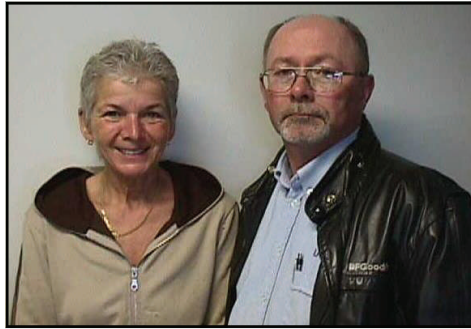


# Local Entrepreneurs, Joan and Bruce Routliffe, MacDonald Tire and Mechanic

Article and Photos by Heather M. Brown

In a meeting at Lola's Cafe with Joan and Bruce, I learned that they met in Kitchener, Ontario, in the early 1980s when they were both working for BF Goodrich. They were transferred to Montreal in 1983. Fifteen years in the tire business and a "gold mine" of training at BF Goodrich provided Bruce with the "schooling" needed to open their own tire business.



Joan and Bruce Routliffe



One of the MacDonald Tire locations at 11 Oka Road, Deux Montagnes

The Routliffes purchased MacDonald Tire in May of 1986. That was at the old location on de la Forge Street in St Eustache, and at that time there was only one employee. The business grew steadily and finally outgrew the old location. The past five years have seen relocation to 11 Oka Road and the opening of a second location at 301 Industriel Boulevard, with a total investment of more than a million dollars. They now employ up to twenty-two people.

Most people know MacDonald Tire for the retail location at 11 Oka Road (corner of Guy Street), known

as MacDonald Pneu & Mecanic. The shop is well known for tire sales and service as well as full mechanical service, and specializes in preventive maintenance. MacDonald Pneu & Mecanic is a "CAA Recommended Garage". Bruce explained that there are very strict criteria for being "CAA recommended" regarding all aspects of the business, but particularly qualifications for mechanics and the level of customer satisfaction. For the past four years they have received the "5 Star Distinction" from CAA for having a 97% customer satisfaction level.

The location at 301 Industriel Boulevard, known as Pneus MacDonald Distribution & Commerciale, handles the other two aspects of MacDonald Tire's business:

Wholesale distribution of tires to car dealers and garages in the Laval and North Shore area, and heavy duty commercial tire sales and service. They have two mobile tire service trucks serving local trucking fleets, heavy equipment and farm

tractors.

They pride themselves on giving the kind of personal customer service which people value, as well as providing a workplace which their employees value. Employee benefits include contribution to an RRSP and a health package.

Bruce and Joan are proud to be a part of their community. MacDonald Tire trucks are a "regular" at many local community events. As well as being responsible for all the accounting at Macdonald Tire, Joan has been very actively involved as a volunteer with the schools from the time when her children Brenna, and Michael were youngsters.

Brenna their daughter is now studying business and Michael their son, will attend McGill University this fall and has decided to be a teacher.

You can contact Bruce by telephone at 473-2717 at 11 Oka Road, or Joan at 974-2717 at 301 Industriel Boulevard.