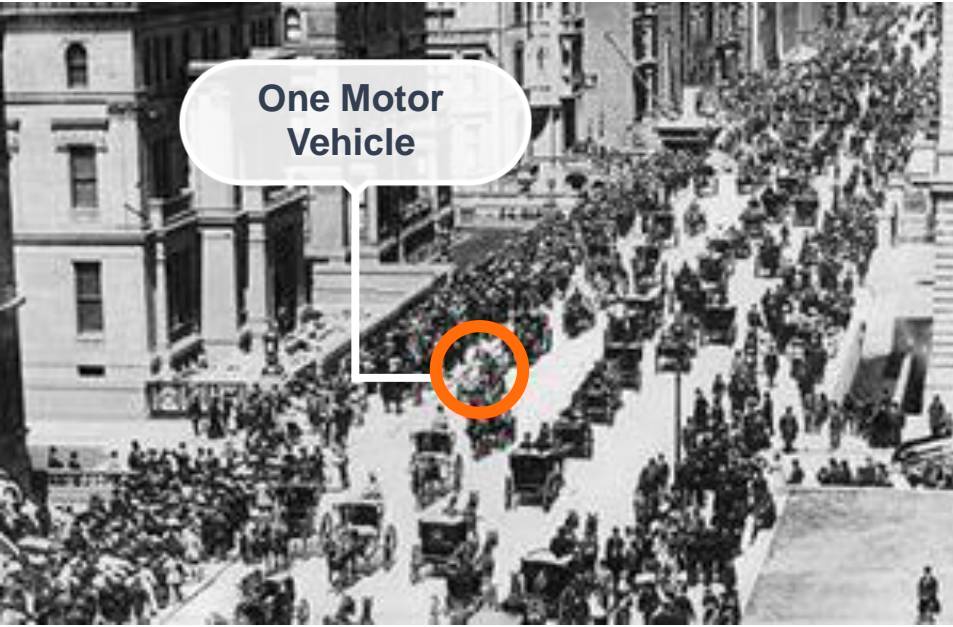


➤ Evolution of transportation

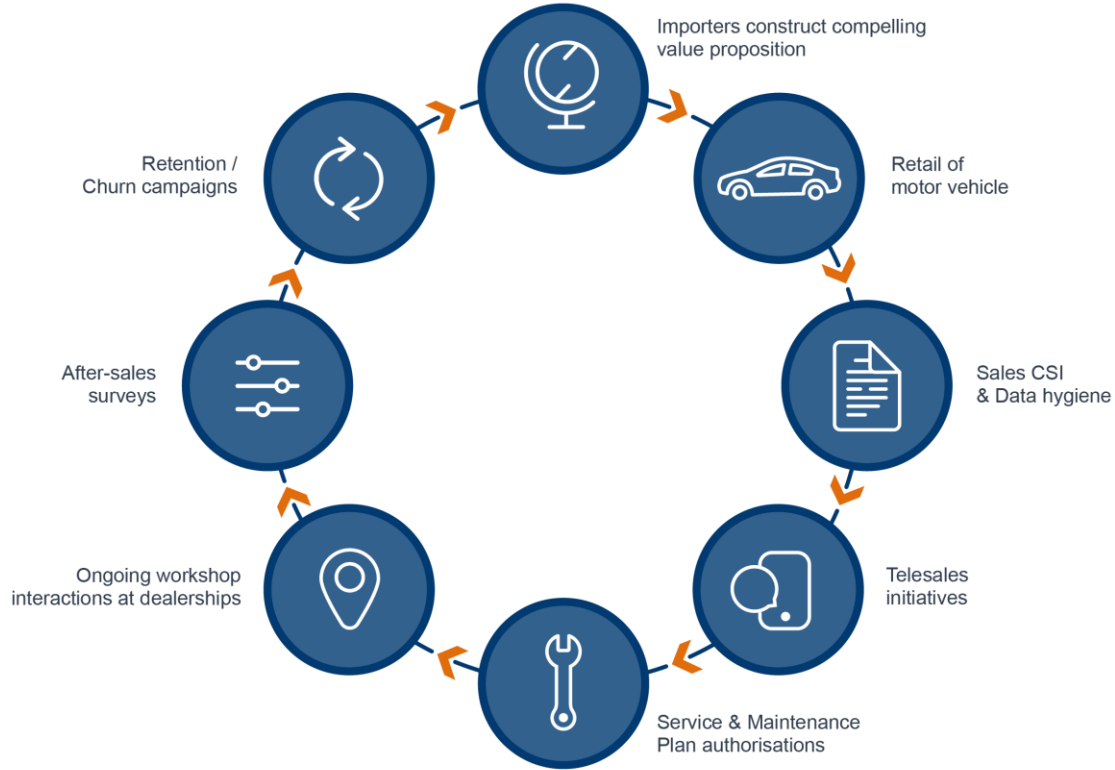
Year 1900



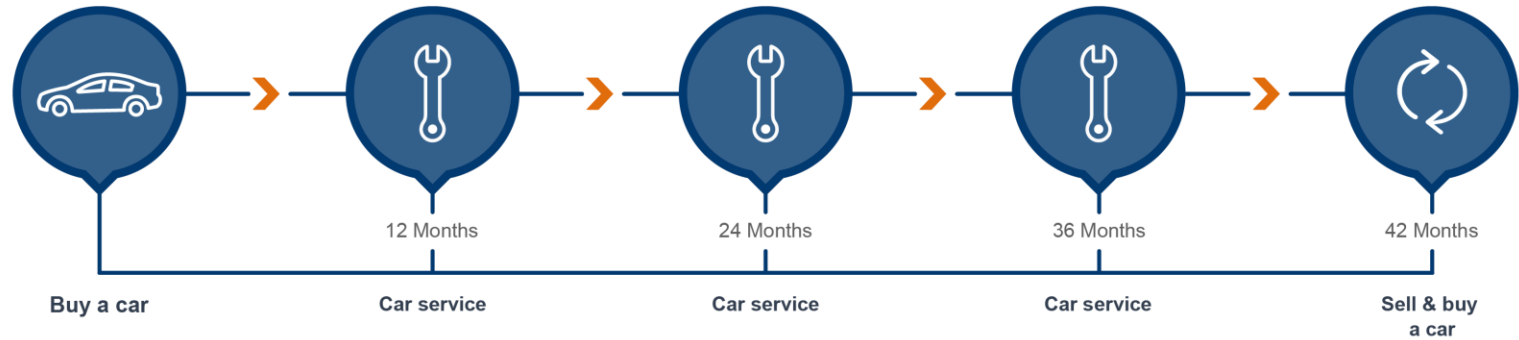
Year 1913



Automotive value proposition



➤ Automotive customer lifecycle



Car ownership - Jobs to be done



1 Planning your journey

Minimize chance of

- Selecting an unsafe route
- Forgetting important items

Minimize

- Routes with delays
- Extra time you build into your journey to arrive on time
- Time it takes to plan a route

2 Preparing your journey

Minimize chance of

- Time it takes to refuel car
- Missing fuel rewards when filling up

3 Driving to your destination

Minimize chance of

- Inadvertently breaking traffic rules
- Damage from poor road conditions
- Car breaking down
- Unlawful, unpunished behaviour
- Getting lost
- Being fined
- Arriving late
- Running out of fuel
- Travelling on unsafe routes

Minimize

- Time to get protection in life threatening situations
- Time to become mobile after fuel run-out
- Time spent on the road

4 Monitoring your progress

Minimize chance of

- Getting caught in traffic
- Being unaware of unsafe areas

Minimize

- Costs of monitoring traffic conditions
- Time it takes to adjust route due to changing conditions

5 When parking

Minimize chance of

- Theft and burglary
- Damage at parking bay
- A flat battery
- Being at wrong destination

- Locking car key in your car
- Losing a parking ticket

Minimize

- Time of finding suitable parking spot
- Time of paying for parking ticket
- Time it takes to resolve lost parking ticket

When your car needs a service

Minimize chance of

- Poor servicing of car
- Use of poor quality parts
- Unexpected costs
- Additional out of plan or warranty costs
- Car not being ready on time
- Use of unoriginal parts

- Missing a planned service
- Servicing car interferes with schedule
- Not getting date that suits your schedule
- Having to drive to a specific service centre

Minimize

- Costs of maintaining the condition of car
- Time you're not mobile due to car being serviced
- Time it takes to find better Service or Maintenance Plans
- Time it takes to drive to specific centre
- Time it takes to book a service

When your car breaks down unexpectedly

Minimize

- Breakdown repair costs
- Mobility time after breakdown
- Time before assistance
- Costs of storing and towing
- Chance of causing more damage after failure
- Time of deciding where car should be taken to

Car ownership - Jobs to be done



1 Planning your journey

Minimize chance of

- **Selecting an unsafe route**
- Forgetting important items

Minimize

- Routes with delays
- Extra time you build into your journey to arrive on time
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2 Preparing your journey

Minimize chance of

- Time it takes to refuel car
- Missing fuel rewards when filling up

3 Driving to your destination

Minimize chance of

- Inadvertently breaking traffic rules
- **Damage from poor road conditions**
- Car breaking down
- **Unlawful, unpunished behaviour**
- Getting lost
- Being fined
- Arriving late
- Running out of fuel
- **Travelling on unsafe routes**

Minimize

- **Time to get protection in life threatening situations**
- Time to become mobile after fuel run-out
- Time spent on the road

4 Monitoring your progress

Minimize chance of

- Getting caught in traffic
- **Being unaware of unsafe areas**

Minimize

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- **Time it takes to adjust route due to changing conditions**

5 When parking

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- Car not being ready on time
- Use of unoriginal parts

- **Missing a planned service**
- Interferences in your schedule when servicing car

- Not getting date that suits your schedule
- Having to drive to a specific service centre

Minimize

- Costs of maintaining the condition of car
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