

Jean-Marc Gales, Peugeot

Fleet and Mobility offensive

Peugeot is celebrating its 200th anniversary. In early January the marque presented its new corporate identity, new logo and new lion and also explained to the world its brand project reinforcing the Peugeot genes with a new international motto "Motion & Emotion". Fleet Europe discussed the future challenges with Jean-Marc Gales, Member of the Management Board of PSA Peugeot Citroën.

"In the future, there will be a 100% electric range of cars."

■ **Peugeot recently presented the three major challenges for the marque. You have high ambitions?**

JM Gales: While at Peugeot we are proud of the past, the emphasis is very much on the future. We have been and we are investing in a range of technologies to meet mobility needs without sacrificing driving enjoyment. Peugeot continuously improves the efficiency of these engines and we are developing groundbreaking technical solutions.

■ **What role will hybrids play?**

JM Gales: First will be the micro-hybrid. The e-HDi system will be widely introduced across Peugeot's model range from the end of 2011. The e-HDi reduces emissions and fuel consumption by 15%. The second step is the full-hybrid. In the spring of 2011, the 3008 HYbrid4 will combine environmental efficiency in day-to-day

use. In 2012, Peugeot will be introducing plug-in Hybrid4 technology for a further reduction in emissions levels.

■ **At the end of 2010, Peugeot will be launching the iOn. What are your objectives with this vehicle?**

JM Gales: With the iOn, Peugeot will initially launch the electric vehicle in Europe from the end of 2010. Peugeot has started its electric offensive. During the Brussels Motor Show, we signed an agreement with Veolia (FR) and Greenwheels (NL) and the EVA to purchase and implement electric vehicles in the core business and develop truly mobility services.

■ **You also intend to improve your worldwide position on the list of global manufacturers.**

JM Gales: Within three years, we want to become one of the top three in JD Power's service

measurement in Europe and one of the European mobility leaders. Our goal is to jump from 10th to 7th position worldwide and we are focussing on emerging markets such as China (with the recent introduction of the 408), Russia and Latin America (with a new pickup). In total, Peugeot plans to launch 14 new models over the next three years.

■ **You are focussing on emerging markets, but how important are professional clients for Peugeot?**

JM Gales: Both on a worldwide basis, and on a European basis, fleet customers are key to our success. Selling more vehicles to companies through a true B2B approach is what will guarantee growth in 2010. In 2009, Peugeot held a 7.5% share of this B2B market. This year, the objective is to reach 8% in fleet market share.

Peugeot's B2B action plan

To reach its targets, five action plans have been established.

1. Specific B2B teams in the countries and at an international level the Peugeot Professional International Division led by Marcel De Rycker.
2. An innovative services range for the professional market going from a data communication service (Peugeot Active Fleet Data) to CO₂ Footprint & Benchmark.
3. The dealer network. More than 450 dealers will be operating under the name of Peugeot Professional Centers and they will be able to provide the high levels of service that fleets demand.
4. The product offer. The Peugeot vehicle range is resolutely oriented towards the future and benefits from the efforts undertaken to reduce CO₂ emissions, which has a direct impact on the TCO. To meet the specific needs of fleet customers, Peugeot has developed Business Line versions which offer an optimised TCO.
5. Dedicated websites for professionals with the objective of acting both as a communication tool, and a management tool.



■ Peugeot is deploying global mobility solutions, but how far would you go?

JM Gales: Last year, in France Peugeot introduced an innovative range of mobility services, Mu by Peugeot. The offer allows both private and corporate clients to access a range of mobility services by means of a pre-paid credit card. These services go from the rent of products from the Peugeot range (a vehicle, a bicycle, a scooter, a commercial vehicle or even an accessory such as a GPS or roof rack). But on top of this, Mu offers the possibility to purchase services from a partner to book a plane or train ticket, a hotel room or even driving lessons. Deployment in Europe's major cities is under way: Berlin, Rome, London, Brussels and Madrid. Peugeot really intends to become the leader in mobility services.

Caroline THONNON



Hyundai Motor Europe The beginning of a new fleet era

Hyundai has just launched the new ix35 as the successor to the Tucson. With the Tucson, Hyundai became a genuine challenger on the European market. Oliver Lajara, Deputy General Manager European Fleet & Remarketing, is convinced that the all new ix35 will even do better.

Hyundai Motor Europe presented the ix35 to a selected fleet audience in Rome at the beginning of February. Fleet decision makers and fleet specialists saw and felt that the ix35 has the credentials to succeed on the European market. "The styling of the ix35 sets the tone for an expanded Hyundai model range and gives confident expression to the brand's new design language that is embodied in the term 'fluidic sculpture'", says Oliver Lajara. It's true, the new ix35 looks dynamic and sporty as it is wider and longer but lower than its predecessor the Tucson. Hyundai is aiming to sell 50,000 units per year in Europe by 2013.

Fleet chances

The question remains of whether an SUV, even a stylish

and compact one like the ix35, has a place in today's fleet market. "Yes, it does", says Oliver Lajara. "The SUV segment is far from dead. Studies show that in 2013 more than 600,000 new SUV's will be sold, against 528,000 in 2009. And as Hyundai aims to reach the smaller and medium enterprises, where the user-chooser principle is more popular than in big companies, the ix35 is definitely a fleet asset. I'm even sure that fleet managers and fleet drivers from multinationals, once they take the opportunity to test our vehicle, will be positively surprised by the fleet qualities of the ix35." Hyundai launches the ix35 with two petrol and two new low CO₂-emitting diesel engines, down to as low as 139 g/km. Making their debuts are a 2.0 litre version of Hyundai's 'R' family

clean diesel and a new 1.7 litre version of the U2 diesel. Hyundai has also invested in safety as the ix35 comes as standard with ESP, DBC (Downhill Brake Control) and HAC (Hillstart Assist Control). Thanks to the use of high tensile strength steels, the ix35 body is lighter and stiffer than the Tucson it replaces. Depending on the market the ix35 can be equipped with up to six airbags as standard. Finally the ix35 is covered by a Hyundai Triple 5 care program: 5 years warranty, 5 years road assistance and 5 years seasonal health check.

"We think that our ix35 will change the way people think about SUV's in general", concludes Oliver Lajara. The new ix35 will be on show within the Hyundai network from the end of March 2010.

Steven SCHOEFS

Model offensive

2010 can be seen as a year of truth for Hyundai. Alongside the launch of the ix35 Hyundai is working on a D-segment limousine that will be presented each next year. "Hyundai will launch 10 new models and derivatives from 2010. We believe in the future and the launch of our D-segment vehicle will be the next crucial step for Hyundai in fleet."

Six P's as success guide

Oliver Lajara stresses out the importance of the 6 P's in the fleet marketing process. "If we want to be successful we can't rely only on the quality of the Product. We also have to make sure that the Processes within our company and towards our clients are efficient. We have to be sure that we have the right and motivated People. We need to produce and distribute in the right Place and we have therefore launched an international Dealer Investment Program. We have to make appealing Promotion, with for example a proper Fleet Sales brand by mid 2010 and of course we have to set up a correct Price strategy."



"We think that our new ix35 will change the way people think about SUV's in general", says Oliver Lajara, General Manager European Fleet & Remarketing at Hyundai Motor Europe.

Reinhard Flegler, Škoda Auto

“Fleet is core business for Škoda”

Reinhard Flegler, member of the Board of Directors responsible for Sales & Marketing of Škoda Auto, met us during the Geneva Motor Show to discuss with us the outlook for automotive year 2010 together with the strategic value of the fleet business for Škoda Auto. The brand fully uses the strengths of the Volkswagen Group, but adds some trump cards on top.

“2009 has been an outstanding year for Škoda, since we increased our sales by 1.4 %”, Reinhard Flegler starts by telling us. “In 2010, we remain growth-oriented. The new Yeti will bring us new customers well as the Superb Combi. So, on the whole, we remain optimistic even if the overall market does not yet show signs of stability and scrappage schemes are beginning to be discontinued.”

■ **To what extent does the fleet business represent a core business for Škoda Auto?**

R. Flegler: “It is definitely a core business, and we have already managed to reach a fleet share of approx.36% in Central and West Europe. This year, like many brands, we’re looking for opportunities on the fleet market. Our objectives in the vari-

ous markets depend on local market conditions and on local fleet penetration rates. We don’t want to go against the markets.”

■ **In which car segment do you believe Škoda Auto has to invest to further enlarge its fleet range?**

R. Flegler: “Overall, we have a good offer in all segments of the market except in the smallest segment. We are currently thinking about expanding our range here. But apart from that, the Fabia and the Roomster, the Octavia and the Superb are really up to the task. The Fabia and the Roomster will be available in Greenline version and we will have a Fabia model below 100 grams of CO₂. We’ll have a Greenline version of the Superb Combi later this year as well. Another fact we’re obviously very proud of is the results of a Car-To-Market study we received from Eurotax. The Superb Combi is recognized as a car with very low running costs, and is even a benchmark in 4 out of 5 of the EU5 coun-

tries. In Germany we are the best in class in residual values. The full analysis you can find on our new Global Fleet internet pages at www.skoda-auto.com/fleet.

Škoda is offering already for many years high quality products for fleet customers. To really feel what Škoda can offer to you - you need to get into the car and test it.”

■ **Do you think that the scrappage schemes in several countries last year were a good thing?**

R. Flegler: “I think it was a good reaction to the economic recession. It helped several markets to achieve a smoother landing in difficult times. It also had a positive ecological effect, since it kicked a lot of old cars off the roads. And I don’t agree with the idea that such schemes displace a market rather than creating one. These schemes helped more than just lead to a simple time-switching effect.”

■ **Does Škoda Auto as a rational car brand have anything to fear from the probable Chinese automotive invasion?**

R. Flegler: “First of all, what was called the first Chinese wave was not a wave at all. Now some Chinese manufacturers are trying to come back to Europe with new models and subsequently with electric cars as well, but the Volkswagen group also has a very clear strategy with e-cars, and Škoda is perfectly embedded into that. And don’t forget we are also highly successful in China, where we doubled our sales in one year.”

“We are thinking about expanding our range in the smallest car segment”, says Reinhard Flegler, member of the Board of Directors of Škoda Auto.”



Who is Reinhard Flegler ?

1976: Reinhard Flegler joined the Volkswagen Group in 1976.

1992: he took over the position of Head of Controlling for the introduction of new models to the market.

1995: he became Head of Sales Controlling for the Volkswagen brand and later took on additional group-wide responsibility for coordinated controlling activities in sales and marketing

2002: he was responsible for Finance and Accounting as a member of the Board of Directors of Gedas.

2005: he was working in Puebla , Mexico as member of the Board of directors for finance at Volkswagen Mexico, with additional responsibility for sales from 2007.

June 2009: Reinhard Flegler has become the member of Škoda Auto a.s. Board of Directors responsible for Sales and Marketing.