

RUNNING OVER EMPLOYEE RIGHTS?



MEET KAL TIRE!

**A COMPANY WITH A STRONG REPUTATION
FOR QUALITY SERVICE.**

**A REPUTATION MADE POSSIBLE ONLY BECAUSE
OF THE HARD WORK OF ITS EMPLOYEES.**

**YET, BEHIND THEIR POLISHED STOREFRONTS,
THEIR WORKERS ARE BEING
LOCKED-OUT!**



UNFAIR TREATMENT

(workers perform difficult, essential, and sometimes hazardous work.)



LOW WAGES

(meanwhile Kal Tire made over \$1 Billion in revenue in 2024.)



POOR WORKING CONDITIONS

(a tire service worker is struggling to make ends meet, so much so that he had to sell his car just to pay his bills. Despite his hard work, he hasn't received a wage increase in five years.)

LEARN FROM HISTORY

IN THE EARLY 1900s, HENRY FORD TOOK THE RADICAL STEP OF PAYING WORKERS TWICE THE AVERAGE WAGE TO REDUCE TURNOVER. A COMPENSATION CALLED "PROFIT-SHARING."

KAL TIRE CLEARLY DOESN'T UNDERSTAND THIS.

INSTEAD THEY'RE BENEFITING FROM THEIR WORKER'S HARD WORK AND NOT GIVING THEM WHAT THEY DESERVE.

**IT'S TIME FOR CHANGE!
& YOU CAN HELP US**



**SUPPORT ETHICAL BUSINESSES
THAT TREAT WORKERS FAIRLY**



**DEMAND THAT KAL TIRE PAYS THEIR
WORKERS FAIR WAGES**



**DEMAND THAT KAL TIRE RESPECTS
THEIR WORKERS**



**JOIN US ON THE PICKET LINES & STAND
WITH WORKERS FIGHTING FOR FAIR
WAGES.
A LITTLE SOLIDARITY GOES A LONG WAY!**

**SAY NO TO POOR
WORKERS TREATMENT**



**TAKE A STAND.
DRIVE CHANGE.**

#BOYCOTTKALTIRE