Realizing Sustainable Mobility in the Digital Era

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Transformation in the digital era
65% of buyers find a positive experience with a brand to be more influential than great advertising.

52% of customers are less likely to engage with a company because of a bad mobile experience.

86% of buyers will pay more for a better digital customer experience.

65% of buyers find a positive experience with a brand to be more influential than great advertising.
90% of all new cars by 2040 are expected to be connected through IoT

The digital era & Industry 4.0

- 3+ million commercial charging spots will be installed globally by 2020
- More than 50% of cars sold globally by 2040 will be electric
- 90% of all new cars by 2040 are expected to be connected through IoT
What is sustainable mobility?
Making the data work for you
TCO is Starting Point

Driving Populations

Aggregation & Trends
Making the data work for you

Embracing the digital customer journey
Adapting fleet strategy at a global and national level
Making the data work for you
Embracing the digital customer journey
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Embracing the digital customer journey

Adapting fleet strategy at a global and national level

Recognizing the life cycle of a vehicle
Keep Driving Forward

What’s next? Are you ready for change?