

IVECO

Productivity On The Road

PRODUCTIVITY ON THE ROAD

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Summary

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Productivity on the Road – Vision

Increase vehicle **PRODUCTIVITY** and enhance safety, security and entertainment qualities for driver and passengers

Enlarge IVECO & Partners business opportunities and establish a **WORLD WIDE** baseline for a new **TRANSPORT COMMUNITY PARADIGM**

Contribute to a more Ecologically friendly environment and Safer **SOCIETY**

Productivity on the Road – Approach

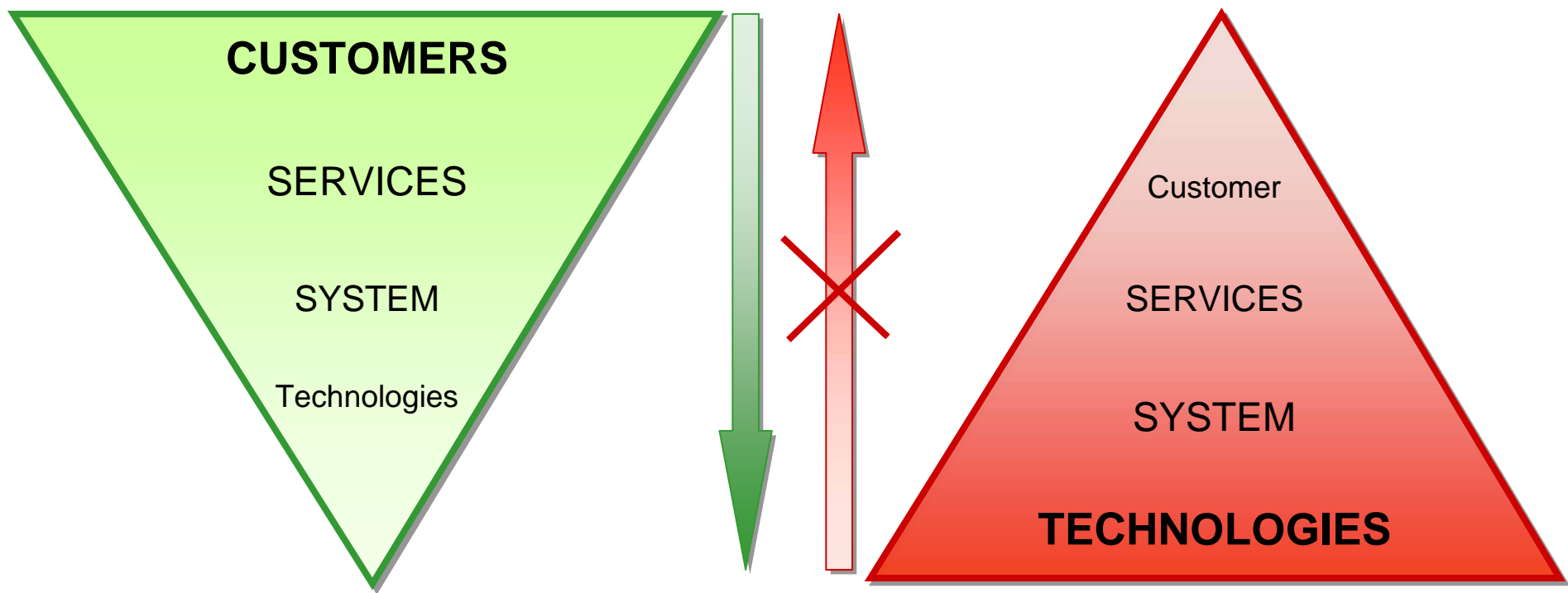
The **Productivity On The Road** initiative is based upon:

- **TELEMATICS** ... “the convergence of wireless communications, locations technologies and in-vehicles electronics”
- **OPEN SOLUTIONS** and **ARCHITECTURE** ... a **MUST** for IVECO to integrate with a broad range of digital devices, support a diverse product lines and reach globally
- Full compatibility with **PORTABLE DEVICES - TECHNOLOGIES**

Productivity on the Road – Approach (2)

Our **CUSTOMERS** are **ADVANCED** Transportation High Professionals
..... but not necessarily **Technology Specialists!**

The **RIGHT APPROACH** but **NOT**



Productivity on the Road – Market Analysis

NEW CUSTOMERS FOR THESE SERVICES :

- VEHICLE OWNERS SUCH AS FINANCIAL COMPANIES NOT OPERATING THE COMMERCIAL VEHICLES
- LOGISTIC CHAIN PLAYERS : SUPPLIER / LOGISTIC OPERATORS
- ASSOCIATED PLAYERS RELATIVE TO TRANSPORT OF PEOPLE : CONTRACTORS, RELATIVES
- INSURANCE COMPANIES

A WORLDWIDE BUSINESS OF 10B.€ BY 2009 FROM 1B € IN 2003 :

- TO BE COMPARED TO 100B € NEW C.V. SALES AND 80B € OF C.V. SERVICES SALES
- 25% SYSTEM / HARDWARE – 75% SERVICES
- 25% OE - 75% RETROFIT OR UPGRADE

MOVING TOWARDS A NEW BUSINESS MODEL = PAY FOR USE

Productivity on the Road – Customers

VEHICLES OPERATORS

- Private Owners: own goods transport, subcontractors, free lance
- Fleet : small, medium < 100 vehicles
- Fleet : big
- Fleet Owners (PT)
- Municipality: goods transport
- Public Utilities: Water, Gas, Electricity, Mail, Telephone
- People Transport Societies (tourism)
- Financial Corporations
- Logistics Corporations
- Rental or Leasing Companies
- Building Company
- Ambulances
- Emergency Services
- Police, Security Companies
- Army

VEHICLE MANUFACTURES

- Engineering \supplier\marketing
- Customer Service
- Dealers (workshops, training, sales)

GT : GOOD TRANSPORT

PT : PEOPLE TRANSPORT

VEHICLE INTERFACES

- Drivers
- Mechanicals
- Body builders
- Final Customers
- Passengers or goods
- Insurances
- Municipality : granter (GT)
- Municipality : granter (PT)
- Fleet managers (GT)
- Fleet managers (PT)
- Goods owners
- Media and advertising company
- Other on road vehicles

AUTHORITIES

- Traffic control, police
- Pollution Control Authorities
- Urban Areas Access Control Authorities
- Safety Road Control Authorities : ADR
- Emergencies Management
- Vehicle stop imposed
- Freight Terminals
- Pay Toll / Customs

Productivity on the Road – Product Segmentation

Goods Transport

- Light
- Medium
- Heavy On-road
- Heavy Off-road

Special Vehicles

- Dumper
- Fire fighting
- Defence
- Chassis cowl
- Municipalities

People Transport

- City bus
- Intercity bus
- Minibus
- Coach

After Market

- Competitors' vehicles
- Iveco vehicles' retrofit

Productivity on the Road – Product Segmentation (2)



Productivity on the Road – IVECO Target System Functionalities

Operating Economy	Vehicle & Freight data analysis and reporting
	Messaging
	Maintenance plan mgm
	Assistance call (interface 24h)
	Diagnosys
	Remote control
	On the air software maintenance
Transport Efficiency	Vehicle/Parcel/Freight Tracking
	Order / Mission management
	Traffic info
	On-Off board navigation
	Borders Control
Fleet Management Efficency	Electronic ticketing
	Automatic vehicle monitoring (public transport)
	Driving style evaluation
	Operating and Administrative driver mgm
	Insurance service based on vehicle use
	Customer relationship management

Productivity on the Road – IVECO Target System Functionalities (2)

Safety and Security	Emergency management
	Preventive Safety
	Anti theft protection
	Videosurveillance
	Black Box
Regulatory Compliance	Emissions' OBD scan tool and report
	Toll collection (if authorised)
	Chronotachygraph / Driving hours (if authorised)
	Access to restricted / unauthorized areas
Infotainment & Communication	In-vehicle PC / Internet (single/multiple users)
	Concierge services (Booking of Hotel, Restaurant, Parking,...)
	Download services / radio – TV – films etc. /
	Advertising and Broadcasting (spec. Bus appl.)
	Video - conferencing
	Resources sharing with DVD/CD/Radio/MP3/DVB/DAB
	Meteo information
	Point of Interest

Productivity on the Road (POTR) – IVECO Target System Architecture



POTR User

- Operating Economy
- Transport Efficiency
- Fleet Management Efficiency
- Safety & Security
- Regulatory Compliance
- Infotainment & Communication



IVECO Back-end Infrastructure

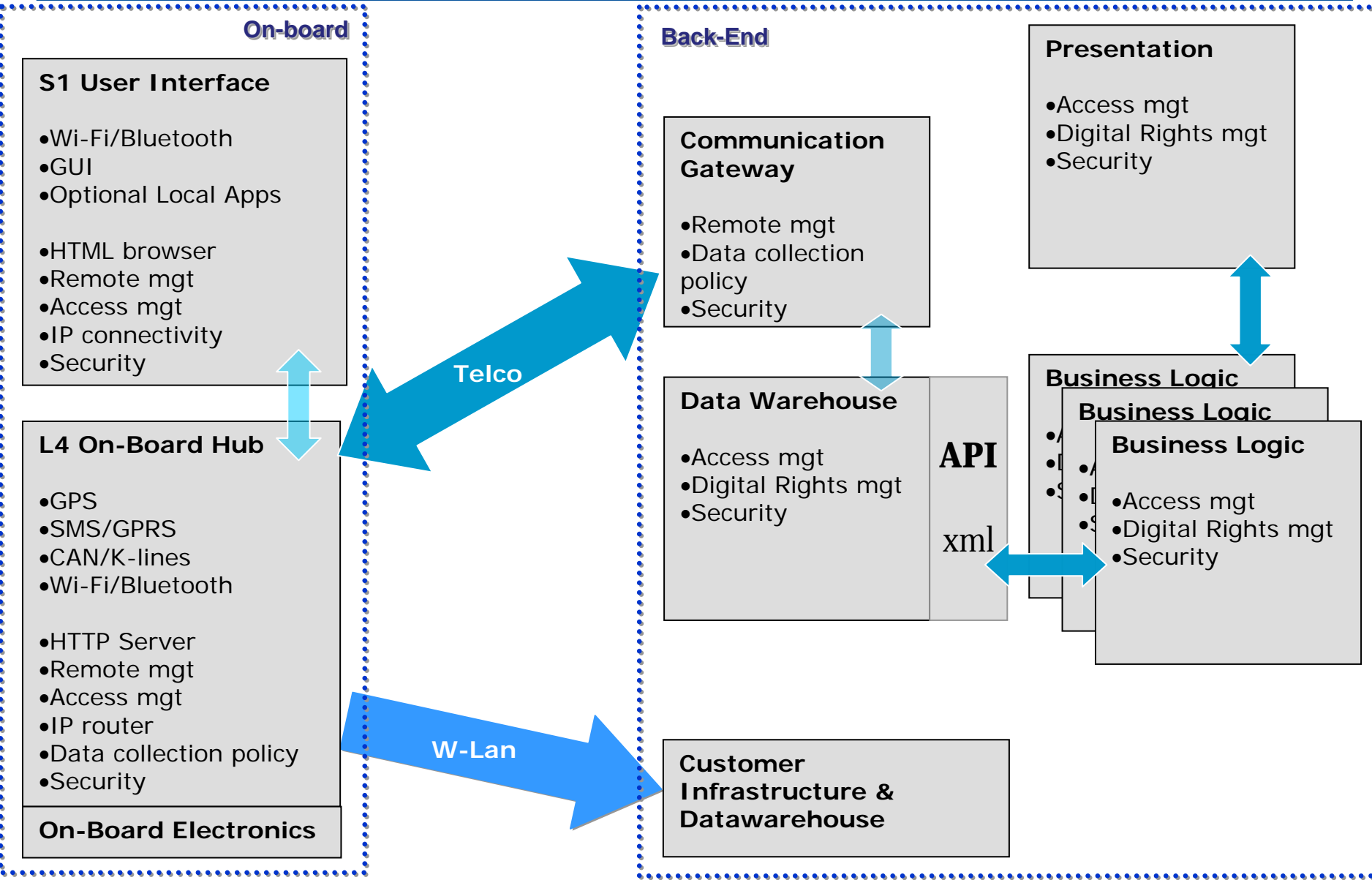


Internet

POTR User



Productivity on the Road – IVECO Target System Architecture (2)



IVECO

- Target Setting
- Project Planning
- Solution Development and Validation

IBM

- Expertise in terms of information technology vision
- Benchmarking of new telematics technology trends
- Hosting for the hardware and software environments

CEFIN Systems

- Implementation of the applications which access data collection systems acquired through telematic platforms and training for users

ELTRAC

- As the integrator of telematic platforms (on board hub) installed on IVECO vehicles
- Interfacing CRF (Centro Ricerche Fiat)

Productivity on the Road – HMI (S1) High Level Specifications

Depending on the customer need and/or vehicles mission, the best solution for S1 (when needed) will be identified among:

- Customer consumer devices
 - Personal Digital Assistant
 - Smart Phone
 - Laptop
- In-cab dedicated display
 - Smart
 - Standard
- Already existing on-board devices with customized add-on
 - Instrument Cluster
 - Radio

Productivity on the Road – On-board device Scalability Levels

Depending on the customer need and/or vehicles mission, the best solution for the On-Board Hub will be identified among:

L1 : Pre-arrangement for telematics (plugs, aerials, support for customer consumer devices)

L2 : Hands-Free phone

L3 : Standard FMS interface

L4 : Advanced on-board Hub (including also L1, L2 and L3)

IVECO Contacts

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