Reinventing the Wheel

Full Tire Service, Using State-of-the-Art Technology

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Tire Problem Related Trends

- **45%**: SUVs rolled over in blowouts
- **10%**: Accidents related to underinflated tires
- **3.3%**: Improvement of gas mileage if tires kept inflated
- **9%**: Accidents that are tire related
- **1**: Number of times you should check your tires monthly
- **26%**: Low tread depth accidents (<2/32)
Tire Sensors

TPMS

Tread Wear Sensor

How it works

In Dash Display

Mobile App

TPMS Sensor
Tread Sensor

Display

Receiver

TPMS Sensor
Tread Sensor

Reinventing The Wheel
Change Agents
Tire Service Experience

Happy

Driving

Prevented blowout

Call AAA

Install spare

Schedule tire change

Tire changed

Install new tire(s)

Annual payment ($100)

Get call about tread wear

Wait...

Schedule appointment

Wait...

Blow-out

Call dealer

Buy tire(s) ($1000)

Annual payment ($100)

Driving

Not Happy
Service Model

- Track tread and tire pressure
- Notify customer within 24hrs if tread/pressure is low
- Schedule tire change
- Road side assistance
- State-of-the-art Tires
- 24/7 Assistance
## Cost Benefits

<table>
<thead>
<tr>
<th>#1 Tire</th>
<th>205/55R16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Regular Tire Service</strong></td>
</tr>
<tr>
<td>Cost of Tires (4)</td>
<td>$506.80</td>
</tr>
<tr>
<td>Installation</td>
<td>$85.00</td>
</tr>
<tr>
<td>Allignment</td>
<td>$70.00</td>
</tr>
<tr>
<td>1 Time Fee</td>
<td>Annual Fee</td>
</tr>
<tr>
<td>Total</td>
<td>$661.80</td>
</tr>
<tr>
<td>4 year cost</td>
<td>$661.80</td>
</tr>
</tbody>
</table>

* Regular tire service pricing taken from PepBoys

### Annual timeframe

<table>
<thead>
<tr>
<th></th>
<th><strong>Regular Tire Service</strong></th>
<th><strong>Reinventing the Wheel</strong></th>
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<tbody>
<tr>
<td>Average time for preventive care maintenance</td>
<td>2 hours Quarterly</td>
<td>N/A</td>
</tr>
<tr>
<td>Average time to schedule a tire service</td>
<td>5 minutes</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Average time for service completion</td>
<td>1 hour</td>
<td>N/A</td>
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<tr>
<td>Average time inconvenience of blowout</td>
<td>1 day</td>
<td>N/A</td>
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</tbody>
</table>
References

• http://www-nrd.nhtsa.dot.gov/Pubs/811617.pdf