The connected car eco-system and its enablers

Thierry VIADIEU

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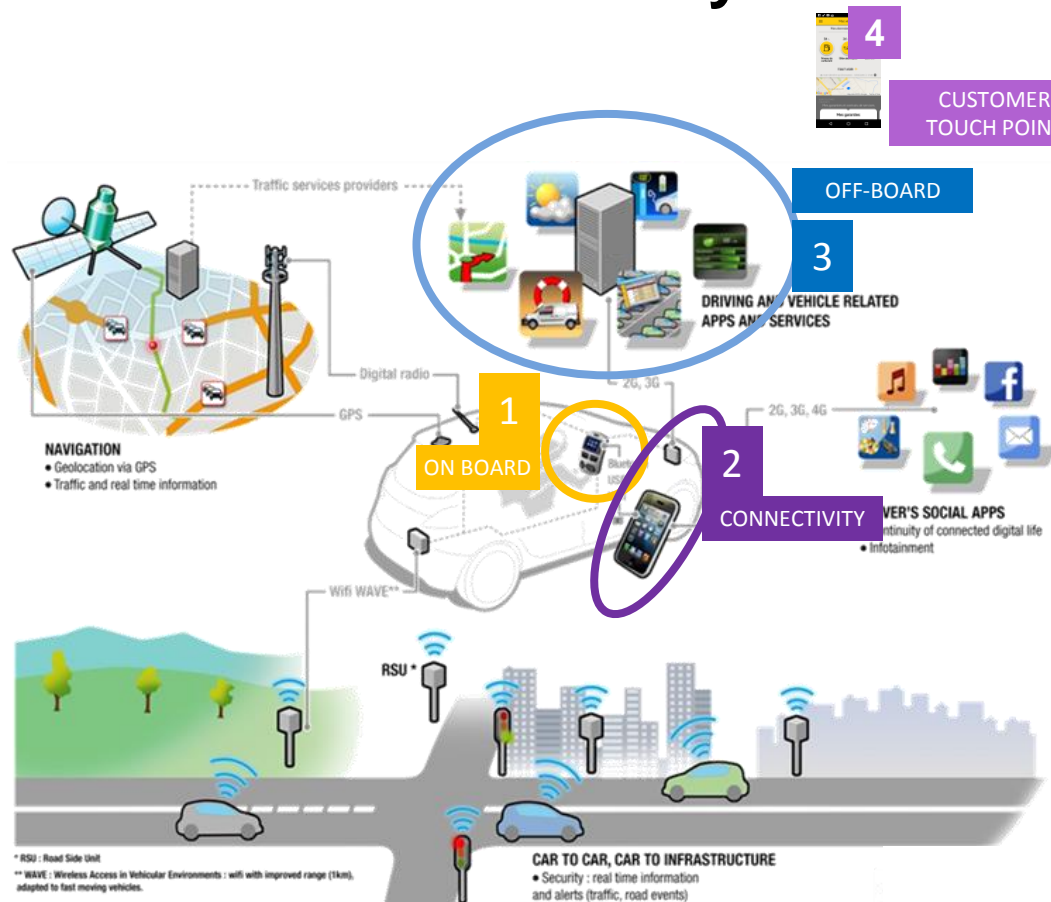**GROUPE RENAULT**

The connected car eco-system

4 CUSTOMER TOUCH POINT

3 OFF-BOARD

1 ON BOARD

2 CONNECTIVITY

DRIVING AND VEHICLE RELATED APPS AND SERVICES

NAVIGATION
• Geolocation via GPS
• Traffic and real time information

DRIVER'S SOCIAL APPS
• Continuity of connected digital life
• Infotainment

CAR TO CAR, CAR TO INFRASTRUCTURE
• Security : real time information and alerts (traffic, road events)

* RSU : Road Side Unit
** WAVE : Wireless Access in Vehicular Environments : wifi with improved range (1km), adapted to fast moving vehicles.

➤ **Provide Connected Services to customer (B2C & B2B)**

- • Telematics : info traffic, weather, news
- • PAYD/PHYD services
- • Stolen vehicle services
- • Remote functions (engine start, climate)
- • Fleet management services
- • Mobility Services
- • ….

- • Over The Air Updates

➤ **Collect useful car data**

- • How and when customers use our vehicles (personal customer and fleets)
- • How vehicle components and parts perform

➤ **And then we can…**

- • Improve our products and user experience
- • Reduce warranty and development costs
- • Improve customer satisfaction (CRM)

GROUPE RENAULT

Enablers and key success factors

Sierra Wireless is here !!

Reliable Connectivity	**Need of state-of-the-art Connectivity technologies to allow proper data exchange in various conditions (3G/4G.., Wifi, worldwide, flexibility,…) and excellent data security.**
Powerful Back-end	**Trend is to use IoT technologies : fast data acquisition, efficient data treatment, connexion with partners, compliant with local regulations,…**
Agile organization and partnerships	**Connected car services lifecycle are very different to car lifecycle, closer to consumer electronics. Challenge is to bridge these two worlds.**
HMI / customer experience	**Good HMI and customer experience are absolute necessary conditions. Whatever great is a service, poor HMI leads to limited use and dissatisfaction.**

Current RENAULT connected offer in Europe

Standard Connected Services

Countries with TomTom LIVE* Offer

12 Months Free connectivity

+

Map Full Europe
Free update 12 months
(Map Update Service)

+

12 Months TomTom Traffic

+

3 Months free Coyote

Countries WITHOUT TomTom LIVE Offer***

12 Months Digital pack

+

Map Full Europe
Free update 12 months
(Map Update Service)

+

R-Link Store

Fuel price

E-mail

Renault assistance

Pack MICHELIN

MICHELIN **Hotels**

MICHELIN **Restaurants**

MICHELIN **Voyage**

Map Update Service

Concierge Service

R-Link Tweet

The Weather Channel — Weather

1 month, **12 or 36 months**

- FR, DE, ES, IE, UK, IT, BE, LU, PT, NL, CZ, DK, FI, NO, SE, PL, AT, CH
** FR, ES, UK, IT, BE, LU, NL
*** : Croatia, Hungary, RO, Slovakia, Slovenia

Thanks !