



# A Large Fleet with Large Needs - and a Scalable Solution

## *PowerCo Canada Inc (Case Study)*

### **POWERCO**

PowerCo is the subsidiary of Volkswagen responsible for building the \$7B battery plant in St. Thomas, Ontario. With a planning team of over 100 staff driving company-assigned vehicles, their fleet management team was tasked with preparing all the vehicles for winter. Quite a task to handle for such a large fleet!



Imagine organizing 100+ cars (with individual drivers) to get to a shop to have a set of winter tires installed, or a fleet manager doing that themselves. And how to store the 400+ all-season tires that are removed, and have them ready to be installed back on the vehicle in Spring?

### **WHEEL EASY**

Wheel Easy is a mobile tire business established in 2021 servicing retail and fleet customers in London. With service trucks equipped with tire machines and balancers, we provide on-site service including on- and off-rim tire changes, flat repairs, and tire storage. With our ability to set up our “tire shop” in their parking lot, we knew we could meet the fleet team’s need for all of their employee vehicles to be outfitted with winter tires with minimal impact on their busy staff’s day-to-day routine.

### **SOLUTION**

In the Fall of 2025, Wheel Easy provided and installed 100+ sets of new winter tires for their company-assigned vehicles being used by their executives, directors, and planning team. Over our ten-day tire changing program on-site, we:

1. Assessed their fleet (collect VIN and determine tire size/special requirements).
2. Procured suitable new winter tires (some uncommon sizes and staggered sets).
3. Set up systems for scheduling appointments and retrieving/returning the drivers’ keys.
4. Removed, organized, and tagged all-season tires, to be ready for Spring 2026.
5. Mounted and balanced the new winter tires on rims (107 sets total).

In Spring 2026, we integrated our custom-built, low-touch online fleet booking platform to further ease the process for the fleet team. PowerCo employees used our portal to book their vehicle into a slot during our Spring program, and left their car keys with their reception desk. We brought the all-season tires for vehicles with appointments that day (capacity for 8-14 appointments per day), collected the keys from reception, and installed them as they worked.



## IMPACT

As a result of equipping these vehicles with winter tires, their team (some of whom were new to Canada and going through their first winter driving experience) felt much safer on the road, and even those who lived as far as Sudbury could feel confident on their commute to the office. The winter tire program was completed in a timely fashion (despite just a two-week turnaround from initial contact to firm agreement), wrapping up before the intense conditions of Winter 25/26. Crucially, time and effort was saved for the PowerCo executives and directors, allowing them to keep focus on their more important tasks with the business.

The logistics-heavy process of getting the winter tires installed on all these vehicles was massively simplified for the fleet management team - Wheel Easy set up the program and portal, and they just provided our instructions and weblink to their staff. Efforts in procuring and storing tires was completely eliminated for them as well - Wheel Easy took care of all of those details.

Estimating about two hours per vehicle over 100 vehicles, they save over 200 hours (each season!) Additionally, Wheel Easy was available through the winter to re-install all-season tires back on the vehicles that were being returned at the end of lease terms, further easing future chores.



With plans to increase the size of their team as the project progresses, PowerCo is confident that the winter tire solution Wheel Easy provides can be effectively scaled to meet any future needs.

