DIRK JOOS

Director @D'leteren Mobility

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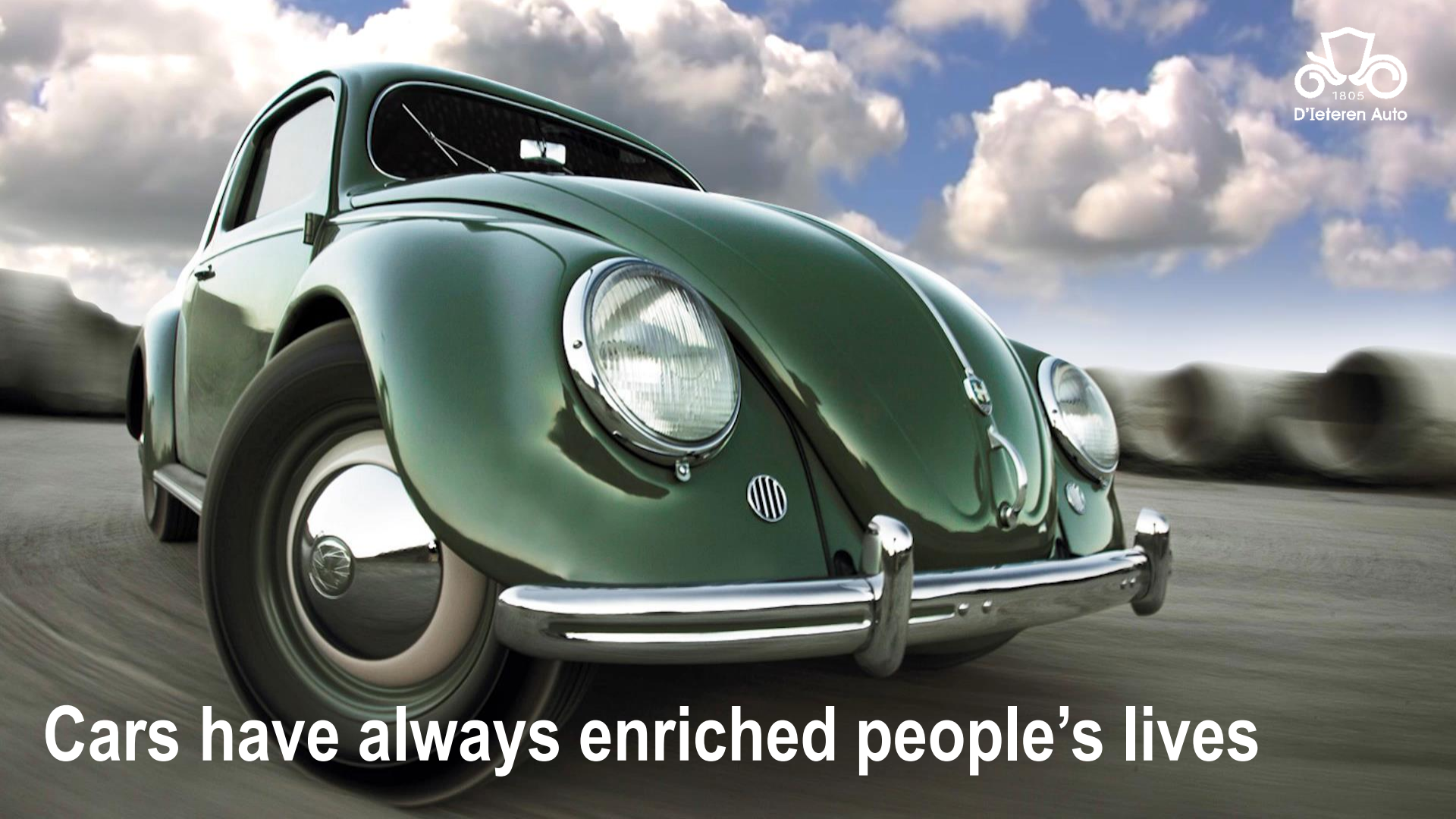
Mobility 4.0

November 30th, 2017

Dirk Joos
Directeur Lab Box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D'Ieteren Auto
Cars have always enriched people's lives

D'Ieteren Auto

+22% market share in Belgium

1,200,000 vehicles on roads

AUTOMOTIVE REVOLUTION 2030

Connected Vehicles

Clean Vehicles

4 Trends

impacting the automotive industry

Autonomous Vehicles

New Mobility

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D'Ieteren Auto

Connected Vehicles

↓ **After-Sales activities** due to over the air updates & upgrades

Data ownership is key

Clean Vehicles

-50% in aftersales revenue

4 Trends
impacting
our business

↓ in new **cars sales**

↓ **aftersales revenue**
due to 90% decrease in road accidents

Autonomous Vehicles

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D'Ieteren Auto

New Mobility

1 shared car = 8 individual cars

Disruption is on its way

- OEMs are competing with Tech Giants for customer interface ownership
- Gov't encouraging clean mobility

- Fleet management & maintenance becomes integral part of service
- Fiscal treatment of ICE vehicles becomes major concern for customers

Car as a service

- Alternative propulsion technologies become technologically viable (range extensions)

Clean mobility

- Sharing becomes accepted on all levels of society – Mass phenomenon
- Autonomous driving technologies reach Level 5 (full autonomy)

Mobility as a Service

- Smart city concepts increasingly improve efficiency of intermodal solutions

Seamless mobility

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IT IS TIME

to act and prepare

OUR FUTURE

HOW

can we ensure a brilliant future

for our current (core) business?

WHAT

will be the new pleasure in mobility

that will generate new growth?

HOW

can we best equip D'Ieteren Auto

to ensure our leadership?

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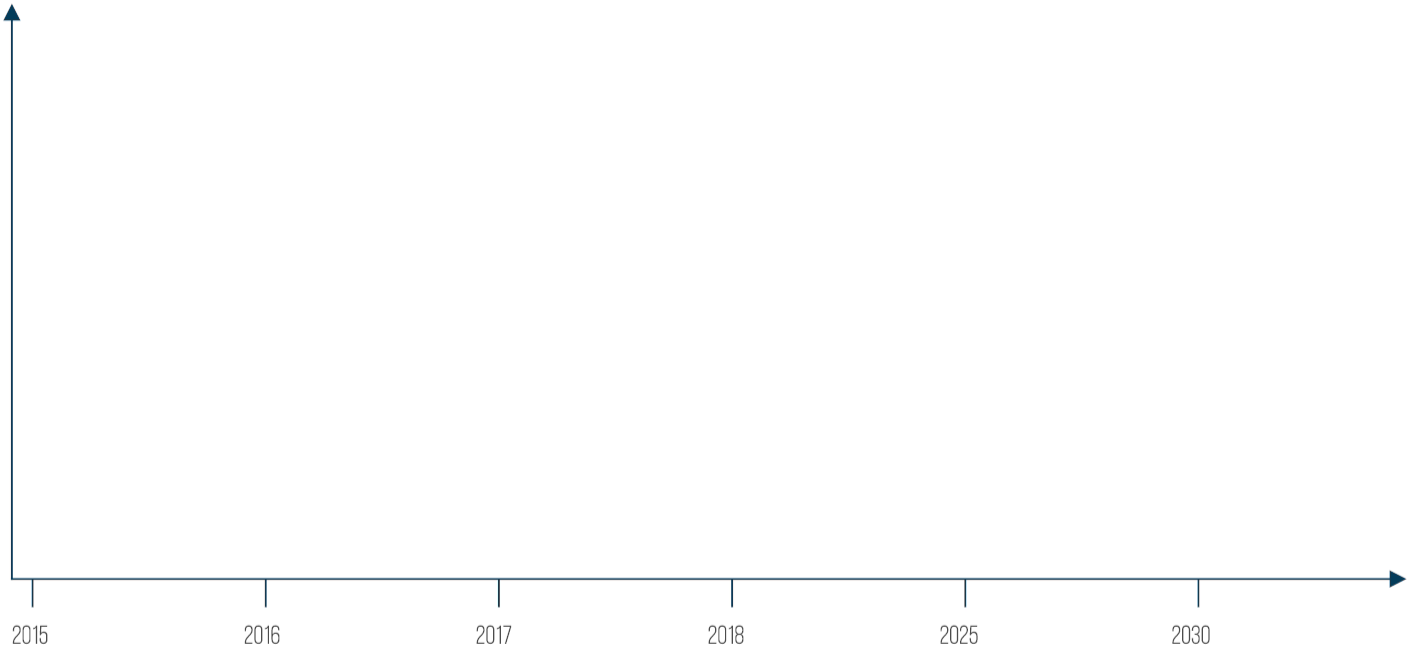
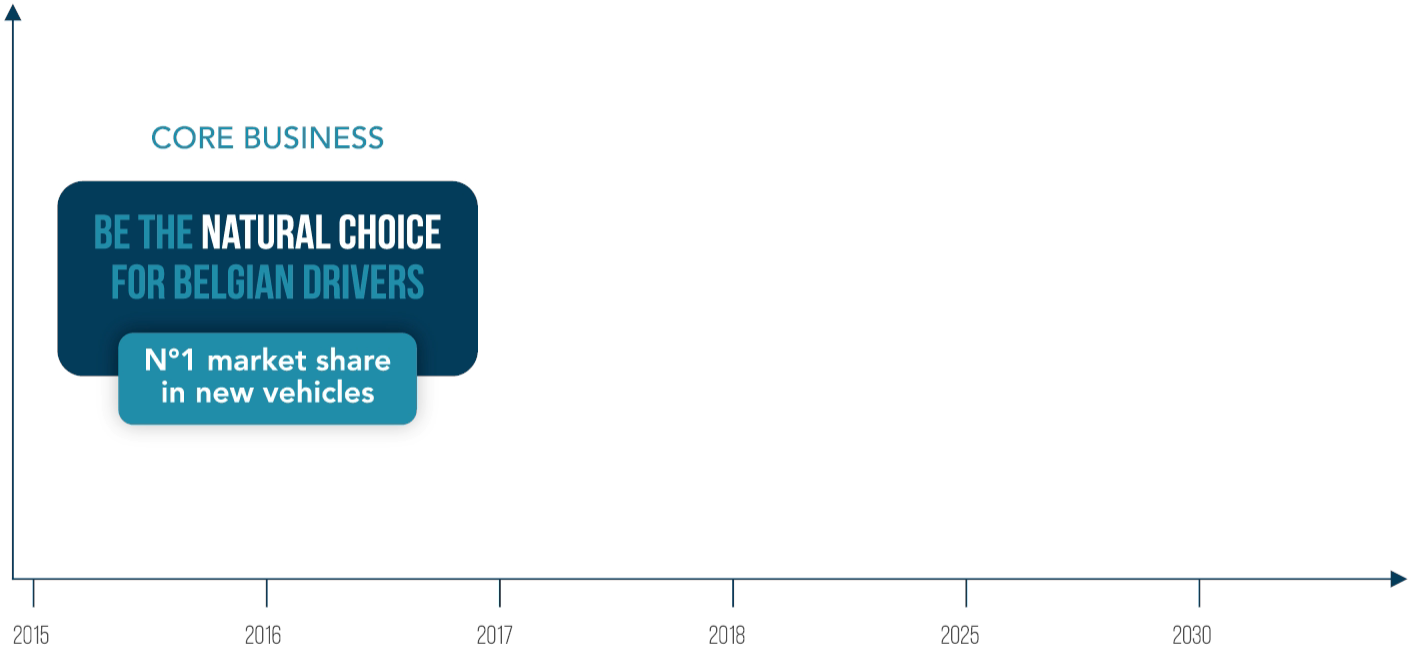
Our
VISION
for 2030

Our **Vision** for 2030



Our **Vision** for 2030



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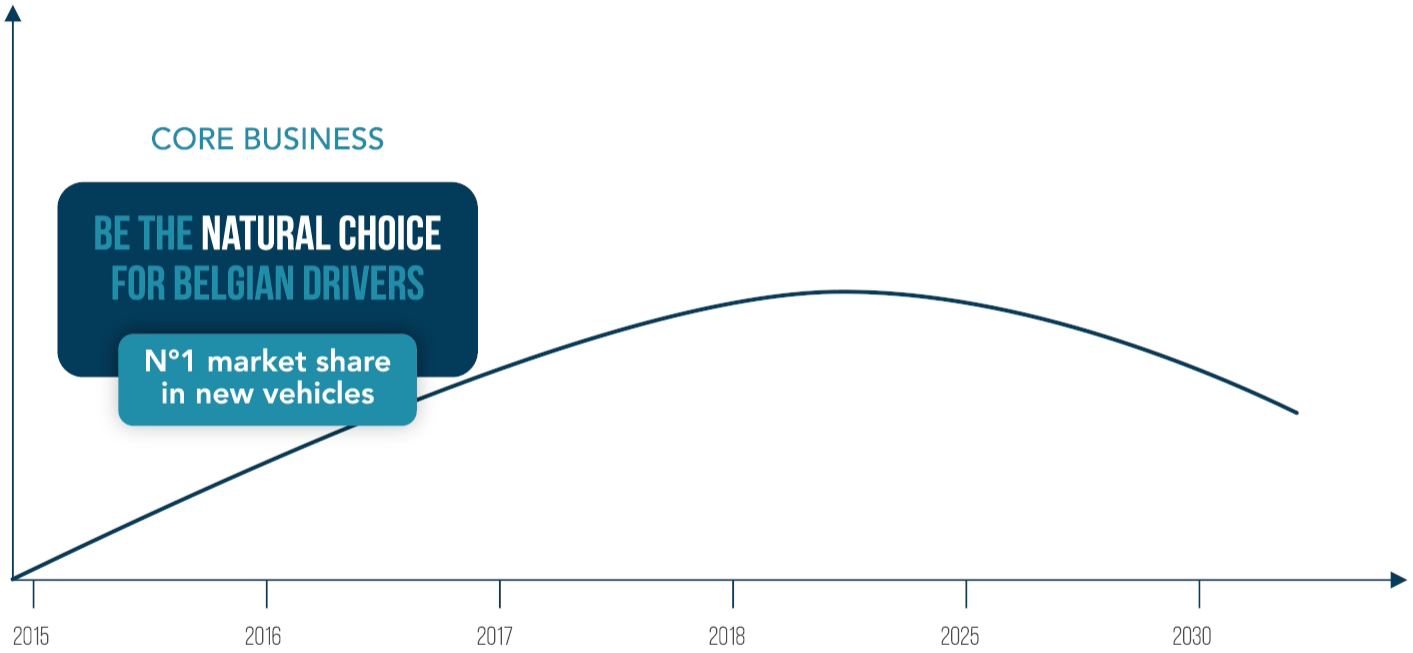

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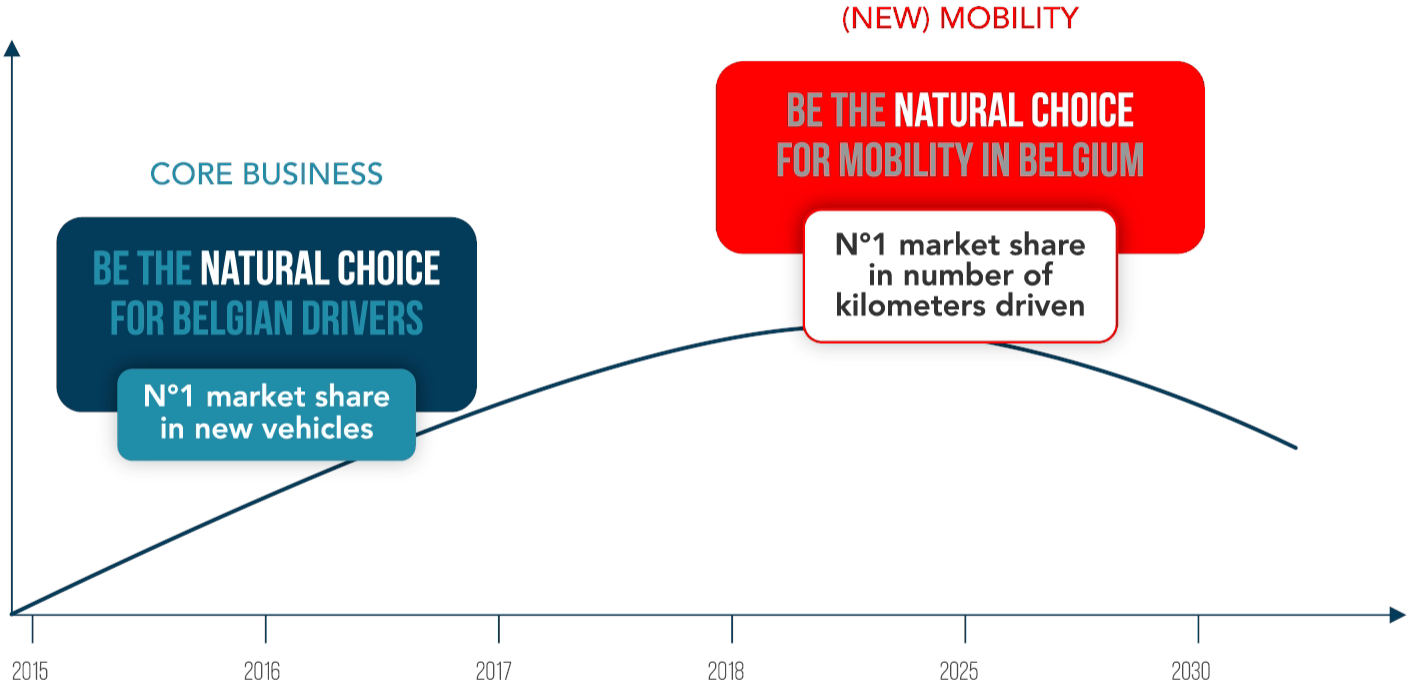

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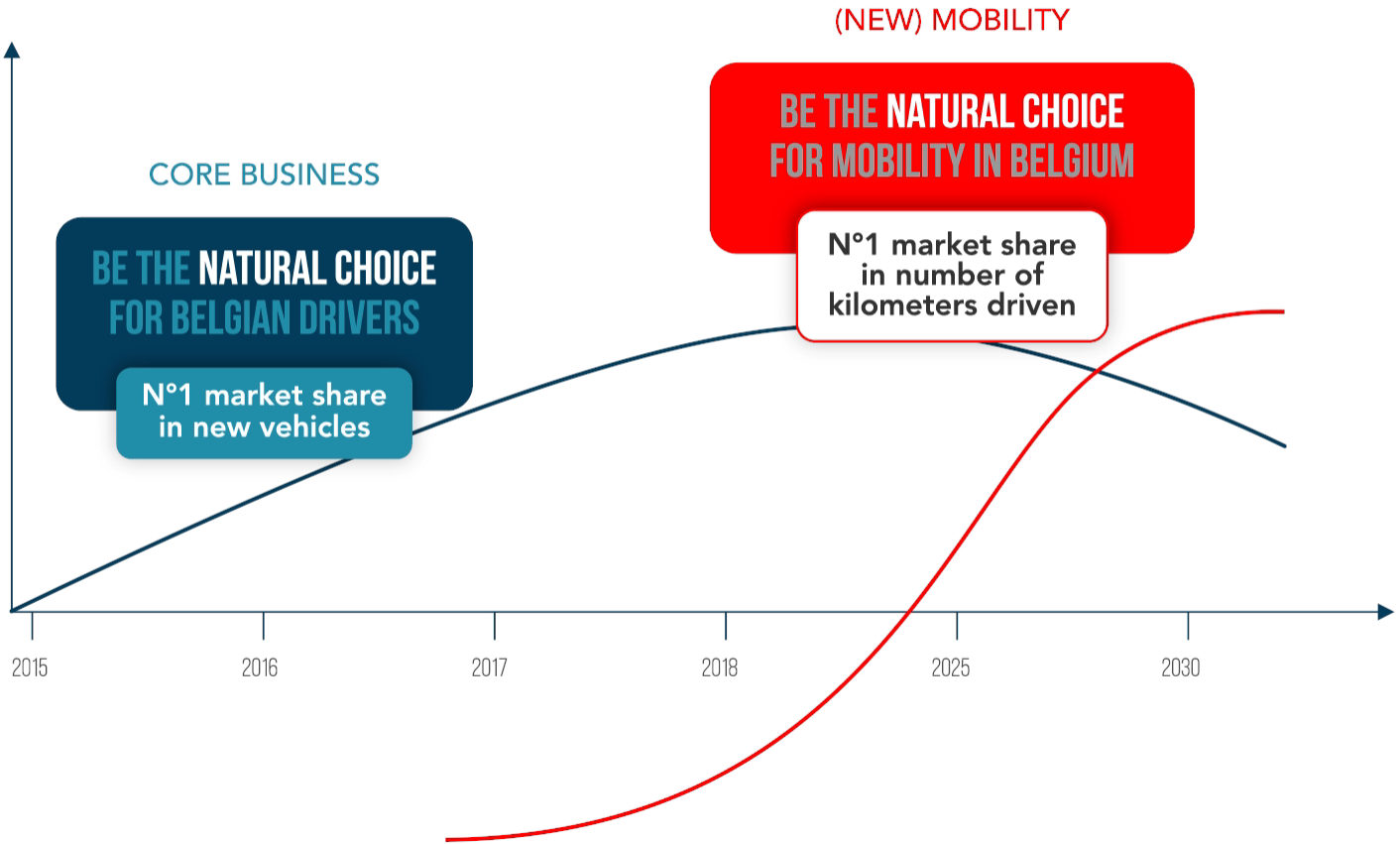

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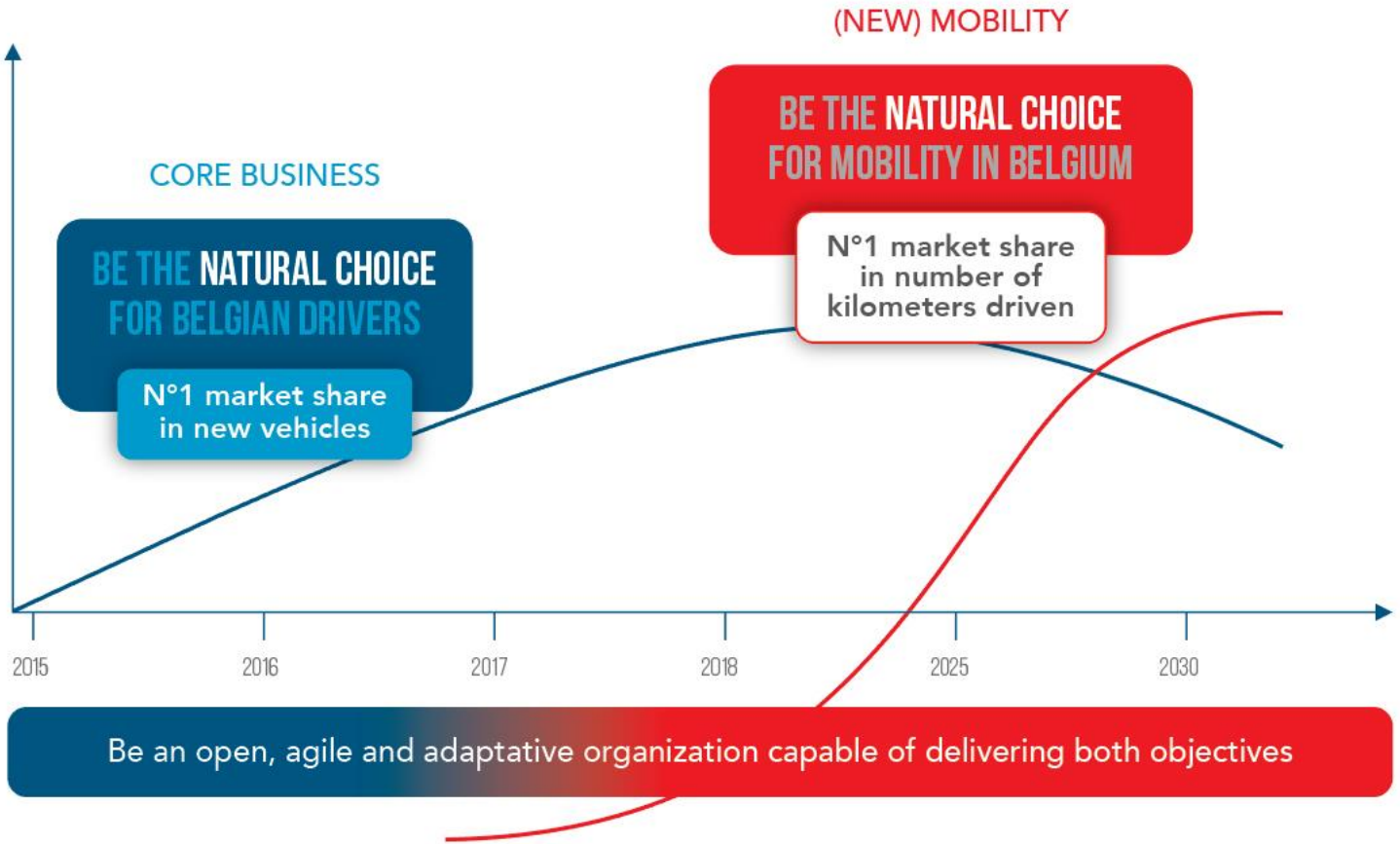
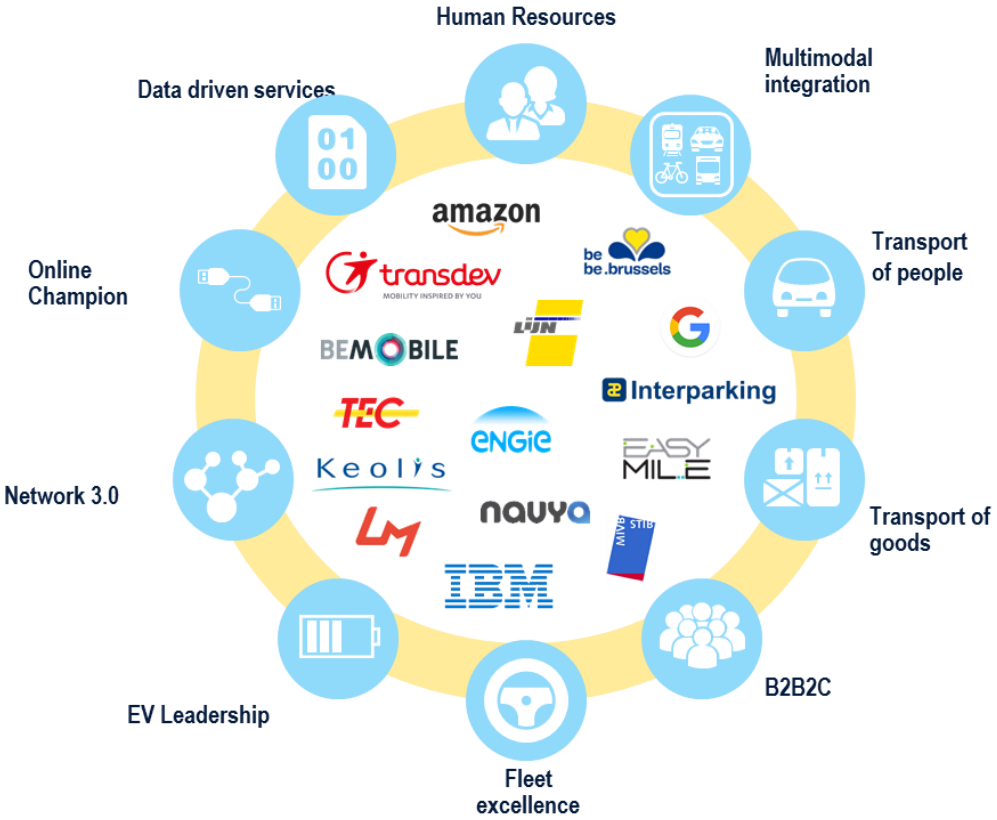


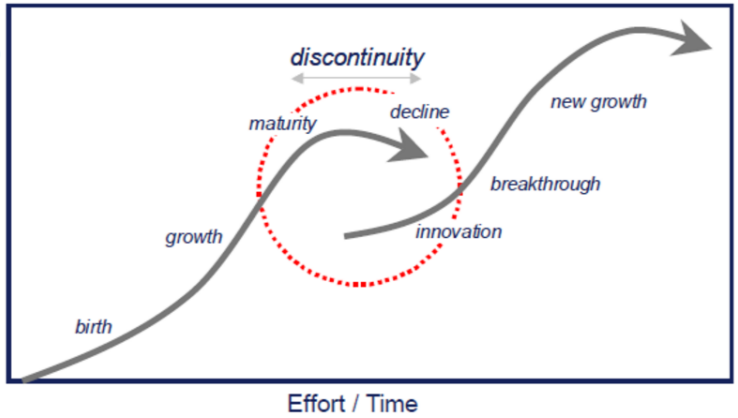
Plan to realize our ambition for 2030



This is when **Lab Box** comes into play

Lab Box is D'Ieteren Auto's laboratory

which will enable the company to surf on the next wave



Autonomous

Electric

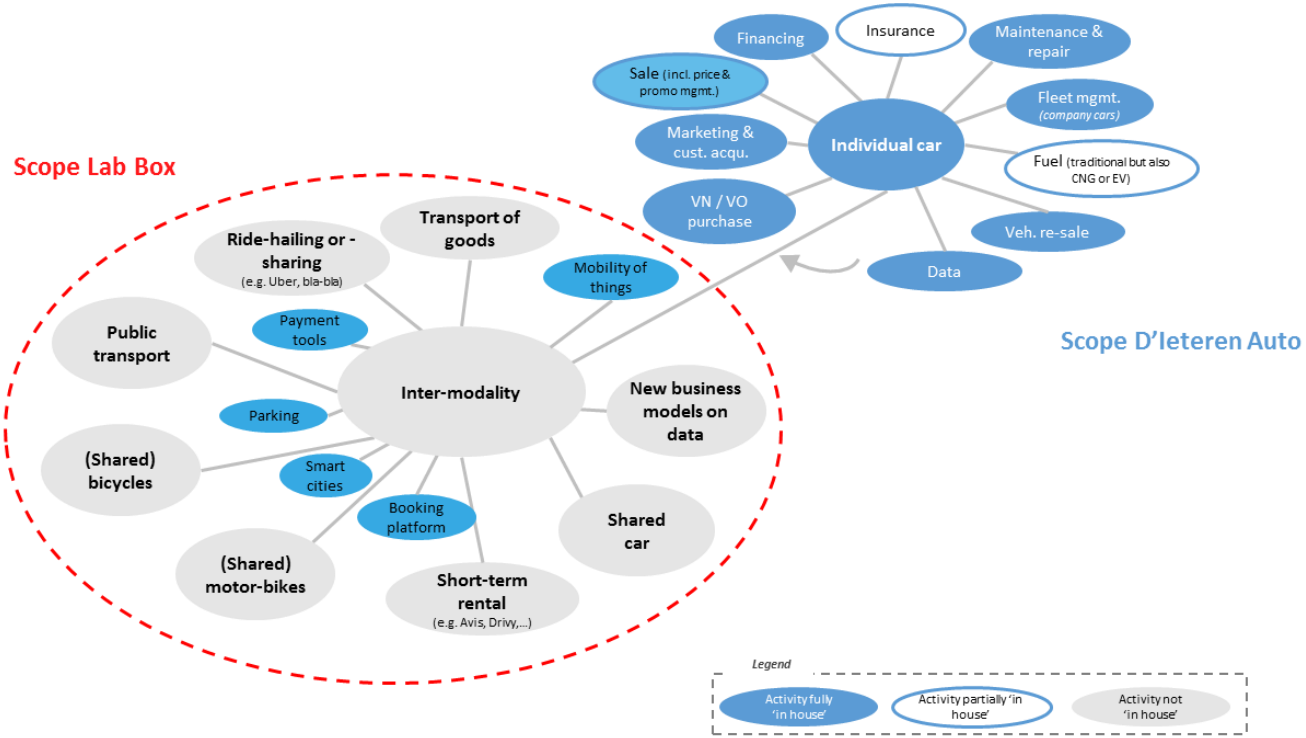
Connected

Shared

LAB BOX

Not all incumbent companies manage to 'surf on the next wave'

Lab Box operates around everything which is not related to the individual car



Lab Box implements its vision thanks to partnerships

Public, private or academic partners will be key to success

Development of home-grown initiatives
(directly or via help of external incubators)

Commercial partnerships
(public & private partners)

Academic partnerships

Investment
(e.g. into start-ups)

LAB BOX

Examples:

POPPY

Free-floating car sharing in Antwerp in 2018 (350 vehicles)

drivy

Pilot in a few dealerships to rent courtesy cars during the weekend (when not used)

ULB UNIVERSITÉ LIBRE DE BRUXELLES

Sponsoring of an autonomous car project in 2018

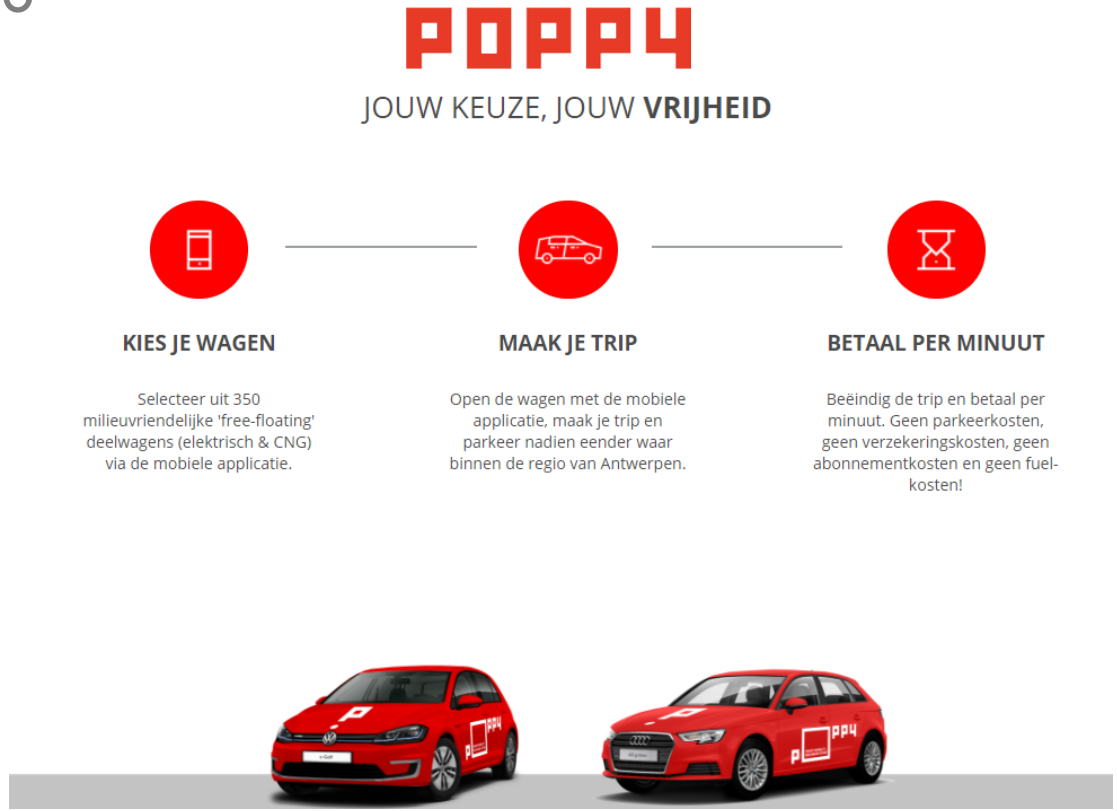
Billy SHARED E-BIKES

Early stage investment in e-bike sharing start-up in Brussels

Poppy will operate a fleet of 350 vehicles in Antwerp starting in January 2018

POPPY IN A NUTSHELL

- **Cars**
  - 200 VW e-Golf
  - 150 A3 g-tron (CNG)
  - Free-floating
- **Team**
  - 4 Antwerpenaren
  - Startup experience
  - Innovative corporate venture funded by D'Ieteren Auto via Lab Box
- **City**
  - Support from Antwerp
  - Will be extended to all the districts of Antwerp



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Many opportunities lie ahead of us.

ANALYSE OUR STRENGTHS AND WEAKNESSES

AGILITY AND ADAPTABILITY ARE THE KEY TO SUCCESS

LET'S CONQUER

thanks for listening!

How to participate ?

1. Connect to
www.wooclap.com/PROGRESS
2. You can participate

Questions sur Wooclap ?

Vragen op Wooclap ?

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LE TRANSPORT PUBLIC AU CŒUR DE LA TRANSITION

Rendez-vous de Progrès • **30 novembre 2017**

HET OPENBAAR VERVOER IN HET HART VAN DE VERANDERING

Voortgangsbijeenkomst • **30 november 2017**

PUBLIC TRANSPORT AT THE HEART OF THE TRANSITION

Progress Event • **30 november 2017**

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