

# RACV Connected Vehicle

FIA Conference  
September 2013

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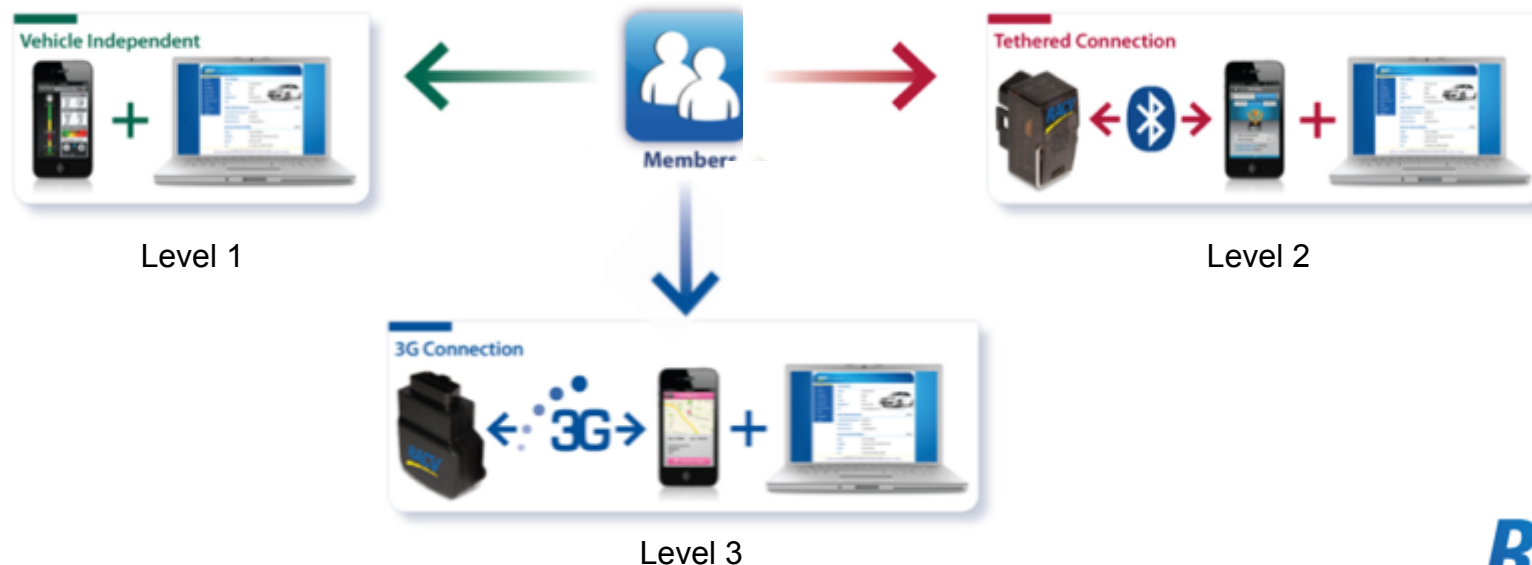
# RACV Connected Vehicle

- RACV
  - Based in Victoria, Australia
  - 2.1m members
- Intelematics
  - 100% RACV owned
  - Telematics - GM Holden, Toyota, Mitsubishi
  - SUNA Traffic Channel



# RACV Connected Vehicle - Trial

- 12 month trial (launched to members 30 January 2013)
  - 600 members
    - 200 vehicle independent (Level 1 - smartphone only)
    - 200 tethered connection (Level 2 - OBDII device, bluetooth enabled)
    - 200 3G connection (Level 3 - OBDII device, embedded SIM)

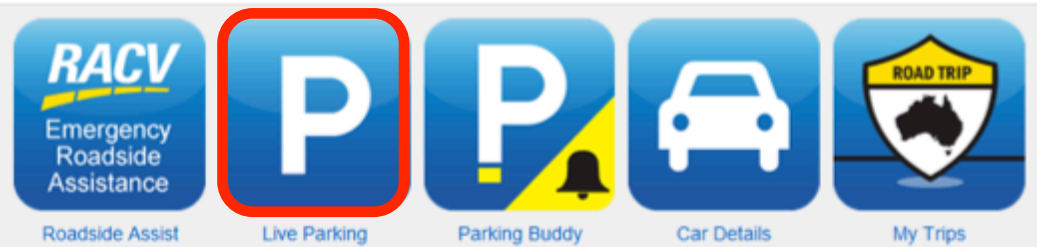


# RACV Connected Vehicle - Interface

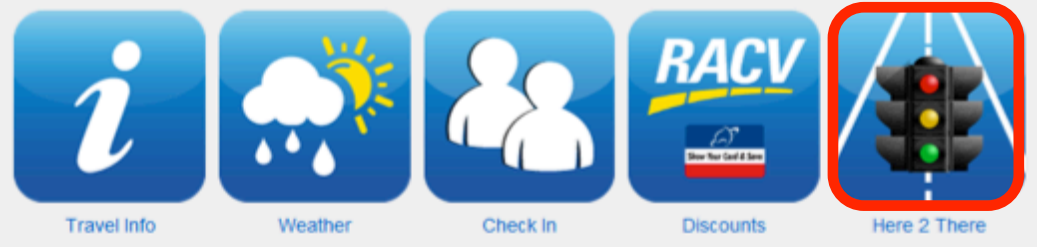


# RACV Connected Vehicle - Features

Levels 1,2 & 3



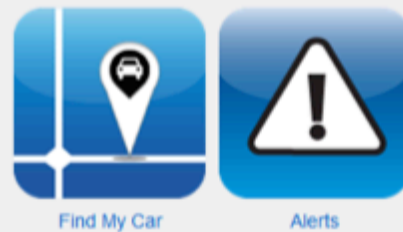
Levels 1,2 & 3



Levels 2 & 3



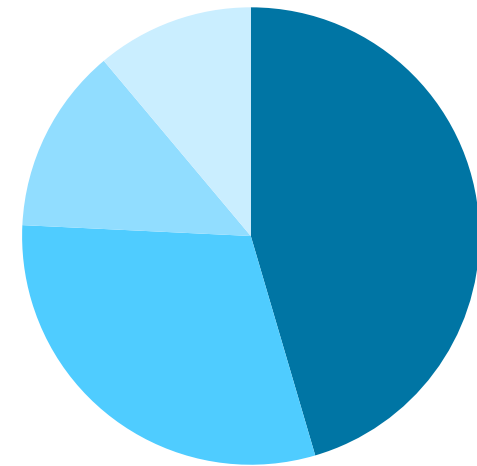
Level 3 only



# RACV Connected Vehicle - Learnings

- Self installation of device is not a major issue
  - 95% of members had no problems plugging in device
  - 95% of members successfully paired bluetooth
- Unique features of embedded SIM device do not justify additional cost
- Refinement to apps needed to improve useability and functionality

## Reason for Participation



- Peace of Mind
- Strengthen Connection to Car
- Other
- Share Travel Experiences

# RACV Connected Vehicle - Launch

- Initial product offer will be with bluetooth device to ERA holders
- Launch on iOS & Android planned for February 2014
- 'How to install' videos, telephone support, backed by road patrols
- Comprehensive marketing campaign developed
- Online discussion forum moderated by technical advisors

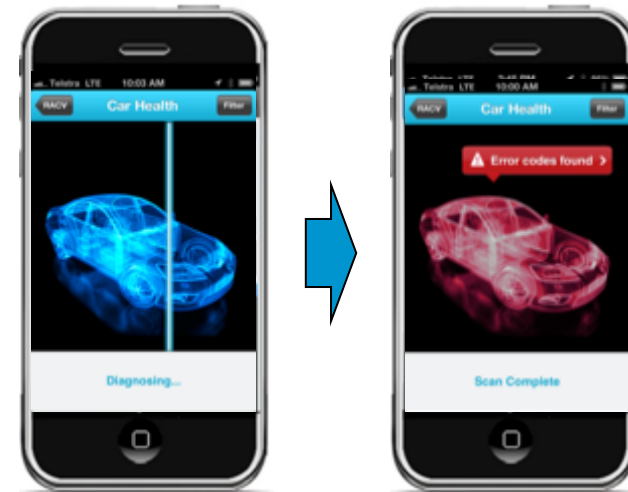


# RACV Connected Vehicle - Launch

- Enhancement release planned for mid 2014
  - Roadside Assistance
  - Car Health
  - Trip Log
  - Eco Drive
  - Find My Car

- Pricing

	Total Care	Roadside Care Extra Care
Establishment Fee	\$20	\$100
Annual Subscription	nil	\$25





# Contact Details

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