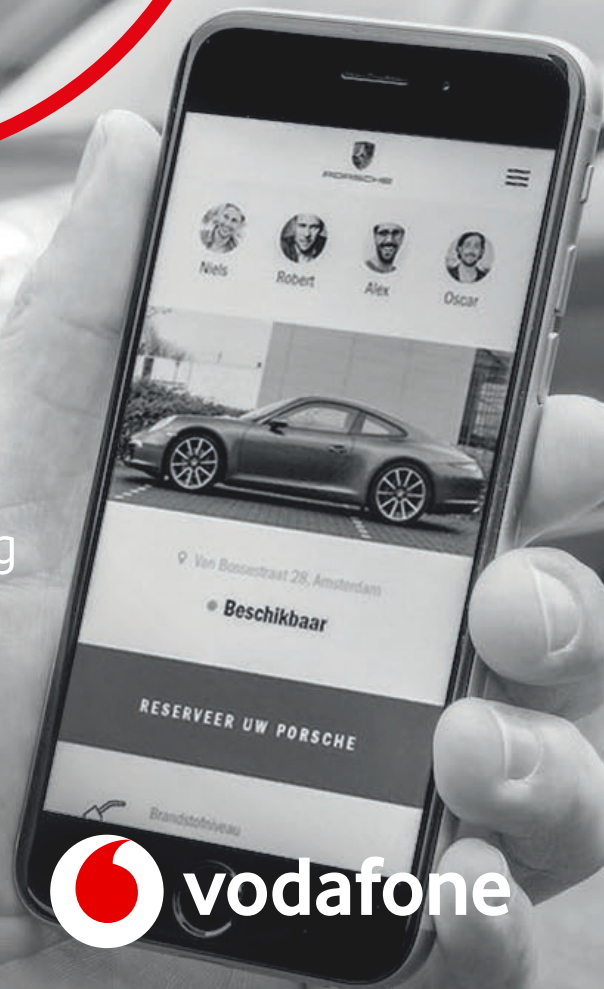


Porsche enables shared car ownership

Vodafone Automotive helps Porsche Netherlands to bring the dream of driving a Porsche to more people than ever.

The future is exciting.

Ready?



‘Share a Porsche’ service extends the experience of driving a Porsche to more people than ever before

Porsche is one of the most highly regarded car manufacturers, from both a brand and product perspective. Its reputation is upheld by industry experts, drivers of both road and race cars and fans across the world. By staying true to its sports car foundations, Porsche provides the ultimate driving experience. Today thanks to the partnership between Vodafone Automotive and Porsche Netherlands (Pon), the exclusive importer in the Netherlands, the dream of driving a Porsche becomes available to more people than ever before.

The challenge

Make one of the fastest, most valuable cars on the road accessible to more people in an easy and reliable way

The automotive industry is in the midst of a massive technological revolution. The Internet of Things (IoT) and the connected car are enabling manufacturers and service providers to move beyond traditional ownership, usage and cost methods and open up new mobility models.

The success of these concepts and opportunities is dependent, however, on multiple sectors working together seamlessly to offer services through the implementation of innovative new business models. In this new ‘car as a service’ era, users have greater choice of how they buy, rent, share, and pool transportation services.

To provide and deliver these choices, it is essential that vehicles are connected to the network in order to track and monitor data. Each vehicle needs to report information such as who has used the car, when and where. In addition vehicle system status needs to be accurate to ensure uncompromised security and reliable billing.

“ Porsche has always put the driving experience at the helm of its product development and offering, and Vodafone Automotive have reflected this with the service it delivers for Pon. At the cutting edge of the system’s design is the user experience. ”

**Maarten den Hartoog,
Project Manager,
Porsche Netherlands**

‘Share a Porsche’ is an excellent example of this trend in the industry. The brand is well known and widely respected for producing cars that offer one of the best driving experiences available. Today new ownership and usage models are enabling more people to experience the brand than ever before.

Bringing a new shared ownership concept to an uncompromising market was only half the challenge however; simplicity of access to the service, ultimate service reliability and complete reporting accuracy were the utmost priority.

The solution

An elegant and exclusive vehicle with multiple owners, shared costs and complete security

The service enables a small group of people, two to four friends or colleagues, to share a car under a collective lease contract. The agreement is over a predetermined period of 12 or 24 months, for a fixed mileage that can be used between the multiple owners.

Part of the solution allows the permitted mileage to be redistributed amongst the owners as they prefer, and each only pays for the distance they personally intend to travel. Within the shared ownership costs are all delivery, maintenance, repair, road taxation and insurance fees. The only cost not included is fuel, and all of the parameters included in the monthly fee are accessible and manageable via a dedicated mobile application (app) developed by Vodafone Automotive.

With a choice of iconic Porsche models available, including the 911, Boxster or Cayman, it was imperative that the service was not perceived by the end user as an additional system but integral to the car. Having worked together for many years, Porsche Netherlands and Vodafone Automotive were able to create a new usage model which can be incorporated seamlessly in to the cars’ existing systems.



“ We knew the power of the Vodafone Automotive telematics and IoT network. Vodafone already provides service for the manufacturer’s Porsche Car Connect. By utilising its existing network and service and giving these a new application with the ‘Share a Porsche’ initiative, Vodafone Automotive was able to provide a suitable technical solution. That enabled Porsche Netherlands to enter the Dutch market with a perfectly operating service. ”

Paul van Splunteren, Managing Director, Porsche Netherlands

Built into every ‘shared’ vehicle is a small telematics device installed post-production by the local National Service Provider, Clifford, in a discreet location in the vehicle. This device is activated and connected to the Vodafone network, the data gathered is then analysed by the Vodafone Automotive telematics platform that also manages the dedicated mobile app.

To enable end users to use the service, Vodafone Automotive has developed the ‘Share a Porsche’ app for Pon. Using the app, which takes into account all privacy rules, the shared owners of the vehicle can quickly see availability and reserve the vehicle for specific dates. This complete visibility avoids any disputes between owners in a simple, easy to use application.

The app is more than a diary management service, however. Users are able to see their exact spend to date, with all expenses from maintenance, repair, road taxation and insurance fees all contained within a monthly lease and mileage fee. With telematics automatically recording usage of the vehicle, individual costs are calculated based on their actual usage, so each user only pays for the miles they drive. This allows each user to use the car as much or as little as they want, with the ability to redistribute the total allowed mileage between users.

The supply is dependent on the dealership’s inventory. Share a Porsche entered the market focusing only on sports cars, however the service can be used with almost any new Porsche model.

The result of the partnership is a new ownership model which makes the fun of driving a Porsche open and accessible to more people thanks to Pon’s innovative concept in combination with the seamless technical solution of Vodafone Automotive. Once a group of individuals has decided on a particular vehicle and agreed on a shared service plan, Vodafone Automotive provides the telematics platform to support it.

The collective lease contract is facilitated through the smartphone app, enabling users to make reservations and check individual use as well as total usage. It also enables users to locate the car, record statistics from trips, call or send messages to friends that are currently using the vehicle, check the remaining mileage and even find out current fuel levels and consumption.

The future

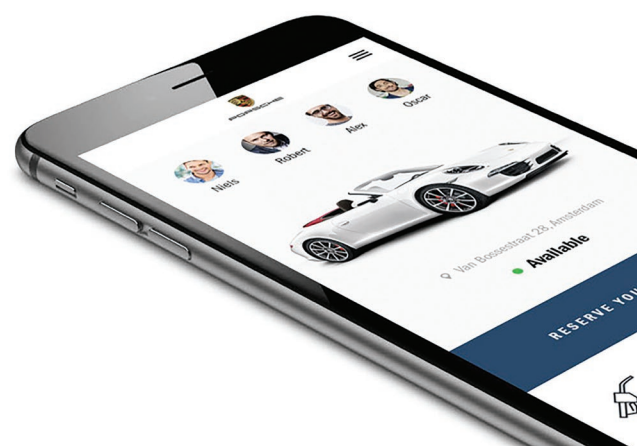
Currently available in the Netherlands, with Vodafone’s telematics capability combined with Pon’s global automotive network, the service could be extended to other European countries in the future.

The bottom line

- Brings a brand new vehicle ownership and usage model to market
- Enables more potential customers to access and enjoy a prestigious brand and its products
- Opens up new markets and revenue streams for the manufacturer

About Porsche Netherlands

- The Netherlands was the first country where Porsche exported its vehicles. The partnership with the Pon importer started in 1949
- More than 21,700 Porsche sold in 60 years
- shareaporsche.nl



vodafone.com/iot

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