



Unlock vehicle subscription revenue

Meet evolving mobility consumer demands and capture a growing market opportunity



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



A customer centric technology platform that integrates with existing systems to run your subscription business.



Speed to to market with reduced risk, complexity, and investment.



Experience in building subscription models across automotive, insurance, and financial services industries.



Ability to white label the subscription service, tailored to your branded customer experience.

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

You can! | With a well-engineered vehicle subscription model

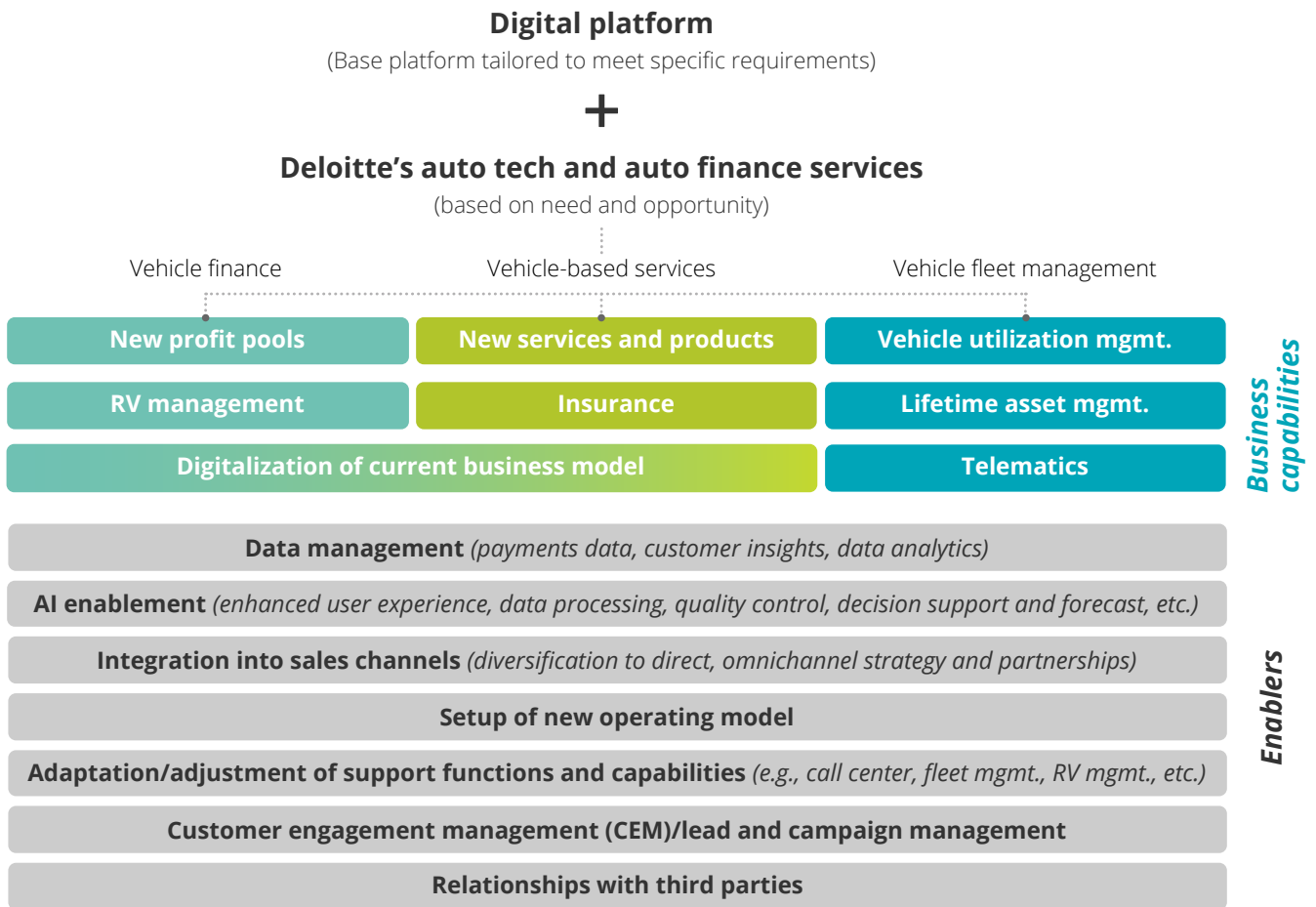
Did you know?

- **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 forward¹
- **More than 50% of consumers under 55 years of age** are interested in making one monthly payment covering all vehicle-related costs¹
- By 2035, we estimate that private vehicle usage without ownership will comprise **38% of the market in the U.S.**¹

¹ Deloitte, Future of automotive mobility to 2035, Feb. 16, 2023.

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.



Looking to revolutionize your approach to mobility and customer engagement?

Let's talk about building your customized platform.



Rodolfo Dominguez

Managing Director,
Auto Tech Sector Leader
Deloitte Consulting LLP
roddominguez@deloitte.com



Jeff Hood

Principal,
Deloitte Consulting LLP
jeffhood@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, which provides strategy, operations, technology, systems, outsourcing and human capital consulting services. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2023 Deloitte Development LLC. All rights reserved.