



The Rise of Subscription Models: Revolutionizing Truck Ownership

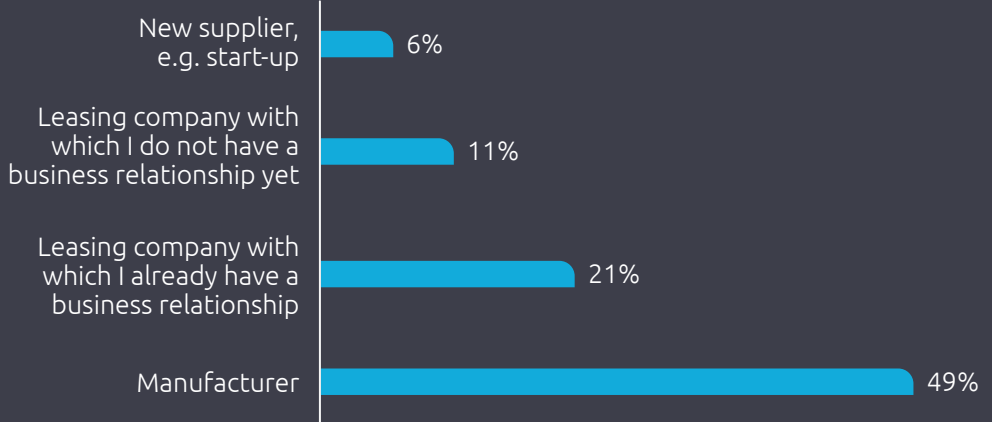
Exploring the benefits and acceptance of flexible fleet solutions

What are truck customers' acceptance levels, expectations, and preferences around subscription models?

DEFINITION: In subscription models, customers pay for the use of trucks while the service provider retains ownership of the assets. There are variants where customers take ownership of the vehicles but obtain batteries on a subscription basis.

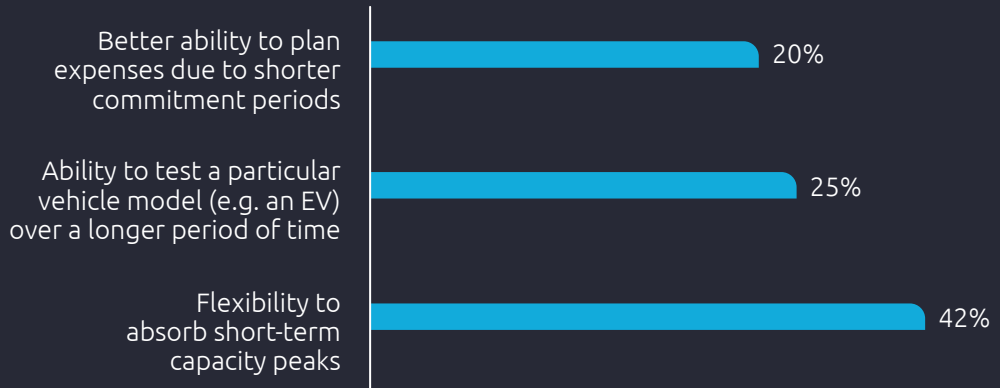
Almost half of respondents would prefer to get subscriptions directly from OEMs

Who should offer the subscription model?



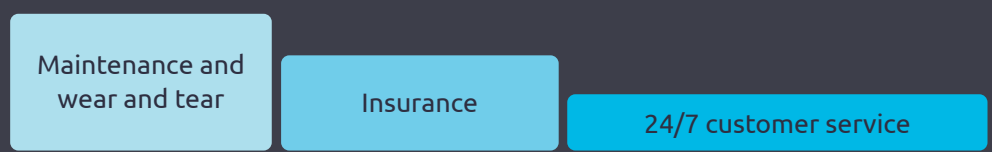
Flexibility is the main attraction

Reasons for acceptance of subscription models for trucks



The most expected component is maintenance and wear & tear

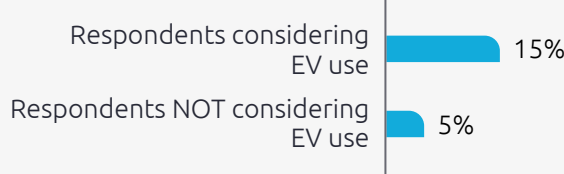
Reasons for acceptance of subscription models for trucks



What synergies are there between subscriptions and electrification?

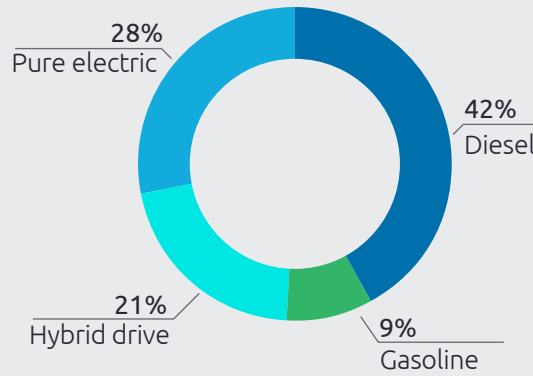
Respondents interested in EVs are also more interested than others in subscriptions

How much premium are respondents willing to pay for a subscription model?



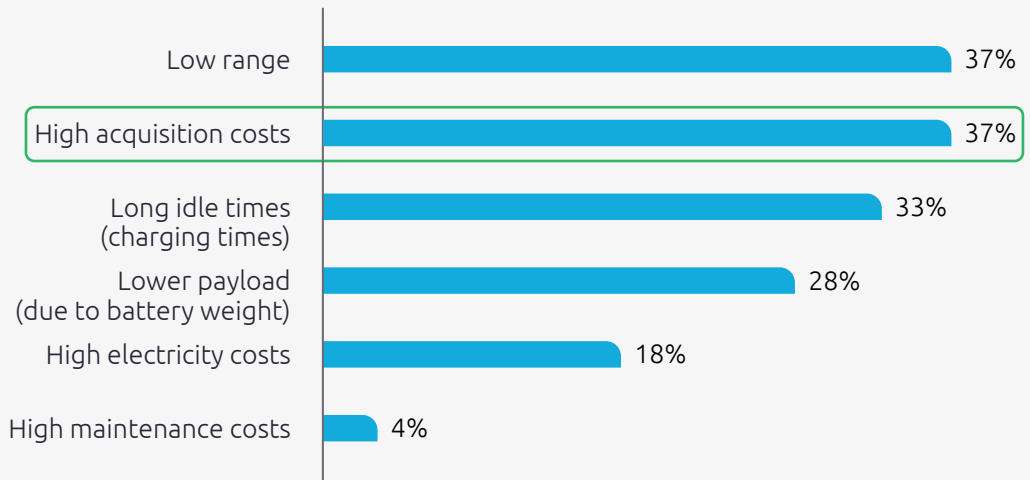
For almost half of respondents, pure electric and hybrid together are the preferred drivetrain for subscriptions

Preferred drivetrains for subscriptions

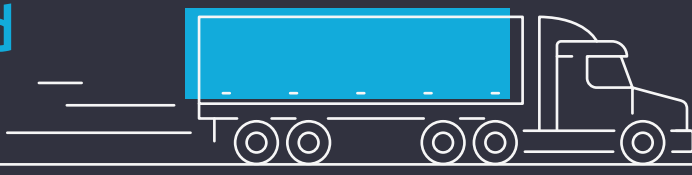


By making EVs more affordable, subscriptions could help convince customers to use them

Perceived disadvantages of using EVs



What actions should truck OEMs take?



Seize the **opportunity** to offer new services, reduce TCU, and deliver sustainability benefits



Develop **subscription-based solutions** to meet market expectations



Build on research to **identify needs and blockers**



Ensure **sustainability** is part of the package

Talk to Capgemini

Contact us to find out more about the research, and how we can support every aspect and stage of your transformation to subscription models.

Get the future you want | www.capgemini.com