The Connected Automotive Future
An innovation strategy for LeasePlan

How the connected vehicle enables acceleration in the zero emission fleet transition

Why
The automotive industry is at the beginning of a transition in response to the Paris Agreement and with ever greater demands on society for cleaner mobility. At the same time, the Internet of Things is one of the leading trends that is expected to rapidly transform the automotive industry by introducing the connected vehicle. With LeasePlan’s total fleet of 1.5 million vehicles and access to a considerable amount of private charge points, LeasePlan has a significant influence on the development of sustainable transport systems. LeasePlan sees the growing request from its clients for expertise and guidance in fleet electrification. Clients try to find solutions to meet the rapidly increasing demand for charge infrastructure and to reach cost and footprint optimisation, while drivers deal with the inconveniences around electric driving.

How
This thesis proposes an innovation strategy to leverage the potential of connected vehicles for the fleet of LeasePlan, the global leader in automobile leasing and fleet management. This strategy has been developed through an extensive analysis of the internal environment, customer trends, industry developments, and emerging technologies in combination with Design Thinking and Roadmapping activities. It provides a set of solutions where the connected vehicle is believed to make the biggest impact for LeasePlan’s business, its market position and in meeting its ambition to shift towards a zero-emission fleet by 2030.

What
This study has identified how LeasePlan can use the connected vehicle to provide clients support in the zero emission transition and to deliver a desirable electric vehicle driver experience. With the innovation strategy presented below, LeasePlan becomes the reliable zero emission fleet accelerator, who takes the responsibility to contribute to a healthier environment and cleaner cities, while occupying a unique market position with its own expertise in fleet electrification, with the focus on its clients’ fleets and with the connected vehicle as its asset.