

# Vehicle Data- Driven Business Creation Project

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Creating New  
Business Value from  
Vehicle Data

# Background & Market Opportunity

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- The automotive and mobility industry is undergoing a fundamental transformation
  - Vehicles are increasingly connected, software-defined, and data-rich
- Massive volumes of vehicle data are generated every day
  - Driving behavior, vehicle health, usage patterns, and environmental context
- However, most vehicle data is still used only for limited operational purposes
  - Maintenance, compliance, or internal reporting
- At the same time, customer expectations are changing
  - Demand for personalized, outcome-based, and digital services is increasing
- Leading players are shifting from one-time product sales to continuous, data-driven revenue models**

## Background & Market Opportunity



# Project Vision

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## Key opportunity:

- Systematically leverage vehicle data to create new, scalable business models and revenue streams
- Transform vehicle data into sustainable business value
- Move beyond operational use toward revenue-generating services
- Establish a scalable data-driven business platform

## Model & Monetization



# Objectives

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- Create new business opportunities using vehicle data
- Develop data-based services for customers and partners
- Build a foundation for continuous business innovation
- Partner ecosystem and revenue sharing

## Business Opportunities



# Business Model Concepts

- Subscription model
- Pay-per-use / performance-based pricing
- Data & analytics as a service (BaaS / DaaS)
- Revenue growth through new services
- Increased customer engagement and retention
- Differentiation from competitors



# Business Use Case Examples

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- Predictive Maintenance Services
- Subscription-based vehicle health monitoring
- Usage-Based Insurance
- Risk-based pricing using driving behavior
- Fleet Optimization Services
- Data-driven efficiency and cost reduction solutions
- Data-Enabled Value-Added Services
- APIs and insights for partners

→ But any idea could be welcome and has potentials !

