

PITCH ROOM FOR NEW KIDS IN TOWN?

Always!

- ANWB had a history of 132 years of helping members with their mobility. So we are kind of old ... But it still feels like new on the market. Why?
- Demands of society changes
- Demands of our members changes
- We want to help our members with their changing mobility needs. We want to lead the way.
- So we have to innovate and develop on new markets. Like a new kid on the block
- But we also know that we as a 132-years old company and almost 4 mio members are not a start up. We are not the first in the market. You have to make room for yourself and act like a smart follower. Bring the new concepts from early adopters, to the early majority to the mass.
- What we do right now I tell you in my talk



CARSHARING & ANWB

DANIËLLE PETIT
JUNI 2015

132 years of mobility



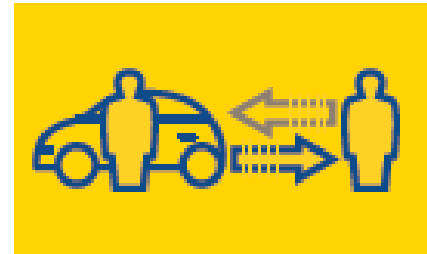
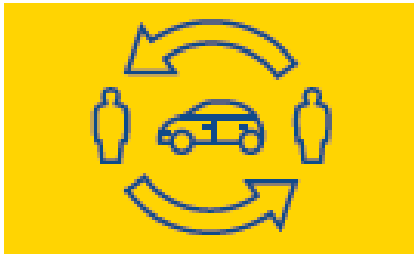


What happens if you aren't relevant anymore?

When a car becomes hardly affordable?
When young people don't want to own a car?
When you want to be relevant for people who don't own a car (anymore)



ANWB P2P Car Sharing



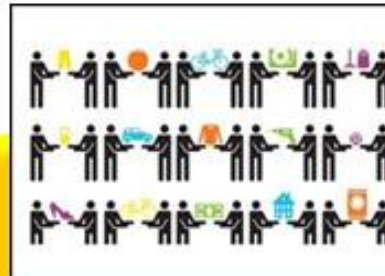
Roadmap sharing ANWB



pilot phase
2015



Integrate
2016

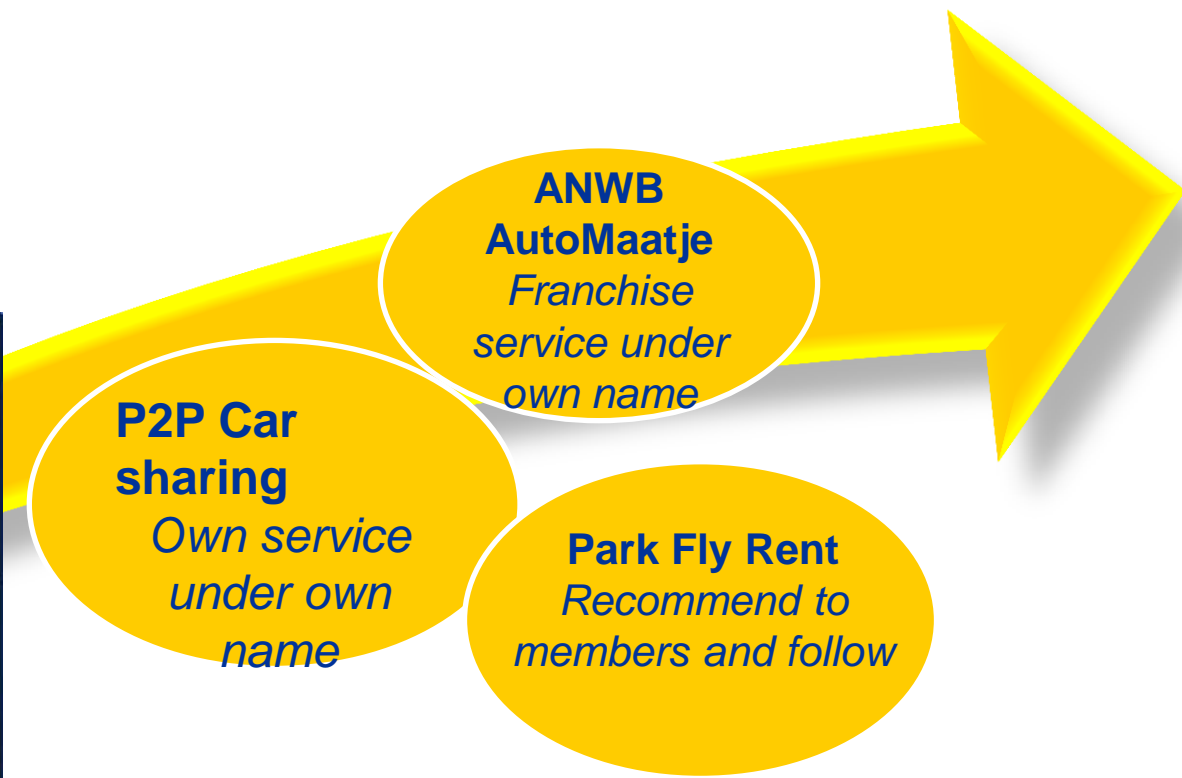


continue to grow
2017

Pilots Car Sharing



pilot phase

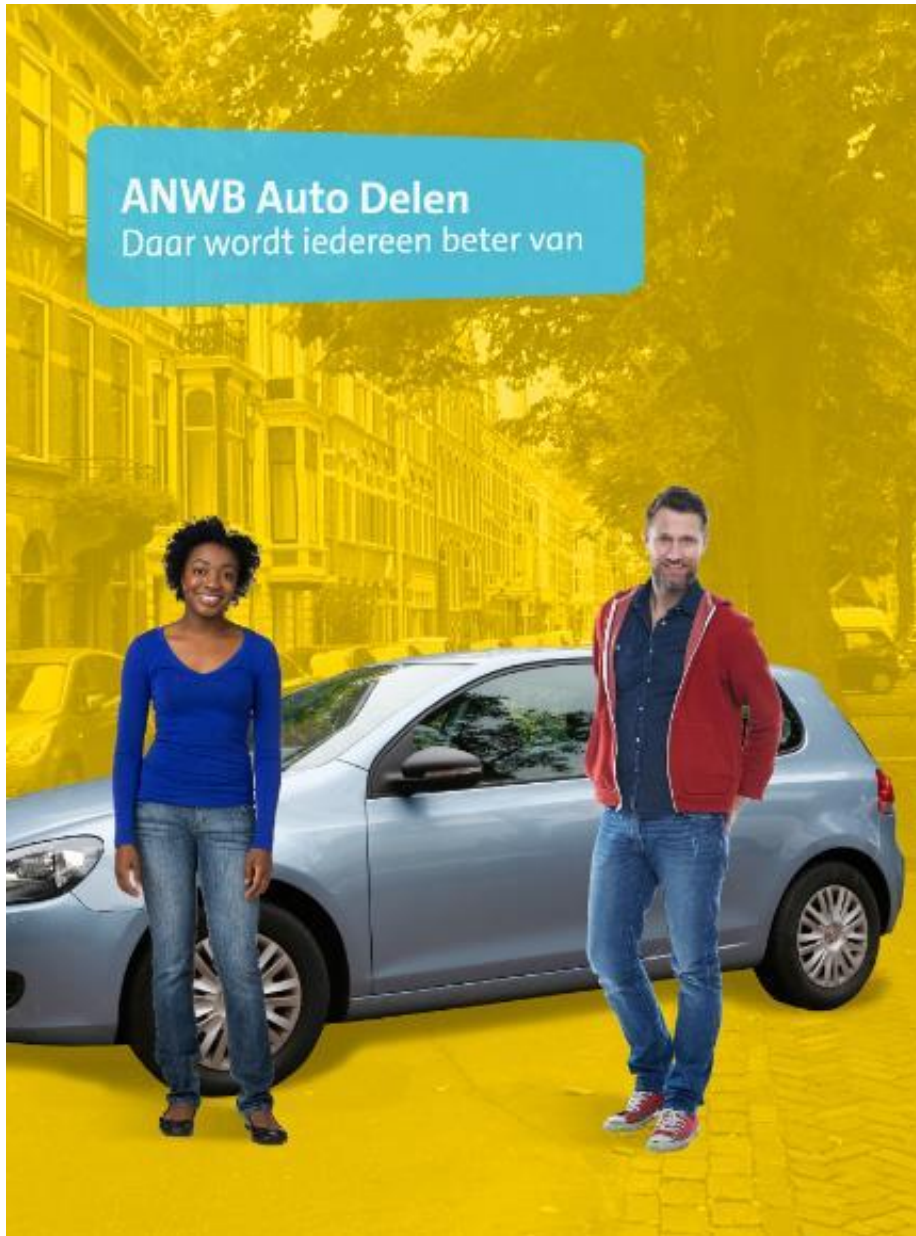




unigarant
verzekeringen

Logicx
24/7 mobiliteit





ANWB Auto Delen

Daar wordt iedereen beter van

- **Local car sharing pilot, using own cars**
- **Platform + app for matching**
- **Lender makes his own price**
- **Fee, insurance and roadassistance required add ons for each transaction**
- **Online payments**

Realisation



Trust & Community

- * Offer service under ANWB brand name
- * Use social media
- * Facebook group

Platform

- Use platform existing party
- Look&Feel ANWB

Backoffice

- Via Logicx (subsidiary replacement vehicles)

Insurance and roadside assistance

- Via own insurance and RA
- Special number at ANWB Emergency Center

ANWB AutoMaatje



Barneveld



gemeente
Barneveld



welzijn
barneveld

Vervoerservice voor en door eigen inwoners

- Voor wie minder mobiel is en OV/taxi een probleem is
- Vrijwilligers rijden u in hun eigen auto
- Voordelig tarief

Meer informatie of meedoen?

Bel: 0342 - 745004, mail: info@welzijnbarneveld.nl
of kijk op welzijnbarneveld.nl/automaatje



- Local car sharing pilot, using own cars
- Local volunteers
- Fixed price p/km
- Local welfare organisation does the matching
- Cash payments

