

Carspect

Brand platform: new market



Competitors

The market that our brand competes in and
the circumstances that affect our competitors' situation



Carspect's category qualifiers

Origin: Carspect has the competence historically as well as regionally (roots in the Nordic region) to be credible on the Swedish market.

Competence: Carspect has experience with deregulation in similar markets such as Denmark and Finland, and knows the logistics of developing this line of business in immature markets.

Resources: As an international player running similar businesses in a number of European markets, Carspect has the resources to immediately deliver quality.

Applus⁺



“The contemporary alternative”

BILPROVNINGEN



“The institution”

DEKRA



“The technical expert”

New brand in
Sweden 2010?

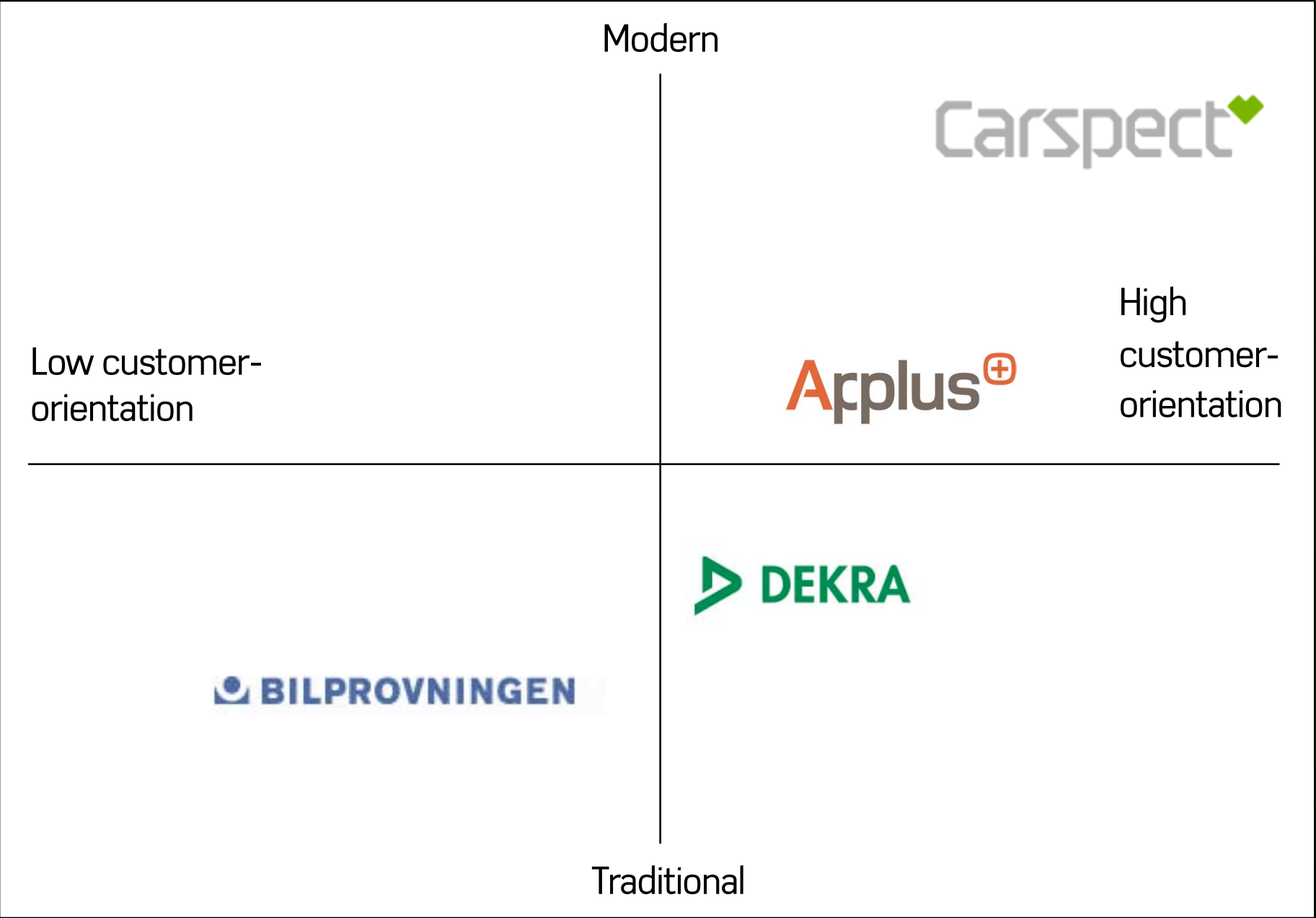
?

Summary

The key competitor is Svensk Bilprovning, a dominating “public authority” that few see as under-performing and who few question. Being synonymous with vehicle inspection today, their strenght can not be underestimated.

Looking at other potential players in Europe such as Applus and Dekra, they have a much more modern and appealing approach, acting and presenting themselves more like service companies. A common trait is a consistent approach to brand-building in all key medias.

Aspired positioning in relation to hypothetical competitive situation.



Aspired positioning vs the competition

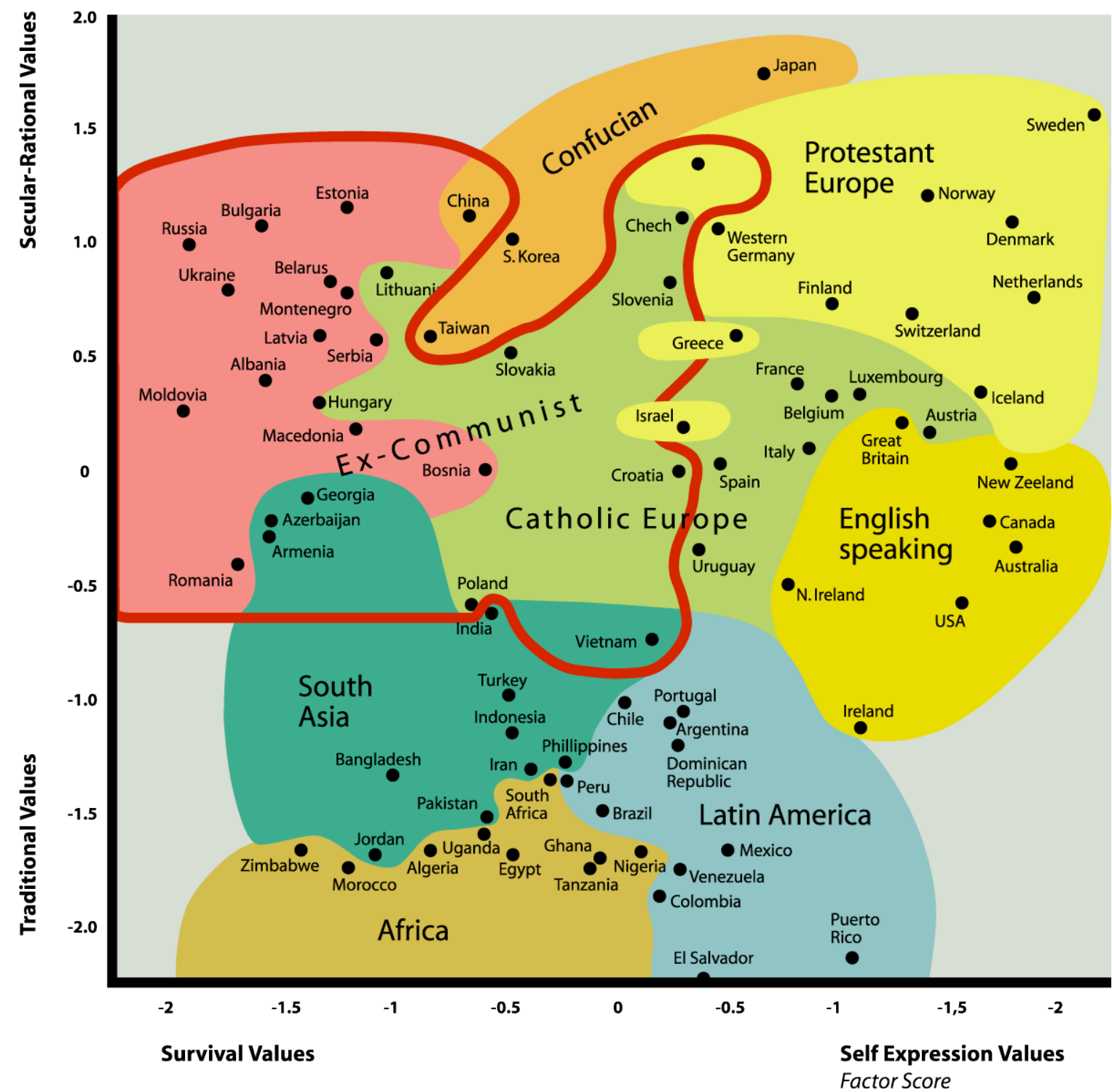
Carspect should be the customer’s first choice.

Carspect’s competitive challenge is to move from being unknown to being attractive and relevant in a “must”-driven category. We must take the opportunity to reposition ourselves by being modern and different and slightly redefine the category.

Our customers

For whom is our brand the best choice in terms of attitudes and values?

“World Values study”

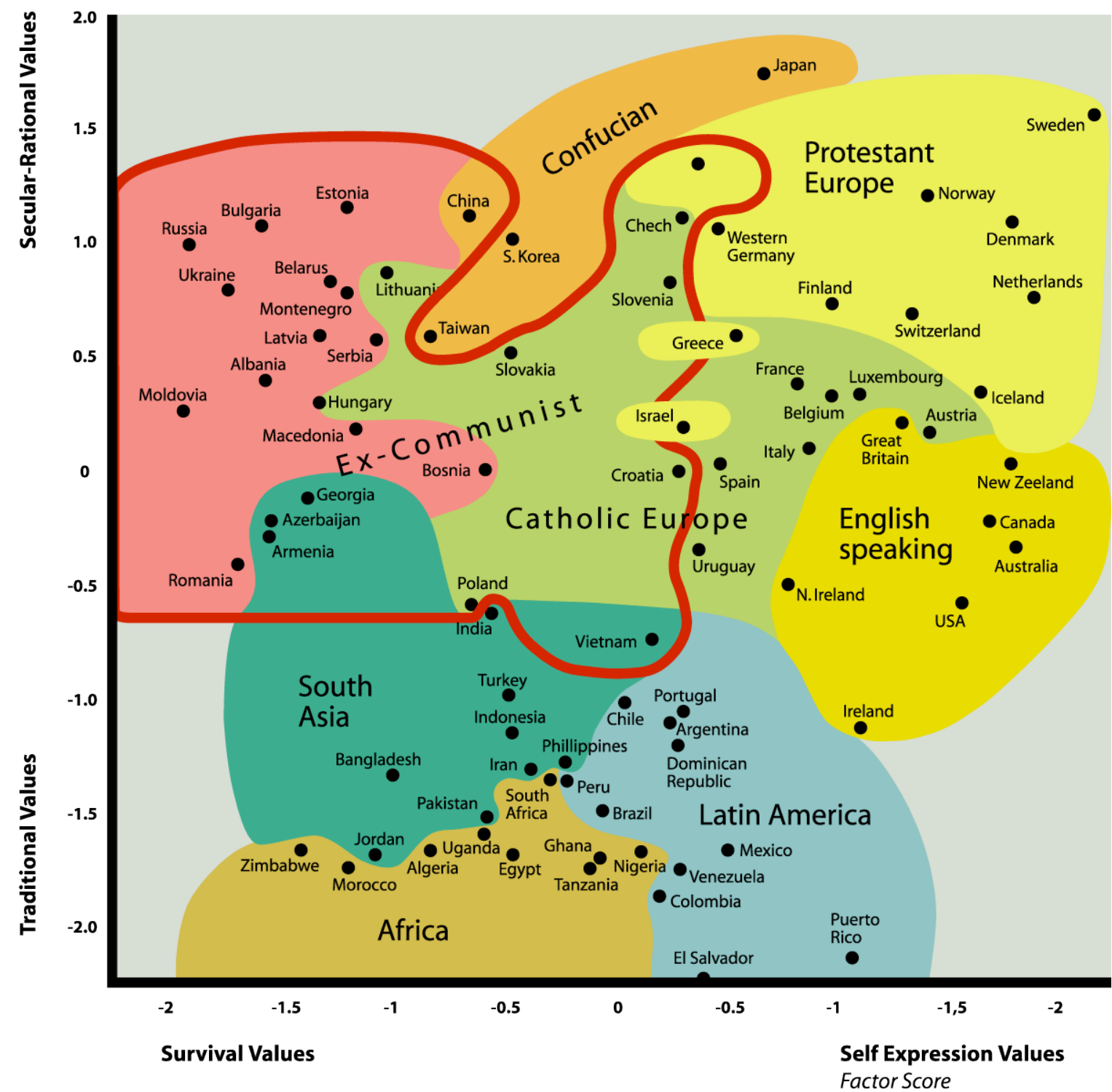


The Swedish consumers

Sweden is, in terms of values, the most postmodern and secular country in the world. This means that consumers are anti-authoritarian, individualistic and progressive when it comes to matters such as democracy and equality. As a market, it is highly adaptive to change, but also sensitive due to critical and well-informed consumers who increasingly demand responsibility and transparency from companies and brands.

In short – they are among the most demanding consumers in the world.

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Traditional
“Svenssons”...



...have become
a modern
Svensson

The references for the normal “Svensson” have been pushed forward and upwards. Hence, it is more important to be aspirational in brand appearance to be attractive. What used to be accessible for a few is now regarded as the right of many.



Our ideal customers

Carspect turns to modern, conscious Swedes who are independent and curious about life. They dislike a lack of options and embrace new alternatives in all aspects of life. They are people who live a full life with an urban lifestyle and believe a lack of time is the greatest barrier to well-being and life as they would like to live it.

These people are firm individualists who define themselves by the choices they make. They regard themselves as having progressive values and like to feel they make active, smart choices. It is a natural thing for them to care about the environment and take responsibility, and so they expect others to do so too. They want to do the right thing and value feeling safe, but while maintaining a positive outlook on life. They rather focus on possibilities than just controlling the threats.

Carspect turns to people who care more about the function of the car than the car itself. The car is a tool for them – not a passion or a “family member”. They are not intrigued by technology but by relationships with family and friends.



The conscious, modern Swede
who sees the car as a tool
for a richer life.

Our ideal customers

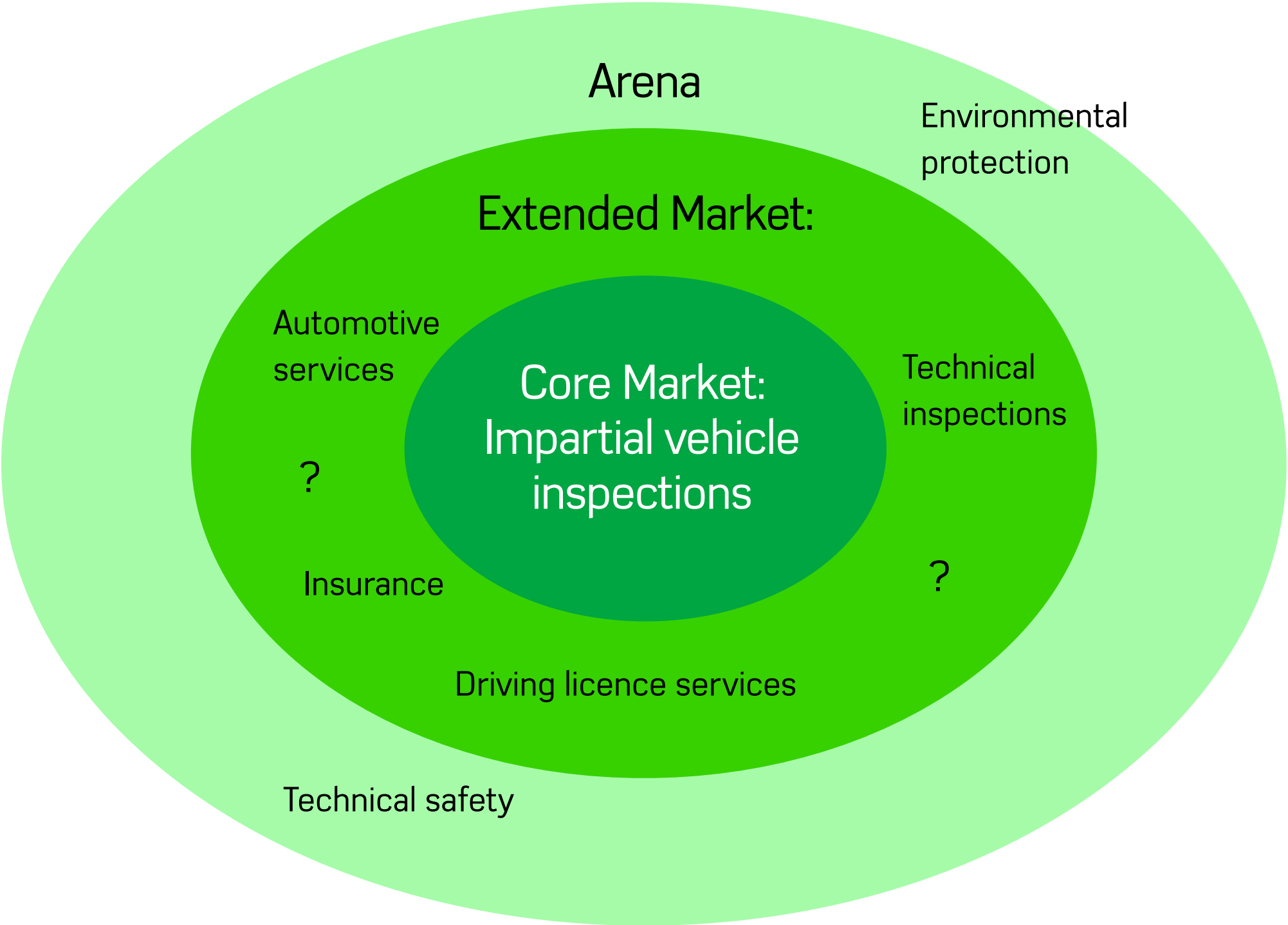
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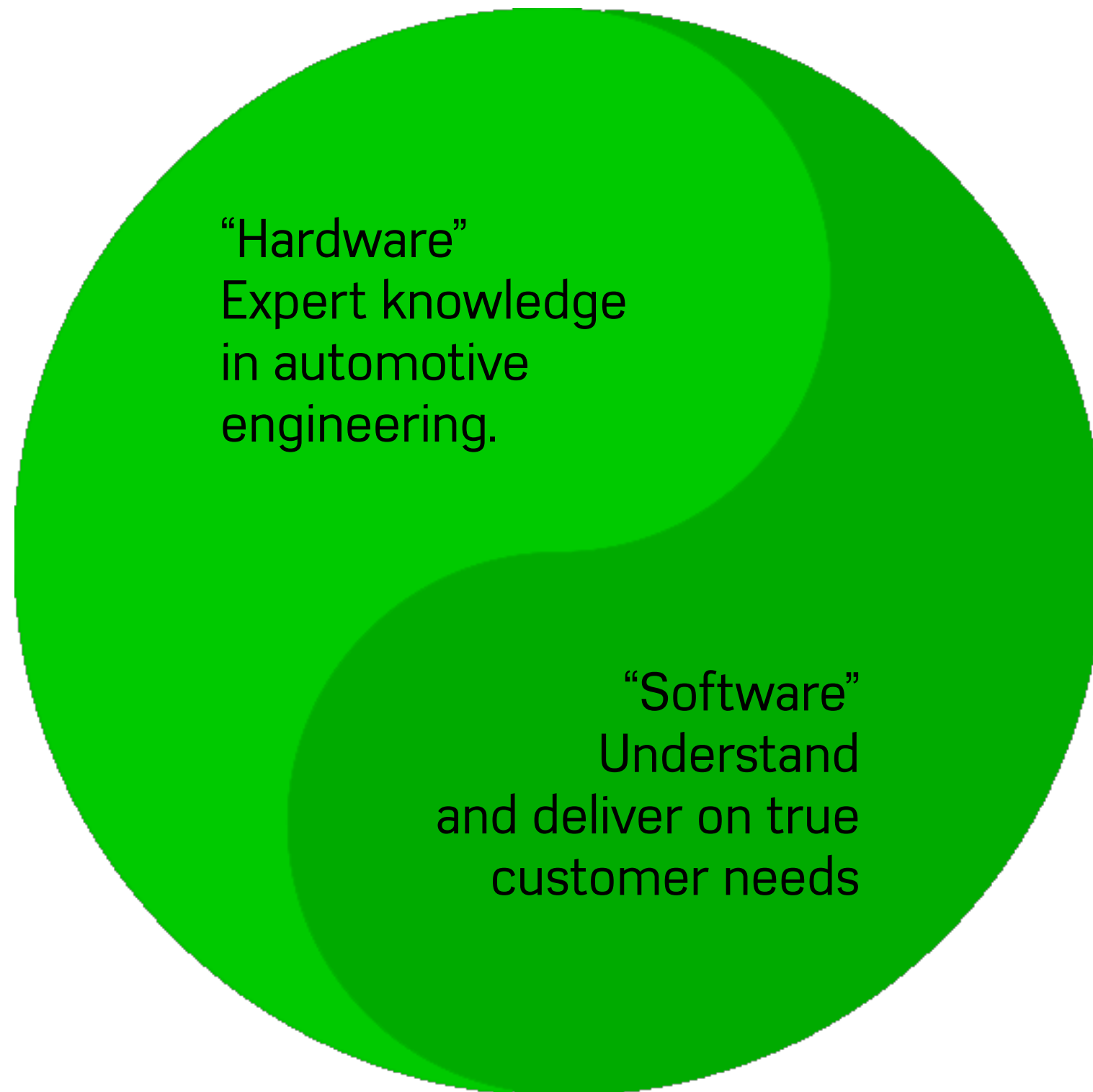
Our market and competence

What is our know-how and how do we define our market?



We define the Carspect market as:

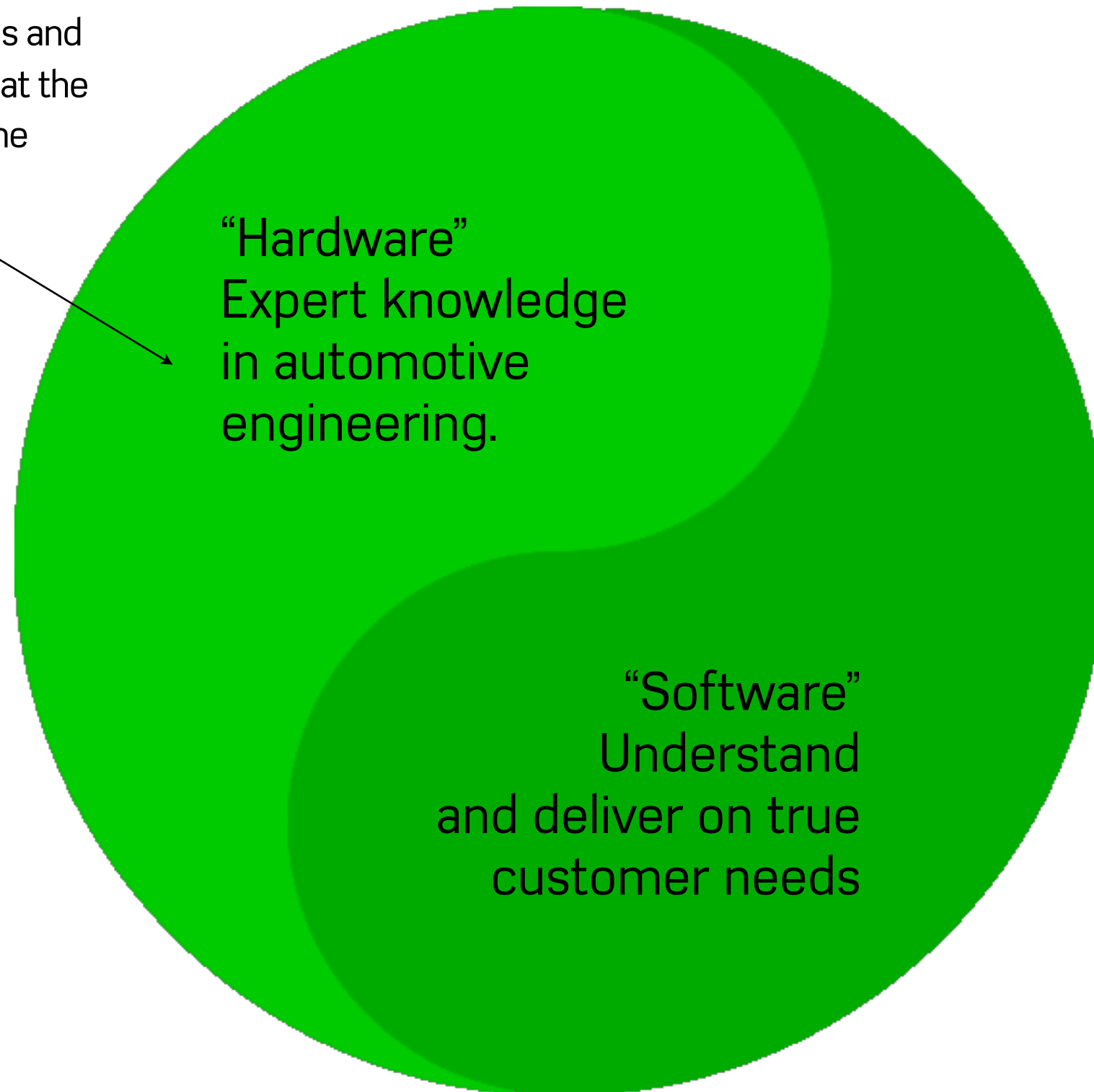
Technical inspection services for traffic safety and environmental protection



Our know-how

Consists of two equally important components. The expert knowledge and skills in technical and automotive engineering on one hand. On the other hand honest interest in and perceptiveness of human needs. The synthesis of these two components manifests itself in the competence of Carspect.

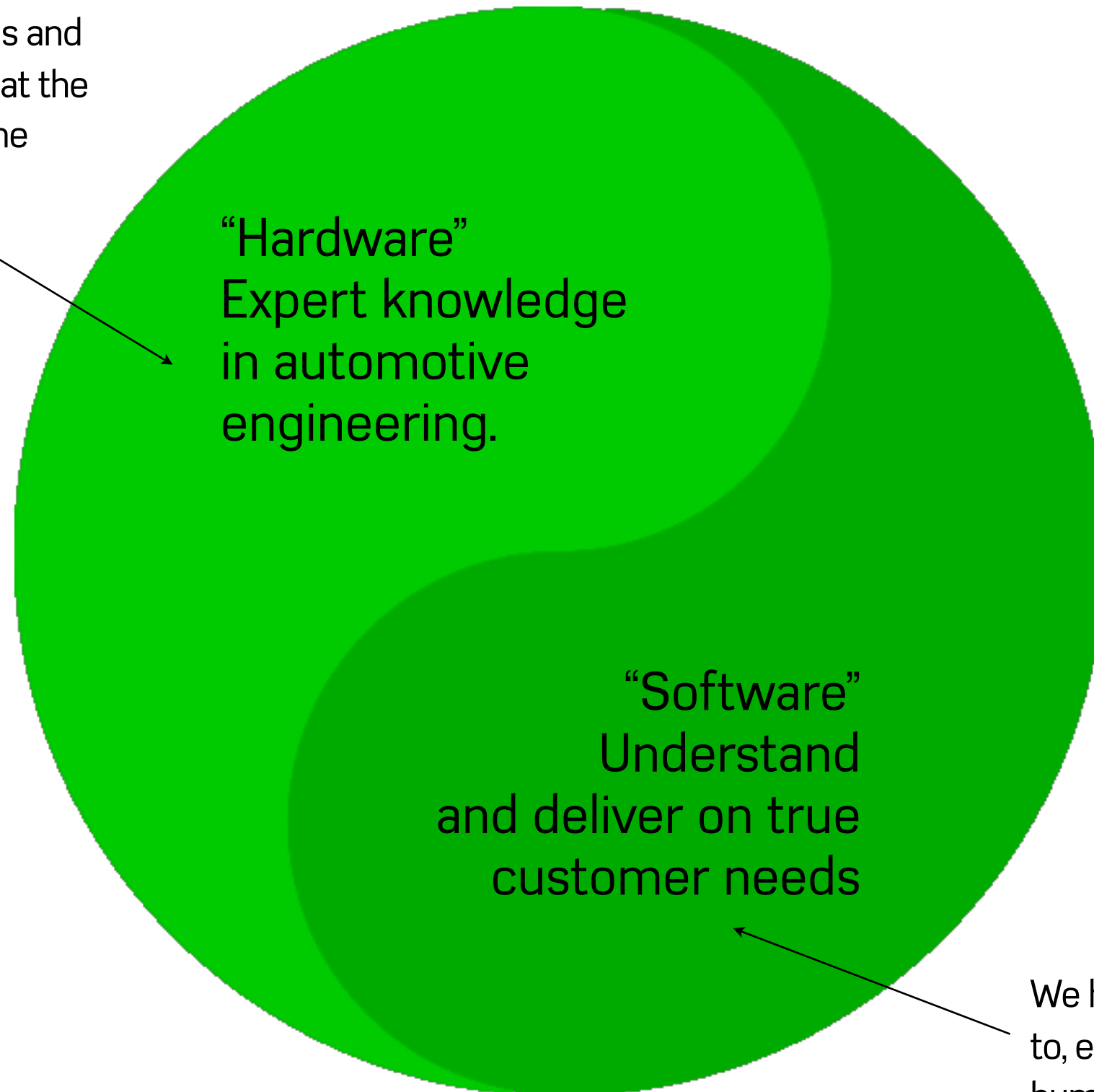
We have the tools and skills to perform at the highest level in the technical field



Our know-how

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We have the tools and skills to perform at the highest level in the technical field



We have an interest in listening to, engaging in, and adapting to human needs.

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Our point of difference

The single most persuasive and competitive reason
for consumers to choose our brand



Carspect differs from its competitors by being ...

The closest,
easiest
and fastest
option

Our mission

The reason, other than profitability, that defines
and motivates us in our daily work



Carspect's fight is to:

**Keep you safe
and your
car-life simple**

“Keep you safe...”: Carspect strives to prevent problems and facilitate solutions to ensure traffic safety.

“...and your car-life simple”: Carspect strives to be an easy partner in making the car a simple part of your everyday life.

Our values

The values that define us in our daily work

Existing company values interpreted in new brand platform framework

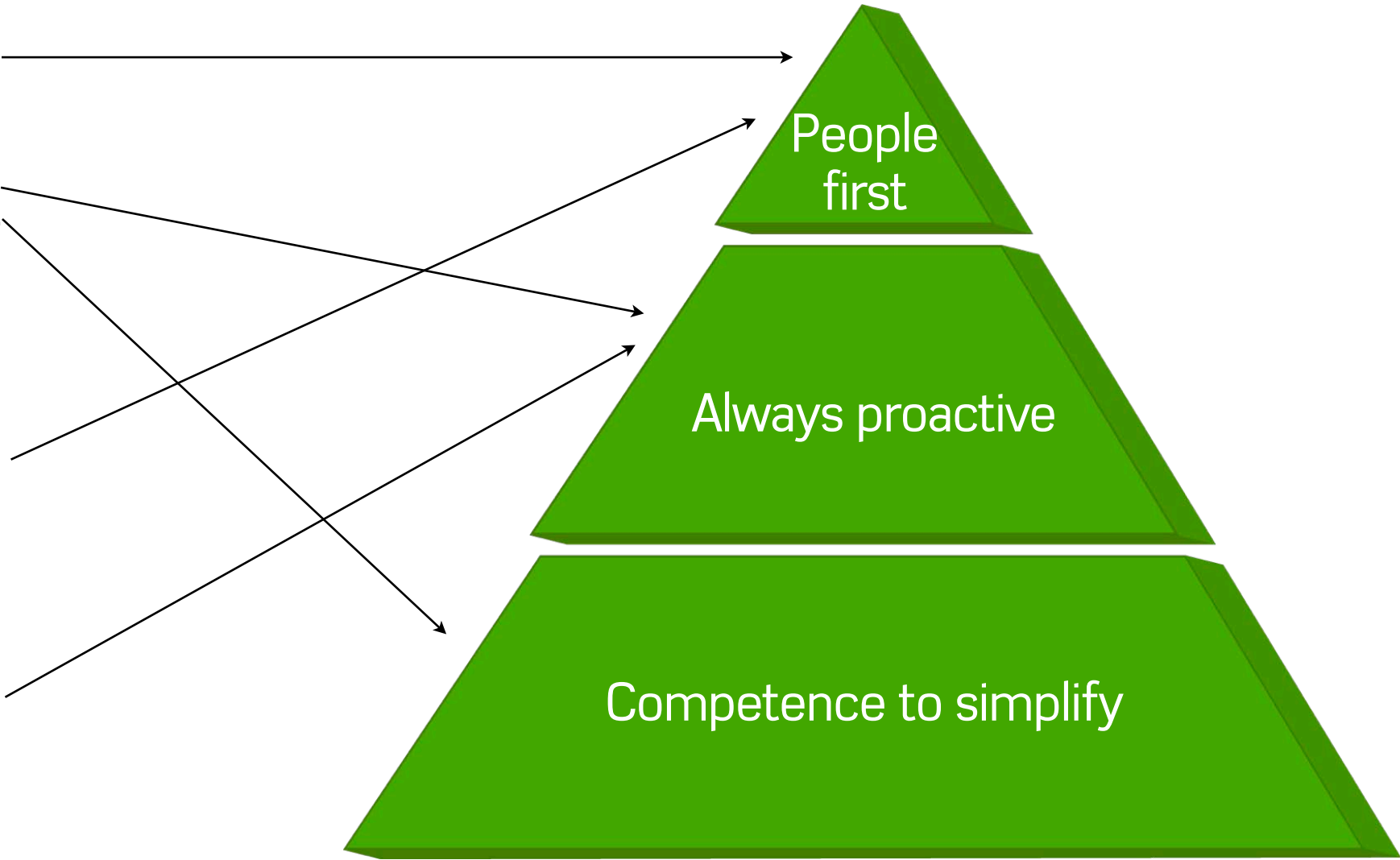
Customer orientation: We listen to our customers.

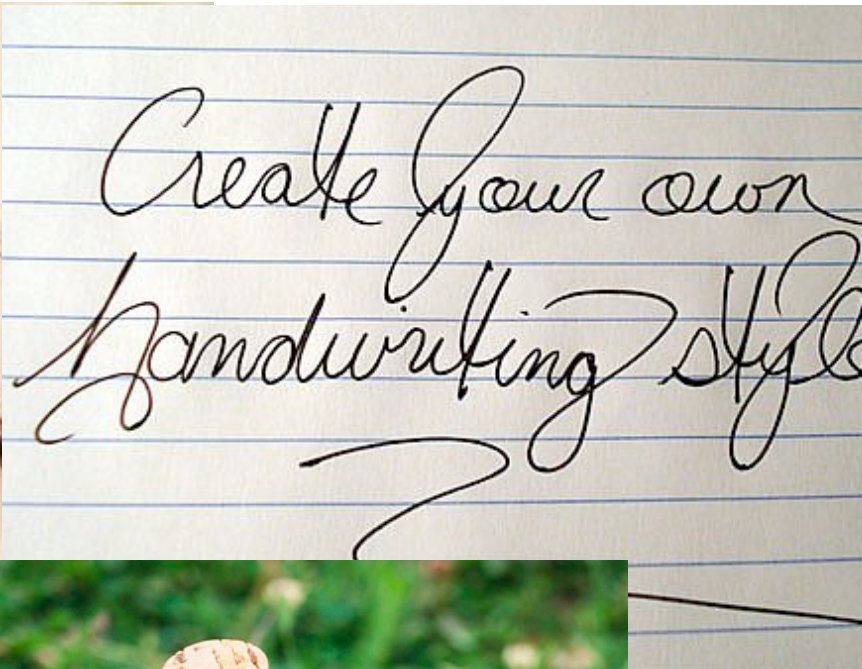
Leading expertise: We provide our customers with the best service available.

Enterprising spirit: We are reliable and responsible in all our actions.

Skilled and satisfied personnel:
We respect and support our colleagues and encourage diversity. We offer rewards for new initiatives and independent operations.

Willingness to adapt: We develop our services, especially taking into account safety, consumer and environmental issues.





People first

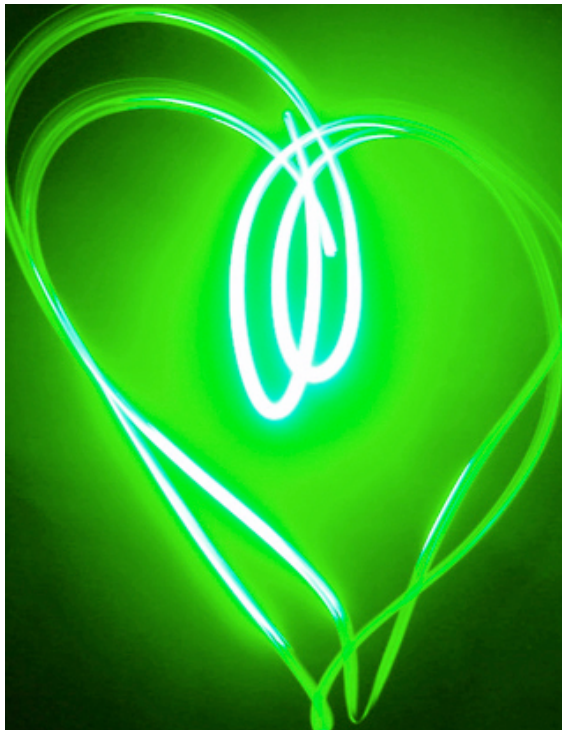
We believe it is people that make all the difference. That is why our starting point is to listen to the customer in everything we do. And our most important assets are the skills and dedication of our co-workers.



Always proactive

We lead the development, we don't follow it. We are flexible, fast-moving and progressive in everything we do. Our focus is to keep problems from occurring and to take responsibility for people's safety and the world around us.





Competence to simplify

We use our expertise in technical inspections to simplify the process and to guide the customer in everything we do. We never forget that the central task is to improve traffic safety and so we value competence. And only the truly skilled know how to simplify things.

Our personality

The characteristics that customers associate
with our organisation



Smart and accessible

We are quick thinkers, always on the move but also always close when needed. We are the kind of people who are easy to talk to and take time to understand your needs. We engage and listen to people at the “eye level”.



Professional and dedicated

We take pride in being experts and we know that every detail is important. We are committed to making a difference for the people and the environment.





Personal, perceptive and good-hearted

Meaning that we see people around us as individuals. We have the ability to listen and the interest in understanding them. We have the heart in the right place. Everything we do is with good intentions.

Our brand promise

What we want our customers to associate with us and for
them to trust in what we deliver



Fewer worries
about your car –
more room for
other things
in life

We reduce the worries in owning a car
so you can focus on the possibilities and
pleasures that comes with it instead.

Our brand position

The position our brand should occupy in the
target-groups' consciousness



Redefining safety into an active and modern positioning for the new brand

Negative/passive



Controller/Protector

Makes sure you stick to the rules

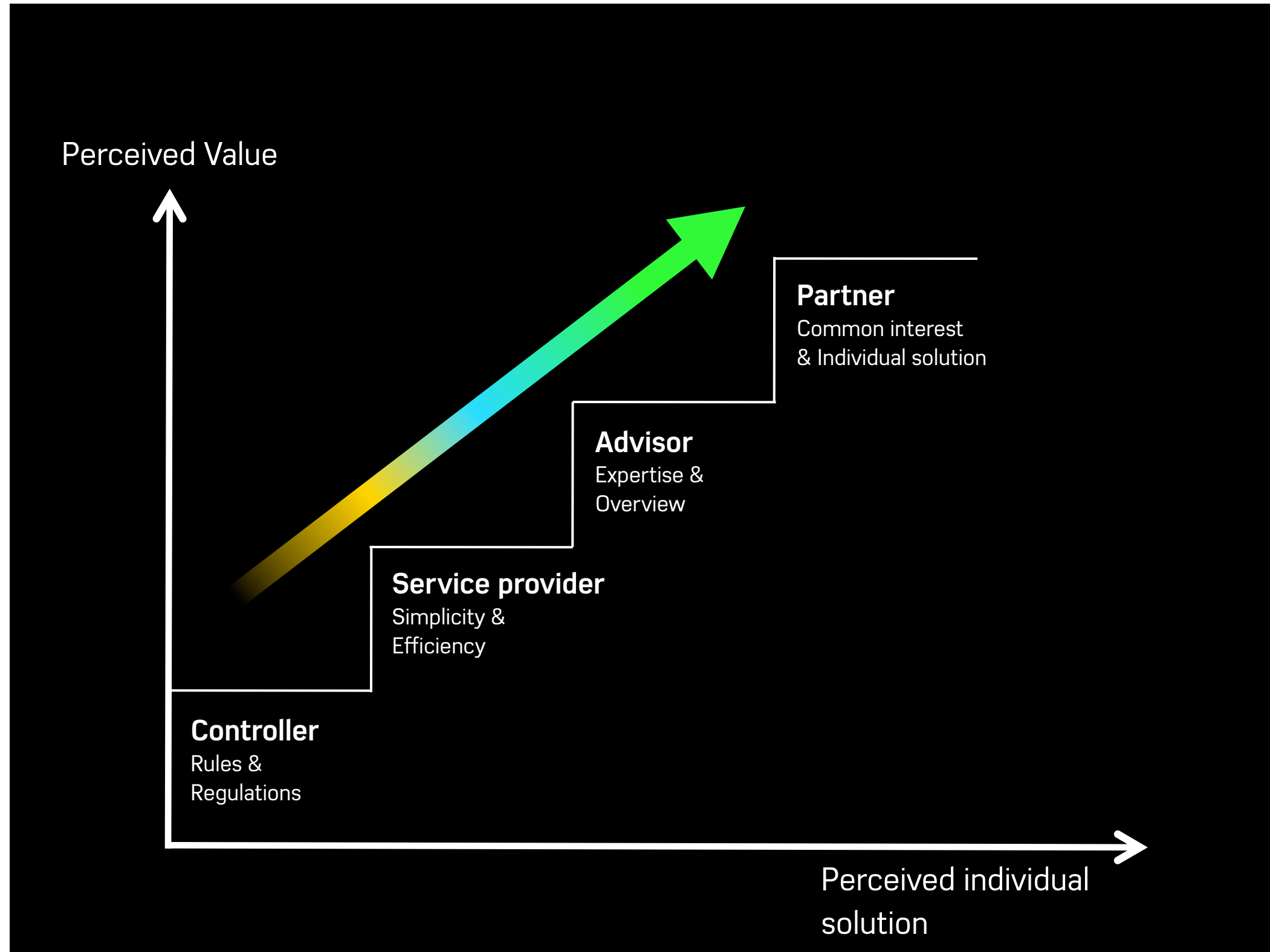
Positive/active



Enabler

Allowing you to focus on other things

We aim to redefine the market. From being all about controlling threats and complying with existing regulations, the emphasis from now on should be on reducing problems and helping people focus on how they want to be engaged in life.



From “necessary must” to partnership

It is a great leap to take from the current role of being in control acting as a service provider. The ambition should be to enhance the experience by focussing on how the new brand can build a partnership with a common agenda – It’s all about improving and simplifying the customer’s car-life.

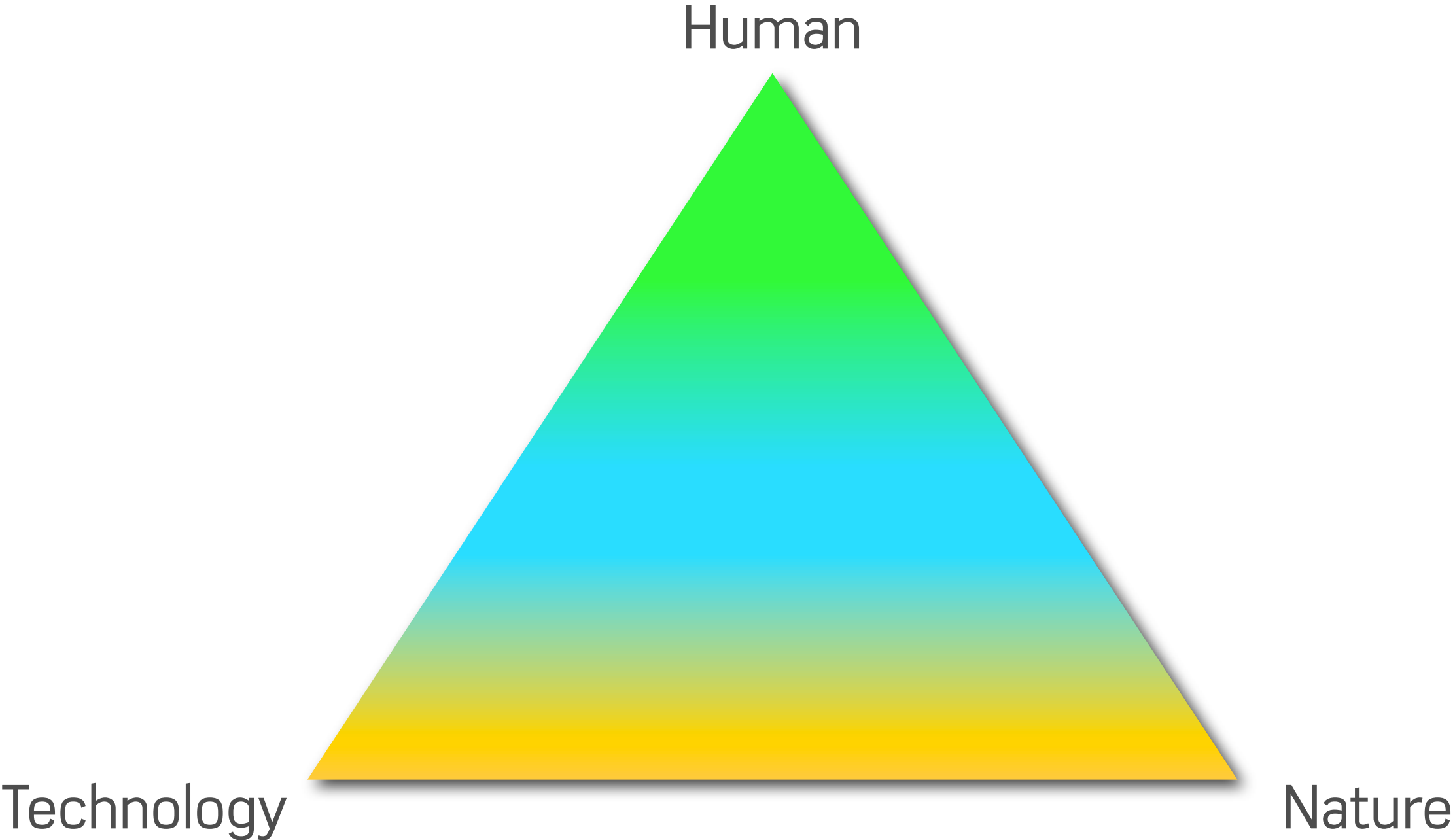


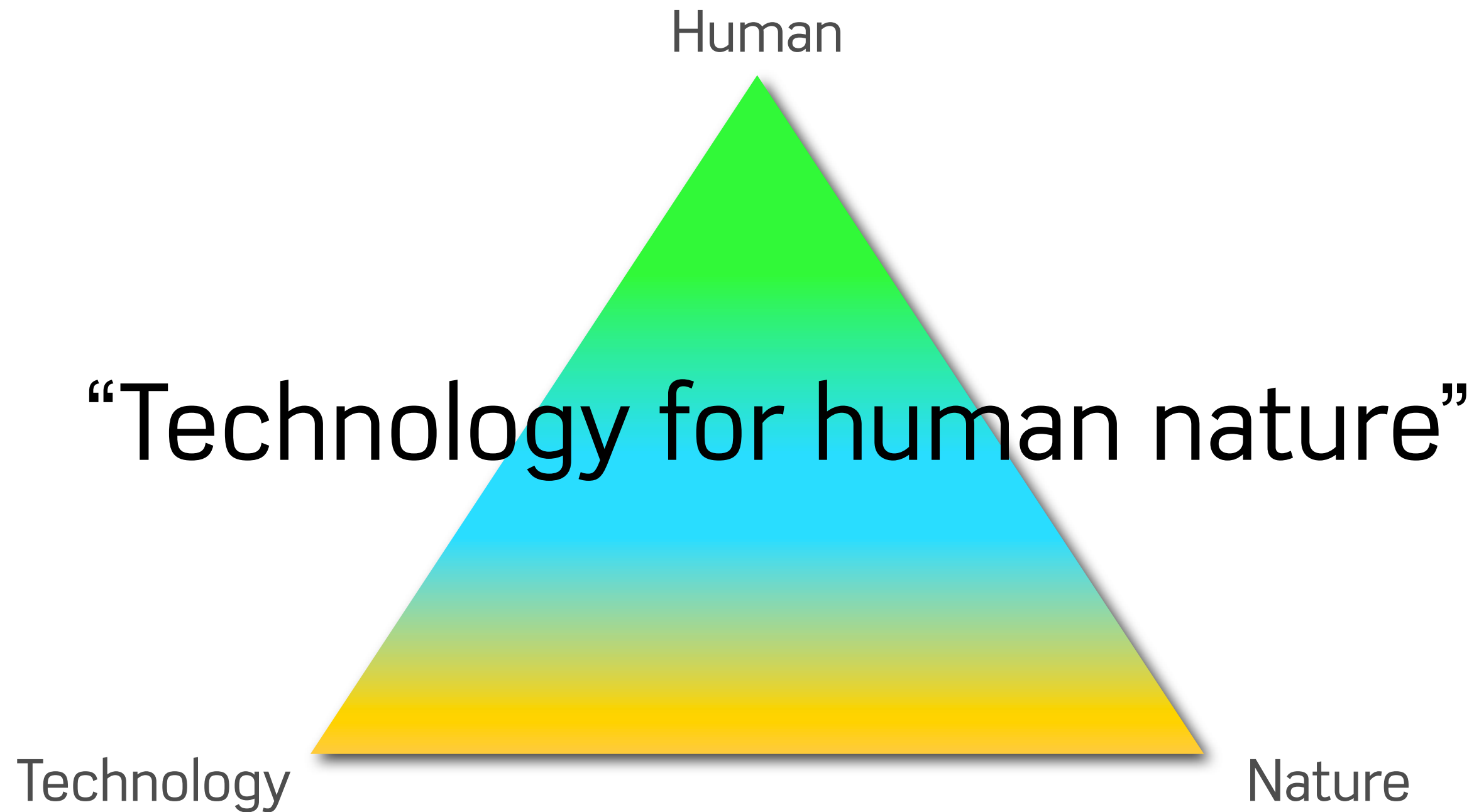
The humanist

Technology is always in the service of human. Hence, human needs should always be the centre of attention. Guided by insights into human nature and with an ability to adapt to individual needs, we can be closer than anyone else to our customers. Our aim is to make it smooth and simple to have a safe car, for you and the environment. Always with a personal touch in every detail.

Our brand essence

Our brand DNA





Brand platform summary



The new position / concept

The humanist

Personal





Proactive



The humanist





Competence



Smart



Engaged



Insightful



Basic values: People first, Always proactive, Competence to simplify