

EXECUTIVE SUMMARY · FOR RYAN PAULSON, KAL TIRE

# The road layer of wildfire safety.

BackRoadIntel is a new program launching this fire season — and this is an invitation to help shape it. Real-time road intelligence for the rural and Indigenous communities on BC's most dangerous roads.

#SaferRoadsAhead

## THE CONCEPT

When wildfire forces an evacuation, communities depend on roads no one has checked in months. BackRoadIntel closes that gap — equipping vehicles already driving these roads with passive sensors and an app that quietly captures live road-health data and feeds it to emergency coordinators.

## WHY THIS IS A KAL TIRE PROGRAM

### Your roads, literally

BC-born, Vernon-based, family-owned for 70 years — and the Okanagan is one of our pilot corridors. This is the road outside your door.

### Your product truth

The roughest backroads are where durable tires and real service matter most. The brand alignment isn't borrowed — it's the product.

### Your conviction

KalPRO HaulSight already proves Kal Tire believes in real-time road observability. This is the same idea, pointed at saving lives.

## MANY WAYS TO SUPPORT — ROOM TO SHAPE YOUR OWN

This isn't a single number — or a fixed menu. With the The Canyon launch June 25, a short-term, fire-season commitment is all it takes to lead right now. Every level carries founding-sponsor recognition.

### \$6,000 Start with one community

One fire season, one community — 8,000 km of road-health data.

### ~\$50,000 Found the The Canyon program **RECOMMENDED**

Founding sponsor of the 2026 fire-season deployment across Lytton / Fraser-Thompson Canyon.

### \$50–250K/yr Anchor the program province-wide

Multi-year, 30–150 communities — Kal Tire's commitment unlocks new communities as others join.

### Operational Partner on the data side Mining

Where Kal Tire has fleet or mining-road interest, road-health data becomes commercially reciprocal — a natural...

EVERY LEVEL INCLUDES Co-branding · PR & earned media · a welcomed channel to rural drivers · impact reporting

**Your brand.  
Their safety.  
A door at every level.**

The pages that follow detail the program and the numbers behind each path — but none of it is locked. A short-term commitment lets Kal Tire lead at the The Canyon launch now; the larger, long-term partnership we shape together from there. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**