12th Ancillary Merchandising Conference – Edinburgh 2018
Lead Sponsor
Managing the Digital Journey:

How Avis is developing Car Hire in the Internet of Things
Stig Williams
Head of International Partnerships
Avis Budget Group
about abg
our brands

AVIS

Budget

zipcar

30,000 Employees worldwide

Financially strong, stable organization, built upon a sustainable model

Only company that has two brands that provide On-Airport Full Service Solution

Technology core competency

Total ground transportation solution
a global leader in the car rental industry

- 142 million rental days
- 11,000 locations
- 38 million transactions
- 580,000 Vehicles
- $8.6 BILLION ANNUAL REVENUE
customer-centric culture

understand
understand who our customers are and what they need

embed
embed customer-centric approach into the organisation

keep customers at the heart of everything we do

develop
develop and refine our offering to meet our customer needs

deliver
deliver an excellent and consistent end-to-end customer experience
How do we see the future of mobility?
Ancillary Revenue Conference, 9th – 11th April 2018
new appointment:

Chief Innovation Officer
Arthur Orduña

“We see innovation as a key enabler for our future success. Arthur’s role will be to foster a culture of innovation to strengthen our brands and drive our business forward”

Larry De Shon
Pillars of our Mobility & Innovation

Customer Experience
Creating magical customer experiences that are relevant, rewarding and resonate, whilst meeting unmet needs and creating future mobility solutions

Fleet Management
Mega Fleet Management and Fleet Management as a Services on a Global Scale

Connectivity
Being part of connected citizen, car, home & city ecosystems (partnerships that unite concentric circles)

Partnerships
Transformative & Disruptive Partnerships at both business and technical level

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Pursuing innovation

**Generate Ideas**
Understand that all ideas generated have value and no idea is “too radical”

**Leadership visibility**
Participating actively in prototype design and walking the floor more regularly

**How we organise ourselves**
Break down silos and build ourselves around our opportunities

**Seed funding of pilot projects**
Successive funding rounds of pilot projects as value is proved

**Accepting failure, if it’s fast**
Some pilot projects will inevitably fail – failure should be recognised early and lessons learned

**Aligned performance metrics**
Apply customer principles across the organisation

**New talent requirements**
Regularly review capabilities within teams

**Business and partnerships**
Take a more agile approach to partner relationships
pronto—queue busting solution

Pronto forms part of our commitment to remove travel issues as we enter peak holiday season.

Thanks to this innovation, our staff can serve customers before they even reach the rental desk, reducing queuing times and allowing drivers to get on their way quickly.

Available at more than 60 Avis locations across Europe, including key airport and train stations, Pronto provides welcome additional support, especially on busy days during high season.
AVIS APP
– Providing what our customers have asked for

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<th>Avis Now</th>
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<tr>
<td>Electronic confirmation</td>
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<td>“Skip-the-line”</td>
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<td>Real-time inventory selection</td>
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<td>Self-exchange / upgrade</td>
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<td>Self-checkout / check-in</td>
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<td>Mid-rental ancillary features</td>
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<td>Electronic rental receipts</td>
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AVIS APP IS CHANGING THE CUSTOMER EXPERIENCE
AVIS APP – Leading the Way

Control the entire car rental experience...

...from the Avis mobile app
“Flight Delayed? Worried about your rental car? Don’t worry – We’ve got you!”

ABG personal texting service is available to notify customers whose flight has been delayed by more than 1 hour to reassure them that we are aware and will wait for them.

*API dependent
Our new system is truly ground-breaking in the industry, and gives absolute transparency to customers around a potentially emotive subject.

MDMS gives our rental station agents a quicker and easier way to manage maintenance and damage in a single integrated process, and ultimately making things a lot clearer for the customer.

The system works as a smartphone app. All damage is recorded, capturing photographs of the damage, as well as a customer signature, so that customers are secure in the knowledge all pre-existing damage has been accurately recorded.

On return, any new damage can be accurately recorded and agreed by the customer. Images are also taken of the fuel gauge and the odometer. Damage charges are provided by an external estimating system in real time.
rapid return

We appreciate that the returns process can be stressful for some customers, who are often on a tight schedule, needing to catch a flight.

With this in mind, Avis Budget Group operates a 60-second returns service to close the rental. The team’s hand-held barcode technology allows them to quickly log the return, check the condition of the car and the fuel level, and immediately print out the customer’s confirmation in one of eight languages. Rapid Return is available at key airport locations globally.
Ignition

- Ideas Management Portal
- Community based, social media style
- Management dashboards to keep platform fresh and prevents from being an ideas graveyard
- Supports gamification and participation recognition
RocketSpace

- **150+** Startups on campus
- **1000+** Startups since 2011
- **40%** Internationally founded startups
- **$20.9B** Total Funds Raised by Startups
- **17** Unicorns (Valuations of $1B or >)
- **1.5** Funding Rounds Closed per week

Ancillary Revenue Conference, 9th – 11th April 2018
OUR JOURNEY TO BECOME A GLOBAL MOBILITY PROVIDER

ARTHUR ORDUÑA

avis budget group
Stig.Williams@abg.com