

International NoAE-Project-Day for E-Mobility



Germany/Aachen - June 12, 2013

3

we present our premium-partner



Workshop 1:

eOEM/eSupplier

09.30 am – 11.00 am



Jens Christian
Lodberg Høj



Martin Pohl



Jens Otto
Lange

we present our premium-partner



Common Sales Platform for emerging OEMs

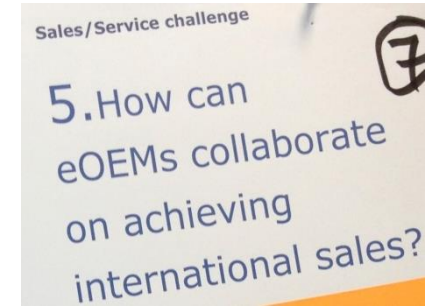
Project Proposal developed at the Project Day E-Mobility 2013 in Workshop 1 – eOEM/eSupplier



THE PROCESS



AGENDA Workshop 1		
Time	Topics	Presenter
09.30 am	Welcome, Introduction & Kick off eOEM pitch StreetScooter eOEM pitch Comarth eOEM pitch EcoMove eOEM pitch Heidelberg Mobil	Jens Christian Lodberg Høj Fabian Schmitt José Antonio Martínez-Marín Mogens Løkke Dr. Carsten Günther
10.05 am	Moderated creative workshop session	Moderator: Jens Otto Lange Team: Jens Christian Lodberg Høj Martin Pohl
10.40 am	Presentation of results Wrap-up and further steps	Presenter of each team Jens Christian Lodberg Høj
10.55 am	Closure of the workshop Invitation to WS GreenCities	Martin Pohl Prof. Giuseppe Tomasso



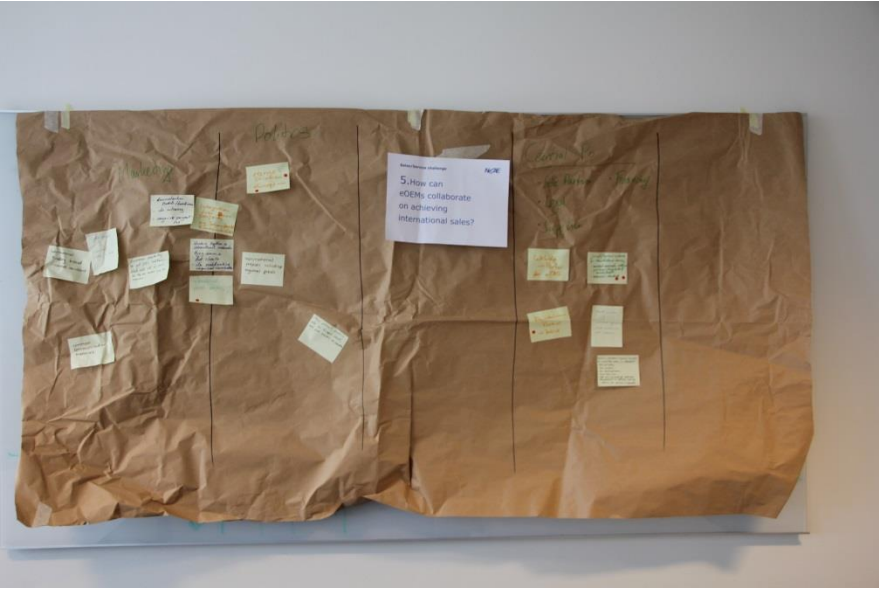
At the Project Day E-Mobility 2013 in Aachen, the workshop 1 was a scenario in interactive participation into finding solutions that could benefit the industry connected with the new, emerging vehicle producers and the subsuppliers to these.

Groups representing both vehicle manufactures and suppliers generated ideas and connected these into actual concepts, of which one is described in this document

THE FIRST RESULTS



The range of ideas



The preferred concept

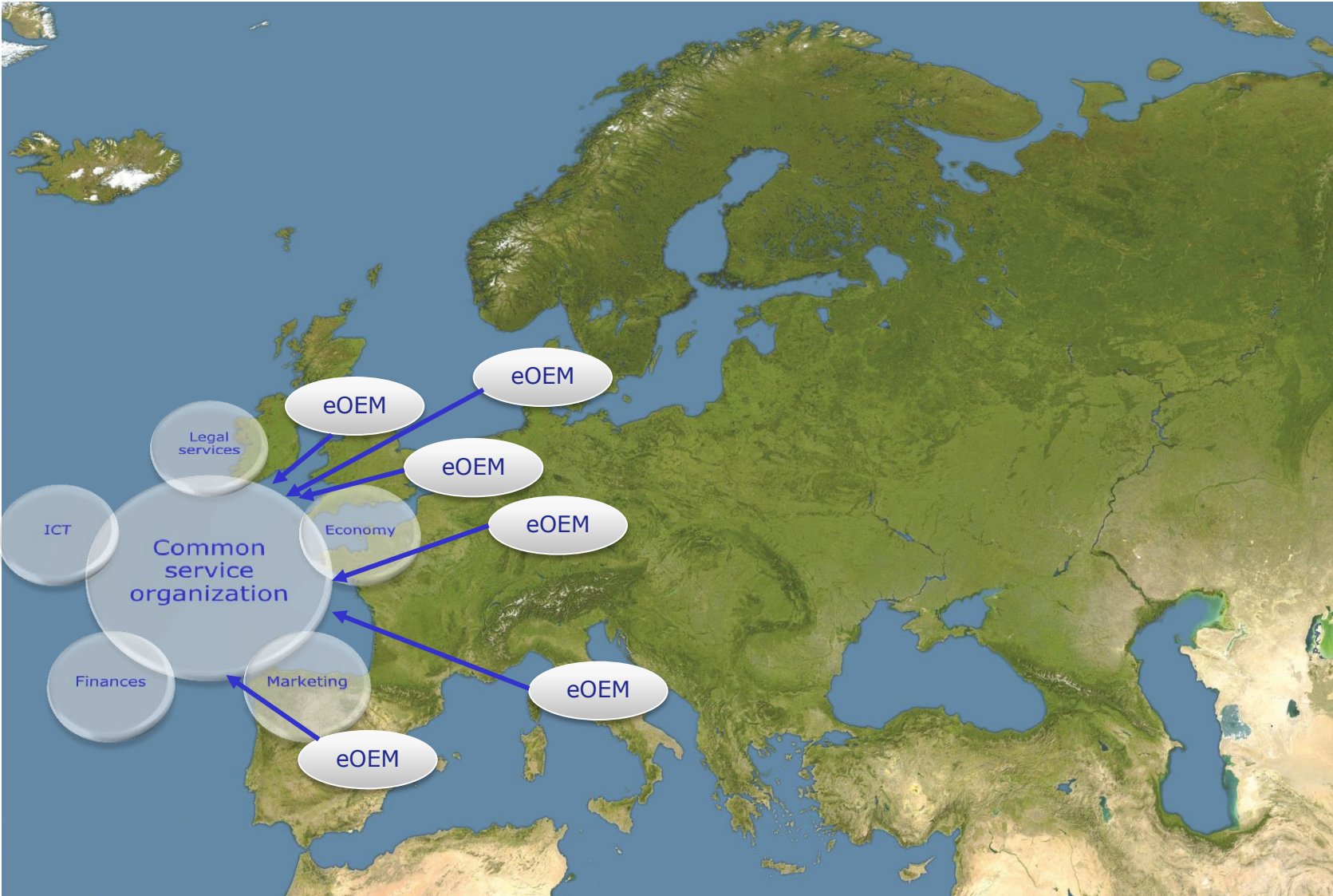


THE CONCEPT (1)

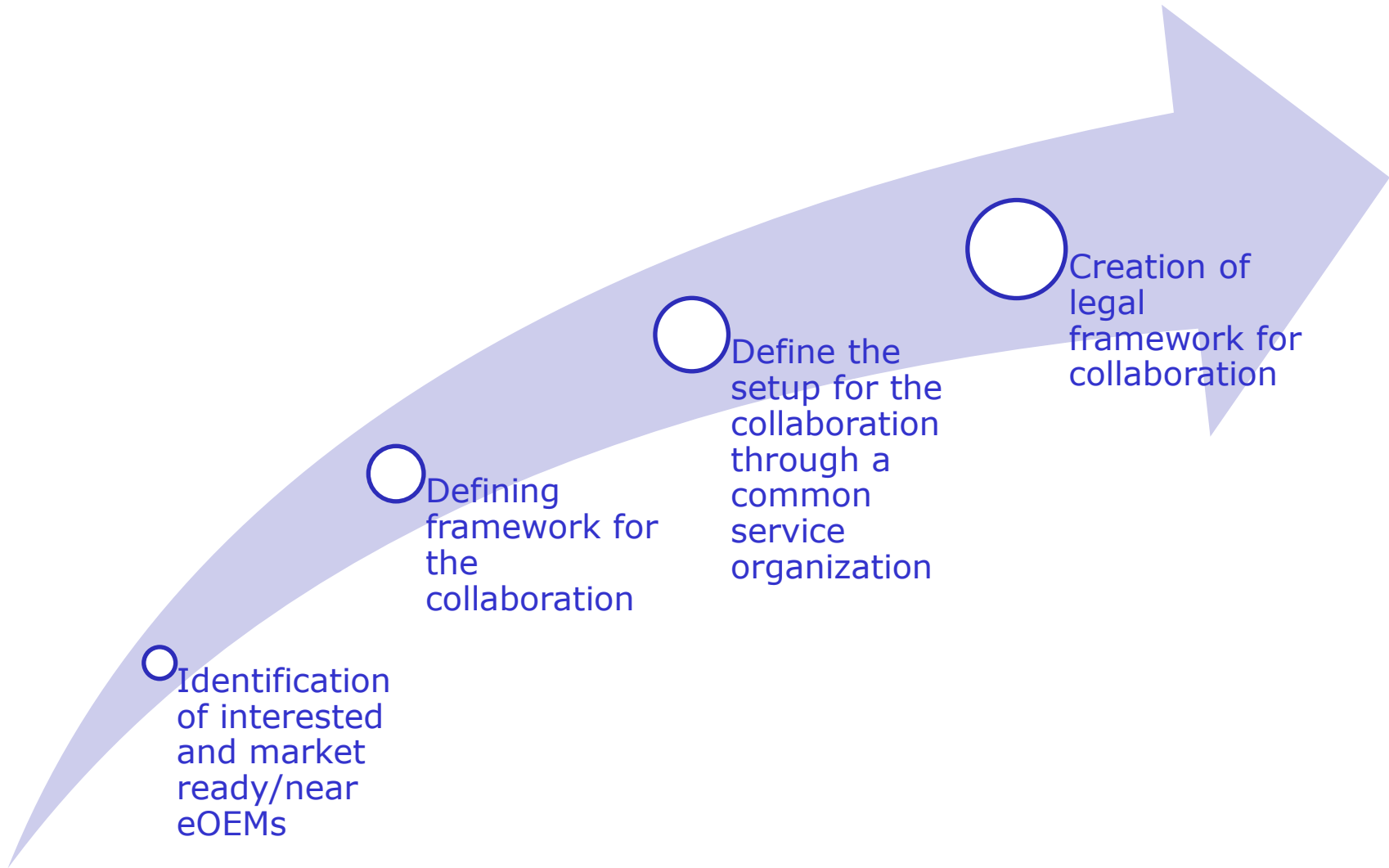


- **The key of the project is to create a platform that will allow for common sales for emerging OEMs through different activities in the local countries which can have an international effect.**
- **Central to the project is also the establishment of an after sales services concept that allows for quick services all around Europe.**
- **The core elements of the project are:**
 - **Achieve political support & company identification and engagement**
 - **Resources required: IT, Services, legal, finance, sales**
 - **Creation of network**
 - **Marketing/Dissemination: Website**
 - **EV Project (Interreg)**
- **The key areas lie in the potential of lowering the barrier for cross national sales for each eOEM and thereby decreasing the barrier for the entry on a new country and at the same time increasing the possibility for profit. This will result in:**
 - **Easier access to new markets**
 - **Collaboration on sales**
 - **Collaboration on after sales services**

THE CONCEPT (2)



THE NEXT STEPS



Please State your level of interest:



No Open Yes

1. Interest:

We would like to re-confirm our interest from 12.06.2013



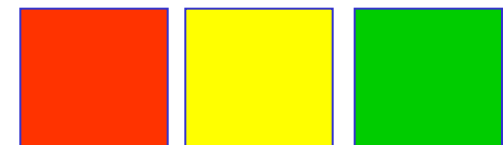
2. Collaborate:

We are willing to collaborate and put resources into the further development of the defined project



3. NoAE Membership:

We will sign up for a NoAE Membership if the defined project gets realized.



4. Detailed participation:

What would be your contribution to the project? _____

5. Further partners:

Which companies would you like to see in the project? _____

YOUR CONTACT PARTNER



Do you want to be a part of this project?

Contact your NoAE partner to learn more about this!

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