



TIRECRAFT



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About the Business

With two locations in Ingersoll, Tirecraft Ontario Inc. and Al's Tirecraft Ingersoll form one of Southwestern Ontario's most comprehensive tire and automotive service networks.

Together, their operations include a commercial tire distribution centre, a Michelin-certified retread plant (Canadian Treads), and a full-service automotive repair and tire retail facility, offering support for commercial fleets, agriculture, construction, and everyday drivers across the region.

Their mission is simple: Help Canadians get ahead. This means helping their customers and teams reach their goals.

A Longstanding Ingersoll Legacy

Al's Tirecraft Ingersoll first opened in 1987, growing steadily over the decades. The business expanded its footprint with a distribution centre in 2010, the relocation of their Ontario head office to Samnah Crescent in 2017, and the launch of Canadian Treads as a Michelin retread franchise in 2002.

In 2022, Tirecraft brought all supporting operations under one roof at the Ingersoll Street facility creating a fully integrated hub for continued growth, innovation, and customer service excellence.

Why Ingersoll?

The decision to grow locally was rooted in connection: staying close to home kept the business tied to the Burgessville community where many long-time team members lived and worked.

Ingersoll's proximity to the 401 corridor made it the ideal location for serving customers across Southwestern Ontario, and its rural surroundings naturally aligned with the agricultural and commercial markets Tirecraft has supported from the beginning.

Community Commitment

Tirecraft Ontario is deeply embedded in the Ingersoll community. Their contributions include:

- Stable local employment and long-term career opportunities
- Sponsorship of local clubs, teams and events.
- Active partnerships with community organizations
- Team volunteerism and support for local causes

Their philosophy is rooted in giving back to the community that has supported them for generations.

Milestones & Achievements

Tirecraft's growth has been marked by major milestones, but two in particular stand out:

- **2022 Grand Opening of the 200,000 sq. ft. Facility**

More than 180 guests attended the ribbon cutting, including supplier partners, fleet clients, local officials, and community members. Guests toured state-of-the-art equipment, robotics, and the newly integrated operations which was a significant moment of progress for the entire organization.

- **Michelin Innovation in Motion 2025 Road Show**

Tirecraft's Ingersoll facility was selected as the only Canadian stop, welcoming fleets and dealers from across Ontario for demonstrations, product previews, and a behind-the-scenes look at their Michelin Retread Technologies plant.

These events showcased tire industry leadership, innovation, and community pride.

Services & Technology

Tirecraft offers a full suite of automotive and tire services for both passenger vehicles and commercial fleets, including:

- Tire installation, repair, and seasonal swaps
- Wheel alignments & brake services
- Oil changes & mechanical repairs
- Commercial, agricultural, and off-the-road tire support

What truly sets them apart is their industry-leading technology:

- Digital Vehicle Inspections with photos and transparent reporting
- AI-powered dispatch and phone support for faster service
- Cerebrum Tire Intelligence for real-time tire data and fleet safety
- Michelin-certified retreading that reduces costs and promotes sustainability

This combination of expertise and innovation ensures faster, clearer, and more reliable service, whether for a local driver or a provincewide fleet.



Sell SPOTLIGHT SERIES



Signature Strengths

Tirecraft's standout specialty is their commercial and agricultural tire expertise, backed by the Canadian Treads retread program—a customer favourite for its performance, value, and sustainability.

For local drivers, the most popular offerings include:

- Seasonal tire changes
- Digital Vehicle Inspections
- Reliable mobile service

Each service is enhanced by the technology and training that keep Tirecraft ahead of industry standards.

FUN FACTS

Tirecraft has deep roots beginning as a small gas station and snack bar in Holbrook in 1967 before evolving into one of Ontario's largest tire service networks.

Many team members have been with the company for 20+ years, and despite their growth, the business remains family owned and operated. The addition of an Employee Ownership Program ensures that staff have a direct stake in the company's success.

Tirecraft also operates one of the most technology-forward tire facilities in Canada, merging decades of experience with advanced tools that continue to push the industry forward.

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