Car Sharing and MaaS:
The role of European automotive dealers

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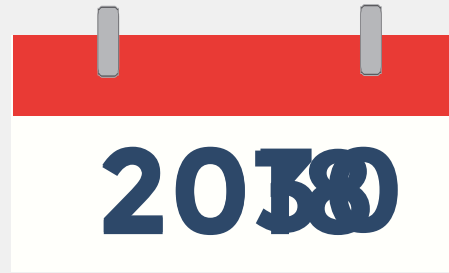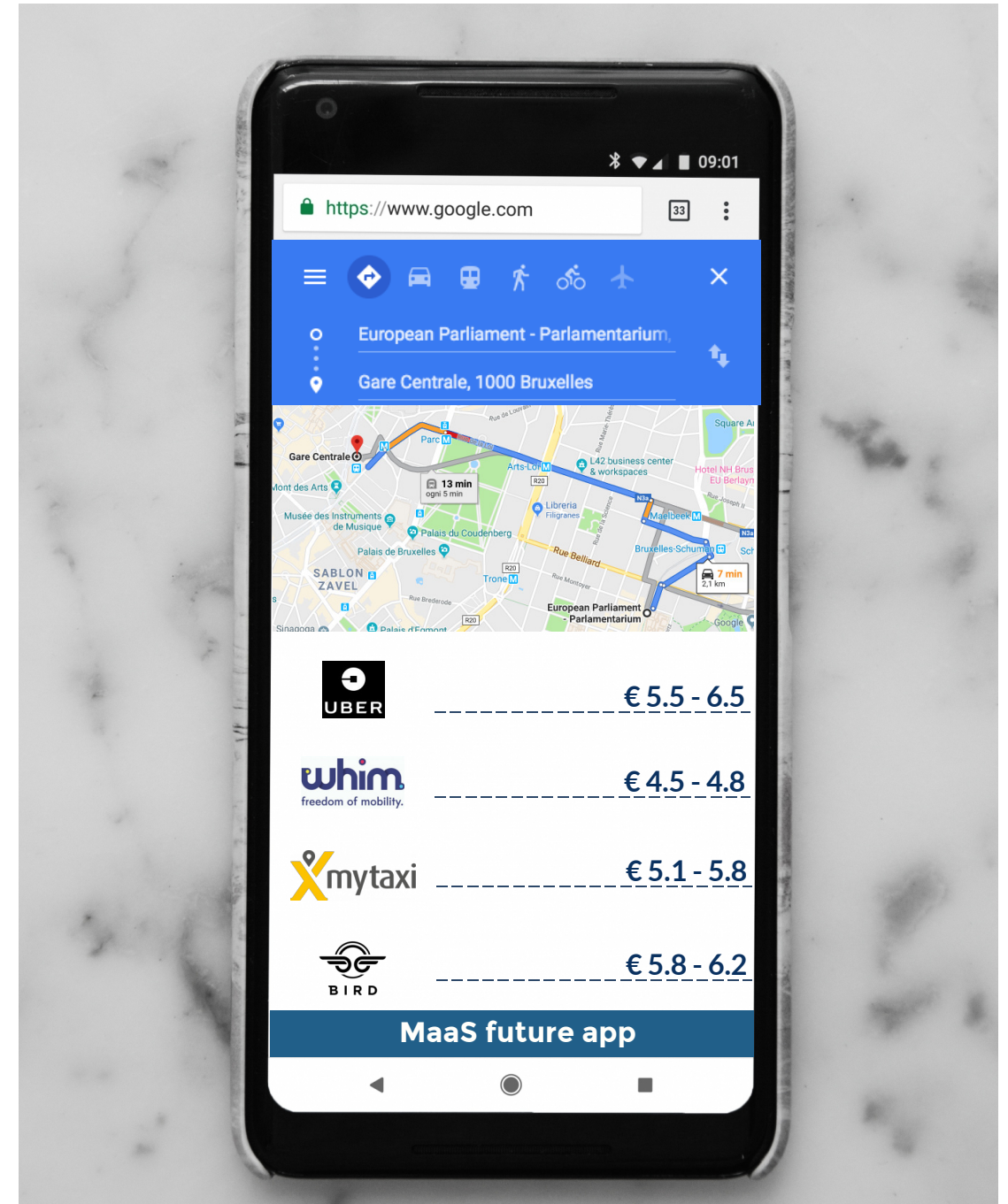How are dealers engaging in MaaS

Stand-Alone Model

Collective Model

Valet Model

STAND ALONE

1. Large dealer Groups (EU **top-50** dealers with **1+ billion €** turnover)

2. **Dominant** position on their local/national automotive market
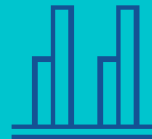
3. Raising barriers to entry against potential competitors in the MaaS market

4. Long term investments for a **grassroots strategy** aimed at the creation and launch of a brand-new MaaS service
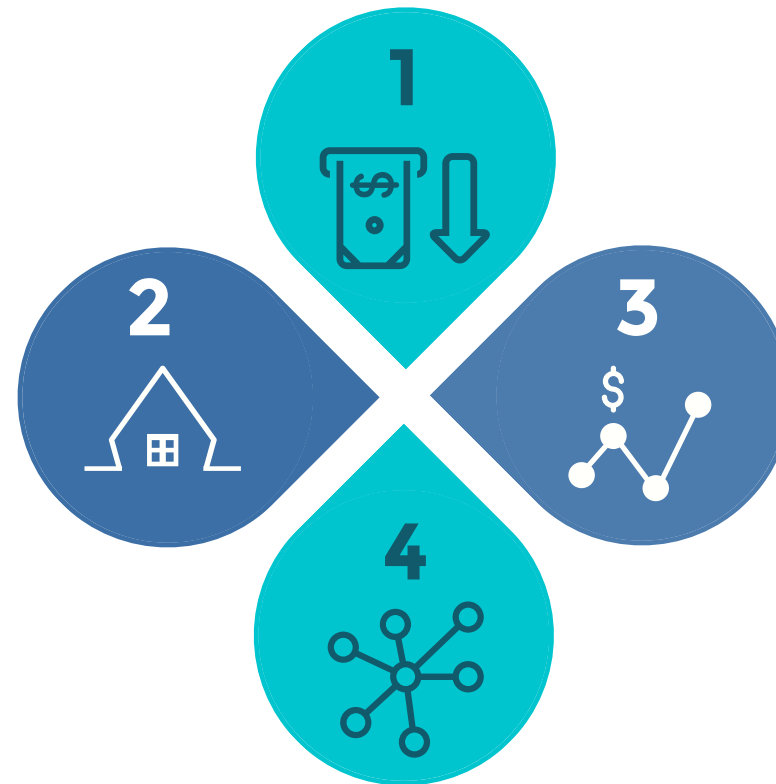
#economiesofscale, #synergies, #stayrelevant

COLLECTIVE MODEL

1 Medium-sized dealer groups (50+ million € turnover)

2 Based in smaller cities

3 No financial strength to engage in a stand-alone MaaS initiative

4 Synergies with peers to create networks to provide station-based car sharing service to local customers

#firstmover
#takeMaaStosmallercities
#MaaSambassador

VALET MODEL

1 Small or OEM-owned dealers

2 Based in large cities (whereby a wide MaaS service offer is already present)

3 Servicing the fleets of the current MaaS market players (Zipcar, DriveNow, etc.)

4 Maintenance and Repair services performed on MaaS fleets generate +15% revenues than the privately-owned equivalents

#fleet-management #serviceprovider #low-hangingfruits

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#fleet-management #serviceprovider #low-hangingfruits

In one surveyed case, the MaaS-related services accounted for 4% of the total workshop's turnover

ALL DEALERS CAN PLAY A ROLE, NO MATTER THE SIZE

Different business models are possible... depending on the risk propensity, and the level of ambition of the dealer group.
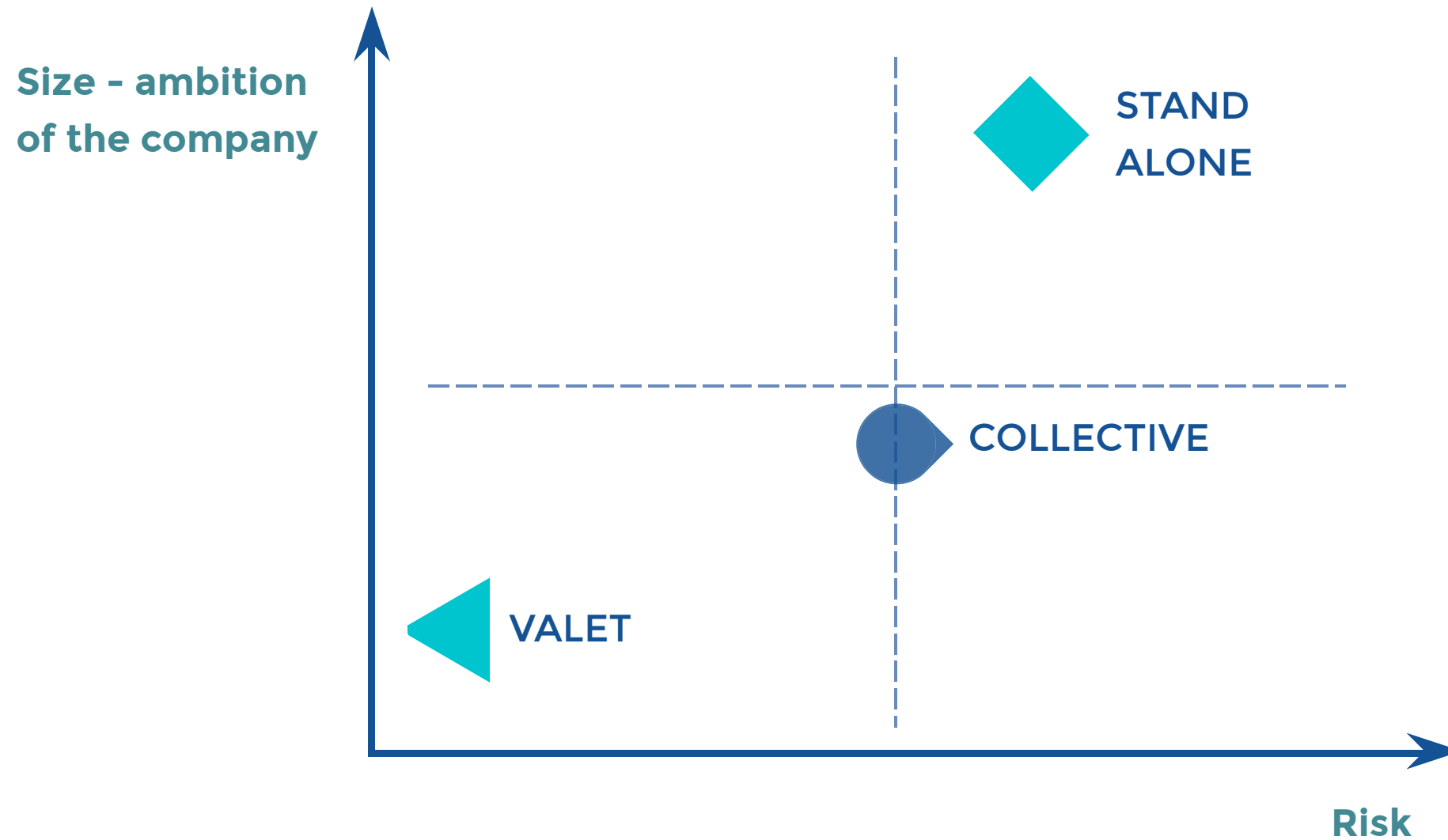
Size - ambition of the company

STAND ALONE

COLLECTIVE

VALET

Risk

Advantages of MaaS for a dealer

Getting **future-ready** when car-ownership will be overcome by **access-to-mobility**

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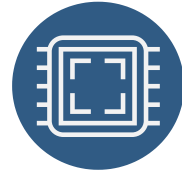
Making the **agile cultural shift**

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Positive **spillover effects**

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Positive **spillover effects**

Reducing the company's dependency from **low-margin vehicle sales** by adding a new (recurring) **revenue stream**
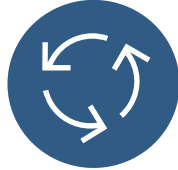
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Attract **new customer segments** by improving the brand perception with a more **sustainable and greener look**

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Share it

A

B

Gathering data about people's mobility behaviors

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Key competitive edge in: fleet-management know-how, brand awareness, capillary presence

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BeMobility

7 ITALIAN LEADING DEALER GROUPS

OPERATING IN THE VAN AND TRUCK SEGMENT

+/- 900 € MILLION TURNOVER

ITALY
Roma

CAPILLARY PRESENCE ON THE ENTIRE COUNTRY

MARKET FOOTPRINT +/- 15%

BeMobility

Sustainable mobility

Unavoidable partner of business customers committed to **reduce the carbon footprint**

Turn-key Services

Offering **low/zero emission mobility** as a **turnkey service** (including the vehicle, the charging/filling solutions, green-routing service to truck drivers' efficiency, etc.)

High-Tech

Putting technology (especially **IoT & AI**) at the center of the value proposition to the customer!

THANK YOU

Giuseppe Marotta
CEO BeMobility

A u t o m o t i v e   R e t a i l
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C o v e n t r y ,   M a y   2 1

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