



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

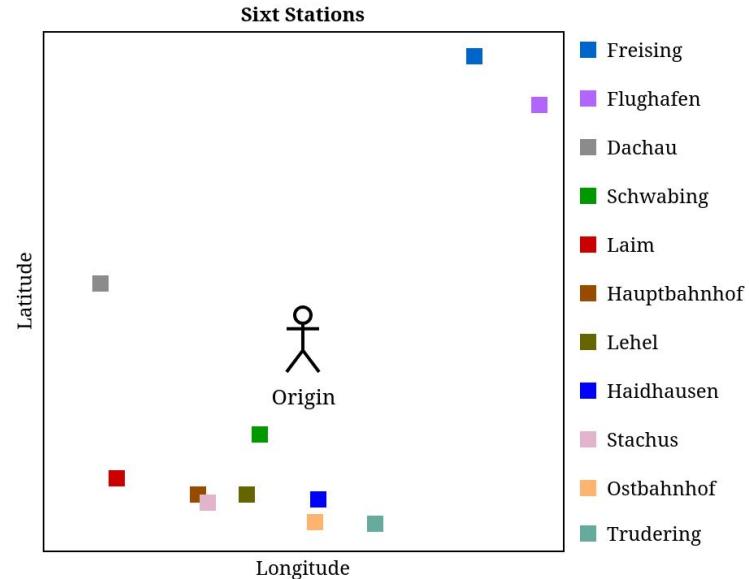
- Customers made prior booking
- Customers gave their location

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

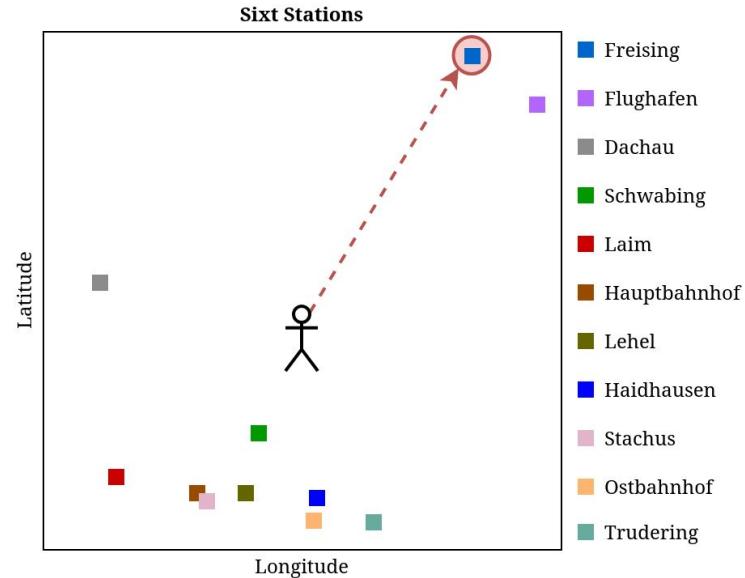
Development & Features

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



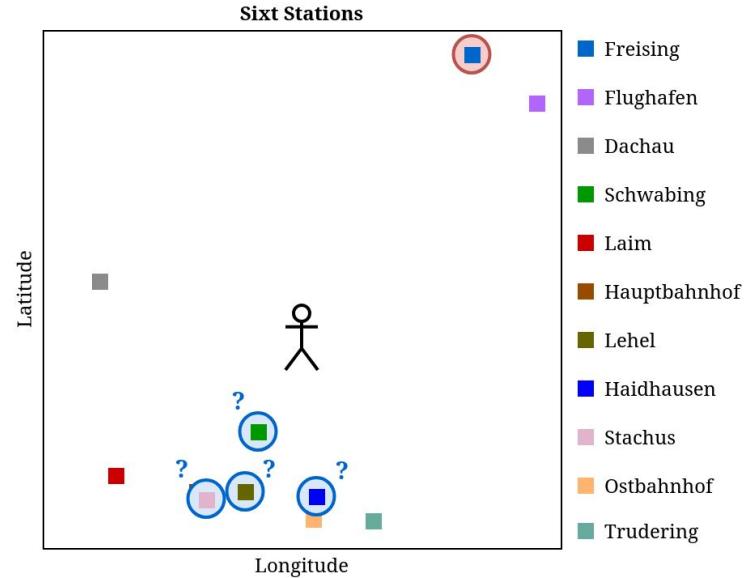
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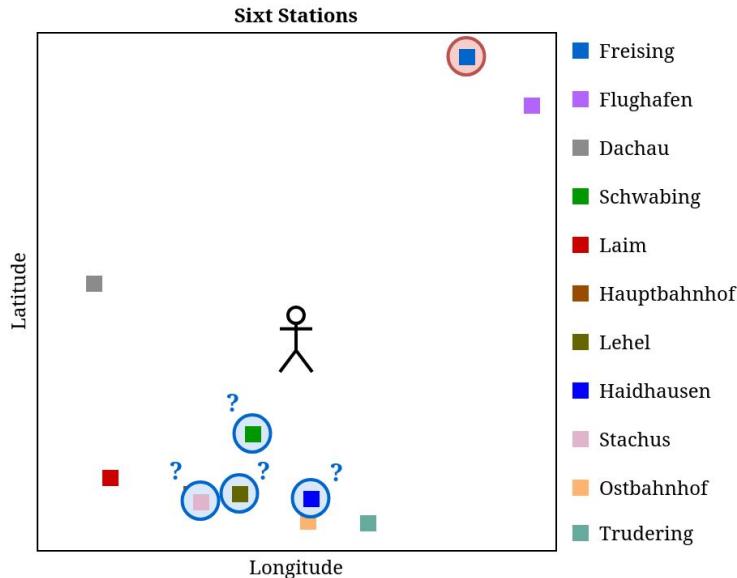


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Development & Features



■ 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