The Future Market Environment of Mobility

Key Note Presentation

Fleet Mobility EXEX Lithuania

24th February 2016

FROST & SULLIVAN

Today's Agenda

Agenda

Introduction

Transformational Shifts Reshaping the Future of Mobility

Conclusions

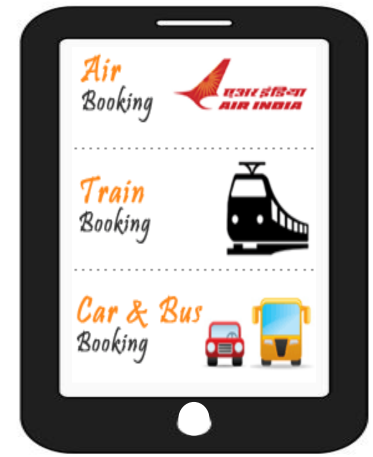
Contact Us

Source: Frost & Sullivan

Transformational Shifts Reshaping the Future of Mobility

Top Transformational Shifts Expected to Shape the Future of Mobility

Connected and Automated Mobility



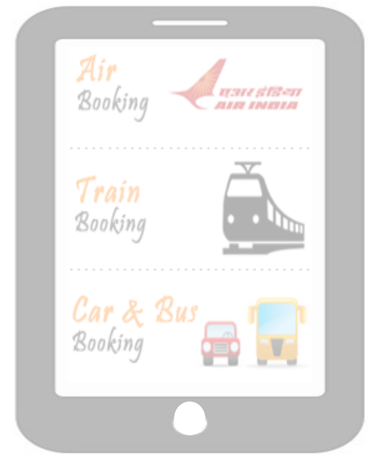
Mobility Integration

Convergence in Corporate Mobility

Automated Driving

Top Transformational Shifts Expected to Shape the Future of Mobility - Connected and Automated Mobility

Connected and Automated Mobility



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Future Connected Living Ecosystem

The connected life contains three important environments, all with high expectations for “everywhere”

Connected Living Total Market: $730 Billion in 2020

Connected Home – 31%

- Home Automation
- Home Energy
- Home Health
- Home Entertainment

Connected Work – 15%

- Mobility - Mobile email, Unified Communication
- Mobile Working
- Enterprise Social Networking

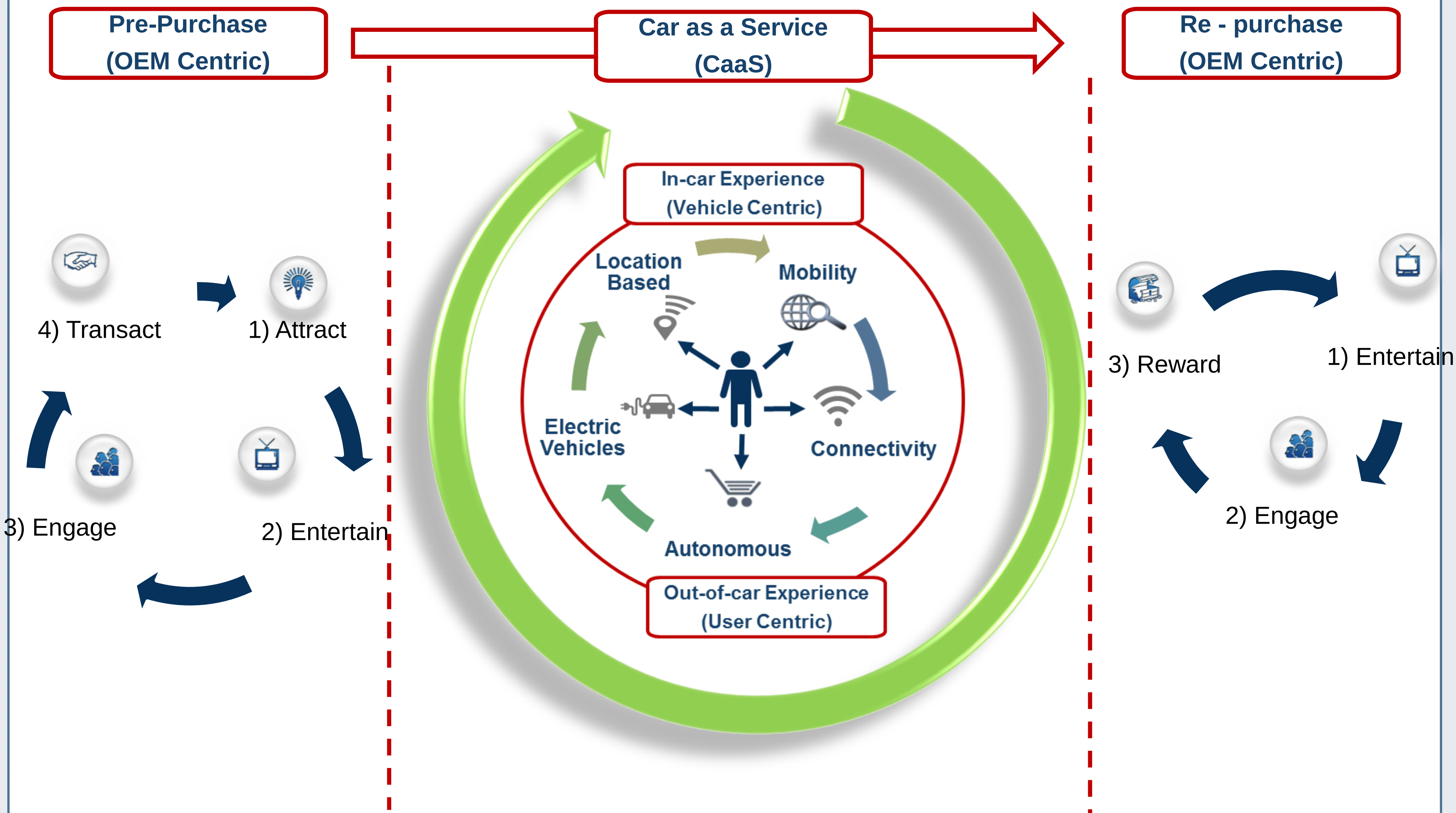
Connected City – 54%

- eGovernance
- eCitizens
- Personal and Freight Mobility
- E-learning
- Mobile banking

Source: Frost & Sullivan

Connected Car Programs at OEMs are going through a Major Strategy Change

Understanding the typical automotive customer journey is crucial to developing products & services around the vehicle



Evolution of OEMs Mobility Services

Car companies are evolving from the business of manufacturing & selling just cars, to providing related services, and multi-modal mobility solutions to target new customers, and future proof their business

Car Independent

- Integrated Mobility: Journey Planning, Booking & Payment
- City Planners & Lifestyle
- Energy creation & storage

Car Services

- Carsharing
- Parking & Charging
- Ride-sharing
- Taxi & Limousine
- Automated Driving

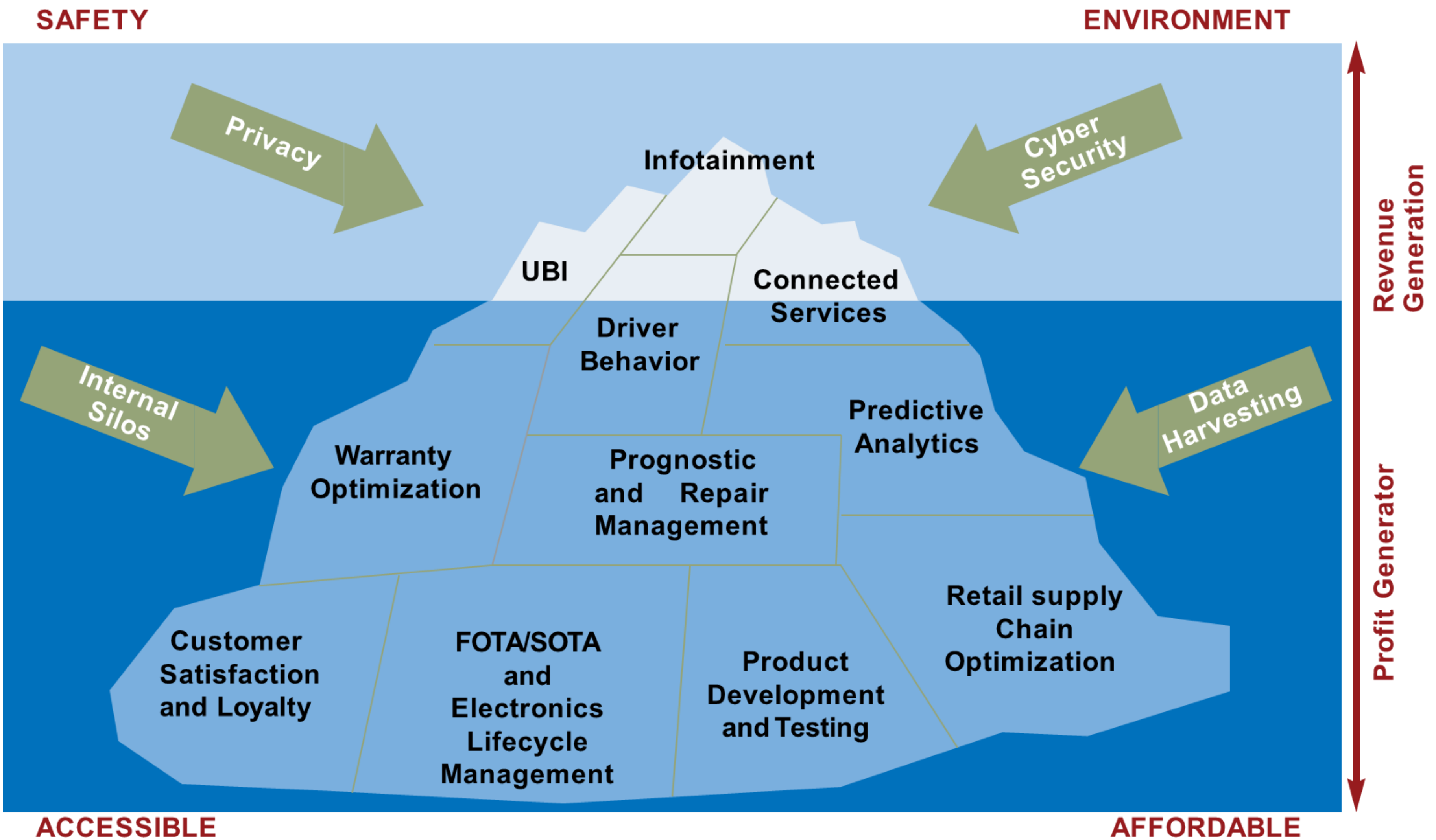
Car Ownership

- Finance
- Maintenance
- Connected Services

Evolution & Expansion of OEM Services

Potential for explosive growth

Ultimately connected car programs need to be profit generators and customer loyalty improvement programs which have large potential for growth



Top Transformational Shifts Expected to Shape the Future of Mobility - Mobility Integration

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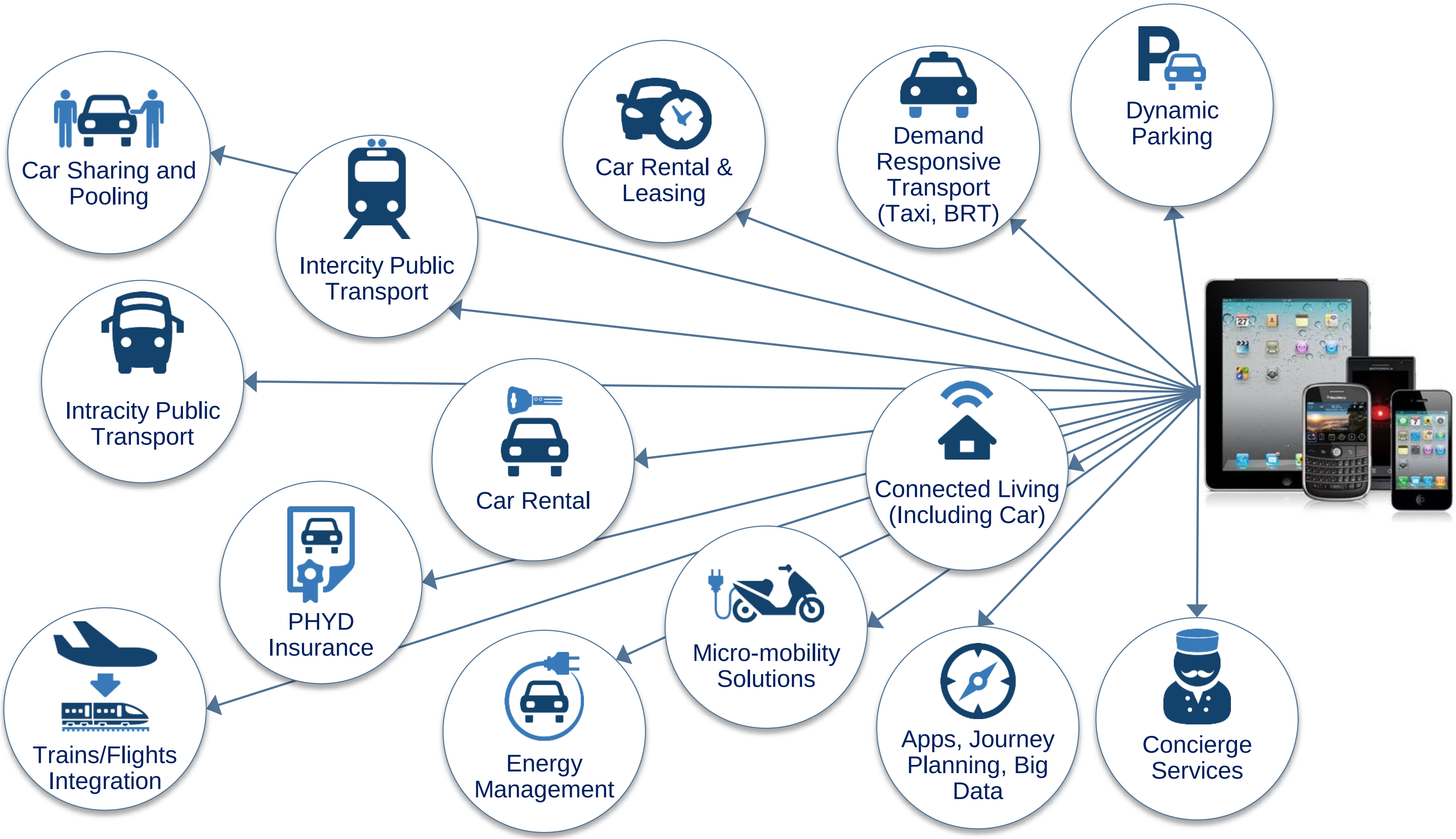
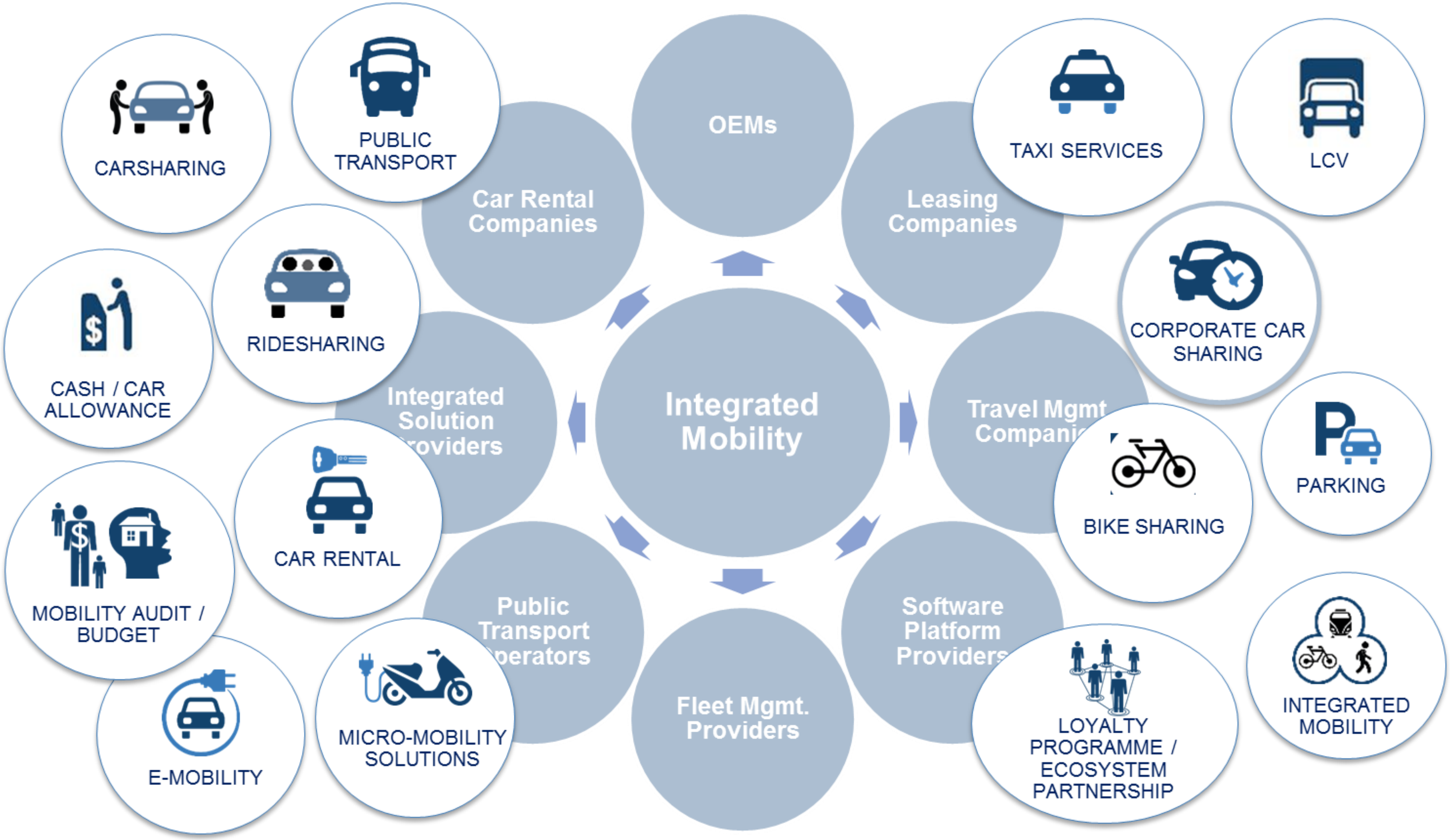
Tech Enabled, Door-to-Door, Multi-Modal Travel Bringing Convenience, Time & Cost Savings



Source: Frost & Sullivan

Mobility Landscape – Many Actors, New Partnerships, New Models

Across Consumer and Business environments customers are demanding intuitive services; many actors investing significantly to deliver the 'killer' proposition & seamless user experience



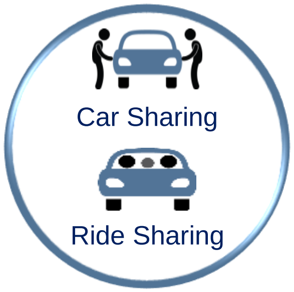
Intelligent Mobility—An Emerging Concept that Revolutionizes Mobility

Intelligent mobility aims to create vehicles that promote a eco-driving experience, insulated from crash fatalities and tuned to combat congestion.

Current 2015

Safety

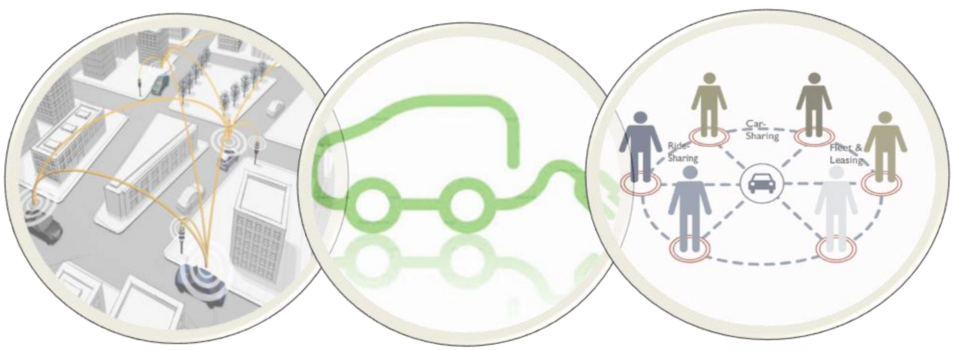
Environment



Transportation

Siloistic Approach

Future 2035



Connected & Automated Mobility

Smart & Eco-driving

New Mobility Models

Integrated Approach

Source: Frost & Sullivan

New Business Models - Growth of Car Sharing

Over 543,000 vehicles to be shared in Europe by 2020

Carsharing

2014		
Traditional	49,368	2.5 million
P2P	81,380	1 million
Corporate	2,896	250 companies

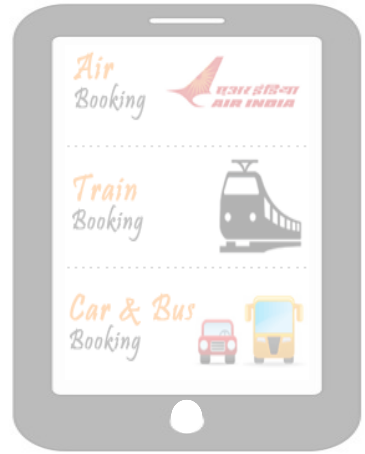
Carpooling

2020		
Traditional	236,145	14.9 million
P2P	222,210	3.3 million
Corporate	84,649	4,000 companies

Source: Frost & Sullivan

Top Transformational Shifts Expected to Shape the Future of Mobility - Convergence in Corporate Mobility

Connected and Automated Mobility



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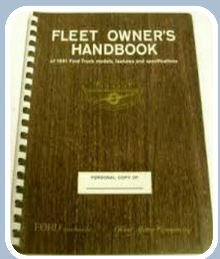
Future of Corporate Mobility – From TCO to TCM



Total Cost of OWNERSHIP

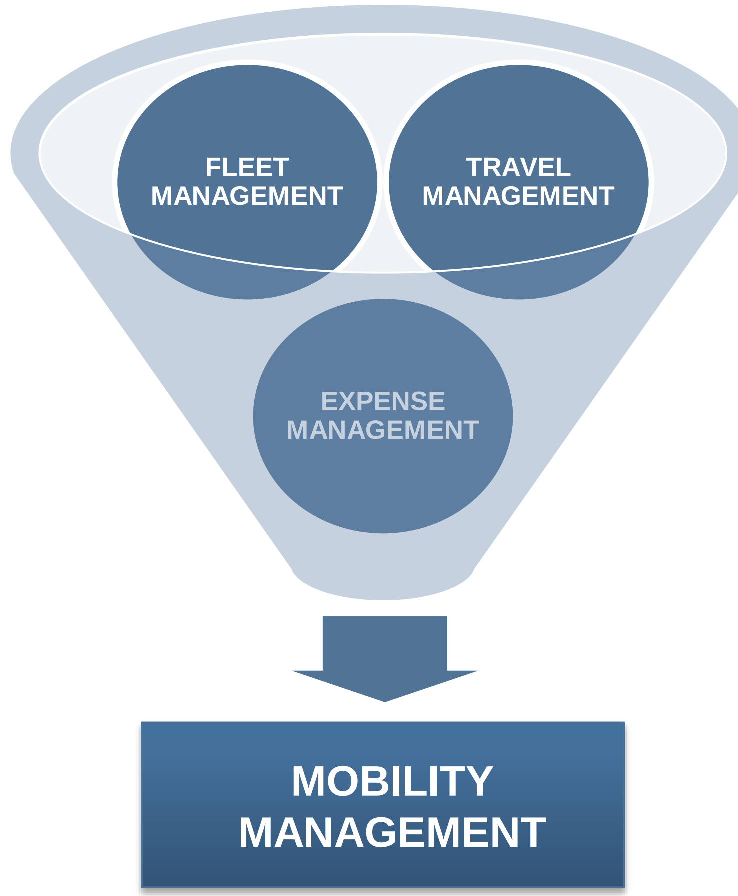
- Running Core Fleet & Keeping Company Drivers Informed

Total Cost of USERSHIP

- Managing Overall Fleet & Educating All Company Drivers

Total Cost of MOBILITY

- Delivering Integrated Services & Empowering All Employees



Source: Frost & Sullivan

Interest Towards Mobility Allowance

54% of the sample expressed interested in a move to a "Mobility Allowance"
As expected Belgium (62%) and Netherlands (59%) expressed greatest interest.

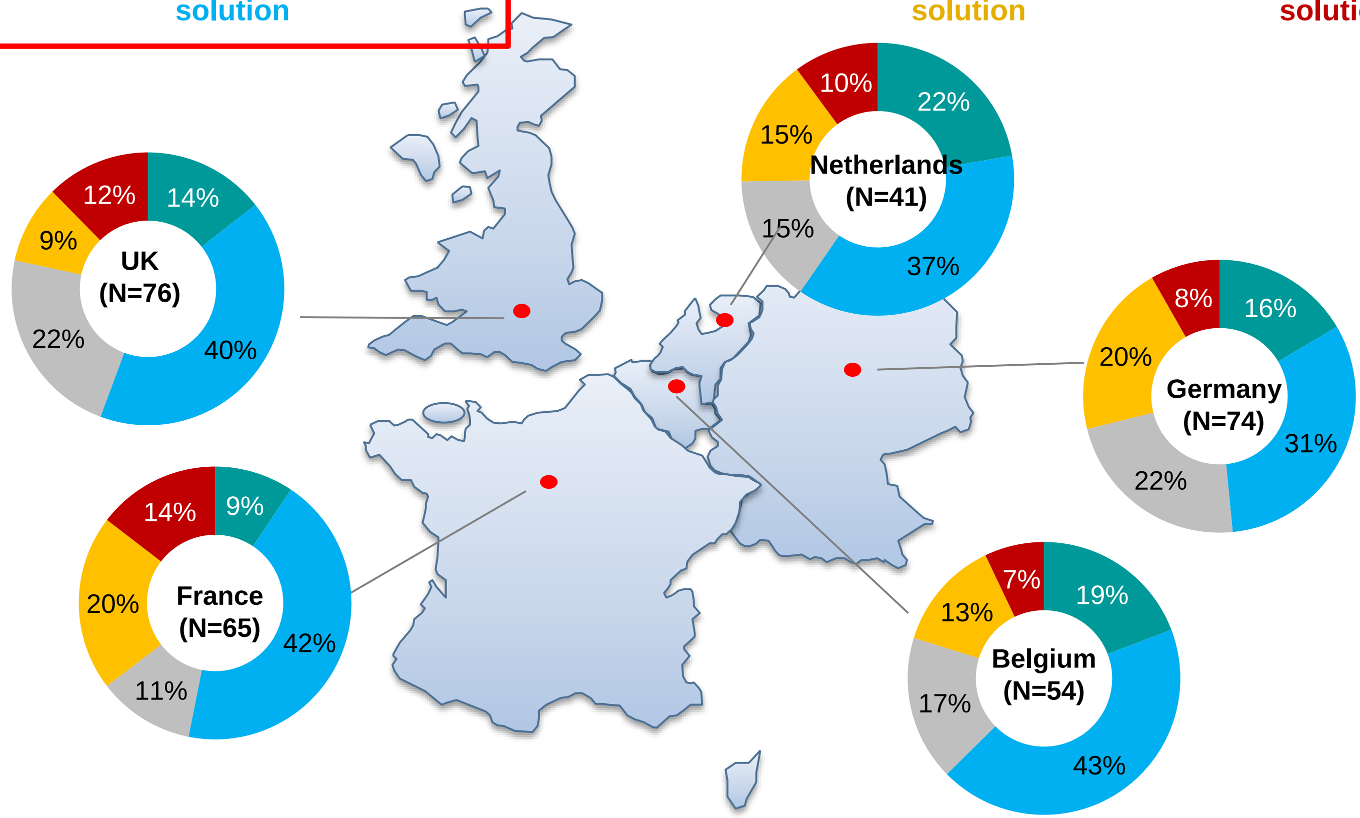
16% Very interested In mobility allowance solution

38% Somewhat Interested in mobility allowance solution

17% Neither/Nor

16% Somewhat not interested in mobility solution

10% Not interested at all in mobility allowance solution



Q10. Interest in mobility allowance solution? Base: those who have corporate car or cash allowance N=310

Mobility Integration Services

Services typically integrated by a Travel Management Company are the most preferred. Payment options feature prominently; an any device strategy is integral to Future Mobility

Most Preferred Services (top 5 ranking) - Europe

Service	%
Hotel/Flight Booking	55%
Car Rental	53%
Train ticketing	44%
‘Fuel’ Payment*	41%
Trip Planner	38%
Parking Payment	29%
Taxi Payment	23%
Taxi Booking	23%
Car Sharing + Membership	22%
Airport Lounge	22%
Tube/Bus Ticketing	22%
Hourly Office Rental	17%
Car Pooling	16%
Cycle Rental	11%
Navigation Service	8%

Q31. Most preferred services in an integrated solution n=465

Preferences were selected by respondents from a pre-defined list of services as opposed to a free format / free choice approach

* Covering payment of traditional fuel, energy and other services available from fuelling / charging stations e.g. cleaning / valeting

+ On-demand access to vehicles through services such as DriveNow, Car2Go, Zipcar, etc.

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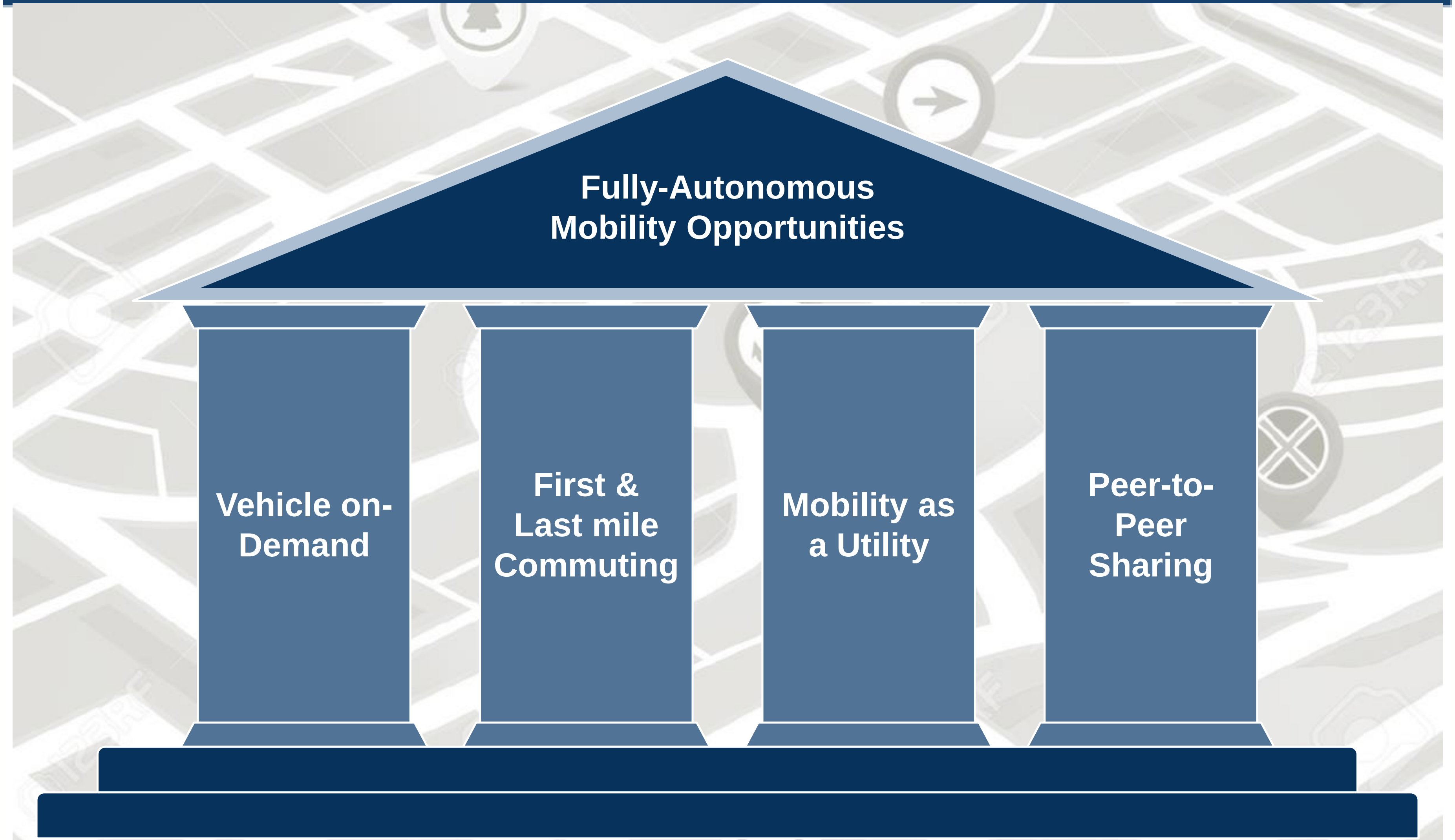
Autonomous Cars New Business Models

Four key areas impacted by Fully-Autonomous Mobility



Source: Frost & Sullivan

Autonomous Vehicles to revolutionize the e-Hailing Business Model – Case Study – New York Yellow Taxi

Automated Driving Business Models: Case Study – New York Yellow Taxi, NA, 2015

Current Taxi Market	Parameter	Future Taxi Market
36	**Average number of daily Trips per taxi**	~50
200	**Average Daily Miles Covered by a Taxi**	~350
7.1%	**Taxi User Base (% of Population)**	15-20%
22.39	**Number of Taxis per 1000 Daily commuters**	~18
$540 (2013)	**Driver cost per day**	$0
50,000	**Number of Drivers**	0
$6.31 (2013)	**Average Fare per mile**	~$4
$29,700 (2014 Nissan NV200)	**Taxi Price**	$40000

Note: Taxi user base in New York City was 600,000 passengers per day in 2014

Source: NYC Taxi And Limousine Commission, Frost & Sullivan

With Increasing Autonomy, Insurance Liability Likely to Shift to Software Algorithms

Present-day Motor Insurance Model in driver centric

Driver centric evaluation

Future Motor Insurance Model

1. Brand centric evaluation		2. Product centric evaluation		3. System centric evaluation
Crash Prevention, Crash Worthiness, Algorithm.	Or	Pods, personal vehicles, group rapid transit vehicles	Or	Increased Comfort, Option To Take Manual Control.

>80% Manufacturers Product Liability

<20% Users share of liability

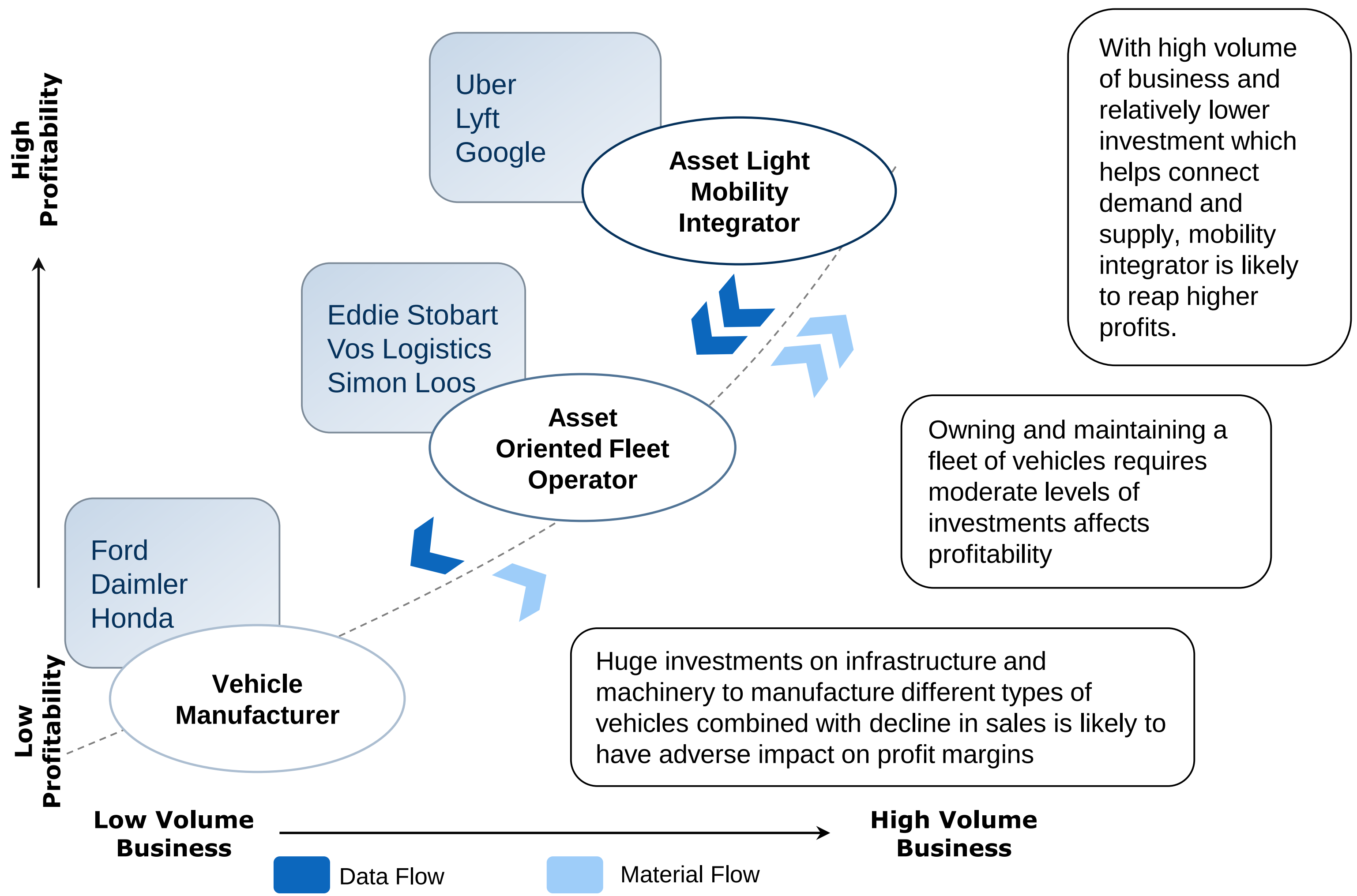
* Vehicle owner pays premium to cover some excesses such as stray incidents like theft, fire and vandalism

Source: Frost & Sullivan

Conclusions

Business Implication of Future Mobility Models for Key Stakeholders

Although each stakeholder can posses a strong core competence, expanding their radius of power to exercise more control on at least one other stakeholder can increase the probability of success.



Source: Frost & Sullivan

Mobility Ecosystem Will Remain Hybrid Value Chain for Next 5 Years

Coexisting with the traditional ecosystem, a smartphone-like ecosystem may evolve in the automotive industry, which is strongly based on a user-interface oriented, service-driven business model.

2015

2025

Mobility Integrators

2015: Stronghold in user interface domain

2025: Spearhead the service-driven industry

Connectivity Providers

2015: Pure-play digital influencers

2025: Connected mobility enablers

Suppliers

2015: Expanding product portfolio

2025: Digital innovation blended with electronic controls

OEMs

2015: Traditional power houses

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2025: Hardware providers in a service industry

Key segments influencing the market Low High

Source: Frost & Sullivan

Thank You

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