

YOU AND YOUR CAR CONNECTED



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SENSUS

“Designed to connect you, your car, and the world around you“

Customer benefits

Enhanced driver experience

Uncomplicates life

Driver in command

Brand drivers

Interactive dashboard

Connected content

Key message

YOU AND YOUR CAR CONNECTED

Message framework

Entertain

Connect

Navigate

Services

Control

CONNECTIVITY ROADMAP



Leading Connectivity –
safe, intuitive and fun to
use – the future of the
connected car

Expanding connectivity
offer to 40-, 70-, and 80-
cars, adding functionality
and content updates

Integrated connectivity –
new offers and
improvements in real
time enabling cloud
based services – factory
installed

Quick to market
infotainment offer – with
limited integration and
lifecycle – dealer
installed

Volvo On Call – your
remote connection with
your car, as well as
safety, security and
convenience services.

**Sensus
Connect
SPA**

**Sensus
Connect**
40, 70 & 80
models

**Sensus
Connect**
60 models

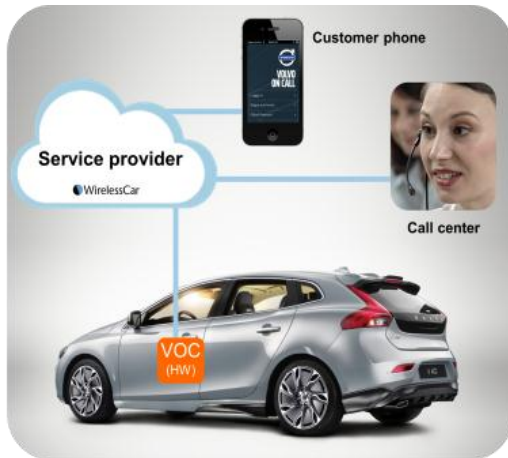
**Sensus
Connected
Touch**

**Volvo
On Call**

YOU AND YOUR CAR CONNECTED



VOLVO ON CALL



VOLVO ON CALL MARKETS



2001 Launched in Sweden
 2012 16 Markets Europe and Brazil
 2013 USA and Canada
 2014 China and Asia

MOST USED CURRENT FEATURES

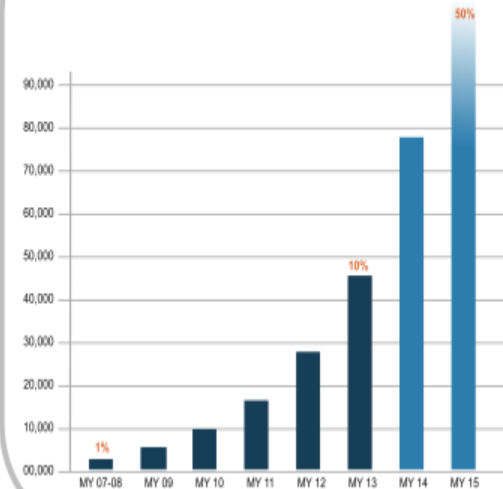
1. Car locator
2. Start heater
3. View Driving Journal



MOST WANTED FUTURE FEATURES

1. Remote Climatization of Car
2. Service Reminder and Booking
3. Diagnostic Trouble Code

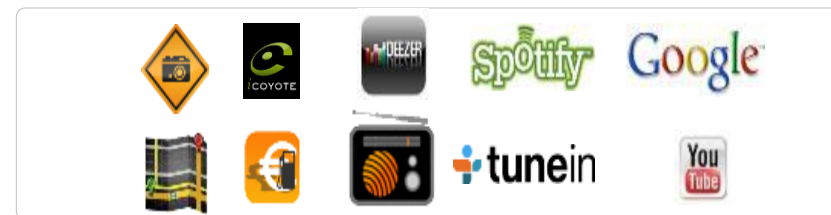
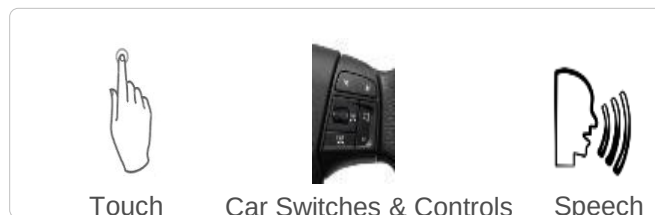
VISION: VOLVO ON CALL IN EVERY CAR



SENSUS CONNECTED TOUCH



- Connected Touch is a **dealer fitted product** that gives the customer new exciting functions & services connected to internet
- Connected Touch will be offered for **all cars with Sensus system with 7" display from Model Year 2011 to 2014**, excluding MCA cars.
- Interaction and control of the Connected Touch is by **the car's display, car's buttons & switches, touch screen and voice recognition.**
- A variety of APPS like: Voice controlled music streaming (world first), Music search, Full browser, Internet Radio, Connected Navigation, Native apps, App store and more....."Intuitive & easy to use"



VOLVO CARS IS INVESTING FOR THE FUTURE

"The Car becomes integrated in an all communicating world. The VCC Cloud links the Car to Your services and needs"



THE VCC BUSINESS MODEL AND CUSTOMER COMMUNICATION WILL CHANGE



Today's setup

Today all sales, their associated payments and communication is done directly by the local dealers or by VCC via the NSC's through the dealers who communicates with the customers

VCC / NSC



DEALER / WORKSHOP



CAR



Setup tomorrow

With the addition of connected services the VCC business model is changing. VCC will sell services directly to the customers via a service platform. Payments for services¹ will flow from customers via a payments platform. VCC/NSC's and Dealers/Workshops will work as partners meeting the customers through these new channels, delivering a new uniform experience

VCC / NSC



CAR



Owners page



Connected car

DEALER / WORKSHOP



Payments platform

Service platform

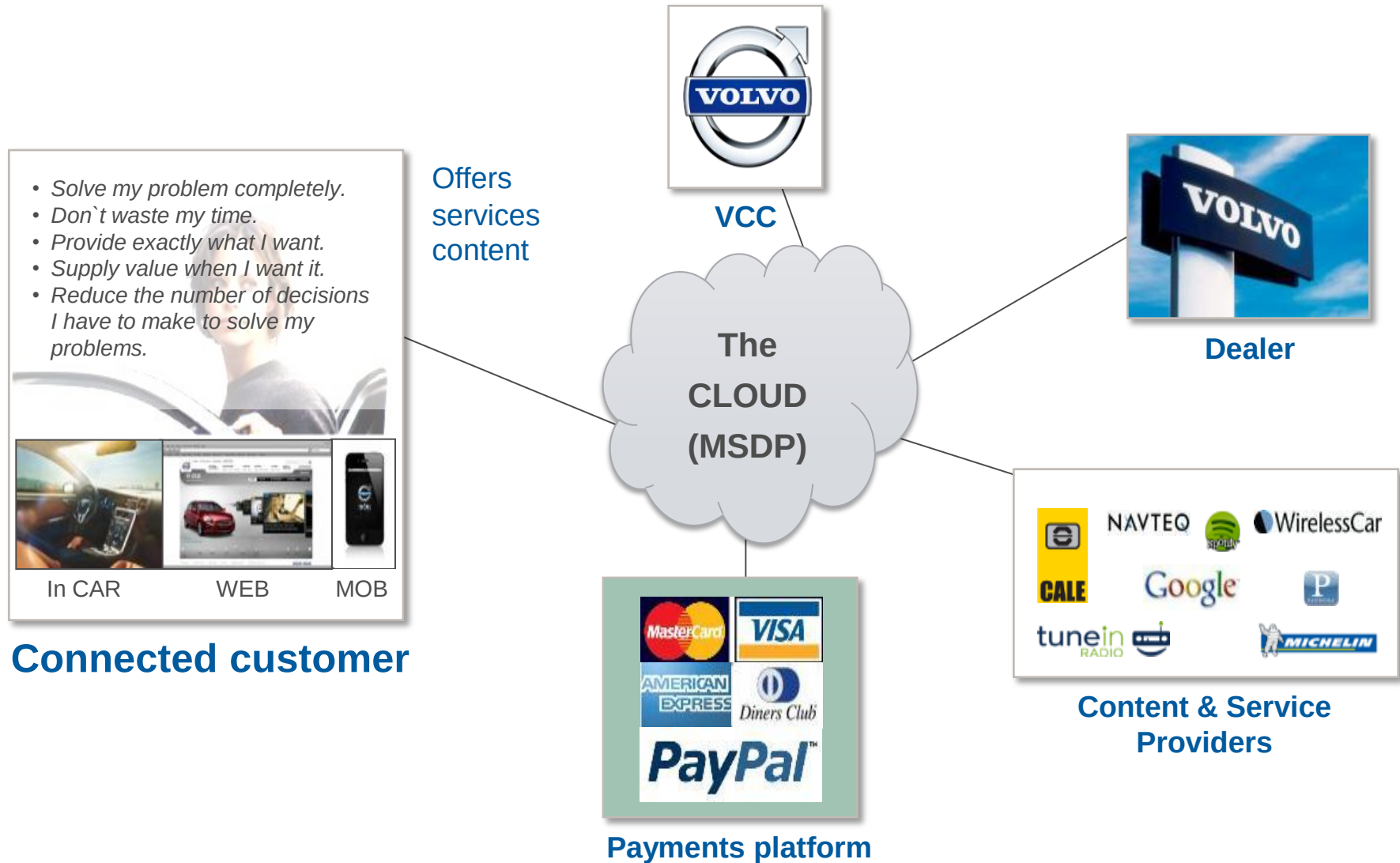
Communication

Collaboration

PARTNERSHIP

1. The payments platform is initially to be used for collecting payments for connectivity services. It can however be used for all sorts of payments, e.g. accessories, parts, cars and associated part payments and consumer finance etc.

OWNING THE CONNECTIVITY BUSINESS REQUIRES A GLOBAL PAYMENTS PLATFORM



VCC GLOBAL PAYMENT PLATFORM ENABLES CUSTOMER PAYMENTS FOR MANY TYPES OF SERVICES AND PRODUCTS



Service providers with relevant content within different categories

Entertainment	Navigation	Communication & Productivity	Vehicle Centric	Personalization	Other VCC Services	VCC Products	Cars
Internet Radio, personalized Music, Audio Books, TV and Movies, games	Live traffic, Local Search, Location Sharing, Travel Guides, Rest./Hotel Booking, Parking, Mapcare (updates)	Email, Office document Access, VoIP services, News and stocks	Volvo On Call, VOC Individual Services, Eco-driving, usage based insurance, Polestar/Performance. apps	Any app focused on personalization of the infotainment system or the vehicle as a whole	Scheduled maintenance, Car wash, Repairs	Parts, Accessories, Merchandising, tires, rims, etc.	Customer pays for car purchase, lease fees, etc.





IDENTIFIED FUTURE SUCCESSION FACTORS/ENABLERS

- Flexible platform(s), speed to market
 - Managing car lifecycle platform with infotainment /connectivity platform
- Customer centricity vs product centricity
 - Develop services that people want , expect and (in some cases) willing to pay a premium for.
- Leading HMI
 - Interaction through touch, voice, knobs and gesture
 - Driver distraction /Legislation
- Scalable infrastructure
 - VCC Cloud
- Other Enablers / Capabilities
 - Charging / payment capabilities
 - Flexible SIM's
 - High bandwidth