Deloitte can provide a preconfigured subscription platform and curated ecosystem to enable your subscription business.

Imagine if you could:

- Monetize your vehicle assets over multiple cycles
- Meet customers’ demands for more flexible and usage-based mobility options
- Grow mobility market share among new and under-engaged demographics
- Access new revenue streams
- Reduce barriers to adoption of lower carbon-intensive vehicles
- Create customer loyalty through direct to consumer interactions

Did you know?

- 1/3 of consumers under 55 years of age are interested in giving up vehicle ownership in favor of subscribing to the use of a vehicle going forward.
- More than 50% of consumers under 55 years of age are interested in making one monthly payment covering all vehicle-related costs.
- By 2035, we estimate that private vehicle usage without ownership will comprise 38% of the market in the U.S.

Shifting gears to a comprehensive approach

Successfully building and managing a vehicle subscription business requires a distinct mix of digitally native technology, ecosystem relationships, business capabilities, and foundational enablers that help create a seamless customer journey.

**Digital platform**
(Base platform tailored to meet specific requirements)

**Deloitte’s auto tech and auto finance services**
(based on need and opportunity)

<table>
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<tr>
<th>Business capabilities</th>
<th>Enablers</th>
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<tr>
<td>Vehicle finance</td>
<td>Data management (payments data, customer insights, data analytics)</td>
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<td>Vehicle-based services</td>
<td>AI enablement (enhanced user experience, data processing, quality control, decision support and forecast, etc.)</td>
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<td>Vehicle fleet management</td>
<td>Integration into sales channels (diversification to direct, omnichannel strategy and partnerships)</td>
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<td>New profit pools</td>
<td>Setup of new operating model</td>
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<tr>
<td>New services and products</td>
<td>Adaptation/adjustment of support functions and capabilities (e.g., call center, fleet mgmt., RV mgmt., etc.)</td>
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<td>RV management</td>
<td>Customer engagement management (CEM)/lead and campaign management</td>
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<td>Insurance</td>
<td>Relationships with third parties</td>
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<td>Lifetime asset mgmt.</td>
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<td>Vehicle utilization mgmt.</td>
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Looking to revolutionize your approach to mobility and customer engagement?

Let’s talk about building your customized platform.

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