THE GAME CHANGER
Massive Mumbai conference launches tyre factory

DEALER PROFILES
The characters supplying BKT around Australia

GET THIS INDIA
Aussie dealers treated to trip of a lifetime

TECH TALK
All you need to know about BKT’s latest range

ALL OVER AUSTRALIA
BKT TYRES CARRY XTRACTORS ON EPIC JOURNEY
BKT Tyres - Money in the Bank!

BKT Tyres are known for their endurance and performance. Their unique tyre technology delivers superior carrying capacity with lower soil compaction.
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PUBLISHER: Tradefaire International
EDITOR: Tony Galpin
WRITERS: Mandy Galpin, John Van Klaveren, Luke Voogt, Justin Flynn
CREATIVE: Creative Services Manager: Chris Beale
Graphic Designer: Mark Dinnie
ADVERTISING: Tradefaire International
1800 982 466

WELCOME to the second edition of BKT OzTimes, linking Australia’s farming and mining communities with their dedicated Off Road tyre supplier.

First, I’d like to thank everyone who supplied input and feedback for our first magazine in 2015.

You certainly supplied us with many ideas and much motivation to produce an even better publication the second time around.

This new OzTimes will again present the latest information on BKT products and initiatives, with a strong focus on the people behind the brand in Australia and overseas.

First up, we present an extensive report on BKT’s massive conference in Mumbai recently.

Hundreds of delegates from around the world were flown in to attend The Game Changer where they were showered with BKT’s generous hospitality.

Each group spent around five days in India, with the conference conducted over four weeks.

A highlight of the conference was the tour of the enormous Bhuj plant, which required a separate charter jet to the site in western India for each group.

Other features included cultural activities, shopping tours and plenty of opportunities for socialising and networking with other delegates.

I’m sure that, like me, anyone who attended would have left most impressed by the meticulous organisation of The Game Changer.

But that wasn’t the only trip for the lucky dealers and distributors of BKT products.

This edition also reports how the company also flew 38 of them from around Australia to India in February, primarily to visit BKT’s Bihwadi factory, near Dehli.

Truly, the company is developing a very well-travelled network of international partners!

Elsewhere in this edition, read how BKT Agrimax tyres carried a fleet of Italian tractor drivers across Australia in a unique national 8500km tour.

We also introduce the faces behind seven of our valued dealerships, present a rundown on important local field days and offer some great incentives to be part of the BKT family.

Thanks for reading BKT OzTimes.

JAMES SAUNDERS
Tradefaire International Managing Director
Contact your BKT distributor or visit www.tradefaire.com.au for more information.
IMMENSE PRODUCTION FACILITY

A GAME CHANGER

More than 650 guests, a factory worth $515 million and four weeks in Mumbai – *The Game Changer* conference was big in every sense of the word.
The plant itself has to be seen to be believed. Its sheer size is amazing... It would take several days to cover on foot...

Mandy and James Saunders are from BKT’s Australian distributor Tradefaire International.

“The entire trip was really an incredible experience, with BKT going out of its way to ensure we all had a wonderful time and an experience we would never forget,” Mandy said.

“The Poddar family themselves, owners of BKT, were always present with the warm welcome that they have become renowned for.”

During the five-day visits BKT hosted a plethora of events including a gala dinner and ball that entertained guests with celebrity look-a-likes, a talented musician and singers and an amazing illusionist flown in from Israel especially for the opening.

“The food was abundant and mouth-watering but, thankfully, the dancing helped keep some of the extra kilos at bay,” Mandy said.

Time was also allowed for sightseeing, which included a visit to the revered Mahatma Gandhi’s home in Mumbai and for shopping expeditions that allowed participants to hone their haggling skills when buying beautiful local crafts.

Then it was down to the business with BKT hosting an informative conference at the hotel and an incredible day trip to the plant.

Arvind and Rajiv Poddar spoke eloquently at the hotel about the history of their company and how the company was positioning BKT to become the world’s leading manufacturer of off-road tyres.

The plant at Bhuj, soon to be producing 140 thousand metric tonnes of product a year, is a key element in achieving BKT’s goal.

Rajiv Poddar spoke of the many challenges the company faced after committing in 2010 to its dream of building the US$500 million plant.

Some of the obstacles included finding land large enough to house the immense project in a location with access to a reliable port big enough for the distribution of BKT products.
WHY ‘THE GAME CHANGER’?

BY ARVIND PODDAR

IN THE game of chess, there is a unique quality that distinguishes a true champion from a mere player.

It is the ability to understand that each game consists of challenges as the game proceeds.

And, hence, the flexibility to adapt one’s strategy till the final move.

Since its inception, BKT has chosen to be a main player in this game on the global chessboard.

This has been done with bravery and boldness by always venturing on newer paths; this has been done with passion and commitment, by developing new products and solutions that are able to meet the growing needs of our customers; this has been done with humility and resolution for the purpose of achieving newer milestones.

This way, BKT has won one match after another, achieving such extraordinary outcomes that today the company is recognized as one of the brand leaders in its field.

Move by move, we are going to unfold our strategy and you will see how BKT has first conceived and then achieved this objective and hence is poised to become the ‘game changer’.

• Extract from speech of BKT chairman and managing director Arvind Poddar at The Game Changer conference.

After settling on the Bhuj site, BKT began developing essential infrastructure including an eight kilometre pipeline to provide drinking water and more than 13 kilometres of power poles to supply electricity.

Amenities such as canteens to feed the many workers and restrooms were also required before work could commence on the project.

Given the nature of the location, an extra US$15 million was required to engineer the site’s structures to withstand earthquakes up to magnitude nine on the Richter scale.

Rajiv Poddar explained how the start of excavation work revealed that unsuitable volcanic soil covered large parts of the 126-hectare site and so the topsoil had to be replaced to a depth of seven metres.

The determined BKT team eventually overcame all the many setbacks to cure the plant’s first tyre on 16 March 2012.

“After hearing so much about the plant we were all very excited to have the opportunity to visit,” Mandy said.
The massive water facility with the plant’s dedicated power station in the background.

HOW THE BHUJ DREAM WAS BORN

BY RAJIV PODDAR

At the beginning of this decade, BKT defined its vision whereby it set the overall strategic objective – to achieve the leadership in the off-highway tyre market worldwide.

To pursue this ambitious target, strategic planning across all organisational areas was necessary.

The higher a company’s objectives are, the more essential it becomes that these are shared by all corporate functions, creating operational synergies.

In our case, it became evident that to support the new ambitious vision we had to make some radical changes in our production set-up.

This needed to be done swiftly in order to effectively seize new sales opportunities in global markets.

After carefully analysing different factors, it emerged that Aurangabad, Chopanki and Bhiwadi production plants were already working at full capacity.

Taking into account all factors, clarity emerged that we needed a new plant. With this we started working on the macro requirement of a new project.

To take this forward, three steps were followed to define the scope of this plant.

First, we had to decide how much space was needed.

The new plant should be capable of producing more than 140,000MT a year. That was the starting point. We conducted a survey in all departments to find out their needs and necessities, giving them some leeway for wishful thinking.

After assessing the outcome, a decision was made on the area required for production.

In addition to the production area, it was decided that we should host a state-of-the-art R&D centre, along with a modern outdoor testing track, large warehouses for tyre storage, as well as additional facilities for housing our team including recreational spaces for their families.

This meant a land requirement of around 300 acres, or 121 hectares.

The next step was to determine how much investment was required.

The objective given to us was very clear. All the machinery should be state-of-the-art. The equipment should be nothing but best in its class, thereby helping us maintain the high standards of quality for which our products are known.

This was in addition to the aforementioned facilities.

Now, all that was left was to convince the board of directors to go ahead with the plant.

Thus started a series of presentations and discussions between the team and board of directors.

After a lot of convincing, we managed to get their formal approval of $500 million for investments, paving the way for us to pursue our strategic vision of global leadership.

What a powerful moment; a moment full of emotions. A dream was born.

An extract from the speech of BKT joint-managing director Rajiv Poddar at The Game Changer conference.
“Given the distance, a chartered jet was used to transport us between Mumbai and Bhuj.

“The plant itself has to be seen to be believed. Its sheer size is amazing. It would take several days to cover by foot and, with this in mind, a fleet of golf carts was used for the first half of the tour.

The technology we saw was state-of-the-art. No expense has been spared, with the plant even boasting its own 10-hectare tyre-testing track...
“The plant even has its own fire brigade, which treated us to a demonstration where they responded to various fire threats,” Mandy explained.

Covering 29 hectares, the tyre-production area houses the most advanced technology available.

“When touring the plant it was very evident that meticulous care and pride is taken in overseeing every step of the process involved in the manufacturing of the tyres,” Mandy said.

“Each batch of compound goes through stringent testing before it can make it to the tyre making machines and both X-ray and shearography machines are used to check the make-up of the larger mining tyres.

“This care and pride extends to all aspects of the plant and can be witnessed in the cleanliness and seamless operation of the facility, both of which were commented on by many of the guests.”

“The skills of the staff, the commitment to ongoing training and adaptation of new technology, and the dedicated to safety were also impressive.”

The Bhuj daytrip concluded with weary guests flying back to Mumbai for another night of feasting and entertainment before departing for home the next morning.

“There were numerous highlights during the five days we spent in India but the plant visit itself made all others pale by comparison,” Mandy said.

“Like the European, Asian and American guests, I know that all the Australians felt very lucky to be afforded the opportunity to see BKT’s amazing state-of-the-art facility in action and felt privileged to be invited to the official opening.”
CONSTRUCTION began on 28 January 2011 and the official opening was in November 2016.

- Site size is 126 hectares.
- Current output 150 metric tonnes, capacity of 325MT.
- Financial commitment is US$515 million.
- Plant production house is 29 hectares.
- Tyre test track is 10 hectares.
- Emergency services on the site include seven fire trucks and two ambulances.
- There is a water recycling and treatment plant.
- The township of six hectares has 406 apartments for employees and their families and 90 rooms for university interns.
- Township includes jogging tracks, a recreation centre, medical facilities and a mall.
AN 8500 kilometre road trip across Australia proved to be the ultimate test for BKT’s Agrimax tyres.

“Are they crazy?” was the response from Steve Ryan after a meeting to discuss the proposed Xtractor road tour with four McCormick tractors.

As we say in our pristine areas, leave only your footprints. The BKTs did that well with minimal compaction...

Steve, a tyre expert who works with BKT importer Tradefaire International, had reservations about the 8500 kilometre journey.

The trip started in Melbourne and travelled a winding course through Victoria, New South Wales and Queensland as far north as Cape Tribulation before heading inland to the Northern Territory and the final destination of Uluru.
“We all know that BKT make great tyres but no tractor tyre is built to operate 10 hour days on bitumen in temperatures up to 40 degrees, let alone for three months of it,” Steve said.

“If any of the tyres suffered over-flexing in the heat it could halt the trip, which is already on a tight schedule.”

That was not the only concern, because the team of eight rotating drivers, although tractor experts, were mostly from Italy with little English and little knowledge of the ever-changing Australian conditions and distances involved in such an expedition.

Nevertheless the tractors, accompanied by a support crew, a BKT representative and a doctor, left Melbourne for their first night’s stop at Apollo Bay.

The tour was also accompanied by a film crew who edited and uploaded footage for European viewers every evening.

“The trip got off to a relatively smooth start but I think the crew, unfamiliar with the distances we needed to cover each day, underestimated the time it would take with a maximum tractor speed of 50km per hour,” Steve said.

“They ended up having to drive the Great Ocean Road in pitch dark which was pretty unnerving especially as six of the eight drivers had just arrived from Italy and were unfamiliar with driving on the left side of road.

“After this experience the drivers took a more realistic view of the distances they would achieve daily.”

The BKT support crew also rotated over the journey with Richard Crowe travelling with the tractors in NSW between Katoomba in the Blue Mountains, Newcastle and up to Brisbane.
The Italians settle into another meal of Aussie tucker.

At the end of this leg the tour had covered more than 3000 kilometres.

In addition to bush tracks and river crossings the tractors had endured endless stretches of bitumen, the weaving roads of the Blue Mountains followed by the busy Pacific Motorway between Sydney and Newcastle.

“We checked the tyres every day and the only adjustments ever needed were slight changes to air pressure to ensure we reduced the amount of sidewall flexing whilst maintaining driver comfort levels," Richard said.

“The drivers loved the trip and commented on the smooth ride the tyres gave on the various surfaces...”

Richard handed over to Barry Debenham in Brisbane, who arguably enjoyed the most scenic part of the journey.

Barry led the Italian group out of the city and it seemed they had become comfortable driving in Australia.

But before clearing the city, the camera crew car had a small collision; it seemed they had become so used to the quiet country roads they neglected to check before changing lanes in the inner city.

With no injuries Barry got the group moving again and headed north to the sun, sand, XXXX beer and beaches that only Queensland could offer.

Fraser Island was the highlight of this leg for the group and it also provided a number of tyre tests along stretches of soft sand.

“The BKT Agrimax not only stood up to the arduous highways and off-road sections, they performed just as well in the sand,” Barry said.

“As we say in our pristine areas, leave only your footprints. The BKTs did that well with minimal compaction.”
Back in Melbourne at the completion of the 8500km tour, Richard, who was initially sceptical, admitted he was amazed that the tyres looked almost new and was staggered that there was so little wear.

“BKT always had absolute confidence in their tyres handling this trip,” Richard said.

“It really is testament to the intensive testing they carry out and the research they put into the development of their tyres.”
IT’S now been five interesting years for this naive colonial lad, promoting BKT agriculture, OTR and industrial tyres through super local distributor Dunlop Papua New Guinea.

Dunlop is an institution in PNG with seven branches throughout the country and a head office in Lae.

The heart and soul of Dunlop in PNG are its two eclectic directors: James Green, based in Lae, and Jason Knight in Port Moresby.

I visit four times a year, spending a few days in each city. It’s always exciting visiting existing and new customers with the local branch sales reps.

Tradefaire International sales rep Barry Debenham has one of the distributor’s most-extreme territories – Papua New Guinea. He tells BKT OzTimes of his experiences in Australia’s nearest neighbour.
Our main area of agriculture sales is centred on the sugar and palm oil industries as well as OTR sales to mining and construction operators and industrial tyres to the ports.

Mining in PNG has weakened over the past couple of years, with signs of it picking up again in near future. However, this hasn’t stopped the two intrepid directors at Dunlop.

Sales have increased due to the aggressive marketing by the Dunlop sales team and, of course, the reliability of the BKT product.

I also like to think that my visits add value to the BKT brand and contribute to the end result.

Travelling in PNG is a little different to touring Australia because roads are poor and there is at times unrest within the local communities.

Accommodation is located in secure areas behind barbed wire, with armed guards at the gate.

In Lae expats usually restrict their walks to the local golf course.

To ensure safe passage between the airport and city, transport is provided by a security firm, Guard Dog Security, in a coaster bus with steel bars covering all the windows.

The bus doesn’t stop after the trip begins.

While traveling around the towns with the local Dunlop team I have encountered great hospitality and interesting everyday local scenes.

When in Lae, I visit Ramu Sugar with sales manager Avia and oil specialist Raybon.

Ramu is about 190km north of Lae, a trip that takes around two and a half hours because of the condition of the roads.

On my last trip to Ramu we approached a bridge with both lanes blocked: one by boulders and the other with around 20 teenagers supposedly repairing pot holes as four worked and 16 watched.

When it was our turn to use the bridge the group asked Raybon to pay a 50 Kina ($25 Australian) toll.

He refused, since it was a government road, and accelerated through, leaving an unhappy mob of rascals behind.

On reaching our destination Raybon reported the incident to the local police and was advised our return journey back would be clear.

Unsurprisingly, when we returned the number of teenagers had doubled and were again seeking payment to pass.

Travelling in front was a Toyota Coaster bus that we managed to follow at very close proximity, preventing the mob from stepping in front to stop us. We slipped through their blockade toll-free once again.

At no time did I feel unsafe; this was just an everyday experience in PNG and the worst that could have happened was it would have cost us 50 Kina.

But let’s keep this a secret, especially from my wife!

It’s always exciting visiting existing and new customers with the local branch sales rep...
IN FEBRUARY BKT and Tradefaire International hosted a group of 38 tyre dealers and distributors on a week-long trip to India to see two of BKT’s four tyre plants, at Bhiwadi and Chopanki, in operation.

With the Bhiwadi plant just a few hours’ drive from Delhi, the lucky travellers also had time to soak up the culture and the scenery with a visit to the Taj Mahal and Agra’s Red Fort while enjoying sumptuous Indian banquets and entertainment in the evenings.

Guests included customers of Top Tyre Service, Giant Tyres and Perth’s STW and Access Tyres.

Sean Lee-Tuck from Access Tyres and Melissa Savage from Western Australia’s Ongerup Tyre Service were just two of the travellers to share their reflections on the trip, while Mary and Gary Johns from Narembeen Tyre Service committed their memories to verse.

Visiting Agra’s Red Fort in February are, at back, Chris Hill, Steve and Dave Danskin, Edward Watson and Phil Poulton with, at front, Colin Stone, Jason Egan, Shae Giles and Katie Judd.
I can only start by saying, ‘What a fantastic trip to India!’

Right from the beginning we were treated like royalty and received such a warm welcome.

The first highlight was the visit to the BKT factories. It was fascinating to see tyres made from scratch.

Apart from our lovely hotels, the BKT factories were the cleanest places we saw in India.

The night was topped off by a cultural show with traditional dancing, acrobatics and other skills. We even had the opportunity to get up and dance with the performers.

Being such a big night, there were some sore heads on the bus to Agra the next day.

Our second highlight was the Taj Mahal and Agra Fort. Both need to be seen to be believed.

It was quite surreal. Learning the history behind the Taj was sad but very romantic on behalf of the Emperor, although any lady who pushes out 14 children deserves a monument!

Our third highlight was a visit to the Qutub Minar and surrounding Hindu temple ruins. These were also full of history and amazing architecture.

A quick drive by of the president’s palace was interesting, too. He certainly lived in luxury.

We even had the privilege to see him drive past us in his limo with his entourage. All traffic was stopped so he could have right of way. All our guides were very helpful and knowledgeable. It was tough trying to keep 40 or so Aussies on track and if you went home hungry that was entirely your own fault. However, I don’t think we’ll eat Indian curry again soon!

A big thank you to BKT, Tradefaire and STW for taking us on this trip. It was truly amazing and good fun.

Melissa Savage
Ongerup Tyre Service

Melissa and Graeme Savage take a break on their factory tour.
AN ODE TO BKT

WE TRAVELLED to India with BKT,
   Main purpose to visit their tyre factory,
   So clean and so tidy, so good for their staff,
   The gardens so colourful and building so smart.
   We saw Indian dancing, ate different food,
   Cringed in the traffic, saw some buildings so crude,
   But the Fort was magnificent
   Qutub Minar tower so old and so tall,
   And the Taj Mahal most impressive of all.
   This was our favourite place that we went –
   A beautiful marble monument!

Thank you BKT for a wonderful experience!
Mary and Gary Johns,
Narembeen Tyre Servic
GET THIS INDIA

IT WAS a warm, clear evening at Perth International Airport.

The aroma of country bumpkins was in the air, spread by BKT’s loyal distributors.

Tyre enthusiasts from Albany to Geraldton covered the departure lounge with a speckle of OTR city slickers.

The task of the evening was to make it to India and show BKT our support in ‘Growing Together’.

On invite, Tradefaire’s Australian BKT distributors had joined BKT on its latest factory visit.

Upon landing in Delhi, we travelled to the Tree House Hotel in Bhiwadi to meet up with our eastern states counterparts and relax in preparation for the next day’s adventures.

BKT had warned the hotel of Australians visiting, so the beer fridges were well-stocked.

We regrouped for breakfast at 7.30am before heading to Chopanki at 9am. We were greeted and blessed on arrival at the factory before a photo opportunity with BKT’s range of OTR tyres.

Divided into three tour groups at the factory – Agrimax, Port Service and Earthmax – we admired the professional equipment and employees.

We followed a green tyres timeline in reverse, witnessing the strip-lining build of the tread area then the turn-up of plies to the bead, the application of the bead cushioning filler to the bead package, the construction of the bead package, the extrusion of the rubber on to the bead wire and the build of the wire and ply belts.

We heard talk of chemicals and tyres ingredients but, to be honest, we tyre-fitters were lucky to comprehend just the construction part.

Technology and innovation were everywhere and we were lucky that BKT shared it with us. Any question was answered thoroughly and dynamically.

After a quick visit to the distribution centre, we returned to Bhiwadi for an evening of music and dancing from all corners of India. The persuasive beats could not keep Jake Velda down and soon the whole group was dancing.

I put it down to something in the curry. A bit of spice, maybe.

We all woke bubbly and vibrant the next day for our travel to Agra. The excitement of seeing the Taj Mahal was offset by the excitement of India’s traffic.

Fun fact: road rules do not apply in India! Courage rules the roads.

Agra’s lessons began with the courtship of bargaining. It was all new to me but I soon learned that paying four-times more for a souvenir does not render it cheap.

I got the next high-toting souvenir-pusher, though, by screwing him down to what I thought was cost.

The Taj Mahal was amazing – so amazing that I wrote to the UN demanding it be made a wonder of the world. Of course, they said yes.

Agra Fort was also stunning. The huge expanse and high walls would be ideal for a super tyre store.

Eventually we were back on the bus to Delhi in high spirits. I couldn’t image any Aussies more grateful than the 30 tyre fitters aboard that day.

Thanks Tradefaire International and huge thanks to BKT.

Sean Lee-Tuck,
Access Industrial Tyres.

Oh what a feeling for Sean Lee-Tuck.
As the name suggests, our company specialises in the sales and service of off-the-road (OTR) tyres, primarily the larger stuff.

For BKT products we deal with Tradefaire’s Steve Ryan, who recently offered to take our national operations manager and me to lunch.

The invitation was a surprise – Steve normally wouldn’t shout if a shark bit him.

Warily, we met for lunch. I should have known better.

As I finished my steak Steve asked me to write an article on Giant Tyres for BKT OzTimes. I’m no writer but the steak was good, so I reluctantly agreed. Then the free drinks stopped. There really is no free lunch.

Anyway, here’s our story.

Giant Tyres has branches servicing vehicles scattered around the country. We’ve been doing big tyres for 30-plus years. By all accounts, we do it well.

We pride ourselves on being a truly independent earthmover tyre company. We need to be independent – any unbiased tyre guy openly acknowledges that all manufacturers have a range that outperforms competitors in certain applications. This applies equally between the four established manufacturers and the multitude of relative newcomers.

None of this is rocket science, just simple common-sense.

Anyone who tries convincing you that a particular manufacturer makes the best product in every range needs to give themselves an upper-cut.

It takes experience to learn which products perform best in certain applications.
However, we’ve been doing it for a lot of years and, to eliminate any bias toward a specific brand, we also have a range of tools and software packages designed to help identify the best-performers.

These identification systems are important. It’s probably OK to believe the local tyre service about the merits of a particular car tyre that costs $100 to $150 but a wink and a nod doesn’t cut it when spending $20,000 or $30,000 on a tyre that may not deliver what you need.

We’ve never recommended a product that we didn’t believe and could prove was a cracking option for the customer.

Fortunately, our customers are happy 99 per cent of the time so even in today’s economic environment we’re still growing at a constant rate.

My service vehicle lease payments keep growing and we’re regularly invited to quote on the largest national tenders.

The only downside is putting up with my accounts department sooking about ever-increasing numbers of late payers – it’s the one constant in my life.

We believe our on-site service is pretty good. The guys are switched on, most times, and even the little service trucks cost a few hundred grand, while the big ones are just shy of $1 million to replace.

I’m also fortunate to have some great people working with me in the management of the company. By default, my wife inherited the account side of things when I started the business.

Karen now rules the account department with an iron fist. Nothing gets past her.

I’ve certainly learned not to stick my nose in or offer suggestions for accounts!

Every successful company needs a 2IC like mine. Dave Danskin is an absolute ripper, more dedicated to the company than even I am and as hard as a coffin nail.

Dave is absolutely intolerant of poor performance and unbelievably committed to customers.

His wife handles all our tyre data, management and tracking systems and is the only person he really listens to.

Lynette has proven to be a formidable performer and has established the merits of accurate tyre-monitoring with many of the industry’s heavyweights.

My eldest daughter, Katie, is also involved. She started at the bottom but supposedly knew everything immediately.

A quick learner, Katie now handles industry presentations and the all-important OH&S side of things.

She’s super switched-on and just as bossy as her mum.

David Judd targets new opportunities during a BKT-sponsored conference in India.

The task of moving mountains requires a rock gripping performance.
PAUL CAMPBELL
Beaurepaires Goondiwindi

Paul Campbell knows tyres.

Paul and his wife Chris purchased the business as Beaurepaires Goondiwindi in 2004, but then changed the name to Goondiwindi Tyre Service and rebranded the store as a Dunlop Super Dealer.

And a super dealer it is with the business being named as Queensland Tyre Dealer of the Year for the Dunlop Network.

Goondiwindi is a hub for agriculture and produces a diverse range of crops and fibres and Paul said it’s important to keep the people who work the land in business.

“We pride ourselves on being able to service the agricultural industry with fast, experienced service to keep our customers moving,” Paul said.

Goondiwindi Tyre Service has won Retail Customer Services Award for the BRCC 2015.

Paul and Chris’s motto is ‘Service means everything’.

Above: Paul Campbell and Dick Herde outside the Goondiwindi.

GLEN MEEK
Meeky’s Tyre Clinic

WORD gets around when dealing with customers in a 100-kilometre radius, said Glen Meek, owner of Meeky’s Tyre Clinic in Nhill, Victoria.

“When the good word gets around, which it is with BKT, people will ring from far and near,” Glen said.

“Business has been tough, particularly in the agricultural sector, but BKT has helped out by improving the range through research and development.

“We sell lots of agricultural product, particularly the big stuff, so we’re excited about the BKT product and progression.

“BKT is introducing ranges of product all the time for Aussie conditions. We have demanding conditions that other countries don’t.

“We often use very large machinery for broadacre farming and that can cause problems with tyres because of the weight they need to carry.

“BKT have come up with great solutions for that by developing tyres with higher ratings and variations specific to Aussie conditions.”

Outside of tyre fitting, Glen is vice-president of the local sports club and partly responsible for its “best surface in the Wimmera league”.

Above: Glen Meek hard at work on another BKT tyre at his business in Nhill, Victoria.

DUDLEY POTT
Mundubbera Tyre Service

DUDLEY Pott has been operating Mundubbera Tyre Service in Queensland for 24 years.

A mechanic by trade, Dudley purchased the shop with wife Gale when the opportunity came up in 1992.

“I’d worked with tyres before,” he said.

Dudley’s family moved to Mundubbera when he was a teenager 42 years ago.

Part of the local Rotary club, Dudley and Gale have been involved in the Mundubbera Show for more than a decade.

Gale runs the Showgirls competition while Dudley has operated the rodeo for 11 years.

The 55-year-old tried his own hand at rodeo – when he was younger – but decided it wasn’t for him.

“I’ll leave it to the experts, I think,” he said.

Dudley owns a few grazing properties in the area where he raises cattle.

“It keeps us busy,” he said.

“We use BKT tyres on all our machinery – they go all right.”

Gale and Dudley have a daughter and a son, who help with the business and on the farm.

Above: Adrianna Pott, Kate Carige, Bailey Linsket (kneeling), Dale Trevanion, Cameron Pott and Gayle and Dudley Pott at Mundubbera Tyre Service.

BRAD SMEDLEY
Smedley Tyre Service

AGRICULTURE plays an important role in the economy of Tailem Bend so it’s no surprise that having a high performance brand of tyres is critical for Smedley Tyre Service.

Dealer Brad Smedley said he knows he can rely on BKT tyres, given that agricultural applications are 85 per cent of his business.

“The agricultural side of our business is massive, along with some earthmoving and other industrial uses as well as all terrain vehicles,” Brad explains.

“Plus, we cover quite an area and there’s a variety of different implements being used now by both traditional farming as well as some of the newer areas like grape and olive harvesters.

“We have found BKT to be one of the best especially in the agricultural range.

“We have sold a lot of it since we have been with BKT.

“A customer recently told me he had tried other brands on his spud picker but none of them have run the way he would like except the BKT.

“Now he says he won’t put anything else on it. It’s reassuring to get that feedback.”

Above: The Smedley Tyre Service premises in downtown Tailem Bend, on the Murray River in South Australia.
JEFF SPARROWHAWK
Esperance Combined Tyre and Mechanical Service

ESPERANCE BKT dealer Jeff Sparrowhawk says his town has the best beaches in Australia.

“We’ve been a few a places and there’s no beaches like Esperance,” he said.

Jeff moved to the Western Australia town in 1994 with his wife and two daughters and has been involved in the local community since.

His Esperance Combined Tyre and Mechanical Service sponsors several local sporting clubs from racing to netball, and Jeff’s passion – AFL.

Jeff himself coached the nearby town of Gibson’s senior and reserves sides to victory in the Esperance and District Football League.

The 56-year-old stayed involved after coaching and is now president of the league.

Working in a country town, 700km from Perth, Jeff gets a lot of callouts to local farms.

“We fit everything from wheelbarrows to earthmovers,” he said.

“We do everything, mate.”

Last November Jeff opened his home to people fleeing the Esperance bushfires but he plays down his role.

“We had a few beds they could use and we weren’t sleeping in them,” he said.

“We were just one of the families helping out.”

BRENTON WEBB
Webb’s Tyre Service

IT’S taken the Webb family more than 40 years to establish its no-nonsense reputation for quality products around Jamestown, South Australia.

So they weren’t about to lower their colours by stocking inferior brands, current owner Brenton Webb said firmly.

“Webb’s Tyre Service was started by my uncles Dave and Neil Webb as a partnership in 1975, so it’s one of the oldest tyre businesses in the region,” Brenton explains.

Brenton entered the picture in 1986 and said he has seen a lot of changes in farming since.

“Agricultural applications are our mainstay and when BKT came along, it helped us to offer our customers a choice,” he said.

“People need a choice and the BKT is a pretty good product at a pretty good price. We wanted a product that was readily available and offered a good range.”

The range of BKT products for various rural applications was a winner in Brenton’s opinion.

“BKT do some industrial, loaders and graders, tele-handlers and they tend to be up to speed on the odd bod sizes as well.

“Plus they are pretty quick off the mark when you need something. We like to back our product up 100 per cent and BKT enables us to do that.”

Above: Jeff Sparrowhawk outside his Esperance business.

Above: Webb’s Tyre Service’s Brenton Kaeding.

ROLY FRANCIS
Goodyear Autocare Kadina

ROLY Francis knows tyres inside out after working his way up from junior tyre fitter to store manager during his 39 years in the business.

There was only one place to go after that – along with wife Jenny and son James, Roly bought the Goodyear Autocare Kadina outlet in 2003 and added one in Balaklava in 2013.

With that kind of experience behind him, Roly has been providing great advice and customer service to local farmers, businesses and retail customers around South Australia’s Yorke Peninsula ever since.

Roly said he has built up the business to have the largest stock of passenger, four wheel drive, truck agricultural and off the road tyres on hand in the area.

Roly, Jenny and their team are heavily involved in the local community and donate to clubs and organisations all year round.

They also support the youth of the area and currently have school based apprentices working in both stores.

“When local people support local business, the whole area benefits as money goes straight back into the community,” Roly observes.

“The face of the tyre industry is changing dramatically, so it’s more important than ever to get the correct advice for your tyre needs from people who have the experience in the industry and contacts with some of the best suppliers in the world.”

Above: Roly Francis, right, receives a Goodyear award for Best Business Development Manager Northern Territory, South Australia, Western Australia 2013/2014.
BKT will again exhibit at field days across the country with show events already kicking off in Victoria at the Wimmera Field Days and Warragul’s Farmworld.

Tyre dealers interested in participating in a BKT stand can contact their local distributor or email Mandy Galpin at mandy@tradefaire.com.au.

A long queue at the BKT stand during Agquip last year.
The balls-for-coins initiative always draws plenty of interest to BKT at Agquip.

WITH patronage of more than 100,000, Agquip is the leading event on the Australian field days calendar. BKT has not only exhibited at this show for the past seven years it has also used its hugely popular sports-ball-for-a-gold-coin program to raise money for various local charities at the event.

For the past four years BKT has thrown its support behind Tamworth’s Ronald McDonald House.

The house has offered accommodation to many thousands of families of ill children from regional areas while they undergo treatment.

Last year BKT was thrilled to surpass its previous target of $5000 by raising just over $7000 for the cause.

The money will be used for the completion of a fifth bedroom in the house.

AGQUIP NOT BE MISSED

BKT FIELD DAYS CALENDAR

WIMMERA FIELD DAYS
1-3 March
Horsham, Longernong College

FARMWORLD
7-10 April
Lardner Park, Warragul

AGFEST
5-7 May
Carrick, Tasmania

FARMFEST
7-9 June
Toowoomba Queensland

EYRE PENINSULA FIELD DAYS
9-11 August
Cleve, South Australia

AGQUIP
16-18 August
Gunnedah, New South Wales

DOWERIN FIELD DAYS
24-25 August
Dowerin, Western Australia

HENTY FIELD DAYS
20-22 September
Henty, New South Wales

Precision farming
Low compaction
Outstanding Performance
A BKT sponsorship has helped Victorian teen twins Alana and Georgia Stewart realise their shared dream of a month-long trip to India.

Studying in year 11, the girls were in a group of 15 students who, with two World Challenge leaders and a teacher, visited India to participate in aid work and to soak up the sights and culture.

Under the guidance of the World Challenge organisation, the students were responsible for organising most aspects of their trip.

They raised their own money for travel expenses, decided the trip itinerary and formed teams to organise daily requirements such as food and other necessary items when camping.

World Challenge is a school expeditions company which has been operating in Australia since 1987.

The company sends about 7000 students overseas each year and has 40 destinations available.

The trips seek to teach students life skills while providing their schools with high levels of support to conduct international expeditions.

The travel groups usually work on aid projects during their adventures, learning about issues confronting communities in overseas countries.

The India group from Victoria was required to elect an aid project to assist both financially and with hands-on help.

After two years of planning, many fund raising activities and countless shifts at KFC, Alana and Georgia began their trip in November 2015.

The group’s first stop was the Himalayas for a four-day trek on Rantham Pass. From here the girls had magnificent views of Nanda Devi Mountain, which borders Nepal and is the second highest mountain in India.

Although tough going, particularly with the students carrying most of their needs on their backs and living off mostly rice and dahl, the girls relished the experience amid the breathtaking scenery.

Unfortunately, at 3500 metres Alana, along with many others in the group, succumbed to attitude sickness.

Georgia, although exhausted from the climb, forged on and managed to make it to the final destination at 4000 metres.

“I couldn’t believe I’d made it,” she said.

“The view was incredible and I could see the mountains of Api and Nampa in Nepal.

“I don’t think many people realise you can do great climbs and take in the best scenery the Himalayas have to offer while in India without the crowds of climbers found in Nepal.”

After the hike the group travelled to the outskirts of Jaipur, in the state of Rajasthan, to commence an aid project at Vatsalya Orphanage.

The students divided their time between helping with the children and building a 110-metre path to service the orphanage.

Georgia on top of the world during her Indian trip.

Inset: Georgia with some of the orphanage children.
The orphanage, whose name translates to ‘unconditional motherly love’, focuses on the care and education of girls.

It houses a school for its 60 resident children and a further 70 who attend the school from the surrounding district.

Alana considered the week at the orphanage the highlight of her trip.

After the orphanage the group resumed sightseeing at destinations including the magnificent Taj Mahal and the beautiful and historic city of Jaipur.

“It was the trip of a lifetime,” Georgia reminisced.

“We really got to experience the culture and see so many different things in the time we were there.

“India is an awesome place. We found the local people very friendly and it’s amazing how gracefully they deal with their everyday circumstances.

“It really made me think that many of the issues we think are important here are really trivial.

“Both Alana and I would love to go back again.”

The Poddar family gives back to various communities through the BKT Foundation.

THE BKT Foundation was developed to support areas of need in health and education.

Financial assistance has been given to numerous initiatives, including donations to intensive care units and to ambulances in hospitals surrounding BKT tyre plants.

In the field of health, BKT also support the Have a Heart foundation, focussed on funding for heart-valve replacements and for the purchase of devices for the treatment of cardiac patients.

In the area of education, BKT has been active since the 1970s.

In response to an awareness of the lack of educational opportunities for girls, a school that could initially house 300 was built in the state of Rajasthan.

Today it is offering free education to more than 800 girls.

BKT, along with other notable foundations including the Bill Clinton Foundation, actively supports projects managed by Akshata Patra Foundation, with its Mid-Day Meal Scheme, a nationwide school lunch program serving food to more than 1.4 million children in about 11,000 schools across India.
BKT OzTimes catches up with Feld Entertainment’s Liza Evely-Thompson, one of the faces who brings Monster Jam to Australia.

BKT Oz Times: How long have you worked with the Monster Jam team and what is your new role and the responsibilities involved?

Liza: I’ve been with Feld Entertainment for 18 years and have worked with our motor sports team for the last five years. I manage Feld’s business in Australia and New Zealand and I facilitate everything from marketing to operations in order to bring our shows to this part of the world.

How did you get started and what do you like about your position and working with MJ?

I started my career in the media industry before accepting a job as marketing coordinator with Feld Entertainment in 1998.

I enjoy the diversity of my role – no two days are ever the same – as well as finding new shows to bring to the region, new markets to play and new ways to get people along to our events.

Nothing’s better than preparing for an engagement for 12 months then seeing it in action.

Do you, or will you in the future, travel much in your new role?

Being an international touring business, and working alongside colleagues in all pockets of the world, I spend a reasonable amount of time working interstate and overseas while at the same time having a permanent base in Australia.

What are the countries that Monster Jam visits?

As of the end of 2015, Monster Jam has visited 47 cities in 23 countries.
Monster Jam seems to be a big hit in Australia. Do you have any thoughts on why this may be the case?

Yes, Monster Jam has resonated really well with Australian audiences, who appreciate high-quality family entertainment.

There’s solid brand awareness and presence on account of our media, sponsorship and licensing partnerships, and the word-of-mouth generated through our live events.

We’ve heard that many of the people working with Monster Jam are long-time employees who travel as a team from country to country. Is this the case and how is the work year organised. For example, do they travel for most the year then have one long break?

Yes, that’s the case. Monster Jam travels the world year round so our staff and crew are constantly on the road.

Any break time is spent preparing for the next cities and countries we visit.

How many in total will come to Australia for this year’s shows and what are their different jobs?

Approximately 75 to 100 Monster Jam staff and crew members will travel to Australia for the month-long tour this year.

This includes 16 drivers, 30 to 35 tech officials and fleet members, and 25 to 30 operational staff members including hosts, track construction crew, event managers and production managers.

Do you know approximately how many drivers travel with Monster Jam?

More than 120 drivers travel with Monster Jam.

How do new drivers interview for a position? Do they need to come from a stunt or racing car-driver background?

We receive resumes on a daily basis from individuals who want to be Monster Jam drivers.

A motor sports background is helpful but not required.

The first thing we look for in a candidate is whether he or she has a valid driver’s licence!

Then we look for criteria such as age, general fitness and participation in activities that would indicate good hand-eye coordination.

From the resumes, we select individuals who are then invited to Monster Jam University to learn how to drive a Monster Jam truck and while there their skills are further evaluated.

Logistically, it must be very difficult to travel with so much equipment and such a large team. How long do new events on the calendar take to organise and do you have any stories of past obstacles along the way?

Every department works to a different timeline but we typically start to prepare for large events a year in advance and with new markets it sometimes takes multiple years.

We need to make sure we have the right partners, the best venue and that our logistics and transportation are properly planned.

Is it true that the last show is always the best because the drivers no longer need to worry about the condition of their Monster Jam Truck?

Actually, our Monster Jam drivers treat every event as if it were the last one. Damage to the truck is inevitable and when we travel overseas for events an entire parts container makes the trip as well.

Anything that breaks on the truck can be fixed with those parts and ready to compete in the next show.

BKT have a number of different tyre pattern available in their bias R-1 tractor range. Below we de-mystify the subtle differences between them.

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<tr>
<th></th>
<th>TR 135</th>
<th>Farm 2000 / Trac Farm</th>
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<tbody>
<tr>
<td>Casing Strength</td>
<td>Normal</td>
<td>High</td>
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<tr>
<td>Tread Compound</td>
<td>Normal</td>
<td>Cut Resistant</td>
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<tr>
<td>Tread Depth</td>
<td>Standard</td>
<td>Deeper by 9% over standard</td>
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<tr>
<td>Tread Arc Radius</td>
<td>Round in shape</td>
<td>Flat shape providing more contact area and better traction.</td>
</tr>
<tr>
<td>Weight</td>
<td>100%</td>
<td>109%</td>
</tr>
<tr>
<td>Application</td>
<td>Economic tyre exclusive for farming.</td>
<td>General farming and haulage for severe conditions.</td>
</tr>
<tr>
<td>Range</td>
<td>Full range from 20” to 42”</td>
<td>Available in limited sizes such as: 12.4-28, 136.28, 14.9-28, 16.69-28, 16.9-30 &amp; 18.4-30</td>
</tr>
</tbody>
</table>
Based in a South Australian rock quarry, Tradefaire ran comparison trials between the 18.00R33 SR45 BKT and a leading, tier one brand performing the same duties and work cycle.

Over a two year period that began in late 2013 these rigid dump trucks ran between 2500 and 2850 hours work. Both trucks had four tyres of similar tread pattern fitted across the rear of each vehicle.

The end result was that although the tier one brand returned slightly more actual working hours of 2853 vs the BKT which did 2491, the tier one tyre was on a cost per hour 3% more expensive.

BKT USA TESTS ON AUSTRALIAN SOIL

BKT’S USA Office in conjunction with John Deere America are trialing BKT’s IF technology. This technology allows for a greater degree of sidewall flexing.

The BKT IF580/80R34 177D Agrimax Teris are being trialed on John Deere cotton pickers in the central NSW area of Australia.

Trials against a leading American brand have shown BKT are performing favorably and a BKT spokesperson said they are meeting expectations.
EXTENDED WARRANTY PERIOD

Effective from January this year BKT have extended their warranty policy as follows:

• Agricultural tyres
  Category A **Six Years** (previously 5 years)
  With free replacement up to 3 years.
  Category B **Five Years**

• OTR/Industrial tyres
  **Five years** (previously 3 years)

Tradefaire are continuing to offer a limited subsidy to cover service costs incurred by dealers when replacing any BKT approved warranty tyre.

*Please refer to your local BKT Dealer for more information*
Understanding BKT "IF" technology now available in radial tractor tyres. What does IF stand for, what does it mean for you, the farmer. IF stands for Improved or High Flexion which means that the sidewalls of the tyre allow a greater degree of flexing compared to a standard tyre. This increased flex enables a 20% lower operating air pressure to be used to carry the same load as your standard tyre. Being able to reduce air pressure provides a bigger tread footprint on the ground increasing traction and resulting in lower ground pressure. Lower ground pressure reduces soil compaction and therefore aids in water absorption and crop growth.

Alternatively, you can carry 20% more load at the same air pressure as your standard tyre. IF technology tyres are being seen more often as large horsepower tractor sales increase. IF tyres come into their own returning increased benefits on heavier larger horsepower machinery. BKT Agrimax has 15 sizes available in IF technology from 15" wheel fitment up to 42" with four new sizes on the drawing board.
VF stands for Very High Flexion which means that the sidewalls of the tyre allow for even a greater degree of flexing compared to a standard or IF tyre. With the VF tyre you can carry 40% more load at the same air pressure as your standard tyre. BKT VF tyres are D speed (65 km/h) rated to match the speed requirements of modern equipment such as self-propelled sprayers. BKT Agrimax Spargo has 3 sizes currently in the range from 38” wheel fitment up to 50” with eleven new sizes in the pipeline.

VF tyres require robust construction to carry heavy loads at higher pressures compared to standard tyres.
## PLANNED TIMING FOR NEW BKT RELEASES

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<th>Pattern</th>
<th>Q2 16</th>
<th>Q3 16</th>
<th>Q4 16</th>
<th>Size</th>
<th>Pattern</th>
<th>Q2 16</th>
<th>Q3 16</th>
<th>Q4 16</th>
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<td>MP 522</td>
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BKT dealers and customers can experience the thrill of sailing one of Port Phillip Bay's fastest yachts thanks to a unique sponsorship.

BKT JAMHU sets sail from Brighton Racing Club twice a week during the 40-week yachting season, with room for up to four guests.

“It's a lot of fun,” said renowned skipper Phil Bedlington.

“Often we’re in a pursuit race where we start 30 minutes after the first yacht starts and see whether we can catch them over an hour and a half.”

A high-tech Hick 39 racing cruiser, JAMHU was built for the famous Melbourne to Osaka race.

Now she races on the bay in Melbourne with seven to 10 experienced crew members and the support of major sponsor BKT.

Spectators can easily identify JAMHU by the enormous image of a BKT flotation tyre on the yacht's 60-foot mainsail.

Phil said BKT's dealers and customers are welcome aboard for racing on Wednesday evenings.

More information about the yacht is available at its blog, bkt-jamhu.com.

Groups of up to four who are interested in the sailing experience can email tradefaire@aol.com.

WE ARE SAILING – AND YOU CAN TOO!

It's a lot of fun ... Often we're in a pursuit race where we start 30 minutes after the first yacht starts...
AN ENTHUSIASTIC reception for BKT’s dealer-reward cars has led to a fleet expansion.

Five of the eye-catching Mazdas are now travelling Australian roads after the program was extended to Western Australia.

The branded CX5s are dealt out as rewards for sales and brand loyalty, rotating between dealers regularly.

Four cars based on the East Coast are now into their second year of service with customers of Total Tyre.

“Because the cars were been greeted with such enthusiasm by the tyre dealers, in the latter part of last year it was decided that a fifth Mazda would be added to the fleet to service BKT tyre dealers in Western Australia,” explained James Saunders, of BKT Australian distributor Tradefaire International.

“Hands up, who wants a BKT car? Apparently everyone at Total Tyre Services.

“All up, the cars have now spent quality time with more than 20 happy dealers.

“Total Tyre Services national sales manager Ben Dealy said the BKT cars were always in high demand.

“Our dealers have really appreciated having the cars and keep them in excellent condition,” he said.

“Some have enjoyed having them so much it’s been difficult to get them back at the end of their allocated time.”

BKT Customers Win A Trip For Two To Kuala Lumpur for the V8 Supercar Extravaganza

Prize for 2 people includes: International flights to KL in August
Three day passes trackside to the exclusive Paddock Club
Four night accommodation in a luxurious 5 star hotel
Visit our website www.trade faire.com.au for information on how to enter
WE EXPERIENCE
being part of your field