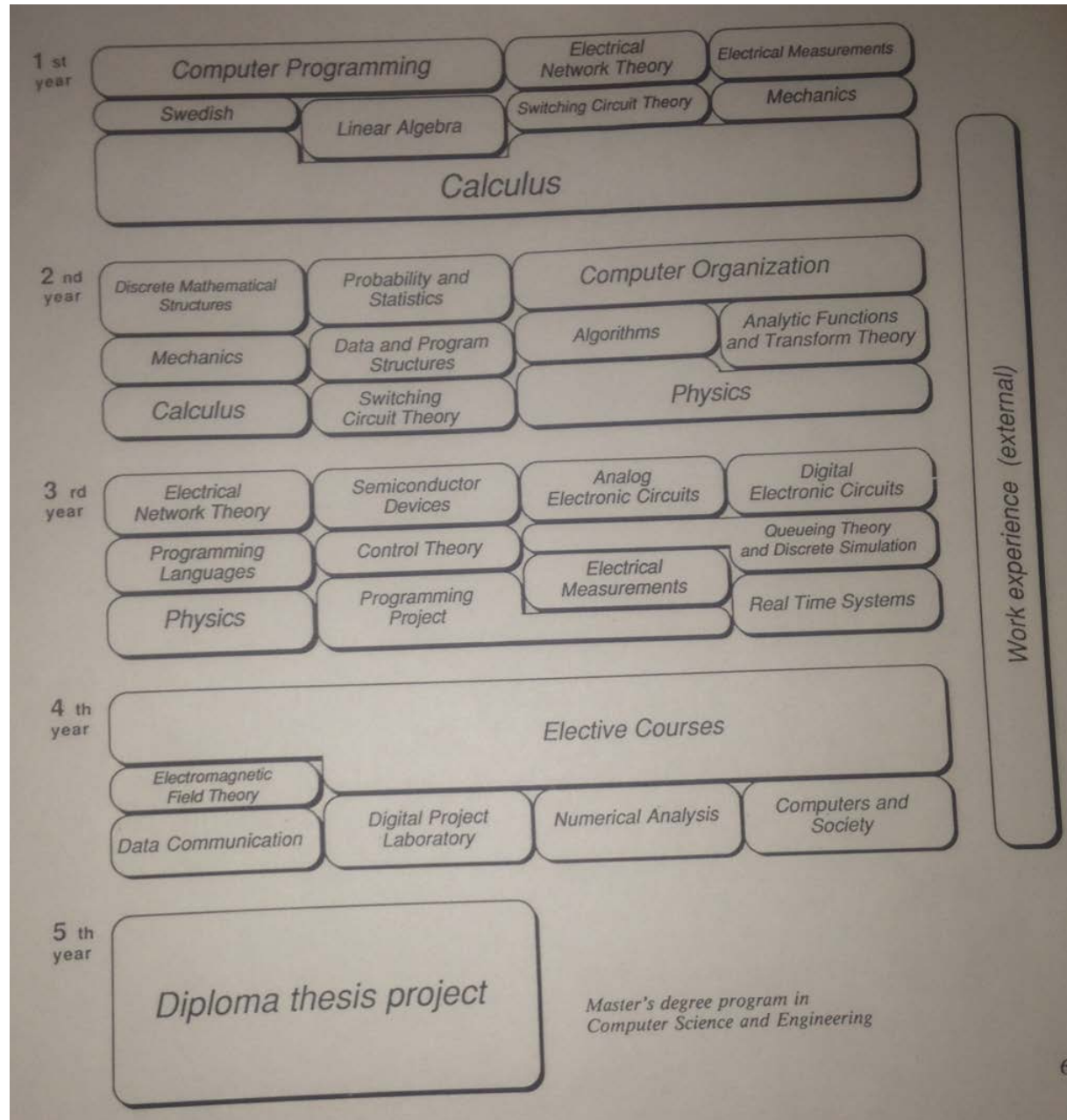




HEJ!

DET BÖRJADE I SEPTEMBER 1985





OCH SÅHÄR BLEV DE KOMMANDE 30 ÅREN



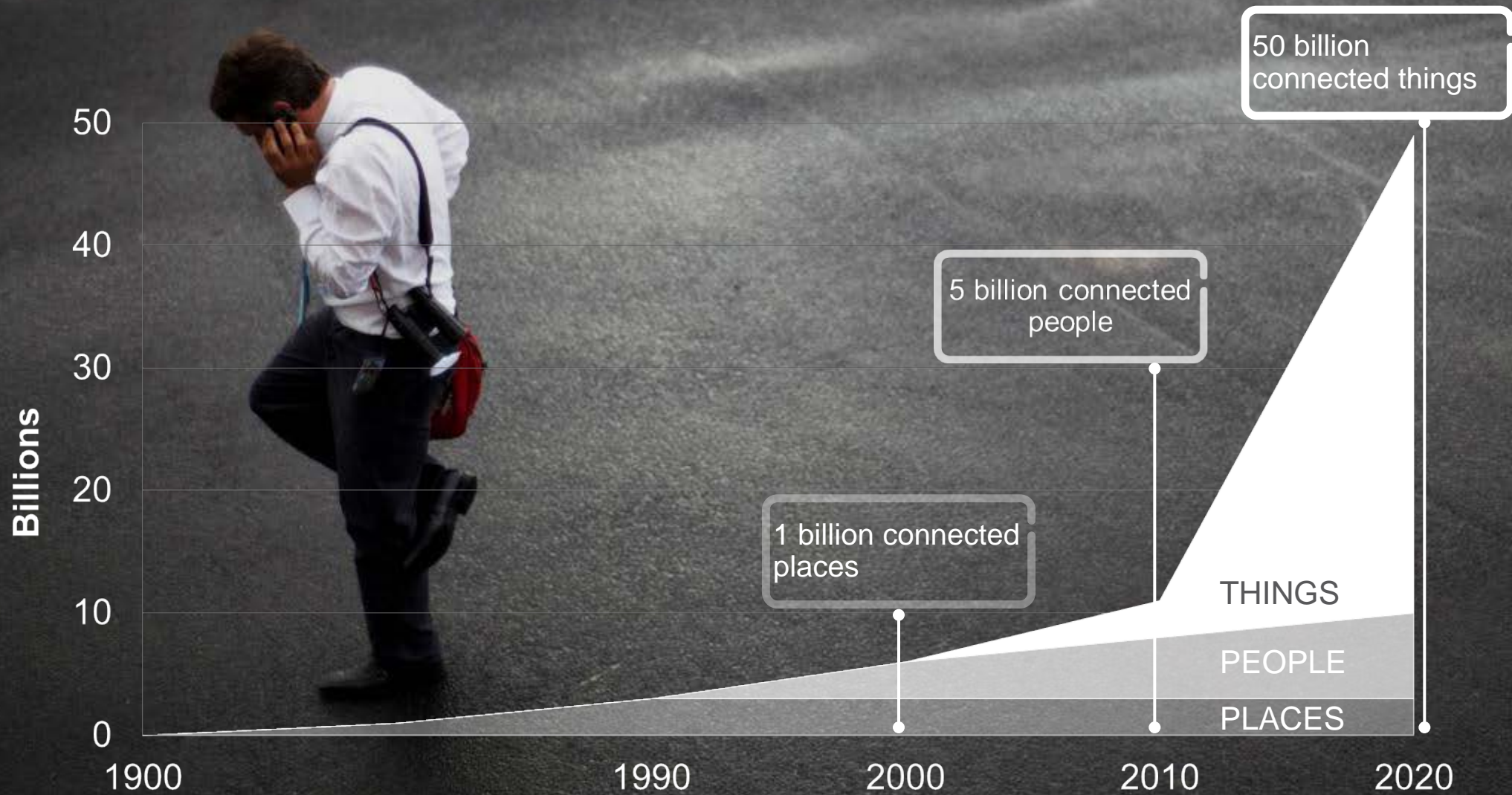
1985 - 1988



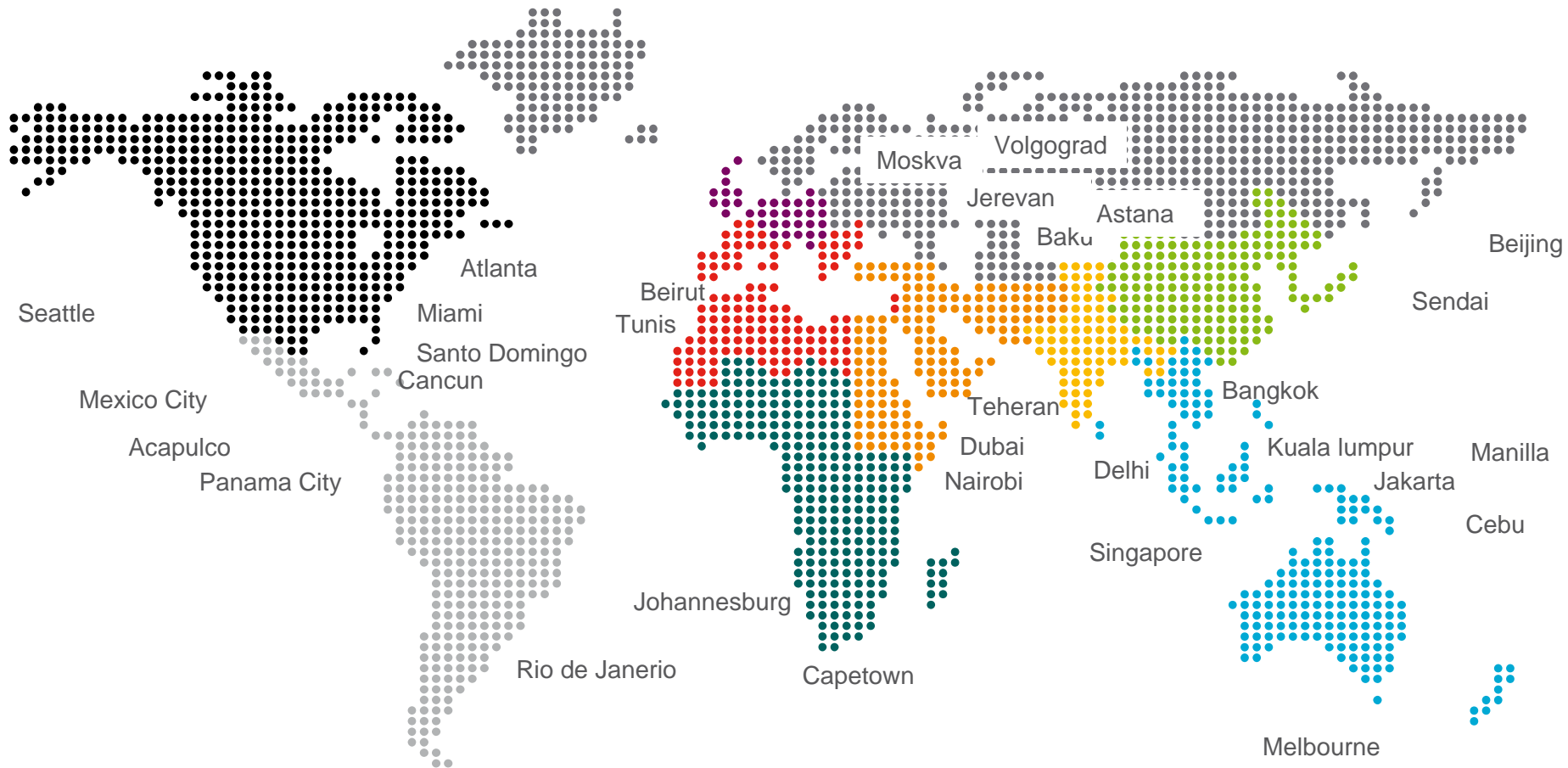
1986 - 1992



DEL AV SPÄNNANDE UTVECKLING



FÅTT SE SPÄNNANDE PLATSER UTANFÖR EUROPA



DEL AV TRANSFORMATION



OUR CURRENT BUSINESS MODEL WON'T BE EFFECTIVE IN THE FUTURE

- The market is no longer regulated and after sales competitors are growing in size and becoming global
- Customers are getting used to instant access to all type of services and content
- Centrally we have had limited knowledge about our customers and have not been able to communicate directly to them

Current business model



TELEMATICS VALLEY
DEC 18
2013



THE FIRST ONLINE DIRECT SALE RECEIPT OF A CONNECTED VOLVO SERVICE TO AN END CUSTOMER!

PURCHASE HISTORY AND RECEIPTS

2013-05-21	1 YEAR EXTENSION Volvo On Call	Order ID 1686497_PROF
RECEIPT		Quantity 1
Date and Time 2013-05-21 02:41 PM		Amount 1375,00 SEK
Description 1 YEAR EXTENSION Volvo On Call		Total Amount 1375,00 SEK
VAT 275,00 SEK 20%		
VOLVO CAR CORPORATION Assar Gabrielssons Väg 405 91 Gothenburg SWEDEN		ORG. NO. 206075-2059

Print Receipt >

Customer's right of cancellation is 14 days according to Swedish law. Request of cancellation and a copy of the receipt should be sent to Customer Experience Management, Dept 37450, RDV1, 405 31 Gothenburg, Sweden

Proof of Volvo Cars moving from B2B to B2C



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2013

Legislation driver for initial investment, customer affinity additional value



ERICSSON