



September 2016

A car is no longer just a vehicle ...



... but a communication tool



Digital solutions replace analogue systems



Kodak, founded in 1892, was one of the most important producers for photographic equipment worldwide ...



... but was not able to maintain its market strength during the transformation into the digital service business

Open platforms always beat propriety systems



Nokia had the best mobile phone ...

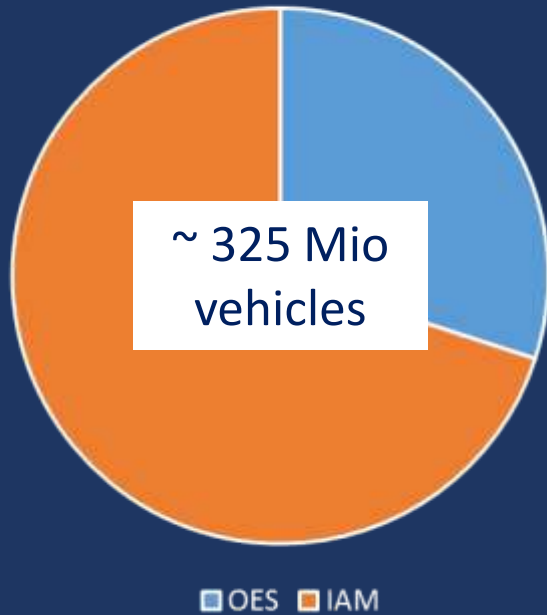


... but didn't stand a chance against Open Platforms (i.e. freedom of choice) of Apple, Android

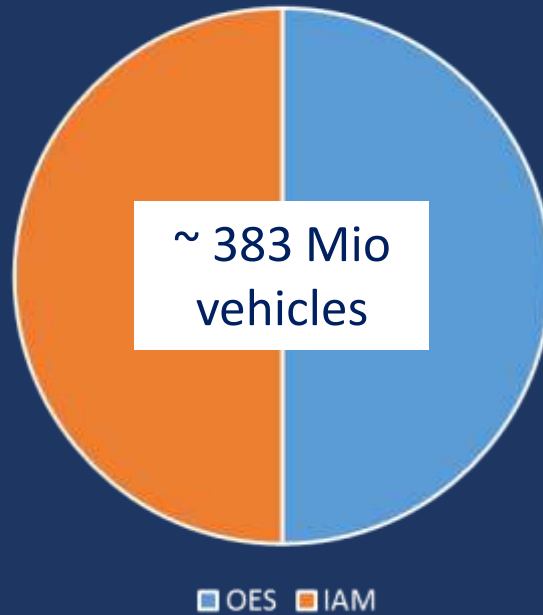
What's at risk ?



North America



Europe



China



Transformation of the Aftermarket



Digitalization transformation already started

Examples ...



- Mobile product catalogues
- Parts coverage
- catalogue distribution
- product search
- License plate & VIN scanner / vehicle specification
- Estimates
- Diagnosis
- Inspection sheets
- Repair library
- find & order parts
- print invoice
- marketing
- customer management
- ...



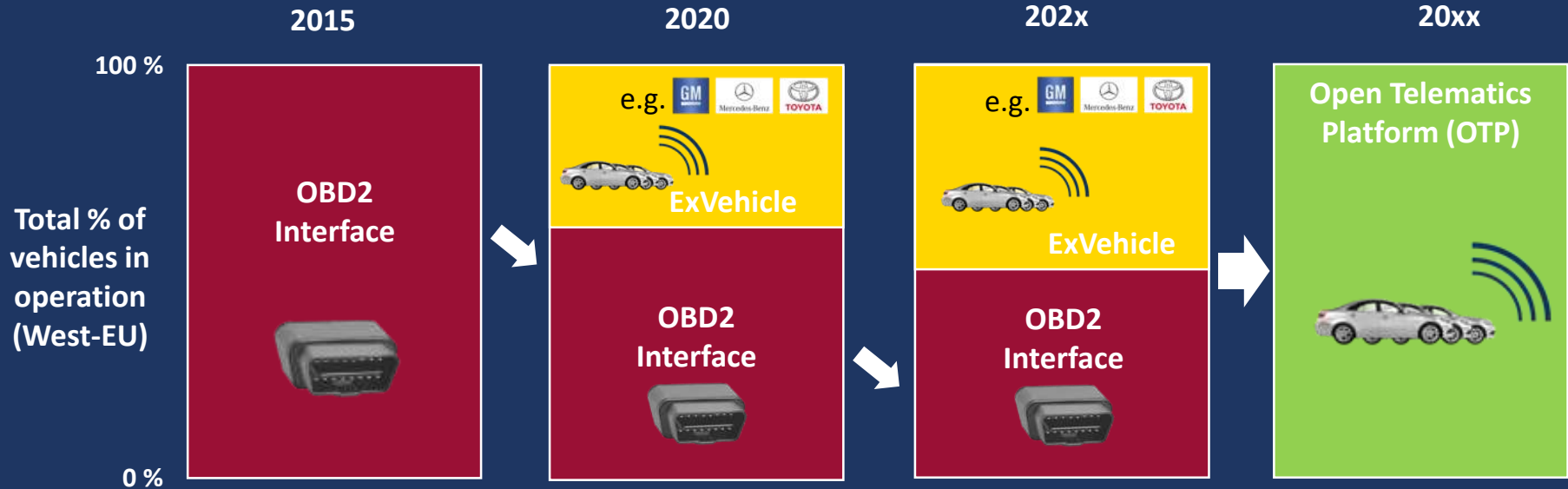
- Service quotes
- Workshop rating
- appointment scheduling / booking
- Payment & Guarantee



- Driver safety
- Crashes
- Distraction
- Road conditions
- Trip Stats & info



Evolution of telematics data access



Standardization of dissimilar data quality



Dissimilar data formats

Heterogeneous communication protocols

Various interfaces



Standardized high quality data

Homogeneous data protocols

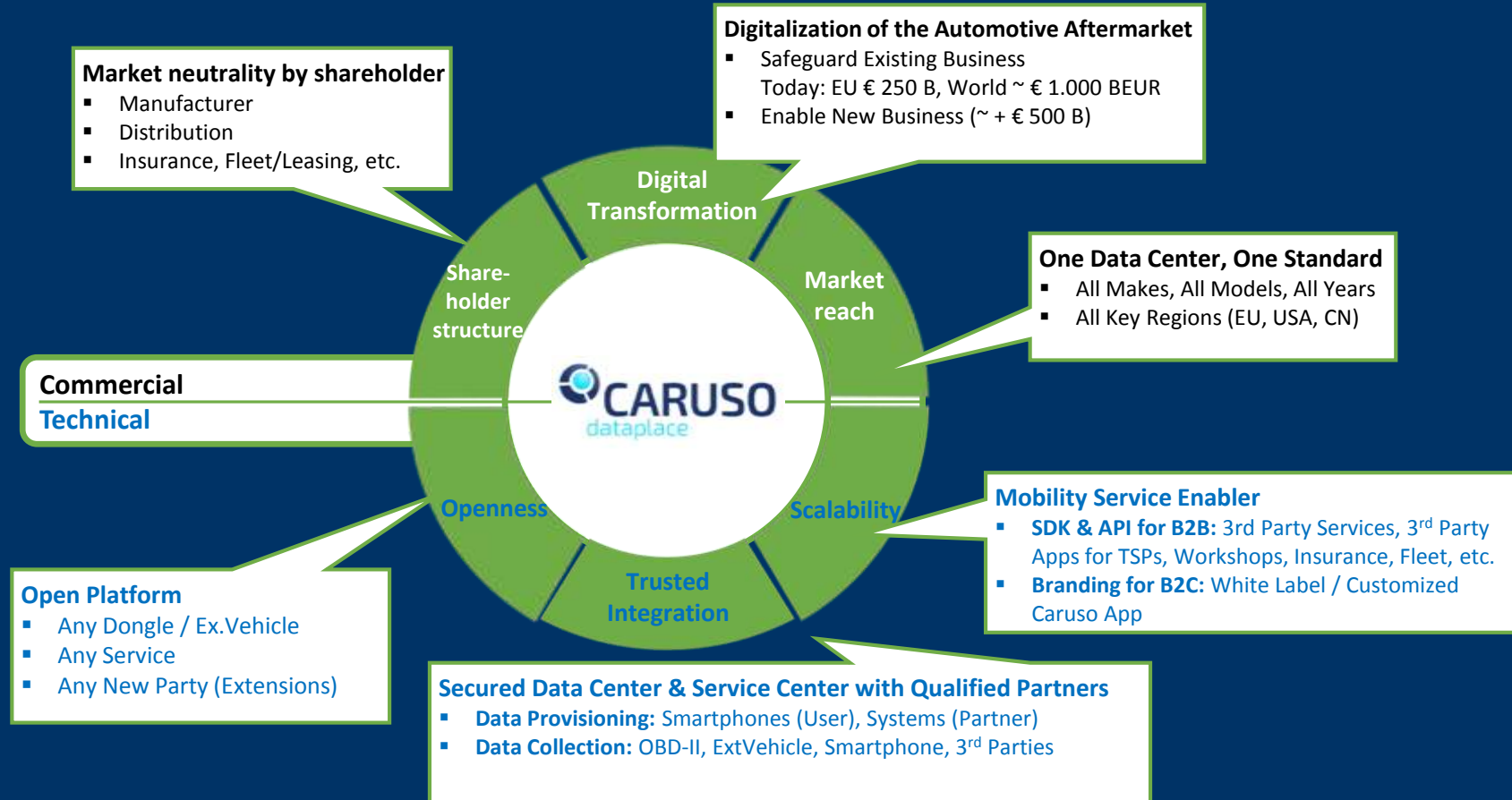
High performing Interface

App Store

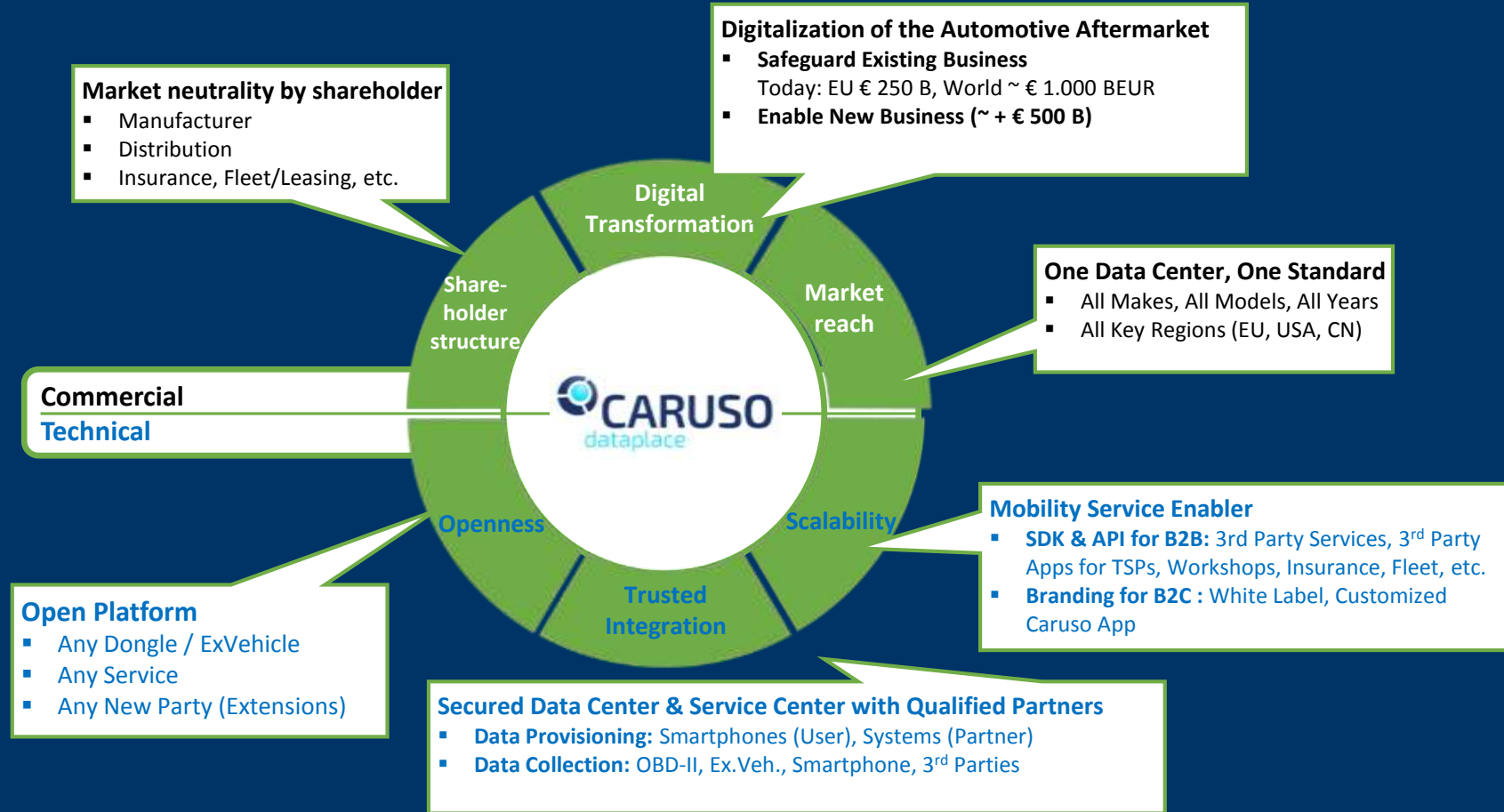
Existing players

New players

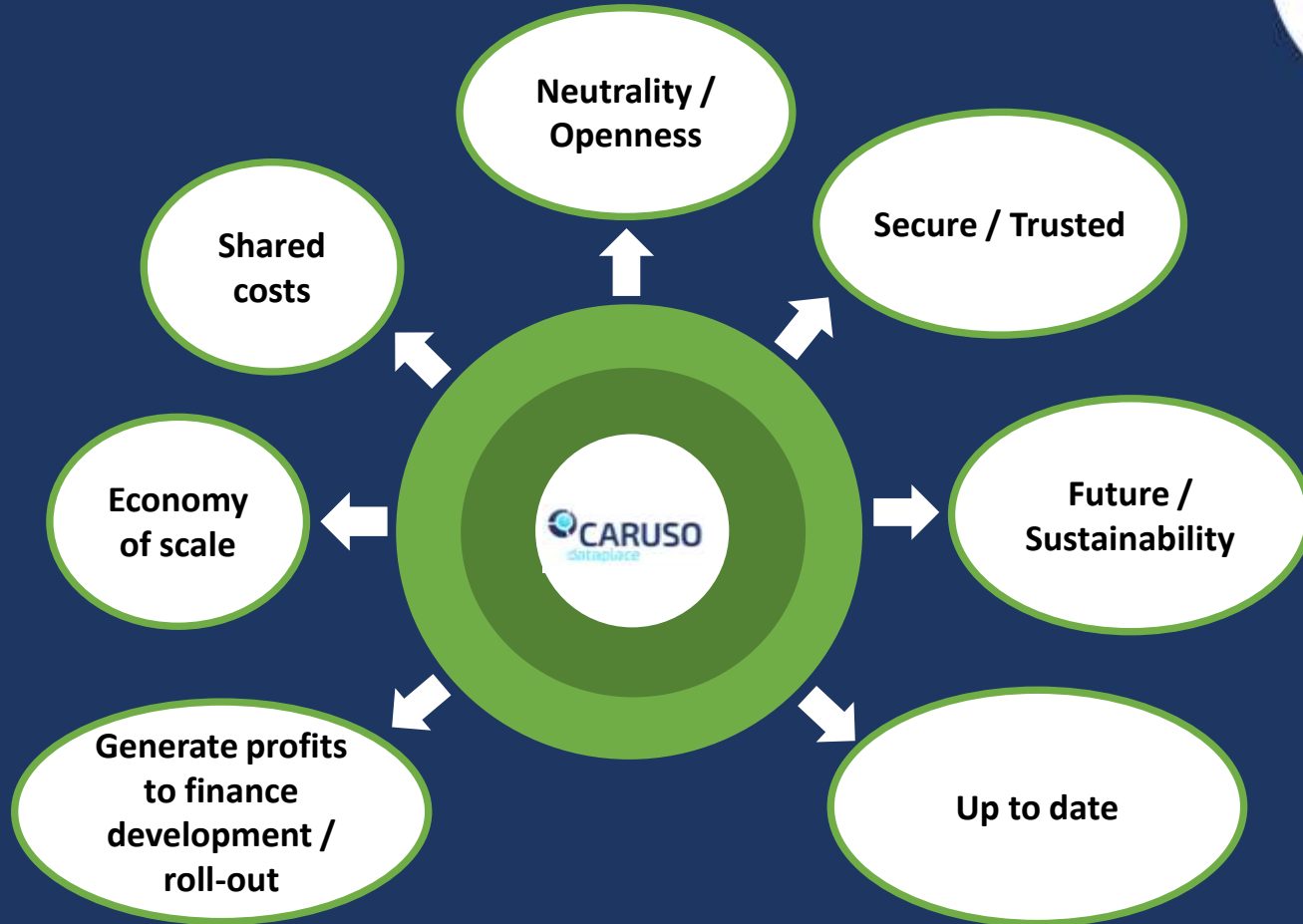
Caruso open platform – standardized data center



Caruso open platform – standardized data center



Investor value propositions

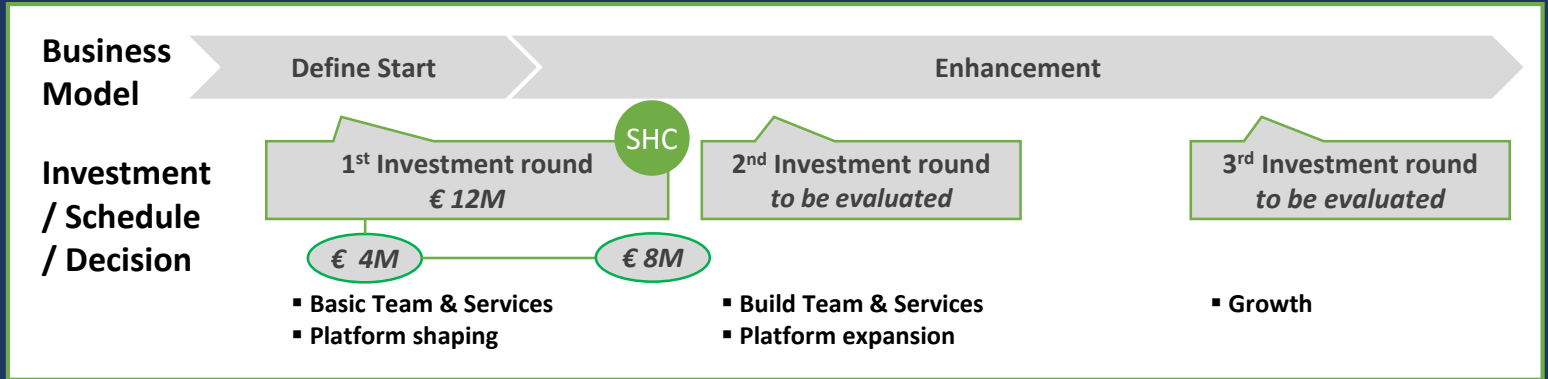


Caruso Roadmap to Aftermarket Ecosystem

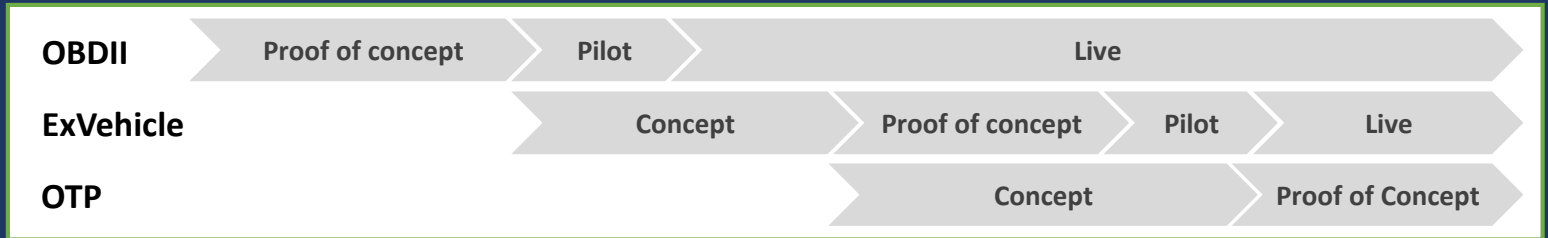


2016				2017				2018	2019
Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		

Commercial



Technical



Initial Use Cases supported



- Vehicle Service Call
- Breakdown Call
- Accident Notification
- Vehicle Health Check
- Usage Statistics
- Insurance Up-Sell
- Optimization of Used Car Selling/Trading
- ...



Digitalization
Existing
Business

Create
New
Business
/Models

Revenue model / KPI's



Caruso GmbH - Corporate Governance



Managing Director



Shareholders of Caruso GmbH

Manufct.	3rd parties	Trade
37,5%	25%	37,5%



Members of the Shareholders Committee

Manufct.	3rd parties	Trade
4 seats	2 seats	4 seats