

Chevy Bolt whole offer Analysis

Elements of Whole Offer for an Electric car: -

- Car model -look and feel (Core Product)
- Exterior look
- Interior look
- Technology and Safety
- Charging stations
- Pricing and Financing
- Over the top services
- Dealership
- Spare parts
- Accessories
- Repairing and Maintenance
- Warranty
- Insurance
- Customer care Support(helpline)
- On road assistance
- Leasing

Gaps in Chevy Bolt: -

1. Lacks Advanced Technology

When compared with Tesla Model 3, Chev Bolt lacks the significant edge in terms of technology. Below is the features wise comparison;

- Chevy bolt is an all-electric car whereas Tesla is fully autonomous electric car.
- The Tesla 17-inch screen comes with well factor, high- end software as compared to Chevy Bolt 10- inch screen.
- Tesla has over the year updates which improves the car features.
- Although both Tesla and Chevy have mobile apps, it is clearly visible that Tesla has as a cutting edge in the technology.
- One of the advantage Tesla has is that it is technology advanced and gives a wow factor to the user.

- The exterior model of Tesla is much sophisticated and elite and gives a feel of luxury car than Chevy Bolt.

2. Charging Stations

The Model 3's biggest advantage comes in the ease of finding and using charging stations. The navigation system assists in locating nearest supercharging stations. One could immediately determine how many spots are open at a station before driving to it. Also, the distinctive appearance of Tesla's charging stalls makes them easy to spot. The Supercharging has double the charging capacity of 170 miles per 30 mins compared to ChargePoint 90 miles per 30 mins.

The Chevy Bolt has thousands of ChargePoint charging stations which are shared charging station. This can cause additional wait time and cause range anxiety. Finding station is difficult. The accessibility of charging station is an issue.

Ways to fix these Gaps in Chevy Bolt: -

1. Fill the Technology Gap:

To match a high- end sophisticated, technology upscale competitor car model, Chevy need to bridge the gap by updating the technology. An app with effective, user friendly UI and high-performance metrics would be the first start. The user feels connected and accessible by the means of an app and a well – designed, eye -catching, high-usability is what expected. Making sure to invest in R&D or Engineering team to revamp the software part of the Car and being at par with the market standards would be my utmost priority.

Another would be engaging my engineering team to build an in-car navigation to locate charging stations. Chevy bolt users spend approximately 1 -1.5 hours on maps finding a route that includes clusters of charging stations and making sure the distance between the stations does not exceed my car's range leading to range anxiety.

2. Charging Stations limitations

Chevy is currently relying on ChargePoint, EVGO and other networks for fast DC charging, which only put charging stations in highly populated areas to maximize the usage. However, getting across the country requires remote station locations and to give your owners freedom to travel anywhere in the country (see: Tesla) then these remote charging stations are must to be built.

Now Chevy already have a huge network of thousands of dealers spread across the country and specially on intersections and highways, having few fast charging stations which are sited better from distance would be an efficient and doable option. Proving such facility to owners would be a great way to create brand loyalty. Adding a small waiting lounges for these Fast charge station would be a cherry on the top.

Another solution would be finding out the gas company with maximum stations all over the US and to partnership with them and install few charging stations there. This will instantly solve the accessibility issue for car owners with easily trackable and visible charging stations at numerous gas stations along the highways. This is be extremely convenient for the owners in long distance driving. On the other hand, gas stations will be benefited with some additional revenue from these charging station and also there will be an increase in the sale at their gas station markets from potential customers who are waiting while their car is charging and most probably engage in coffee and snacks break.

What Chevy Bolt currently offers: -

- Car Model (Core Product)
 - Car Specifications
 - Front wheel drive
 - 60kwh li-ion battery
 - 200 HP
 - 266 lb-ft Torque
 - MPG of 119 miles
 - 238 miles range
 - Top speed of 90 miles
 - 0-60 mph in 6.5 secs
- Look and feel (Outside)
 - Average looking car design
- Interior
 - 10-inch screen
 - App control start and stop

- No onboard maps
- Traditional interior which is basic
- Wireless charger
- Seat adjustment mechanical
- Rear and front camera
- Price
 - Starting at \$37000
- Availability
 - Immediately
- Charging Stations
 - 90 miles in 30 mins
 - No own supercharging stations
- Dealership Centers
 - Has around 3000 dealership centers in US
- Service Centers
- Insurance
- Tech and Safety
 - No auto pilot or self-driving
 - Apple CarPlay
 - Android Auto
 - myChevrolet mobile app
 - 4g lite WIFI hotspot at additional monthly fees
 - Forward Collision Alert
 - Low speed forward auto braking (below 50 mph)
 - Blind spot monitoring
 - Lane change assist
 - Forward collision alert
 - Following distance indicator
 - Front pedestrian braking
 - Rear park assists
 - Surround vision / bird's eye view of car
 - App control start and stop
- Financing
 - Option is available for well-qualified buyers
- Warranty
 - 3- , 5- and 8- years warranty options
- Leasing
 - Option available

