

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

DRIVINGECO²

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STRATEGIC ENVIRONMENTAL PLANNING

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

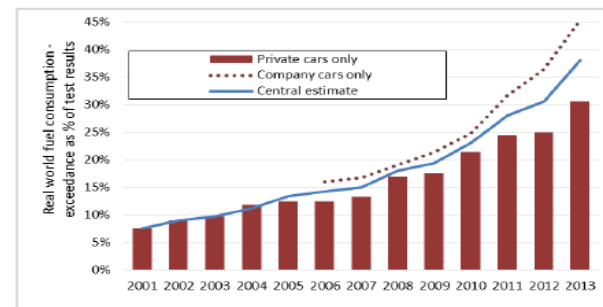
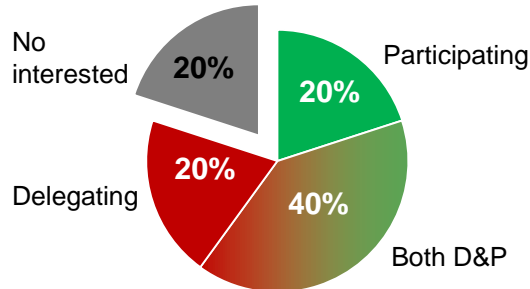


Fig 1: The gap between official fuel economy and CO₂ tests and real world driving 2013 (derived from ICCT, 2014)

Carmaker
announce vs real fc

RENAULT DRIVINGECO² 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



Source : Experimental economics study

DRIVINGECO² ATTITUDE

Delegating

Eco-Mode

Eco-Navigation

Eco-Advice

Eco-Monitoring

Participating

Eco-Scoring

Eco-Coaching

02

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 ②

- Gear Shift Indicator

Eco-monitoring ②

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



Driver implication
up to 15%

Eco-mode savings
up to 10%

Zone B
« On Purpose »
Trip Report

Customer Value 40€

Eco-Scoring ②

- Trip report with advices

Eco-Coaching ②

- Contextual messages du to trip report

Eco-Challenge ②

- On board, Trip by trip I improve my score

Navigation ①②

- Eco road choice

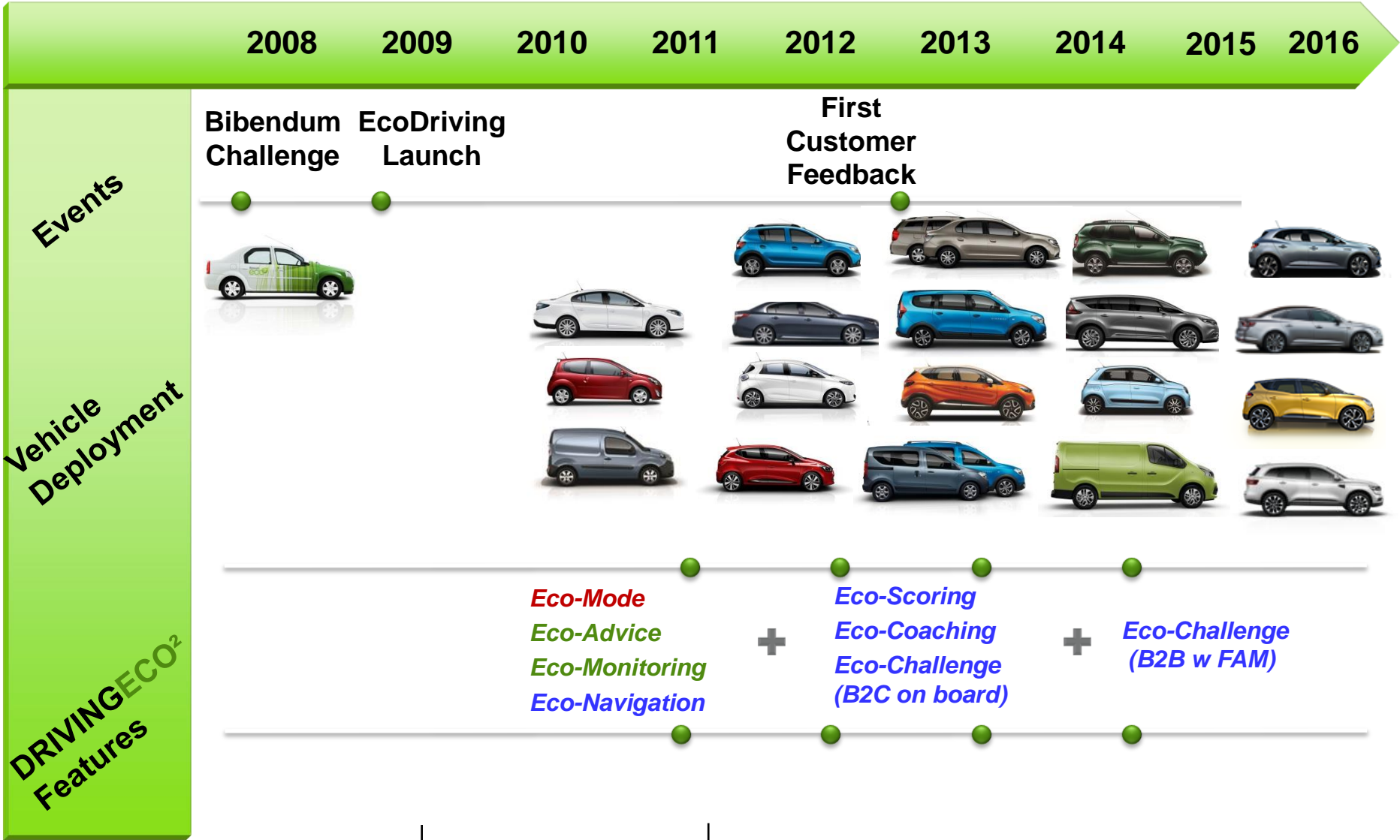
Zone C
« On demand »
Activation & intervention

Customer Value 60€

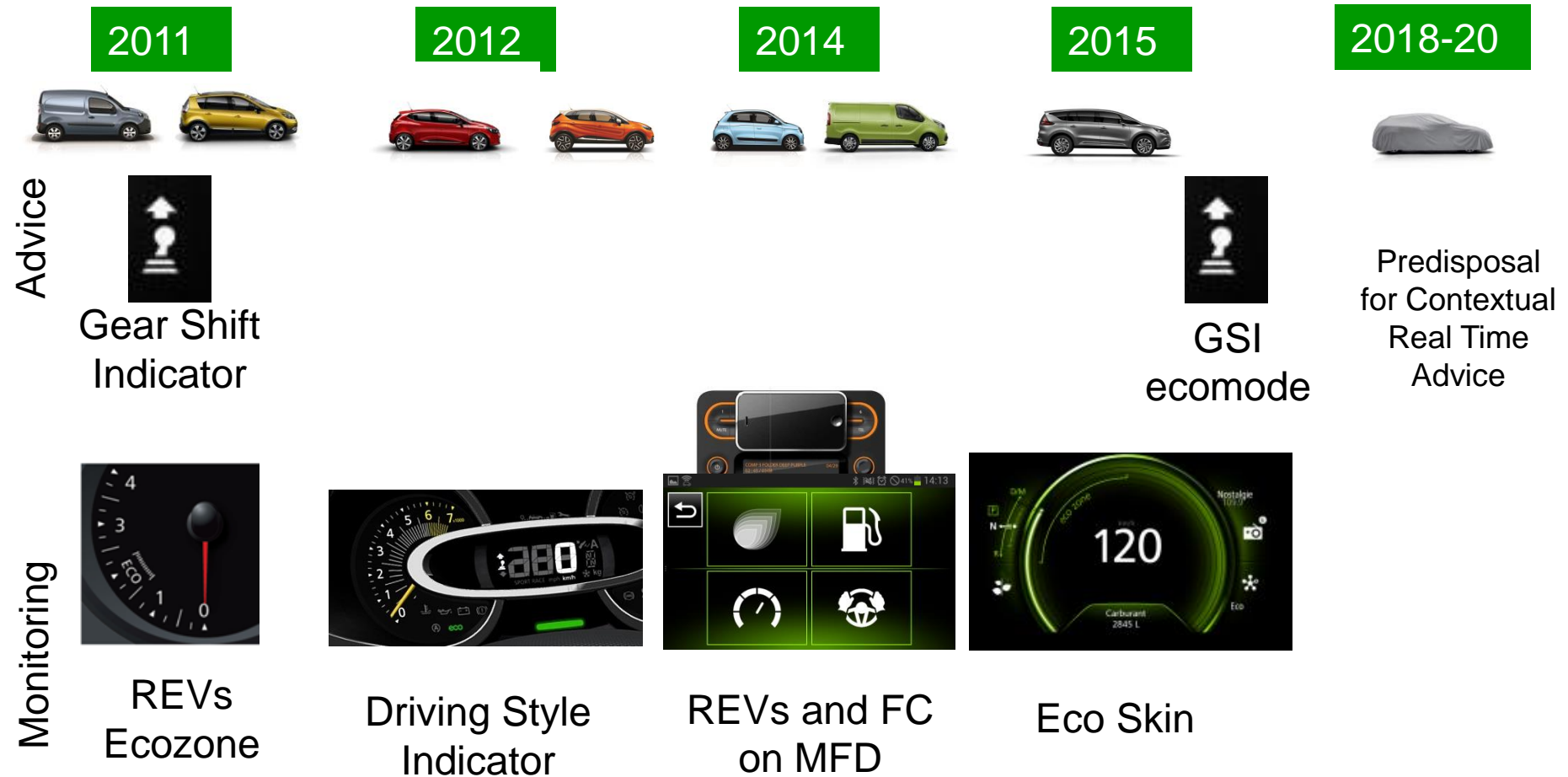
Eco-mode button ①

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

2008 Ecodriving Launch, 2014 DRIVINGECO² first customer feedbacks, Full range in 2016



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

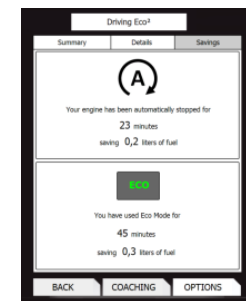


2015

MMI2014



2018-20

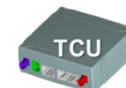


Eco scores on all MFD

Improved understanding

Technologies savings

On Board



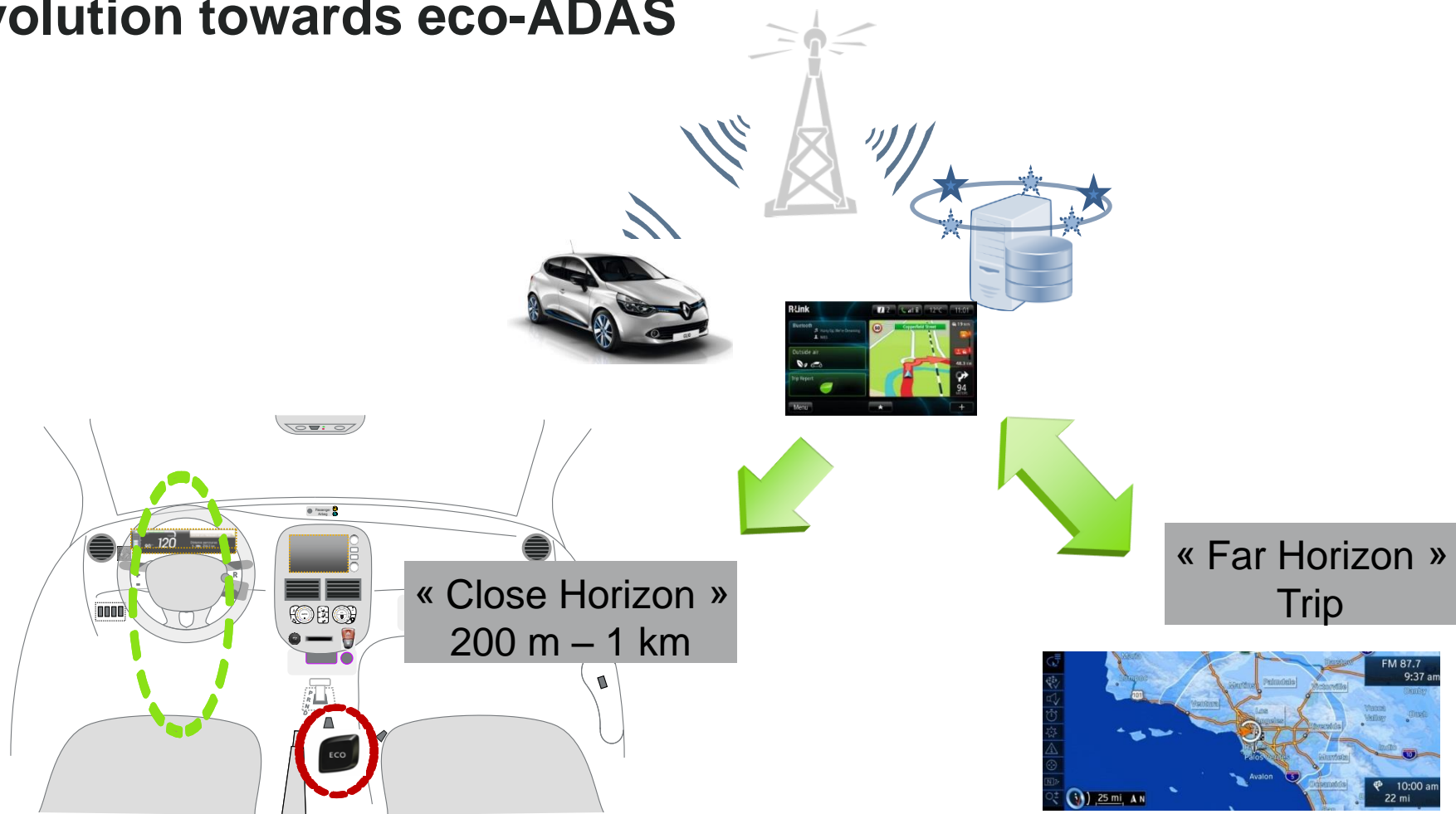
Off Board (B2B)

- 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 DRIVINGECO² evolution towards eco-ADAS

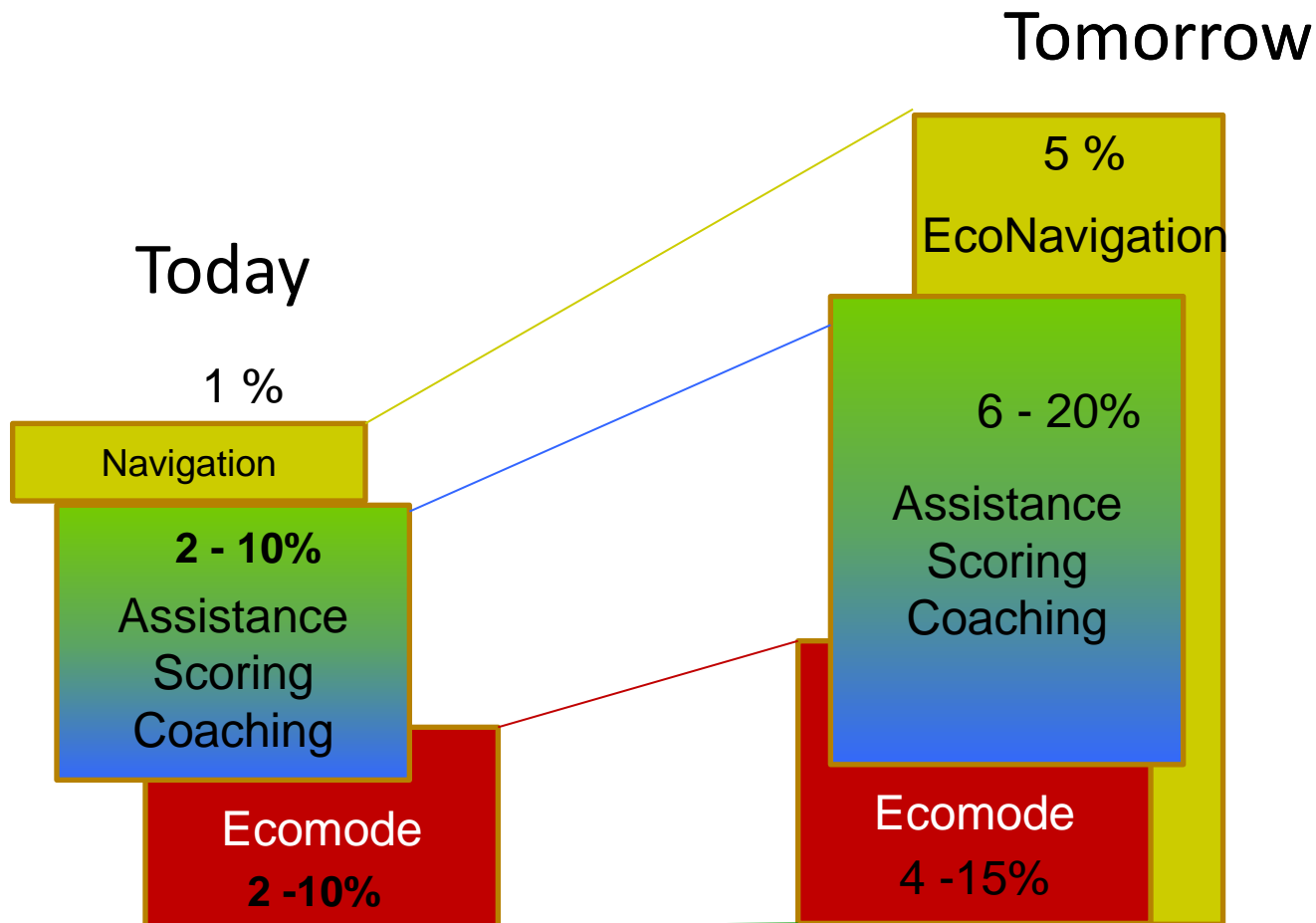


Real Time and Contextual
Driving Assistance

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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Strategic Environmental Planning

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