



HackaTUM 2025: **SIXT** Pitch

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Motivation

Problem Statement

- Salespeople play a crucial role in the success of SIXT, but they have limited coverage

Goal

- Utilizing technology to augment the sales process by improving the sales experience in the absence of a salesperson

Decision-making

What

- Incentivize upgrade rental options for customers prior to their rental pickup

How

- Location-based ranking algorithm that prioritizes attractive upgrades

Why

- Sales opportunity with minimal disruption to both the customer and the business process

Development & Features



Assumptions

- Customers made prior booking
- Customers gave their location

Steps

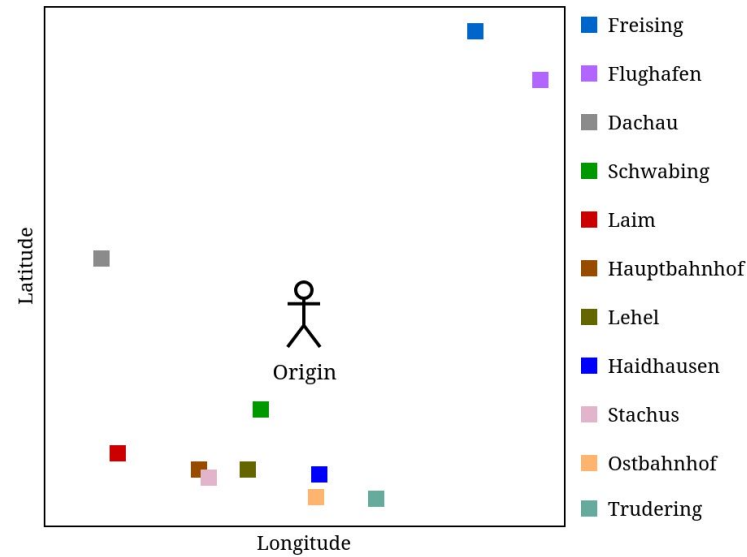
1. Filter vehicles based on availability and price bracket
2. Find vehicles similar to the initial booking using "*Cosine Similarity*"
3. Refine ordering based on proximity to the user
4. Provide a list of attractive upgrades

Development & Features

My Booking

Brand:	Handa
Model:	121
Baggage:	1
Passenger:	2
Power:	Gas
Color:	Red
Station:	Freising
Transmission:	Manual
Price per day:	15.5€

Sixt Stations

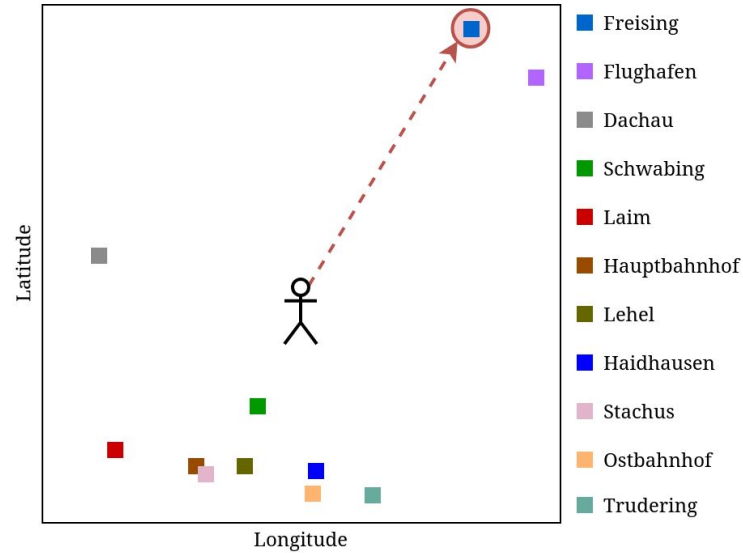


Development & Features

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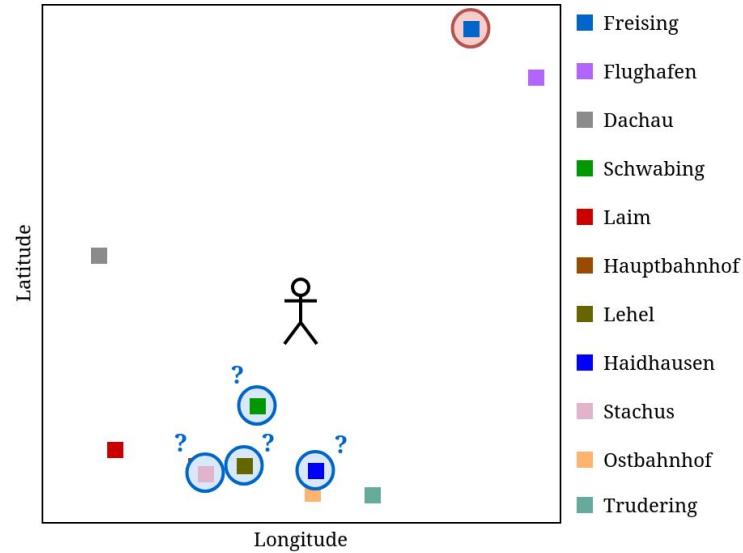


Development & Features

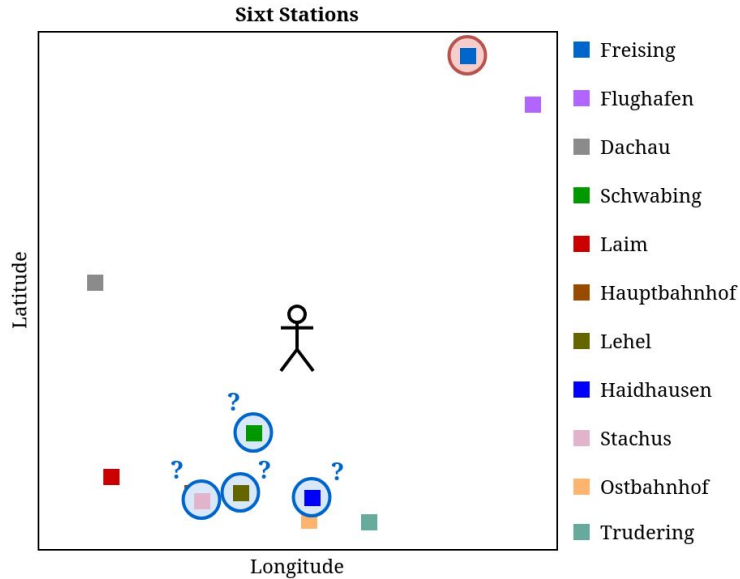
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Sixt Stations



Development & Features



■ SIXT Autovermietung Schwabing

Available Vehicle 1		Available Vehicle N	
Brand:	Totoya	Brand:	HMW
⋮		⋮	
Similarity:	98.07%	Similarity:	75.07%

For each location

Development & Features

My Booking	
Freising (22km)	
	15.5€

Attractive Upgrades	
Schwabing (3.8km)	
	+4.5€ per day
⋮	
Haidhausen (7km)	
	+5.5€ per day

Quick Demo

Thank you