WEST END TIRE INVESTS IN THE RELATIONSHIPS BEHIND RETREADING

Bringing retread production and commercial service together in a facility designed around its users, the organization's new headquarters strengthens its ability to support fleets across Manitoba, Saskatchewan, Alberta, and up to the Rockies.

West End Tire opened its new 45,000-square-foot Winnipeg headquarters just over a year ago. The family-owned Manitoba company designed the site around the people who work there and the commercial customers who rely on it.



Outside, the larger yard gives commercially licensed vehicles, including Super Bs, room to navigate more easily. Inside, sales, service and retreading operate under one roof. The purpose-built retread plant reflects decades of team experience, with a layout that reduces manual handling and makes the production process more efficient for employees.

"It became clear we were ready for the next level," said Mike Collet, Co-owner and Director of Sales. "The new plant makes it easier to serve everyone who count on us."

> *Our ability to adapt and accommodate customers' needs has been a big part of what has made us successful.*
>
> *Clem Collet, Co-owner and Director of Marketing*

A PARTNERSHIP THAT GOES THE EXTRA MILE

The same focus on practical needs guides West End Tire's work with commercial fleets. At the outset of each partnership, a dedicated Fleet Specialist becomes the customer's main point of contact and learns how their fleet operates. An initial tire audit identifies current needs and helps determine how new tires and retreads should fit into the program.

Some fleets need periodic inspections and recommendations. Others choose more involved support, including Tire Technicians working in the customer's yard. West End Tire can also manage casing inventory so usable assets are accounted for and available when needed.

When a tire problem happens away from the yard, 24-hour emergency roadside assistance gives the fleet a familiar team to call.

"Our ability to adapt and accommodate customers' needs has been a big part of what has made us successful," said Clem Collet, Co-owner and Director of Marketing.

That flexibility matters because every operation brings different equipment and service expectations. As those needs change, the same Fleet Specialist remains involved and adjusts the tire plan with them.



Together, the facility and service model reflect West End Tire's investment in long-term fleet partnerships, supported by people who know the customer and remain accountable for the work.

Call one of our Fleet Specialists to see what a West End Tire commercial fleet tire plan can do for you.

1-888-748-1515

WEST END TIRE 70th

Sponsored Article