

Session Three: Electrification & Fleets

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Jon Burdekin

Jon Burdekin Fleet Consultancy & BVRLA Trainer

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Mike Potter Drive Electric

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Gráinne Regan

Octopus EV

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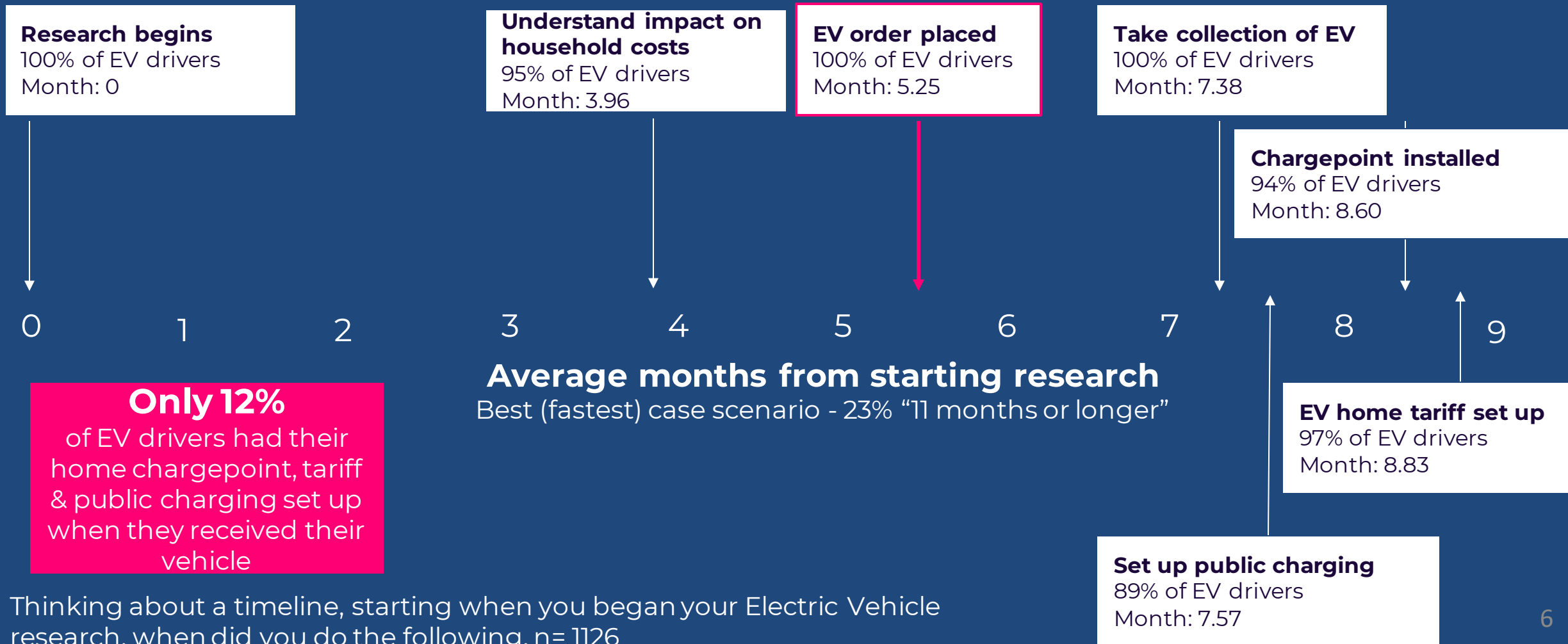
EV Bundles

BVRLA Leasing Broker Conference

octopusenergy



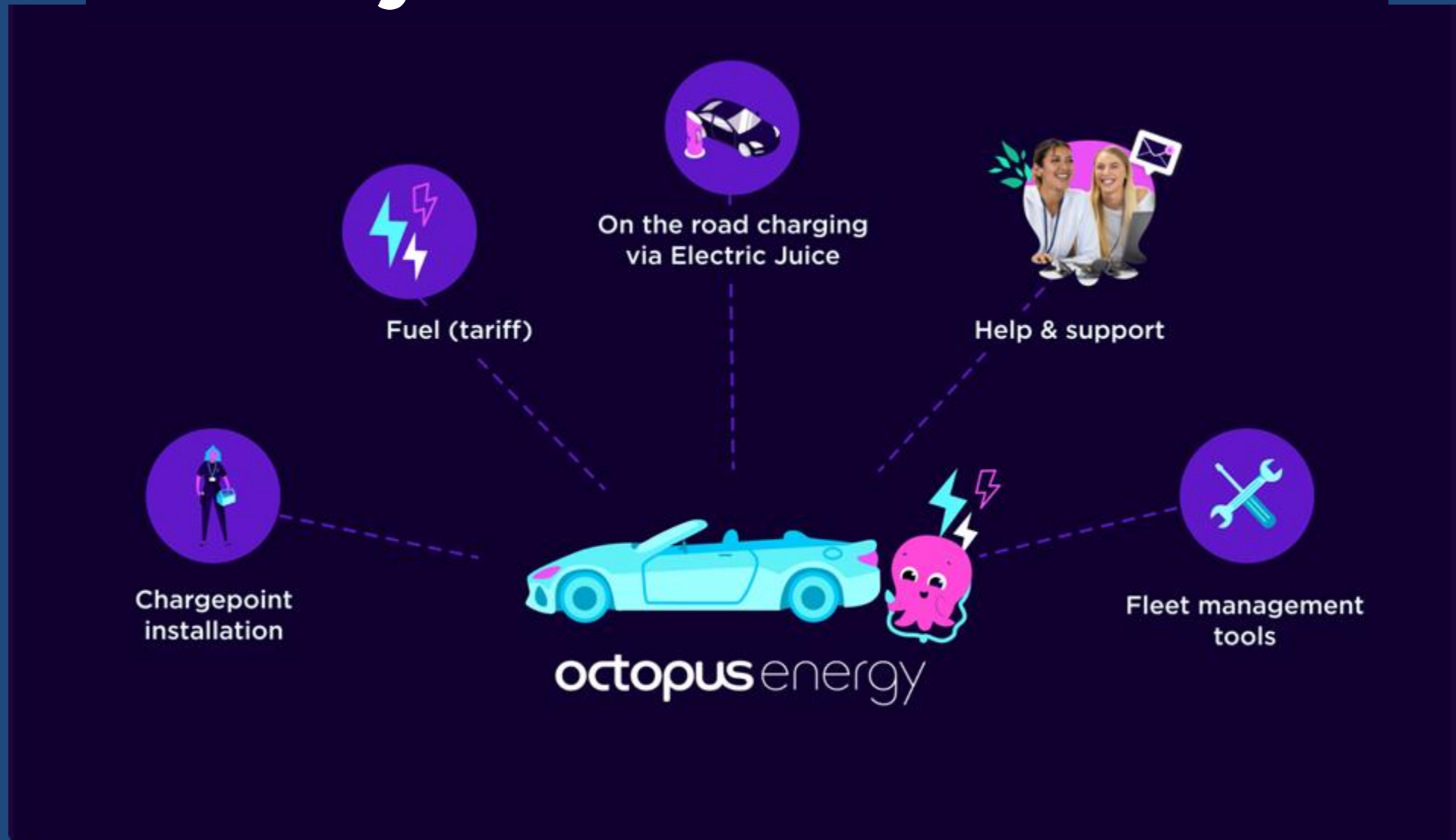
The EV purchase journey is long, complicated & rarely ends when the customer gets behind the wheel



Having identified these gaps, we've created a best in class experience to bring everything together

Problem	Solution	Proposition
<p>Blockers: New Drivers: Range anxiety Existing Drivers: sick of juggling memberships</p>	<p>Include access to 100k chargers across europe under a single account, all paid for via your energy bill (option for free miles)</p>	 <p>Electric Juice Network</p>
<p>Enablers: Environmental benefits & costs savings are a big motivator, but purchase costs are high</p>	<p>Build a package for your customers that allows them to calculate & savings specific to them, inc 100% renewable energy</p>	 <p>Bundle builder & TCO calculator</p>
<p>Experience: The research journey is long and complicated</p>	<p>Create EV charging experts with the support of training from Octopus</p>	 <p>EV charging training</p>
<p>Experience: Long lead times to get an EV</p>	<p>Keep customers warm & use the time to create a slick journey & generate additional revenue</p>	 <p>Smart meter & chargepoint stall pre delivery</p>
<p>Experience: Desire for kit that doesn't cause extra hassle & does the thinking of them</p>	<p>Include kit & intelligent Octopus that automatically schedules charging to access the best possible prices</p>	 <p>Intelligent Octopus</p>

Accelerating the transition to electric with our Easy EV Transition Bundle



David Watts

Arrival Automotive UK Limited

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Fleet Electrification:

The transition to eLCV

David Watts

Commercial Manager (UK & Ireland)

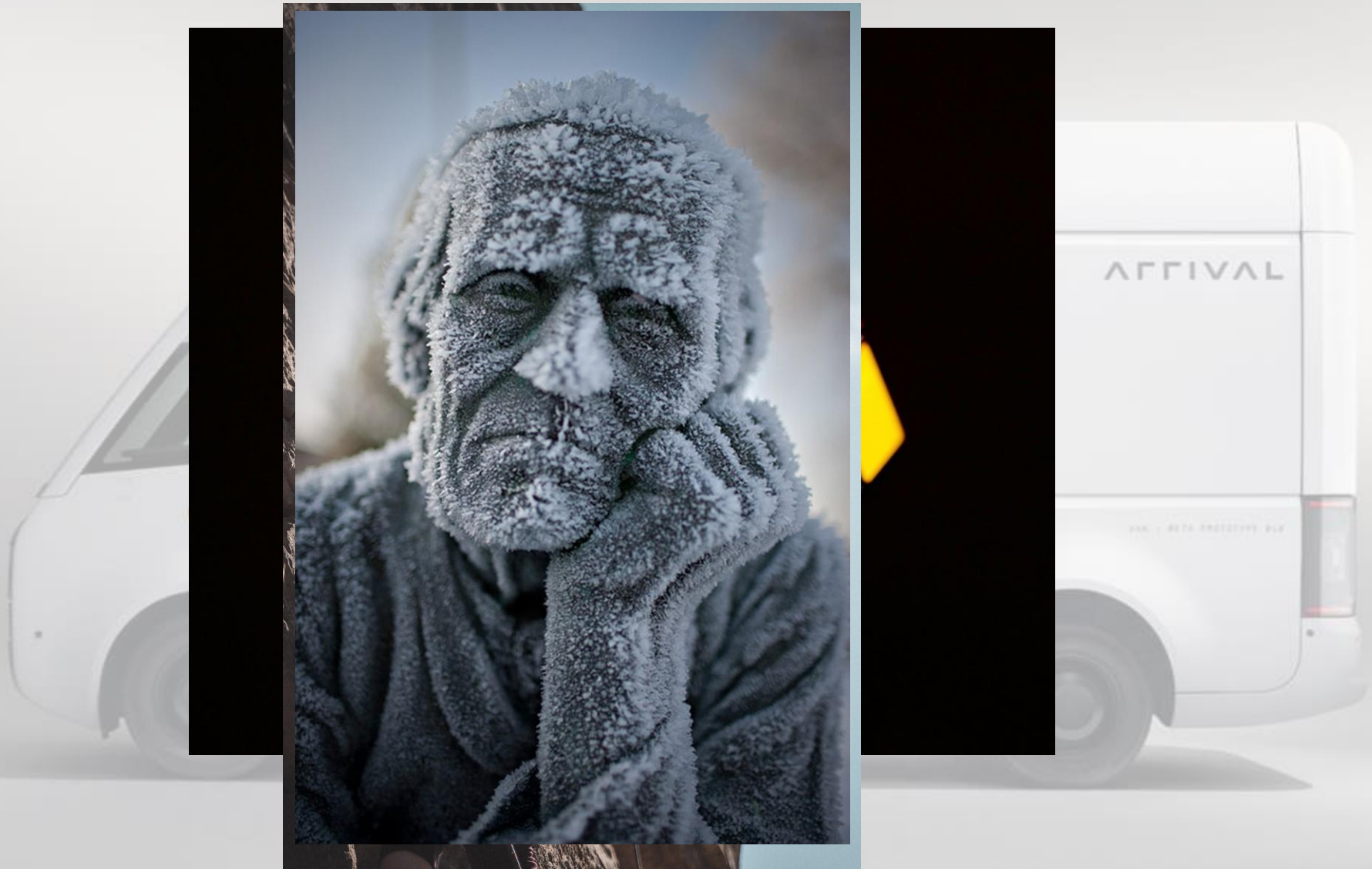


- But first, a quick question about electric cars.....



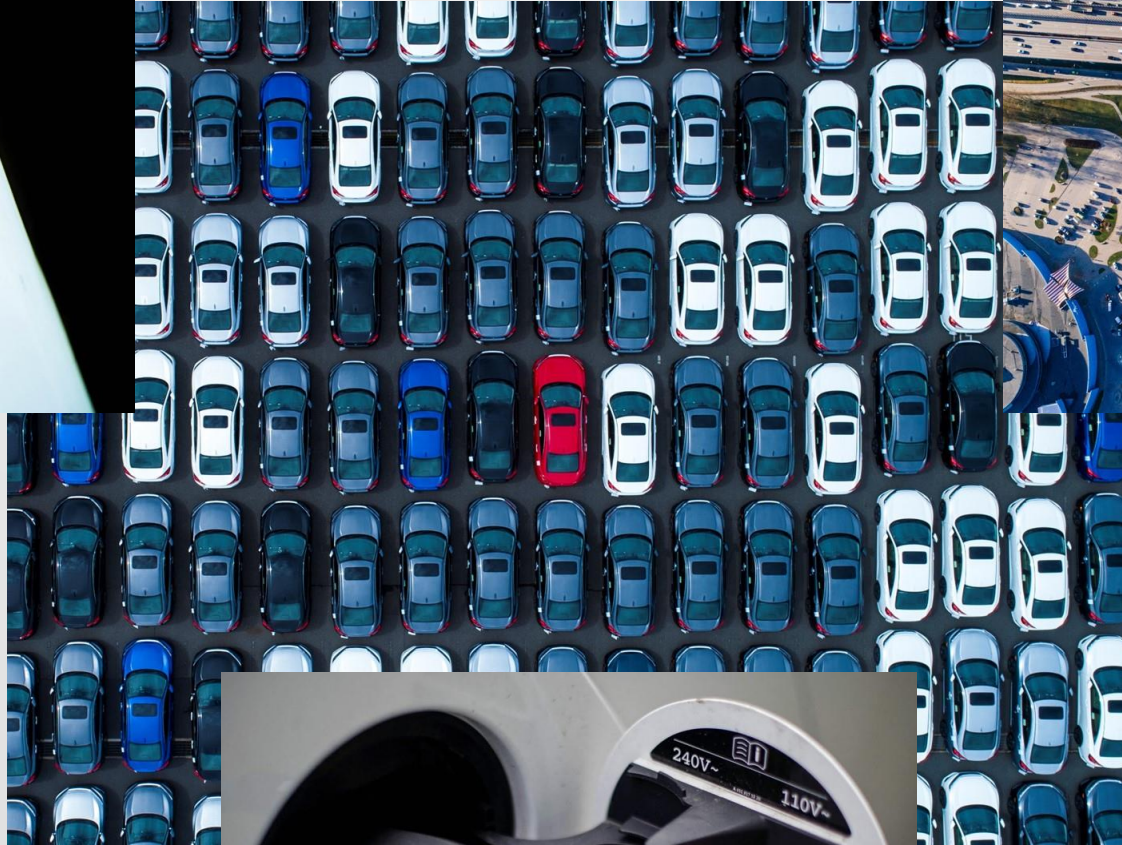
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- It's all a bit too hard.....



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- Understanding the vehicle / driver profile



Fit for Purpose?
Payload / Capacity
Real life range
Winter / fully loaded

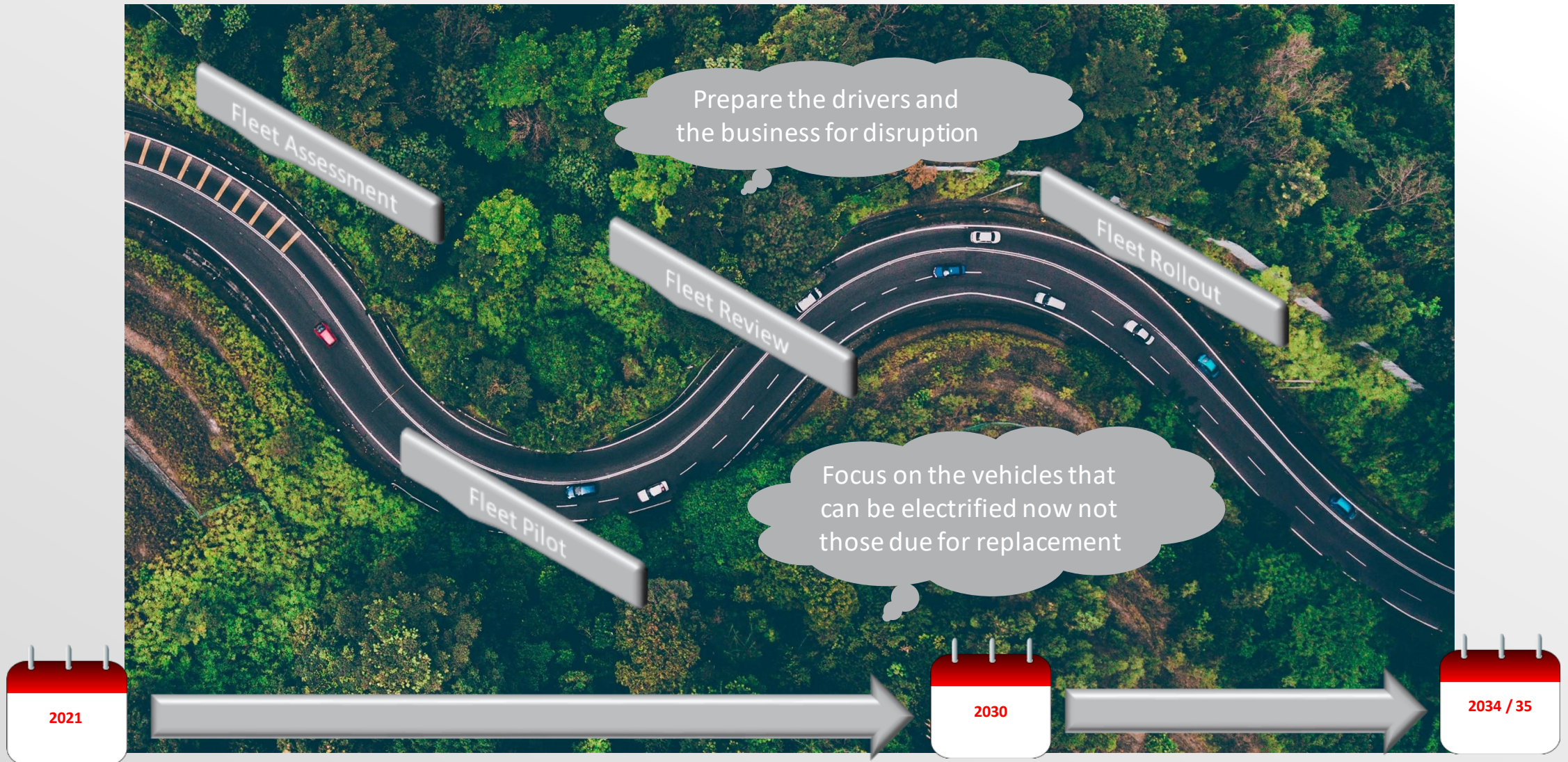
Duty Cycle:
Urban / Rural / Motorway
Miles per Day
Longer journey frequency



Home charge
Onsite
infrastructure
On-the-go charging

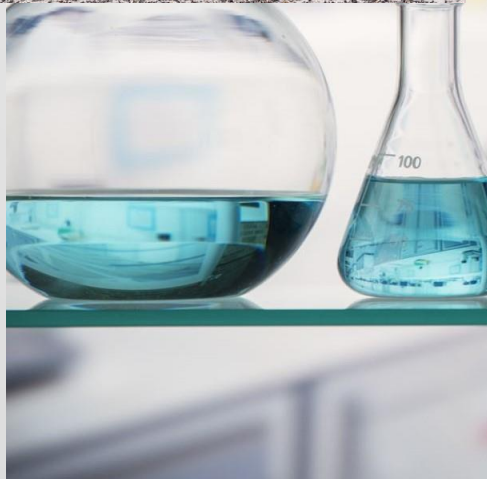
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- eLCV strategic road map to 2030 and beyond



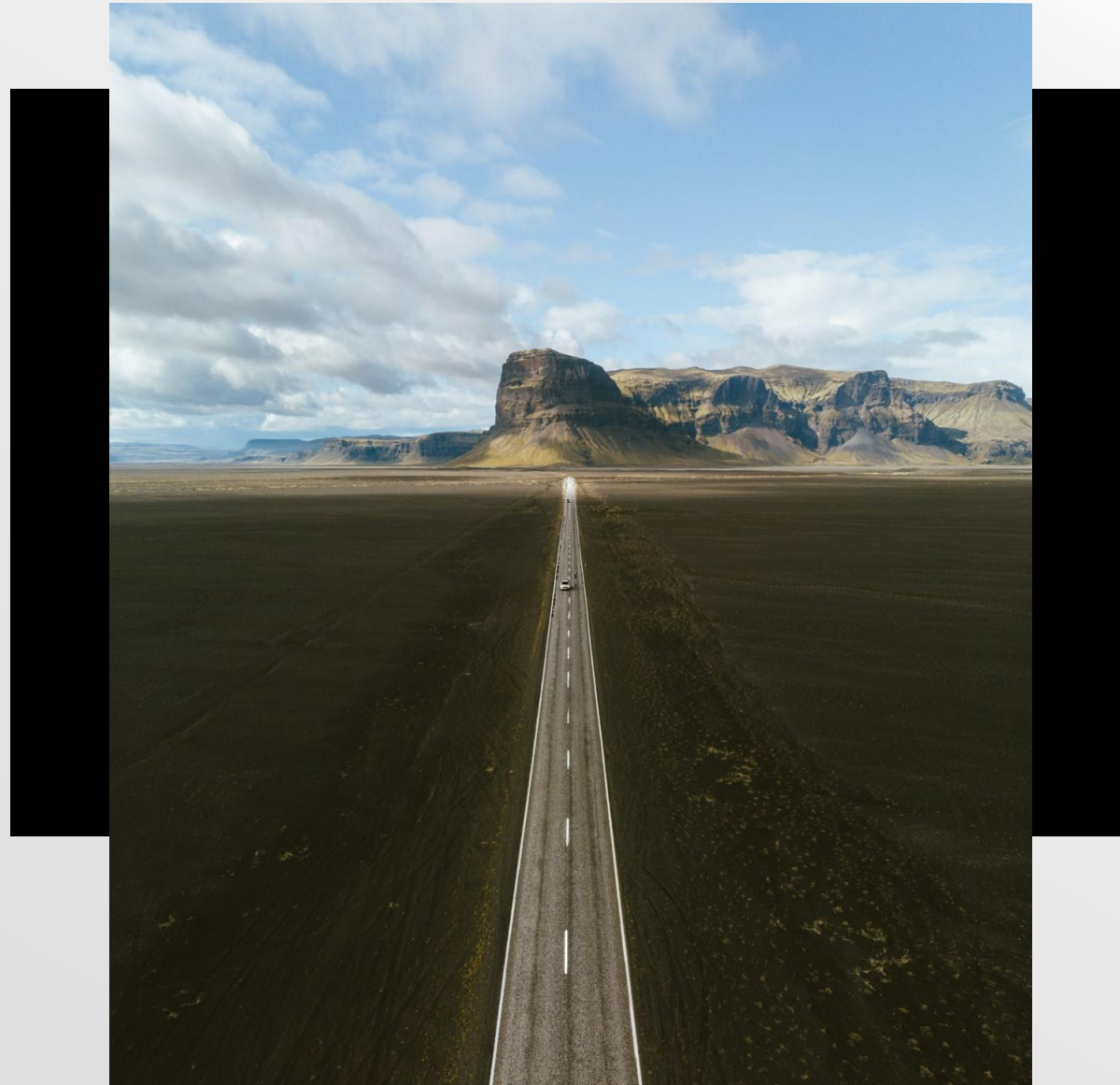
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- Managing Customer Expectations - WLTP



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- Managing Customer Expectations – WLTP Electric Range

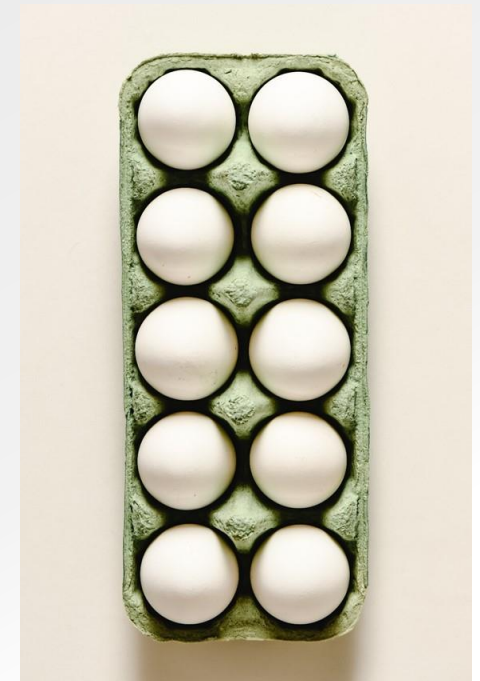


- Managing Customer Expectations – WLTP Electric Range

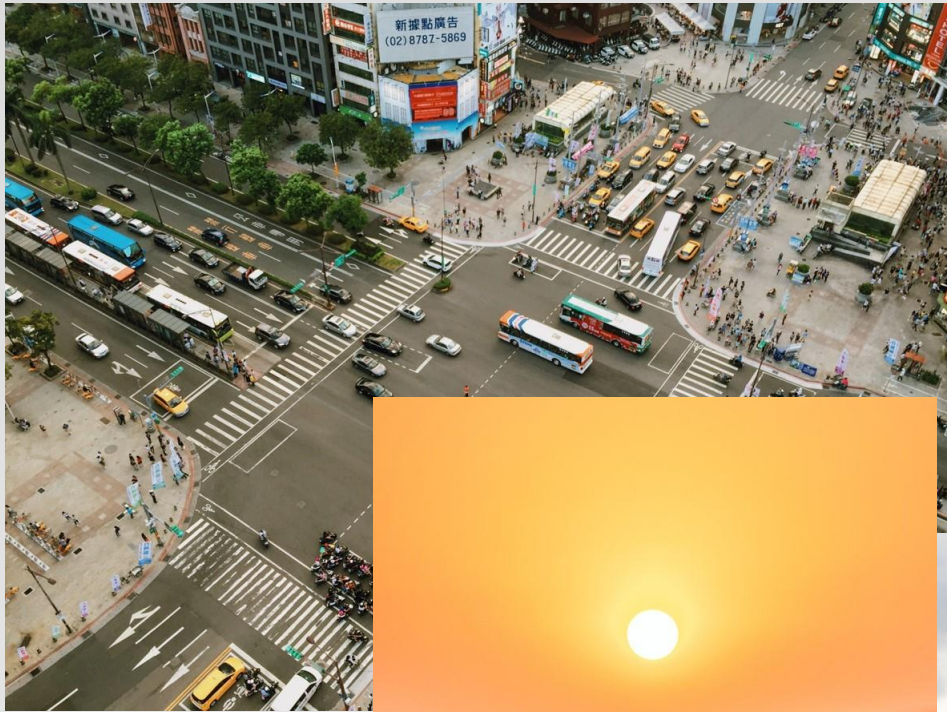
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Thank you

david.watts@arrival.com

