What is ecodriving for an OEM? why, for whom, what is it and what it will be…

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01
WHY AND FOR WHOM?
Main dissatisfaction: Gap between Real & Announced FC

- Increase ~ +30pts in 12 years (+18pts for Renault)
- Announcement seems unachievable

Concern shared by all customers (Fleet & Private)

- CO₂ tax & fuel price
- EV Specificity: consumption = autonomy

New test procedure: WLTP

Off-cycle opportunities for CAFÉ/CO₂ regulations

RENAULT DRIVING ECO² Challenge ➞ close the gap between certified vs real fc

DE² is « eco-ADAS » supporting the DRIVER with a visibly set of efficient tools

4 customer clusters

- No interested: 20%
- Participating: 20%
- Delegating: 20%
- Both D&P: 40%

Source: Experimental economics study

Carmaker announce vs real fc
WHAT IS IT?
How to support the DRIVER: the best efficiency = adequate information & right moment

- 3 zoning ➔ Real Time / On Purpose / On Demand
- 2 attitudes ➔ delegating 1 & participating 2

Zone A
« On driving »
Real Time information

Customer Value 14€

Eco-advice
- Gear Shift Indicator

Eco-monitoring
- Driving Style Indicator
- Tachometer eco zone
- Inst & Av. Fuel Cons.

Eco-mode button
- Optimization of fuel savings depending on engine & driving style and automatic AC

Eco-mode savings up to 10%

Driver implication up to 15%

Zone B
« On Purpose »
Trip Report

Customer Value 40€

Eco-Scoring
- Trip report with advices

Eco-Coaching
- Contextual messages due to trip report

Eco-Challenge
- On board, Trip by trip I improve my score

Navigation
- Eco road choice

Customer Value 40€

Customer Value 60€

Zone C
« On demand »
Activation & intervention

Customer Value 60€

Eco-road choice

Real Time information

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2008 Ecodriving Launch, 2014 DRIVING ECO² first customer feedbacks, Full range in 2016

Events

- 2008: Bibendum Challenge
- 2009: EcoDriving Launch
- 2011: First Customer Feedback

Vehicle Deployment

DRIVING ECO² Features

- Eco-Mode
- Eco-Advice
- Eco-Monitoring
- Eco-Navigation
- Eco-Scoring
- Eco-Coaching
- Eco-Challenge (B2C on board)
- Eco-Challenge (B2B w FAM)
Eco-Advice & Monitoring: Consistency & Customization

- Specific eco skin and Multi sense integration of drivingeco2 functions
- Driver Contextual Real Time Assistance in progress
Eco-scoring evolution will meet customer expectations through savings staging & B2B deployment

- 2012: R-Link
- 2013: MediaNav
- 2014: Road Companion
- 2015: MMI2014
- 2018-20:

Eco scores on all MFD
Improved understanding
Technologies savings

On Board
Off Board (B2B)

- Cross car line Eco-scoring staging
- Savings staging: eco mode / S&S activation (ICE), energy reco. EV & ZE driving time
- B2B eco-score on FAM: “pay how you drive” ready
03
WHAT IT WILL BE?
Navigation and Connectivity will shape DRIVING ECO² evolution towards eco-ADAS

« Close Horizon »
200 m – 1 km

« Far Horizon »
Trip

Real Time and Contextual Driving Assistance

Contextual Eco-Mode

Energy Management by Eco-Navigation
Connectivity will double fuel savings and increase customer awareness.
THANK YOU FOR YOUR ATTENTION

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