

Review September Automotive Roundtable in Beijing, 2018

- Mobility Deficiency - the Next Corporate Challenge-

September Automotive Roundtable invited OEMs, technology suppliers, related services and mobility solution providers to share their views on the mobility deficiency as big challenge for corporates, not only in China but around the world. In total more than 60 participants join in this edition.



Mr. Yves Helven, Managing Director, Connector K.K. opened the September Roundtable with the topic “Fighting Corporate Immobility: Flexibility as a multimodal Solution”. Mr. Helven firstly introduced his company Connector K.K. briefly and raised the question of corporate immobility. He introduced his MOBILITY CASE STUDY and the challenges the companies are confronted with, incl. Fleet Management with the issues of Immobility and Efficiency; Real Estate with the main difficulties regarding the costs and locations and finally HR Management with challenges in regard to Recruitment, Retention and Generational conflicts.

Further on, Yves introduced several possible solutions, incl. mobility solutions and coworking or remote office solutions for different levels.



Ms. Xiaojiao (Betty) Liu, Enterprise Sales Manager, TESLA presented on TESLA's mission "To accelerate the world's transition to sustainable energy". She firstly strengthened that Tesla is not only a car company but a company for transition to sustainable energy. The audience was deeply impressed by the following video on Tesla's user experience in different cities in China, from Tibet to Beijing, from Xian to Shenzhen, the tranquil, fast acceleration (0-100KM/h in 3 seconds), safety, environmentally friendly and convenience. Moreover, she introduced Tesla's product history developing from Roadster to Model S-X-3 with automated Intelligent manufacturing, to ICV achieving harmonious as well as latest mobility features, incl. Over-the-air updates and the solution of sustainable energy.



After the two presentations, **Ms. Elzbieta Koska, IT & Project Manager, ALD Fortune Auto Leasing & Renting (Shanghai) Co., Ltd.** gave the presentation on: “Enhanced Mobility Through Leasing”.

She firstly explained how a Leasing Company understands MOBILITY. Responsibility is the key point to identify the right vehicle for the right usage and enable clients to make informed decisions, with a vision and determination to continuously reduce the environmental impact of their fleet. Moreover flexibility, innovation and costs aspect are crucial aspects to determine mobility.

Afterwards Ela introduced how to provide best mobility solution in China with the very specific customer needs on one side but also government regulations on the other side.

Finally she shared a lot of insights how the future of full service leasing could look like.



Ms. Anne Babilon-Teubenbacher, Manager, CPC as the moderator chaired the whole event and led the panel discussion. The participants raised several interesting questions via the online tool and discussed with the speakers.

Elzbieta Koska emphasized that the Car leasing business in China is totally different from Tier 1 to Tier 4 and government policies in different cities are the main factor to develop the direction of mobility.

Yves Helven shared his insights on digitization and future mobility and which role technology does play in the future mobility solutions. He reckons the solutions can only be by change by technology evolution and revolution, with 3 key elements:

- 1.) 5G fast transfer Data between different entities
- 2.) Blockchain
- 3.) Cloud under a secured cyber network

He also answered the question on how companies could react for remote working space: Flexible solutions for employees on multiple levels. If the company wants to lead ahead of the wave, the most important thing and the biggest change is the

mindset! Because if we look at the future, the most influential on P&L track is how to keep the best people.

Concerning the future Auto sharing economy Betty gave the outlook on the business model is more like sharing transportation. The customers could be connected directly with the OEM by online order system and data service updating as direct sale without dealership, which means the OEM integrate with the whole society. Elzbieta Koska said mobility should be as a service not only for cars, but including any shared transportation by car/bike/etc.

Besides that, the panel also discussed the questions related to decrease of individual car ownership – impact on leasing (Tendency of less car owner ship, increasing car sharing (forecast 45% until 2025) and the biggest winners in 2035 for China car industry etc.

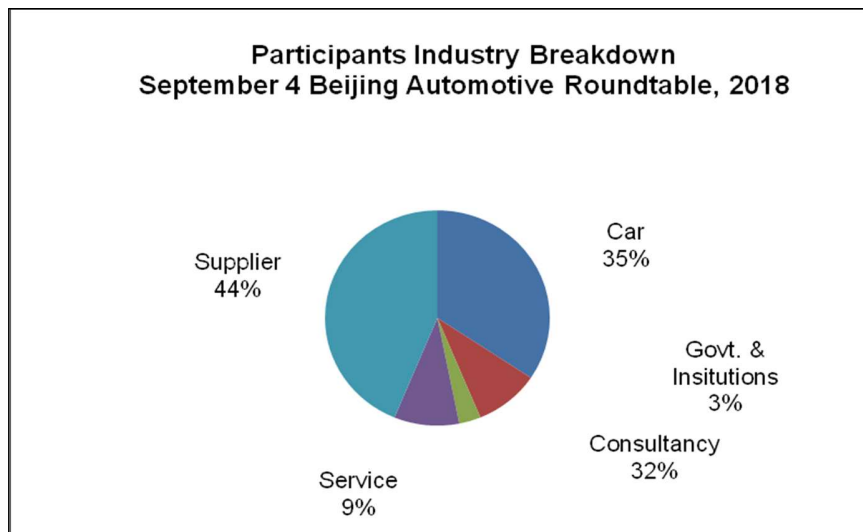


Next to the presentations and panel discussion, the participants enjoyed the networking and further talks.





Industry Breakdown:



Companies Incl.:

Accenture

Akka

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