ***Murray Voth RPM Training***

2024 AGM - MARKETING PRESENTATION

Sponsorships

- In order to accommodate other, new initiatives, we will **putting on hold** sponsorships this year, including **Mark Jennings Bates** and the **Advanced Driving Academy**
- We are not receiving the anticipated value from MJB (social media contributions, rally participation, etc.)
- We will **revisit the relationship for 2025-2026**
- We will continue to have access to past MJB materials (ie. Behind the Wheel videos)



"The brands that will thrive in the coming years are the ones that have purpose beyond profit."

- Richard Branson

2022 AGM

2024 AGM - MARKETING PRESENTATION - Big Idea

- Stores indicated their desire to have a **universal cause marketing/philanthropic initiative** for the group
- 2 years ago discussions began with the **Vancouver School Board**
- VSB catchment includes **111 schools** and **52,428 students** (2023 - 2024 school year)
- An agreement was reached this past Spring to introduce **'The Big Idea'** initiative within all VSB Schools
- Program involves a **'contest'** among all students within the VSB. Students will be invited to submit a 'Big Idea' that helps improve their community.
- We will shortlist and ultimately select one 'Big Idea' and award that school a **$20,000 grant** to help launch the idea, as well as a **$1,000 cash award** for the 'team' submitting the winning idea.
- If the 'Big Idea' grant proves successfull, with VSB's endorsement we can **expand the idea to other school districts within BC**



2022 AGM

BIG O TIRES AND SERVICE CENTERS

HOME | ABOUT US | BIG O SERVICES | MEDIA & PROMOTIONS | MJB'S GARAGE | CONTACT & LOCATIONS



Big Idea Landing Page Header jpg

BIG O TIRES AND SERVICE CENTERS

Grant Inititaive for students within the VSB Vancouver School Board

A $20,000 Grant?? What's the BIG Idea??

Big O Tires is a community-driven auto service group with locations throughout British Columbia. As an independently owned group of stores, our owners and employees are members of their respective communities and care about the health and success of their respective communities. For this reason, BC Big O Tires stores, in cooperation with The Vancouver School Board have created a grant program offered to schools within the Vancouver School Board jurisdiction, designed to source and help implement a new, creative initiative that will help our communities flourish.

So why introduce a community initiative through schools?

BIG O TIRES AND SERVICE CENTERS

HOME | ABOUT US | BIG O SERVICES | MEDIA & PROMOTIONS | MJB'S GARAGE | CONTACT & LOCATIONS



Submit your 'Big Idea' using the form below. For full details on the Big Idea grant along with rules and guidelines, click here.

Name of School

Your Big Idea must be submitted on behalf of a school within The Vancouver School Board. Note, the school listed will be the beneficiary of our Big O Tires $20,000 'Big Idea' bursary funds.

Sanctioning Instructor/Faculty Member

Your Big Idea idea must be submitted and endorsed by an instructor or faculty member from the school listed above.

Team Name

Give your team a catchy, fun name!

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2024 AGM - MARKETING PRESENTATION - Big Idea

- Website and back end, password protected application portal is complete
- Legal documents have been signed with VSB to disclaim and limit Big O and VSB liability
- **Collateral materials** have been developed for distribution
- **VSB will promote the 'Big Idea'** among all schools through
  - **Internal communications** (emails, etc) to all faculty
  - **Social Media outreach**
  - **Collateral handouts** made available to all students and classes in the VSB
  - **Posters** displayed in all VSB schools promoting the 'Big Idea' grant opportunity
  - VSB has anticipated **significant adoption** throughout their schools
  - This initiative is **unprecedented** and has never been conducted through the VSB before



2024 AGM - MARKETING PRESENTATION
Spring Campaign

- Though not yet confirmed, we are anticipating once again launching a **'shared' Spring social media contest promotion** partnering with Yokohama
- Contest working name: **"The Big One"**
- Contest will offer a prize package including a **set of tires and a Vancouver Island salmon fishing trip for 2**
- Promotion will be exclusive to **Facebook** and **Instagram**

2024 AGM

2024 AGM - MARKETING PRESENTATION

ANNUAL MARKETING BUDGET

• *Fall Coop Stingray (100% COOP)*	*$75,000*
• *Fall Coop YouTube*	*$35,000*
• CTV/BBB Program	*$16,400*
• CKPG	*$2,500*
• Facebook Advertising	*$7,500*
	$136,400

• Social Media Content Mktg	$6,500
• Social Media/Fall Advertising Contests (Prizing)	$5,000
• Store Website hosting/Security/Maintenance	$28,040
• Propeller Marketing Management Fee	$30,000
• Big Idea	$24,000
• Big Idea backend Setup	$2,000
• Misc.	$3,000
	$98,500

2022 AGM

"Your brand is what other people say about you when you're not in the room."

- Jeff Bezos

2022 AGM

It ain't dumb if it works!



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Car Tip #36

Before an oil change, drain out all the old oil by giving the car a good firm squeeze.



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The rear defroster should take care of this.



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When a redneck wins the lottery



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When you only need to go back in time a few hours.



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Paul [redacted]
20 hrs ·

We got the new pool heater going.
Rdi





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Just got done installing my backup camera! I think I did a pretty good job!



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Bored? Try This...



Tie these balloons to your car.
Drive like Bat out of Hell.
Watch the drama unfold!

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Thank you AGAIN for continuing to entrust me with the responsibility to help develop the Big O Tires Brand in BC!