



## Asics Apps HQ Case Study - Spring 2023

*Attn: Employee Engagement Team, HR Team, Benefits Team*

With at-work **Tire Change Events**, Wheel Easy takes the hassle out of the seasonal tire swap for your employees and company vehicles, helping save unnecessary and time-wasting trips to the shop and ensuring that everyone stays safe on the road. Plus, with multiple cars to swap and low overhead, groups can enjoy cost savings as well.



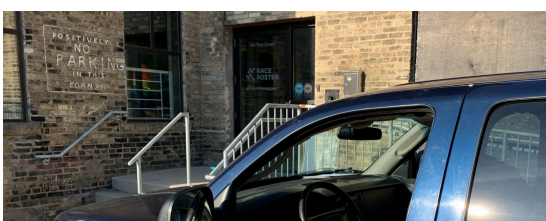
Wheel Easy held a Tire Change Event at Race Roster at 186 York St. downtown London on April 27, 2023 to remove vehicles' winter tires and install all-season tires for the summer. Five employees booked to have their tires changed and brought them along in their vehicle that day. These drivers all had their all-season tires on a separate set of rims, but Wheel Easy has the capability of installing different tires on to the vehicle's current rims as well.

We arrived at 9:00am and greeted our customers in the parking lot behind the building, an area designated for the event. People arrived, simply left their car keys with our team, and proceeded up to work.

For each of the vehicles, our technicians unloaded and unwrapped the all-season tires in the trunk or backseat, cleaned the mounting surfaces, installed them using factory specifications for wheel torque and tire pressure, and then wrapped and reloaded the winter tires back into the vehicle. Wheel Easy also offers tire storage as well, to make it even easier for next time!

When all vehicles were complete by 11:30am, our team parked the vehicles in their spaces, returned keys to the drivers, and collected payment by debit/credit card terminal or e-transfer. Employees who needed the vehicles for lunch time were able to use them (and some did!)

After tidying up the space (and taking a few photos), the Wheel Easy team left by noon. We completed the five booked vehicles, with lots of capacity to spare (we can handle about 20 vehicles in a day).



Wheel Easy's goal is to create an automotive service experience that helps busy drivers handle the car service that they may have a hard time completing.

We reach this goal with convenient mobile tire and automotive service. While this typically means doing that work at your home, we've developed our Tire Change Events into a benefit that businesses can offer to their employees as another alternative to the traditional "take it to the shop" model.

Make the seasonal tire swap easy for your team by setting up a Tire Change Event, where your employees can save the time and hassle of travelling to the shop, save money with group discounts, and can stay safe out on the road. Plus, it compels them to come into the office for WFH team members.