Select the car layer.
Select the "Elliptical Marquee Tool"

Draw a circle around your rims.

- Hold down "Shift" to make a perfect circle.
- Hold down "Alt" to make the circle grow from the center.
Select "Filter"

1. Filter
   - Average
   - Convert for Smart Filters
     - Filter Gallery...
     - Lens Correction...
     - Liquify...
     - Vanishing Point...
   - Artistic
     - Blur
     - Brush Strokes
     - Distort
     - Noise
     - Pixelate
     - Render
     - Sharpen
     - Sketch
     - Stylize
     - Texture
     - Video
     - Other
   - Digimarc
   - Browse Filters Online...
2. Blur
3. Radial Blur...
Make Adjustments.

- Make sure that "Spin" is selected.
- Move the "Amount" tab either left or right.
  * Use around 30 for the "Amount." This will vary for different wheels.

Click on "OK"
Select the other wheel.

Just move the selected circle to the other wheel by clicking and dragging it.

Repeat the steps to blur the wheel.

Filter - Blur - Radial Blur - Click on "OK" (The adjustments should still be the same).
Deselect the wheel.