Wrong choice of fleet composition leads to an efficiency loss of up to €34mio p.a.*

*don’t worry. The solution is in here.

Assuming a fleet size of 10,000 cars.
ZF at a Glance

EUR 36.5 billion
Sales in 2019

EUR 2.7 billion
Investment in R&D

& Over 100 years worth of expertise in high quality engineering in the automotive industry.
Your new fleet management experience starts here.

ZF Ideal Drive is an individual fleet management tool, that provides a tailored car recommendation based on personal driving profile and needs.
In a data driven decision world, too many decisions are still based on **subjective** feeling.

<table>
<thead>
<tr>
<th></th>
<th>HYBRID 25,000 km/ year</th>
<th>PETROL 25,000 km/ year</th>
<th>HYBRID 60,000 km/ year</th>
<th>DIESEL 60,000 km/ year</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE</td>
<td>56,200€</td>
<td>53,300€</td>
<td>56,200€</td>
<td>57,900€</td>
</tr>
<tr>
<td>TAXATION %</td>
<td>0.5%</td>
<td>1%</td>
<td>0.5%</td>
<td>1%</td>
</tr>
<tr>
<td>TO BE TAXED p.a.</td>
<td>3,372€</td>
<td>6,396€</td>
<td>3,372€</td>
<td>6,948€</td>
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<tr>
<td>REAL CONSUMPTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L/100KM</td>
<td>2</td>
<td>7</td>
<td>6.14</td>
<td>5.7</td>
</tr>
<tr>
<td>KWH/100KM</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL CONSUMPTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COST</td>
<td>1,885€</td>
<td>2,310€</td>
<td>5,183.88€</td>
<td>4,035.60€</td>
</tr>
<tr>
<td>TOTAL COSTS YEAR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5,257€</td>
<td>8,706€</td>
<td>8,555.88€</td>
<td>10,983.60€</td>
</tr>
</tbody>
</table>

**Wrong Usage Cost/CAR**

- HYBRID 60,000 km/year: €3,449
- DIESEL 60,000 km/year: €2,427.12

**Total Cost/Fleet**

- HYBRID 60,000 km/year: €34,490,000
- DIESEL 60,000 km/year: €24,271,200

*Disclaimer: Model calculation. Assuming 2020 prices/l & kWh. Per 100kg add. weight 0.3l/100km for average battery weight of 145kg = 0.435l/100km, Data based on WLTP measures.*

**Long term view:**
- Tax benefits will be removed if hybrid is not used accordingly (i.e. charged)
- With tax benefits removed the hybrid is no longer economically and environmentally beneficial for long distance

**The usage based choice of powertrain leads to massive savings in total cost of ownership and CO2 reductions.**
Getting closer to the customer is essential in customer driven marketing.

- **2265€**: Spent on customer acquisition on average per customer
- **96%**: Of customers between 18-69 own a smartphone
- **30%**: Of customers with an interest in alternative drive types but little to no knowledge about them

Statista Survey Cars & Mobility, n=1021, residential population who has a car in the household or plans to purchase one in the next 12 months.
Dashboard & Recommendation.

Drivers receive their personal drive type recommendation after 4-6 weeks or 10 trips & 200km. First predictions are available even sooner.

But we can do much more than just tracking trips. We provide the end consumer with monthly savings and potential reductions in total cost of ownership per driver.

• Transparent data policy and handling for the end user
• Simple setup & ready-to-use
• No connection to the car necessary
Trips are being tracked in the background via Bluetooth. Manual tracking is available if needed.
7 Key advantages

• Support for electric fleet transformation
• Potential reductions in total cost of ownership
• Data based fleet composition
• Real-time vehicle mileage
• Enhanced digital direct sales channel
• New customer insights
• Customer tailored solutions
Learn more about the ZF Ideal Drive app here:

www.zf.com/zfidealdrive

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Assuming a fleet size of 10,000 cars.