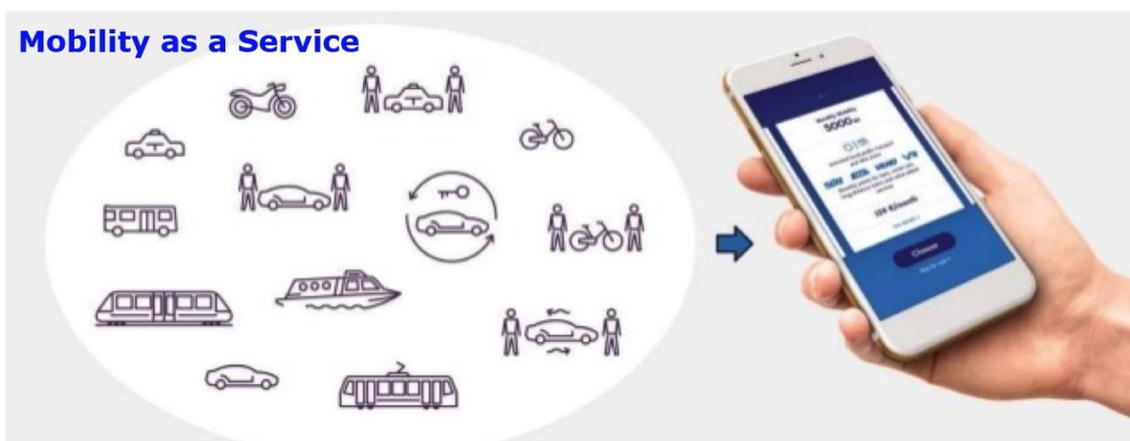


PRESS RELEASE

Helsinki, 06 June 2018



Mobility as a Service: what's in it for car dealers?

VEHO, a Finnish dealer group, might have found the answer!

On the 6th of June 2018, a group of dealers from across Europe gathered in Helsinki (Finland) to learn about the Mobility as a Service new transportation paradigm and evaluate how this can be an opportunity for car dealers.

MOBILITY AS A SERVICE (MAAS): THE NEW TRANSPORTATION PARADIGM

Maas GLOBAL

Over the past few years, Helsinki has been hitting the world's newspapers headlines with its remarkable progresses in the field of sustainable mobility.

Building on the concept of Mobility as a Service (MaaS), a Finnish start-up, called MaaS Global, designed a new service making all private and public transportation options existing in the city available into a single mobile-app called WHIM.

Much like ordering movies on Netflix or music on Spotify, WHIM aims to fulfil customers' mobility needs with its service either via a monthly subscription scheme or on a 'pay as you go' basis, with no longer the need to rely on car ownership.

HOW CAN CAR DEALERS FIT IN THIS NEW PICTURE?

VEHO

All this sounds very nice, but, how do can car dealers (whose main activity is to sell cars) fit in this picture??? This is where VEHO gets in!

Veho is a Finnish automotive company operating also in Sweden and in the Baltic countries. Veho was established in 1939 for the distribution of Mercedes-Benz in Finland. Mercedes-Benz is the core of the company even today.

The cars of today are top technology products. Veho also aims for the top in developing their services and all operations in the digital era. Veho's future goal is to offer more and more sustainable mobility solutions.

Kenneth Strömsholm / CEO, Veho: *"In the future we want to measure our success, not only in the number of vehicles sold, but in the number of KMs travelled by VEHO's customers. In the rapidly changing market and growing competition, customer loyalty is also a key factor. We are also committed to build everything we do, now and in the future, on sustainability".*

Veho is a shareholder at MaaS Global. The benefits stemming from this partnership with MaaS Global are twofold. Veho is not just an investor but Veho and MaaS Global have also been developing new kinds of mobility solutions involving cars as part of a big ecosystem involving different kinds of transportation modes.

HOW DOES IT WORK IN PRACTICE?



You are a family man, you need to replace your old family car and you plan to do it with a car loan that you can reimburse monthly.

You also have 2 driving-licensed children, who increasingly put pressure on you to get access to the only family car during the week-end, but that are still students, and therefore do not generate any income yet. In this case VEHO-GO really has the answer for you. By adding some euros more to your monthly rate, you get a tailor-made mobility package including a few days a month of car-rental service + full access to the public transport network (buses, underground, bike-sharing), that both your children can use, without having to buy a second car.

ARE NEW MOBILITY CONCEPTS SUITABLE BUSINESS MODELS FOR CAR DEALERS?



Mobility concepts are coming up everywhere while experts keep announcing the end of car ownership. Car dealers will have to deal with these developments as their traditional business model is going to be affected. In view of this, CECRA met already last year Sampo Hietanen (CEO and Founder of MaaS Global) in order to obtain more information about his concepts.



Now, CECRA, supported by its Finnish member AKL, invited a group of 30 dealers from 8 different countries to Helsinki in order to discuss this issue on site with the VEHO representatives. VEHO is one of the founding partners of MaaS. The event is part of the European Car Dealership Field Visit Program which is aimed at identifying, selecting and spreading throughout the community of European car dealers the business practices and models that are successfully reshaping the automotive market in Europe.

Antje Woltermann/ Vice-President, CECRA: *"Today we have seen in an impressive way how a traditional dealer can adapt to the changes ahead of us. Although this is important and the right thing to do, the approach of VEHO is of course not a one size fits all approach for the majority of dealers in other countries".*



VIDEO - Mobility as a Service (MaaS): What's in it for car dealers?



Sampo Hietanen: CEO/Founder, MaaS Global



Kennet Strömholm: CEO, Veho



Nicholas Zaeske: Head of Mobility, VEHO



Giuseppe Marotta: Adviser, CECRA



Antje Woltermann: Vice President, CECRA

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