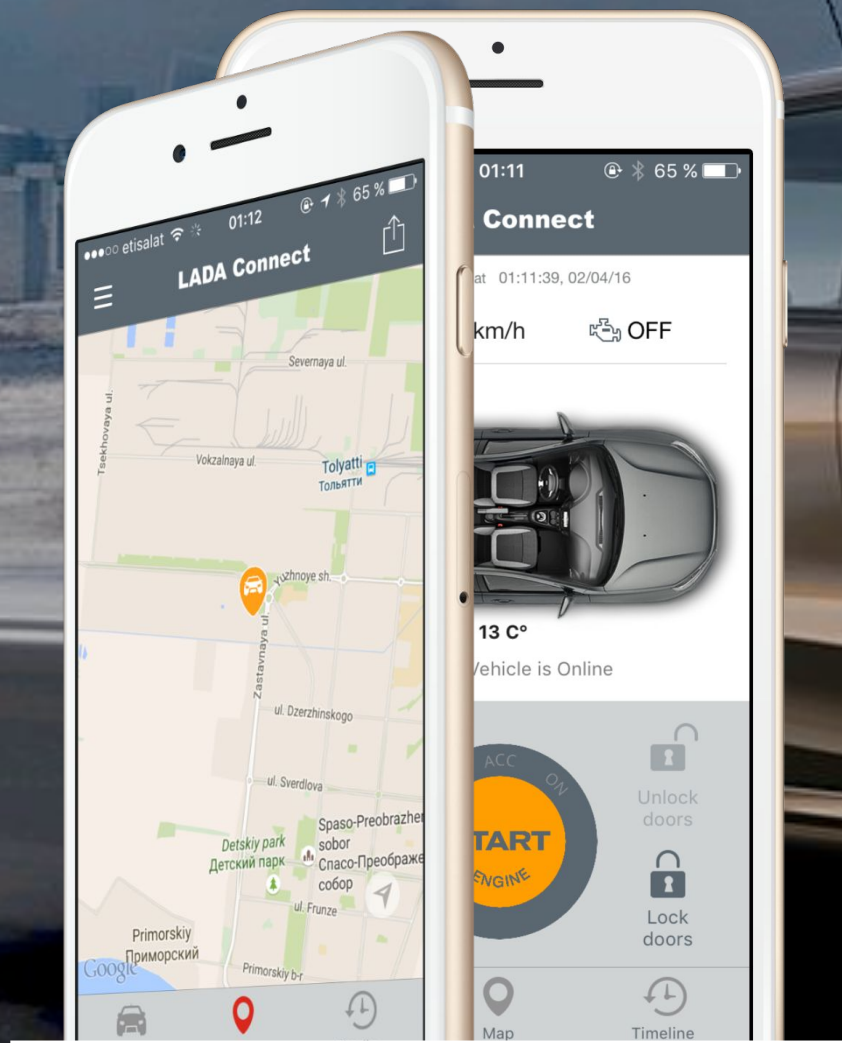


# CONNECTED CAR PLATFORM

## NEW OPPORTUNITIES FOR AUTOVAZ



In partnership with



**Name**

**Managing Director**

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# LADA

# INCREASE THE SALES OF VEHICLES, ACCESSORIES AND SPARE PARTS WITH PLATFORM

- ✓ Provide customers unique and exclusive customer service
- ✓ Make owning a car as comfortable as possible
- ✓ Improve communications between car owners, the brand, and the dealership network

6 OEM partners worldwide



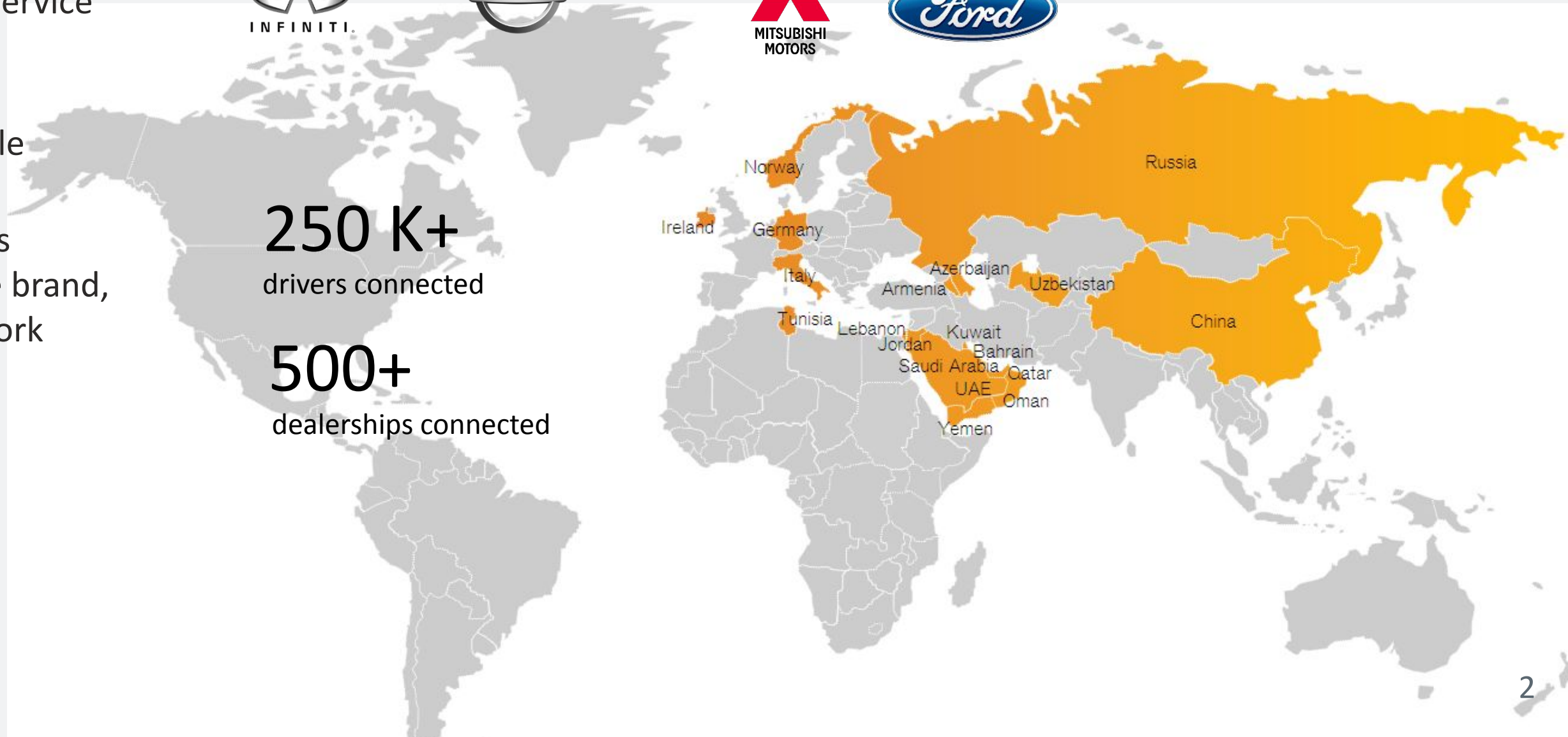
HYUNDAI



KIA MOTORS

250 K+  
drivers connected

500+  
dealerships connected



# VALUE: INCREASE THE SALES OF VEHICLES



## Remote car control

Remote engine start\* (cooling, heating), door and trunk locking/unlocking, horn and parking lights



## Geolocation services

Car location, history of trips and events, area and speed control with push notification



## Wi-Fi and online music

Stable, high-speed Internet access for all passengers Online music without technological upgrade



## Fleet management

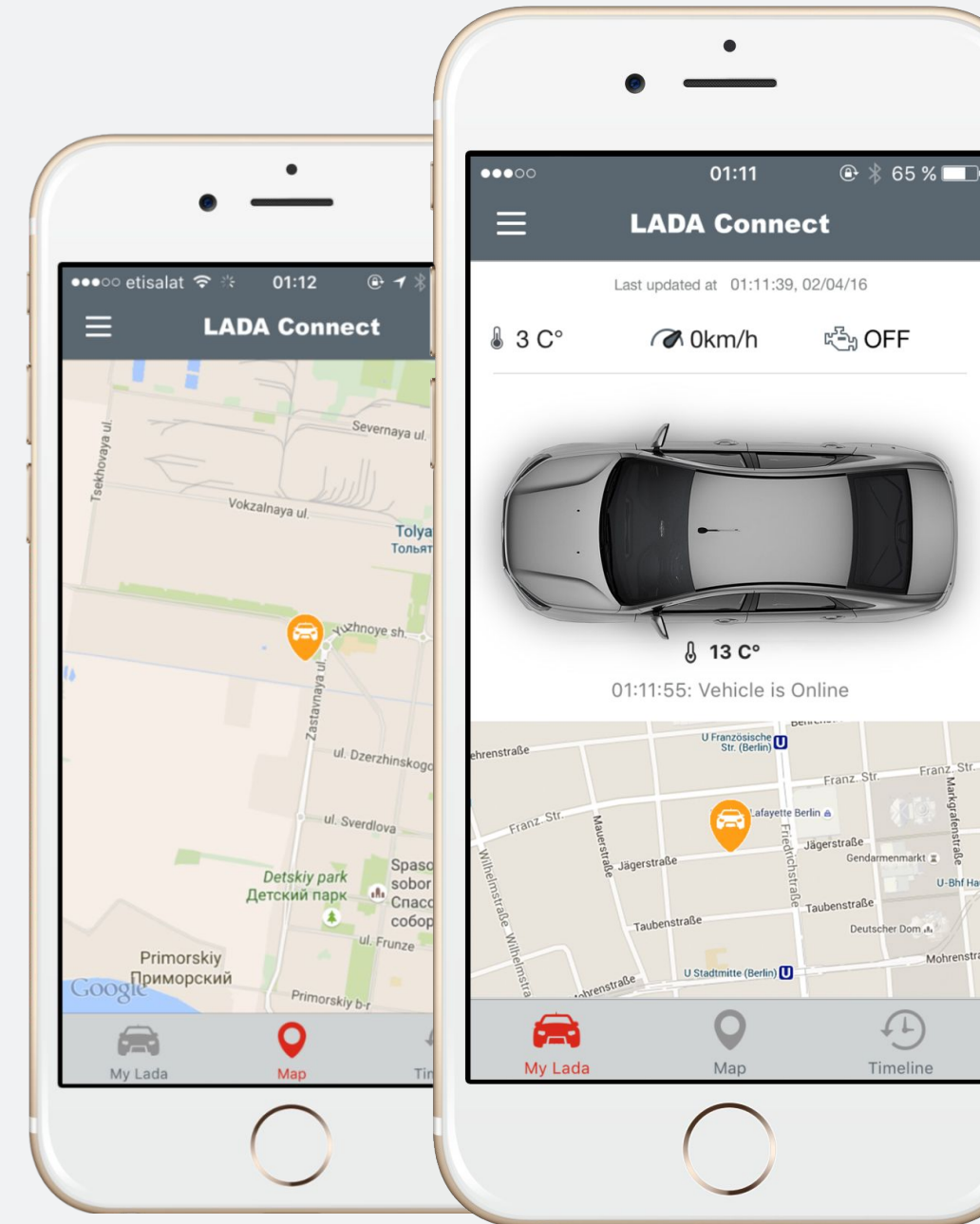
Out of the box solution with corporate systems integration



## Smart Insurance

Driving style, vehicle data (mileage, speed, etc.)

\*if it is legal in the country



# CAR OWNING: AS COMFORTABLE AS POSSIBLE



Gas stations,  
dashboard errors and  
user's manual



News, special offers and  
loyalty program  
privileges



Comprehensive  
information about  
dealerships



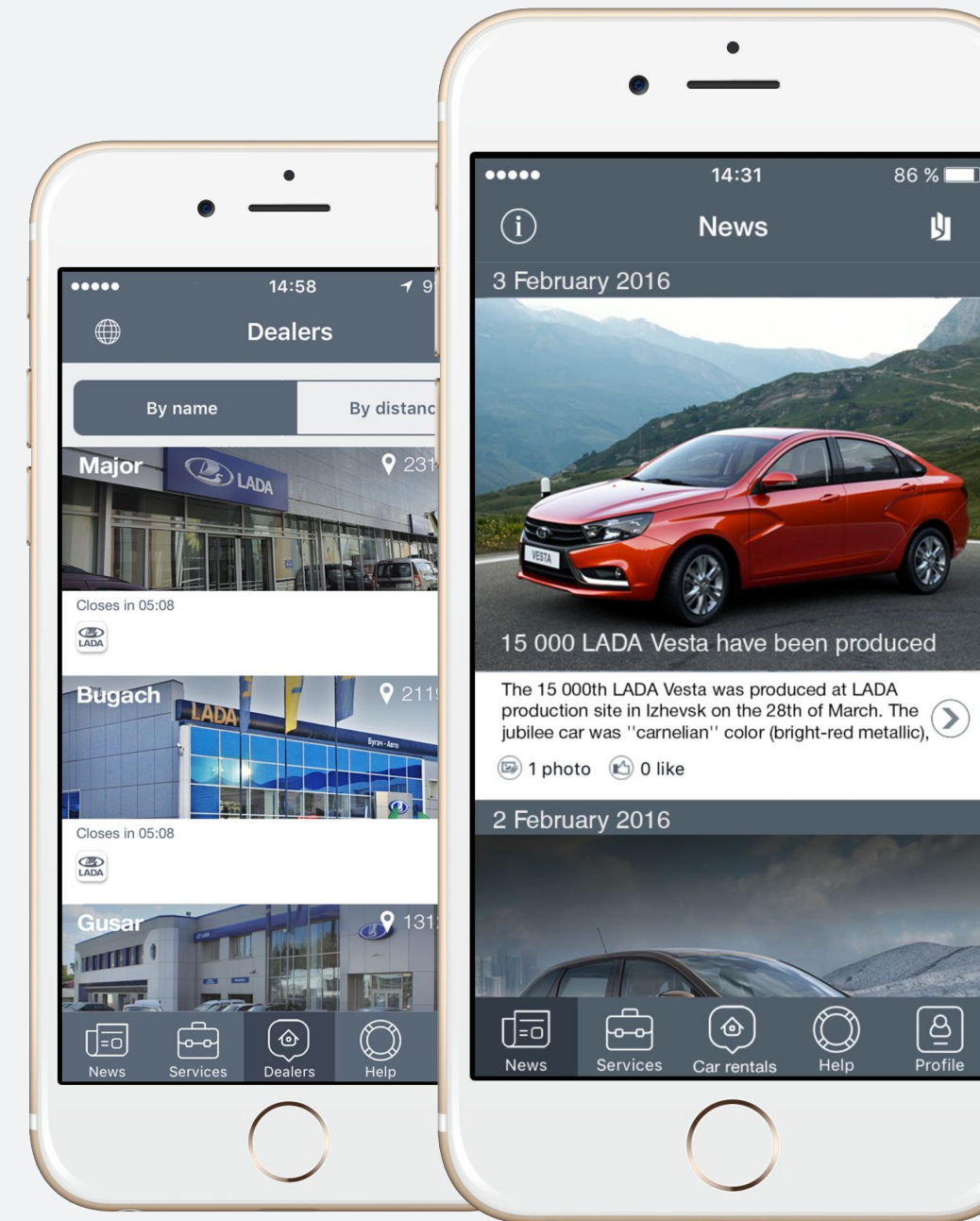
Interactive service,  
maintenance  
and test-drive requests



Service notifications  
and recommendations based on  
mileage and car usage



Mobile payments  
for dealership services



# VALUE: INCREASE IN SPARE PARTS SALES



Data driven service offers:  
right moment, personally

- Remote diagnostics
- Push notifications sending manually or automatically by mileage, period, usage



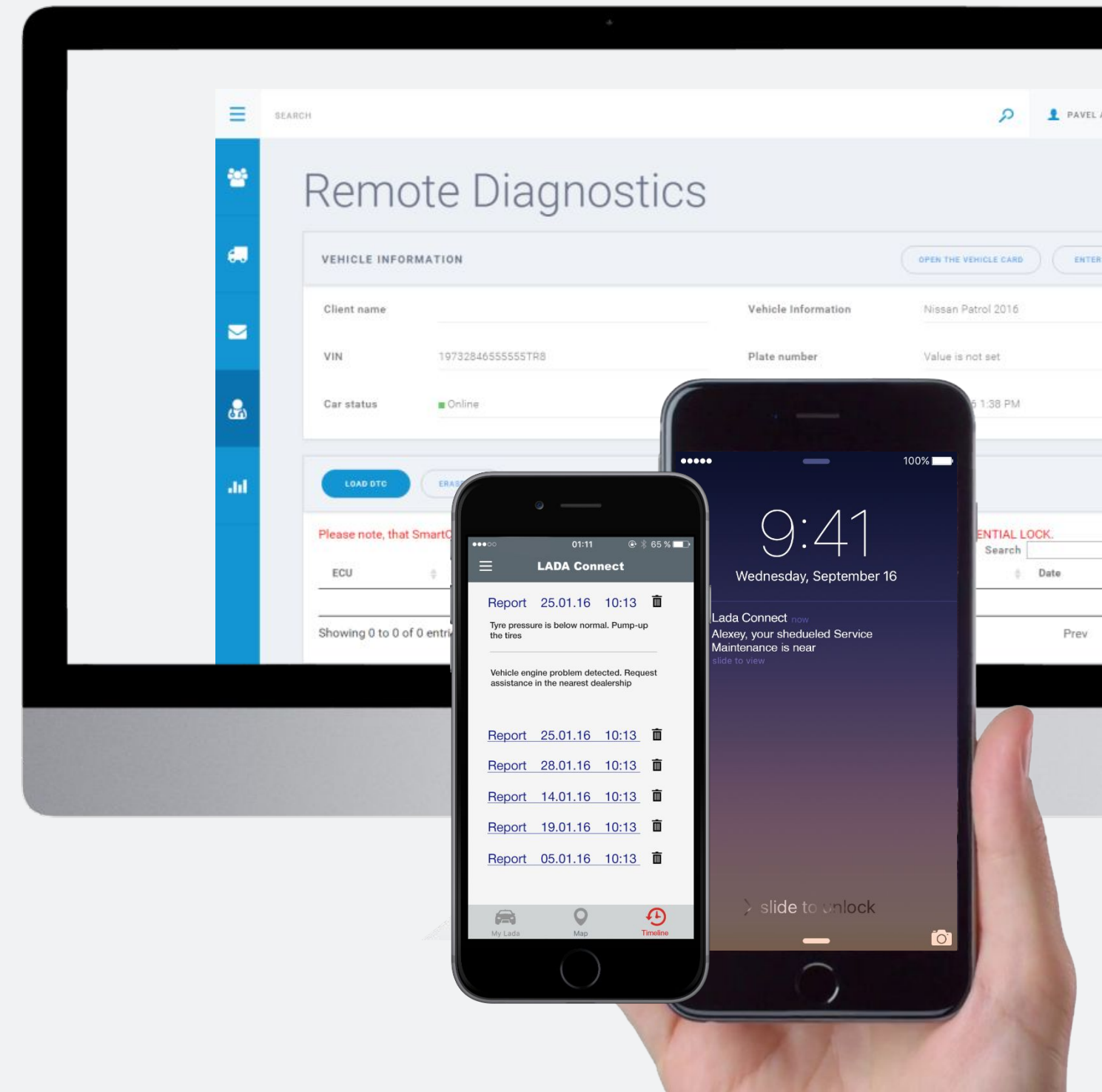
Marketing advantage

- Accessories relevant to the customer
- Predict specific vehicle malfunctions
- CRM data enrichments



Road Assistance

- Automatic problem identification
- Diagnostic based recommendations



# MONETIZATION POSSIBILITIES ECO SYSTEM\MARKET PLACE



## BUSINESS-TO-CONSUMER TELEMATICS

Partnering with third party content aggregators to provide these services is the norm

- Navigation – maps, turn by turn routing
- Location Based Services (LBS)
- Traffic related data
- Entertainment – Internet radio, gaming, VOD
- Information – weather, news, stock price



## BUSINESS-TO-BUSINESS TELEMATICS

Potential of a revenue stream that spans the vehicles lifecycle

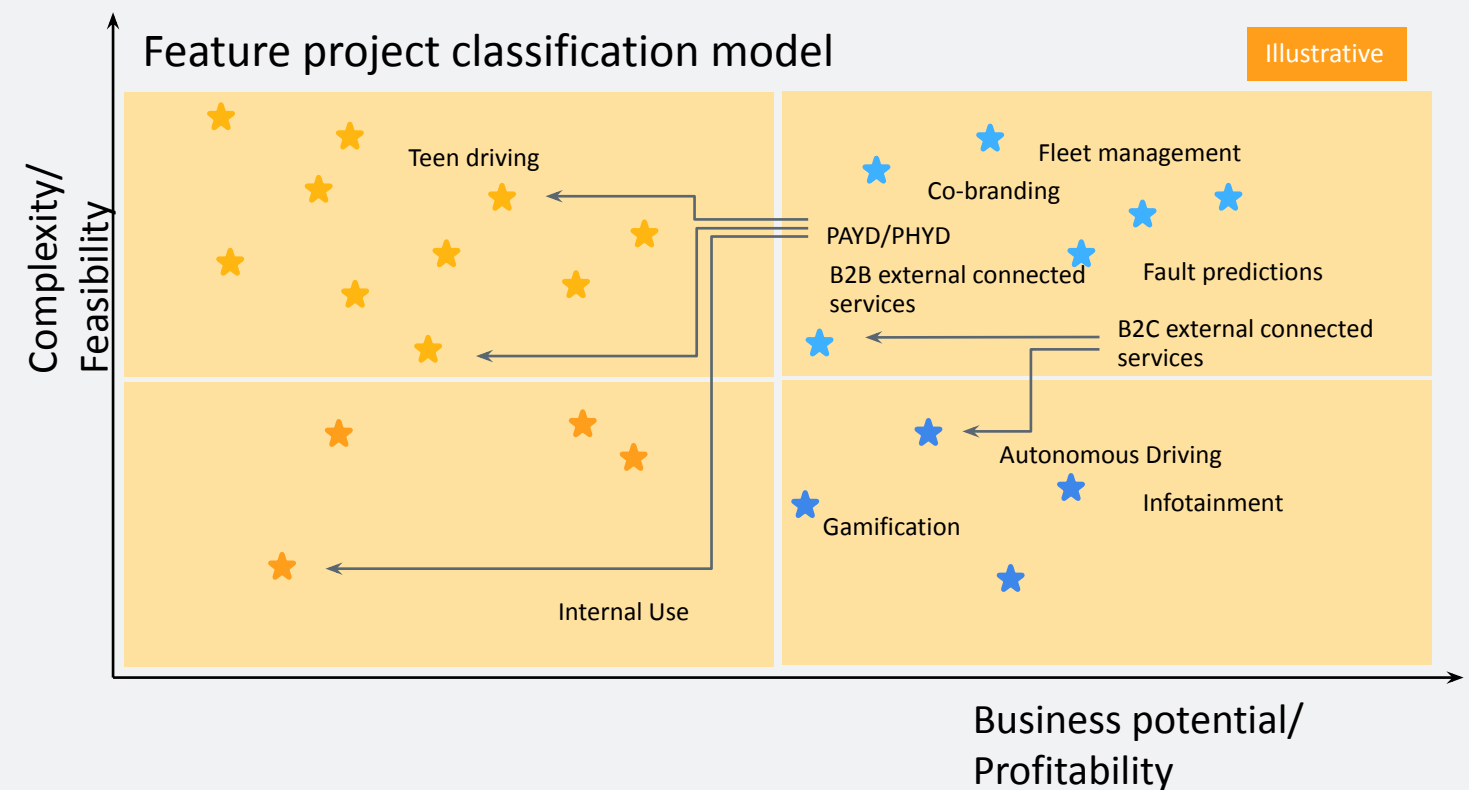
- Insurance
- Media/ Content Providers
- Data brokerage
- Logistics Industry
- Green Telematics in Automotive OEMs
- Environmental, Telecommunication, Utilities



## BUSINESS-TO-PRODUCT TELEMATICS

Provides opportunities for cutting costs through warranty predictions and helps OEMs discover new services to offer customers

- Vehicle health reports
- Vehicle servicing reminders and alarms
- Fault predictions
- Warranty support



# LIST OF POTENTIAL SERVICES

Always more control	Pro-active monitoring	Smarter and pro-active moves	Sharing& interacting	Integration of my digital life	Connected assistance	Tailored-fit services			
Remote charging control	Remote car Dashboard	Traffic Information	Cloud car sharing	Online content	Concierge call	Digital Dealer			
Remote Vehicle settings	Charging Dashboard	Advanced navigation enriched content	Community dashboard	Communication application	On-board message	Customer profile			
Remote profile management	Fleet Asset Management	Advanced navigation engine predictive calculation	Lend my car (remote lock/unlock)		Emergency call	Data for PAYD/PHYD			
Remote pre-conditioning	Fleet Activity Management	Road Alert			Helpdesk call	Remote vehicle diagnostics			
Remote lock/unlock	Stolen vehicle tracking	Location-based information				Assistance call of breakdown call with diag	Data for external use		
Remote horn and lights	Theft Burglar notification	End-to-end navigation					Automatic collision notification	Update over the air	
	Geofencing	Online automatic payment							
	Remote Image Monitoring								

# PROOF OF CONCEPT. WE SPENT ONLY 4 DAYS

Module	Function	Report
My Vehicle	Vehicle information	√
	Update mileage	√
	Maintenance history	√
Remote control functions	Start/Stop Engine	√
	Doors locking/unlocking	√
	Open trunk	√
	Horn and parking lights	√
Services	Favorite Dealer info	√
	Test drive request	√
	Maintenance schedule	√
	Service request	√
	Road assistance	√
Dealership dashboard	Vehicle lists	√
	Scheduled Maintenance and Inspections	√

Module	Function	Report
News	Brand News	√
	Special offers	√
	New cars	√
Customer dashboard	Driver behavior information (driving style)	√
	Car locations, History of trips, Events feed	√
	Manage engine start by schedule or temperature	√
	Notifications about punches, towing, speeding, zone control	√
Fleet dashboard	Location and direction information	√