

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

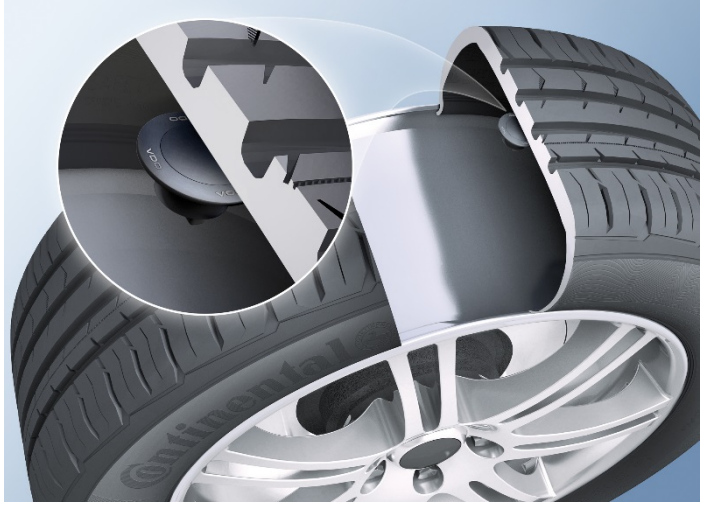
1

Number of times you should check your tires monthly

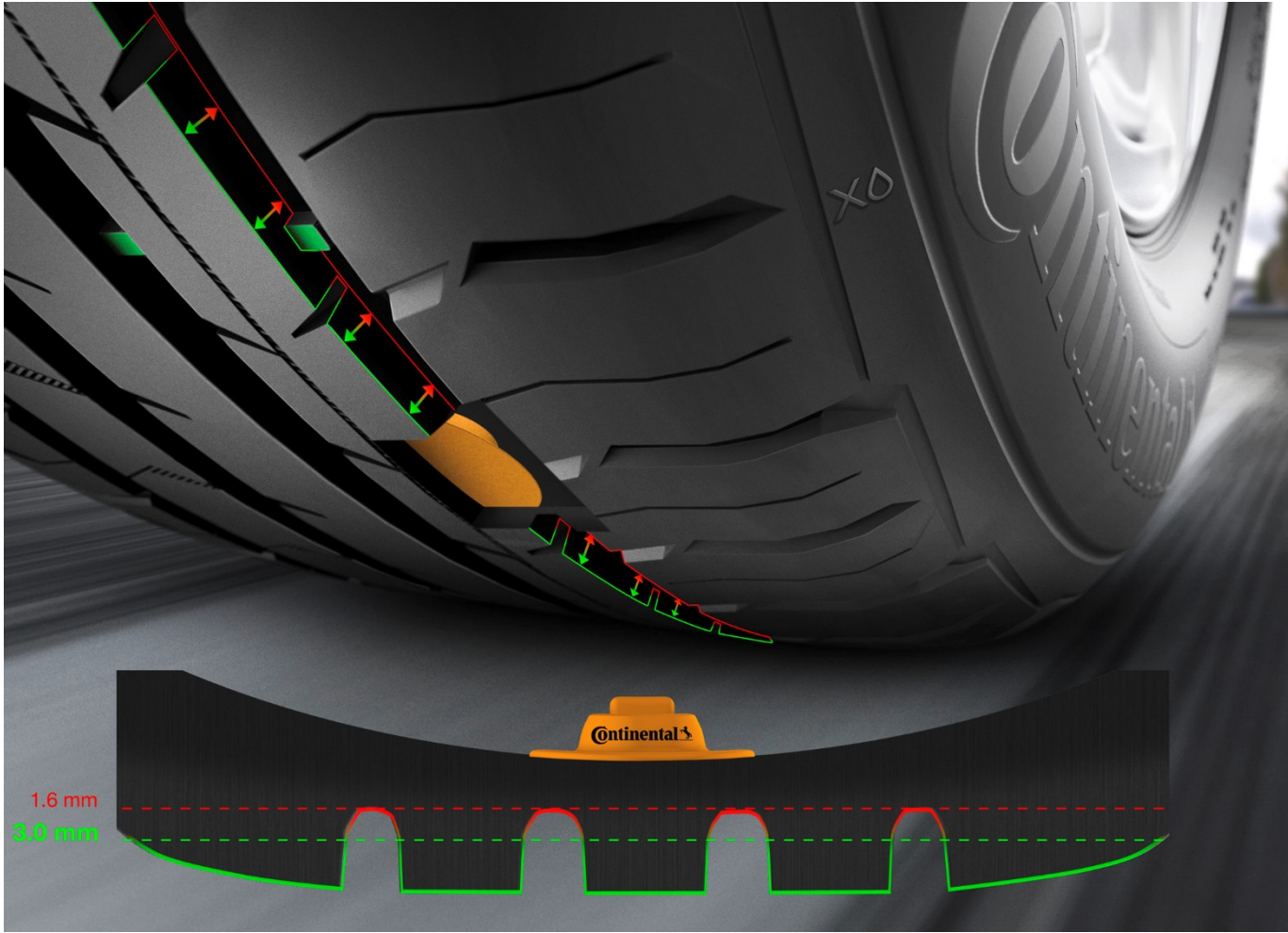
26%

Low tread depth accidents (<2/32)

Tire Sensors



TPMS



Tread Wear Sensor

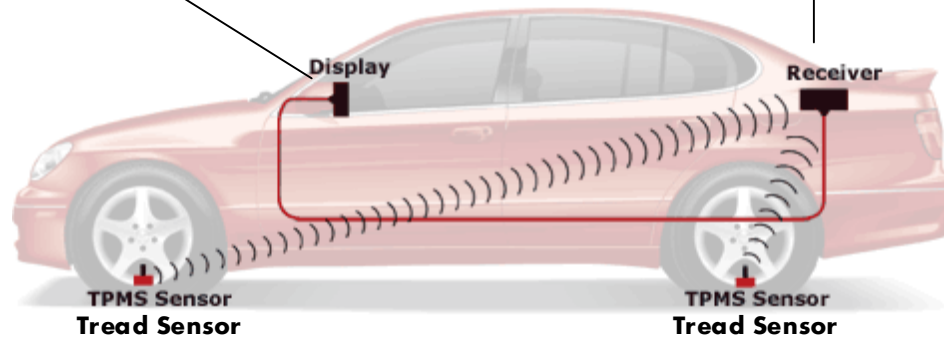
How it works



In Dash Display

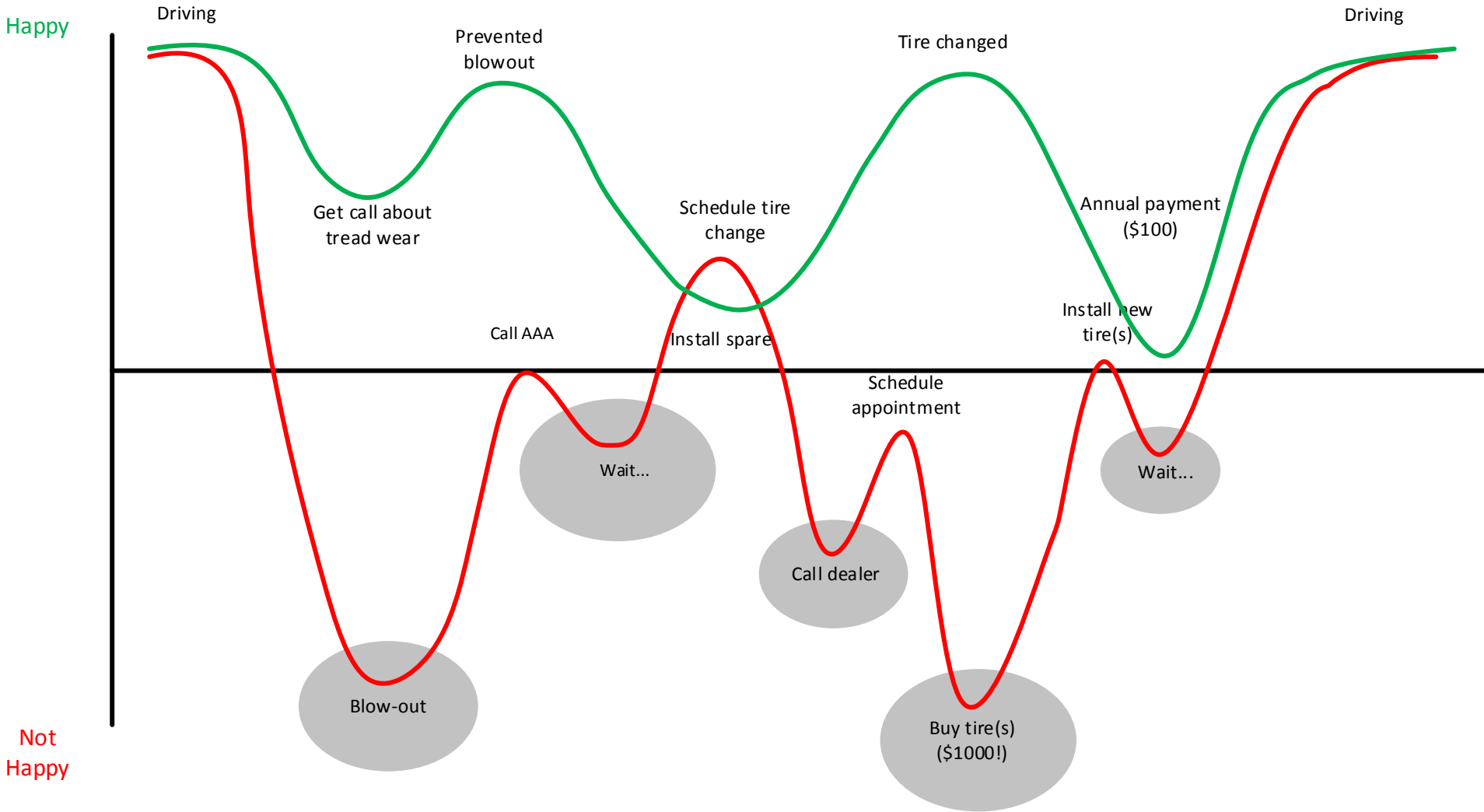


Mobile App

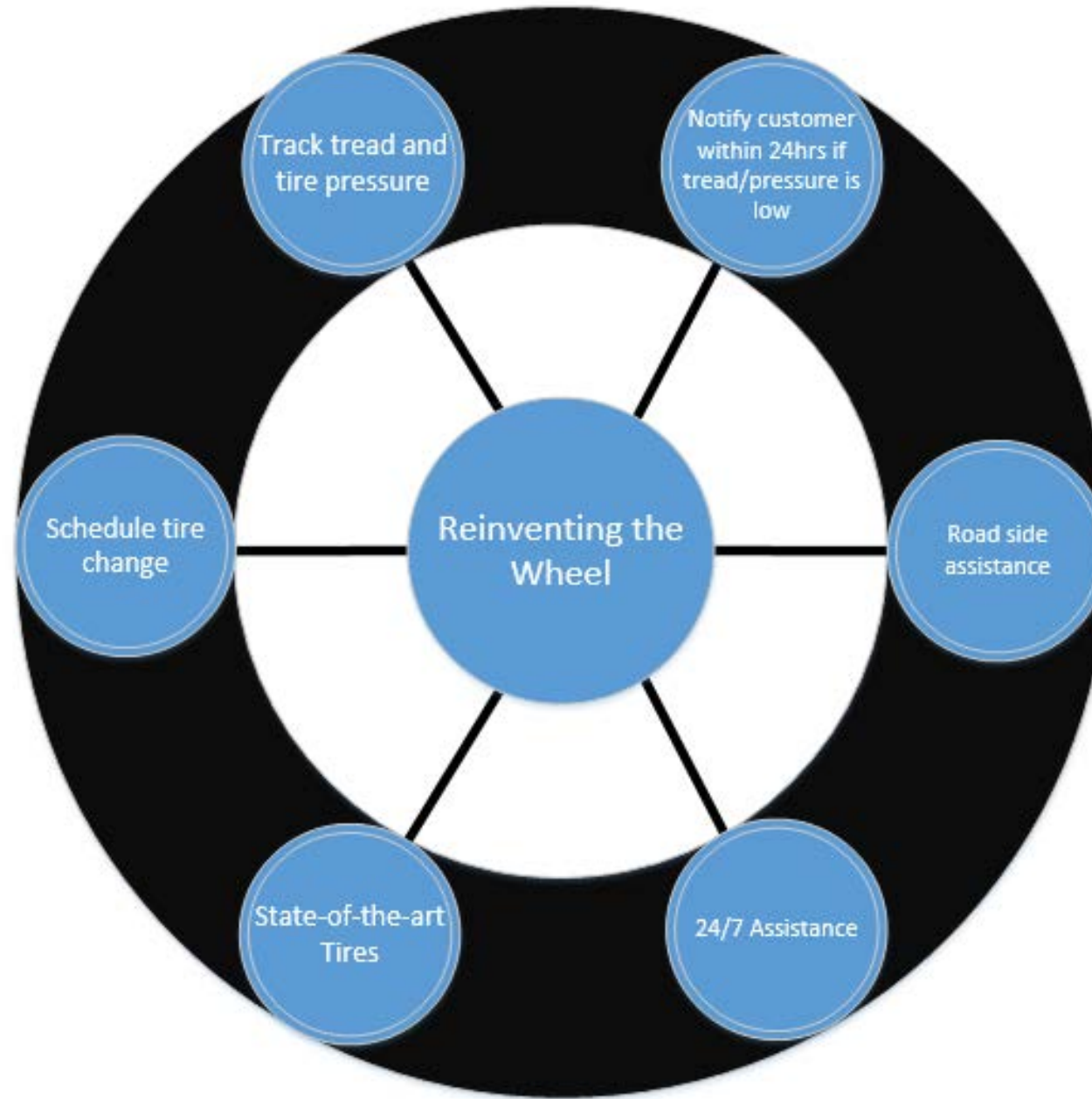


Reinventing The Wheel
Change Agents

Tire Service Experience



Service Model



Cost Benefits

#1 Tire	205/55R16	
	Regular Tire Service	Reinventing the Wheel
		+
Cost of Tires (4)	\$506.80	\$126.70
Installation	\$85.00	\$0.00
Allignment	\$70.00	\$0.00
	1 Time Fee	Annual Fee
Total	\$661.80	\$100.00
4 year cost	\$661.80	\$400.00
* Regular tire service pricing taken from PepBoys		

Annual timeframe	Regular Tire Service	Reinventing the Wheel
Average time for preventive care maintenance	2 hours Quarterly	N/A
Average time to schedule a tire service	5 minutes	5 minutes
Average time for service completion	1 hour	N/A
Average time inconvenience of blowout	1 day	N/A

References

- <http://www-nrd.nhtsa.dot.gov/Pubs/811617.pdf>
- http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/css/images/stats/9719_S1N_Tires_Nwsltr_June13_062713_v4_tag-1.pdf
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