

# New opportunities for FVL

Filippo Rizzi Ariani, Grimaldi Group

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Filippo Rizzi Ariani  
Grimaldi Group  
Chair



Ceren Eker  
Ant Lojistik



Sándor Gacsó



Tanja Mattheis  
BLG



Attila Novak  
Lagermax



Andreea Popa  
Renault



Tobias Spannbauer  
Mosolf



Tom Antonissen  
EUSupport srl



Andreea Maria Serbu





March 2021

# Volvo to sell all its cars online, in latest example of how the pandemic has reshaped the auto industry

*Analysts call it "the Tesla effect," as automakers catch up to the California trailblazer's marketing and sales methods.*

Volvo is the latest automaker to radically reshape its marketing and retail operations, moving all its vehicle sales online and going all-electric by 2030 — a process accelerated by the coronavirus pandemic.

"There's going to be a dramatic shift and customers are asking for it," said Carla Bailo, head of the Center for Automotive Research in Ann Arbor, Michigan. "The traditional dealership model is not very pleasant and most people are going online to do their homework before they buy. They'd be happy to just go pick up (their new vehicle) when they're done, or even have it delivered to their home."

... Volvo also will automate the buying process. Dealers will largely just offer test drives, and handle service and repairs. Virtually everything else will go online.

...It's not just the pandemic, however — it's also "the Tesla effect," said Stephanie Brinley, principal analyst with IHS Markit. The California carmaker rejected the traditional industry model, replacing franchised dealers with factory-owned stores — even though that meant being locked out of some states.

..."Nissan@Home gives customers what they're asking for — the ability to purchase a vehicle on their terms," said Dan Mohnke, the automaker's vice president of e-commerce.

...Similar to new programs launched at Lexus and Toyota, shoppers can do virtually everything online — at least within the limits of local laws.

...Volvo plans to cut that down to "a handful" of vehicles, said Anders Gustafsson, CEO of the automaker's North American operations. It will keep more in central depots ready for quick shipment when an order comes in.

...Some manufacturers are even looking to shift to a build-to-order model, Bailo said. Products will be assembled specifically to meet customer orders — though this approach would likely be used for those seeking unusual paint colors or features.

...Automakers will have to adapt to changing consumer preferences and reduce the cost of their sales and marketing processes if they hope to survive, Bailo said.





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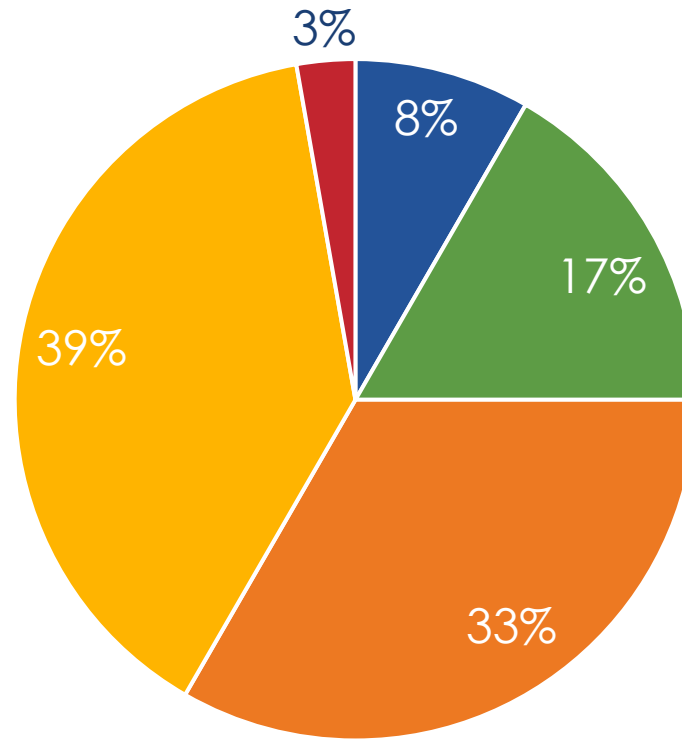
# Survey on New opportunities for FVL

Draft analysis of results

July 2022

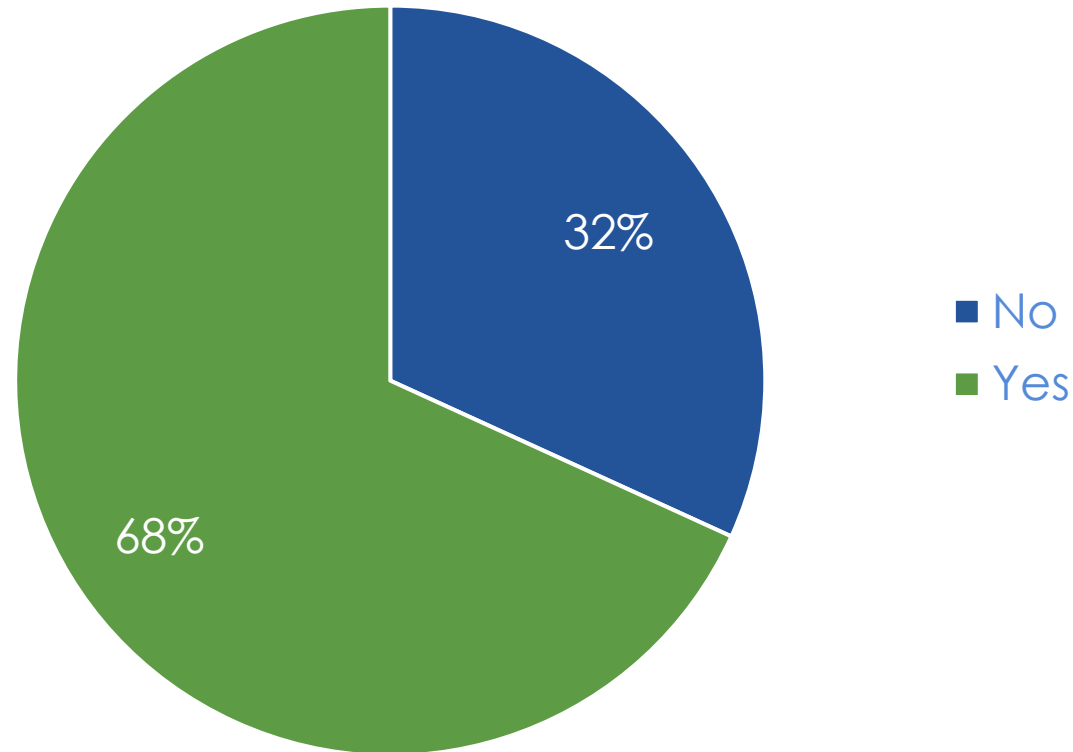
# Respondents' information

## Type of operator

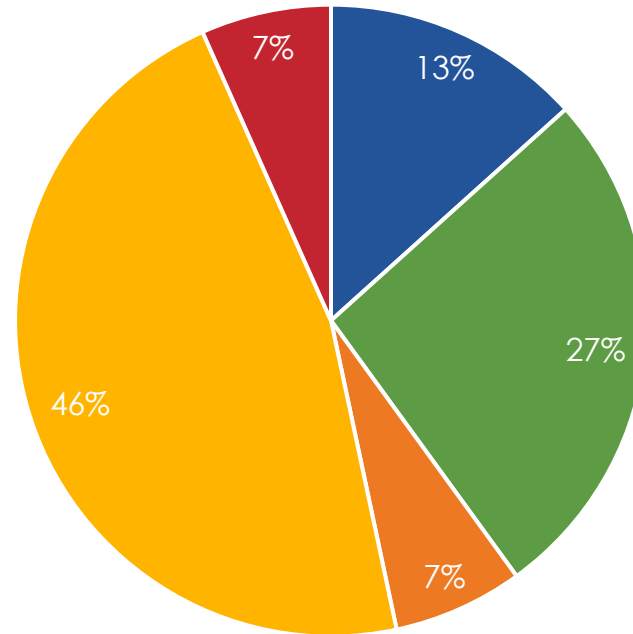


■ Ship ■ Terminal ■ Compound ■ Truck ■ Rail

# Do you have experience with direct delivery to client?



# If you are offering direct delivery to client, how do you do it?

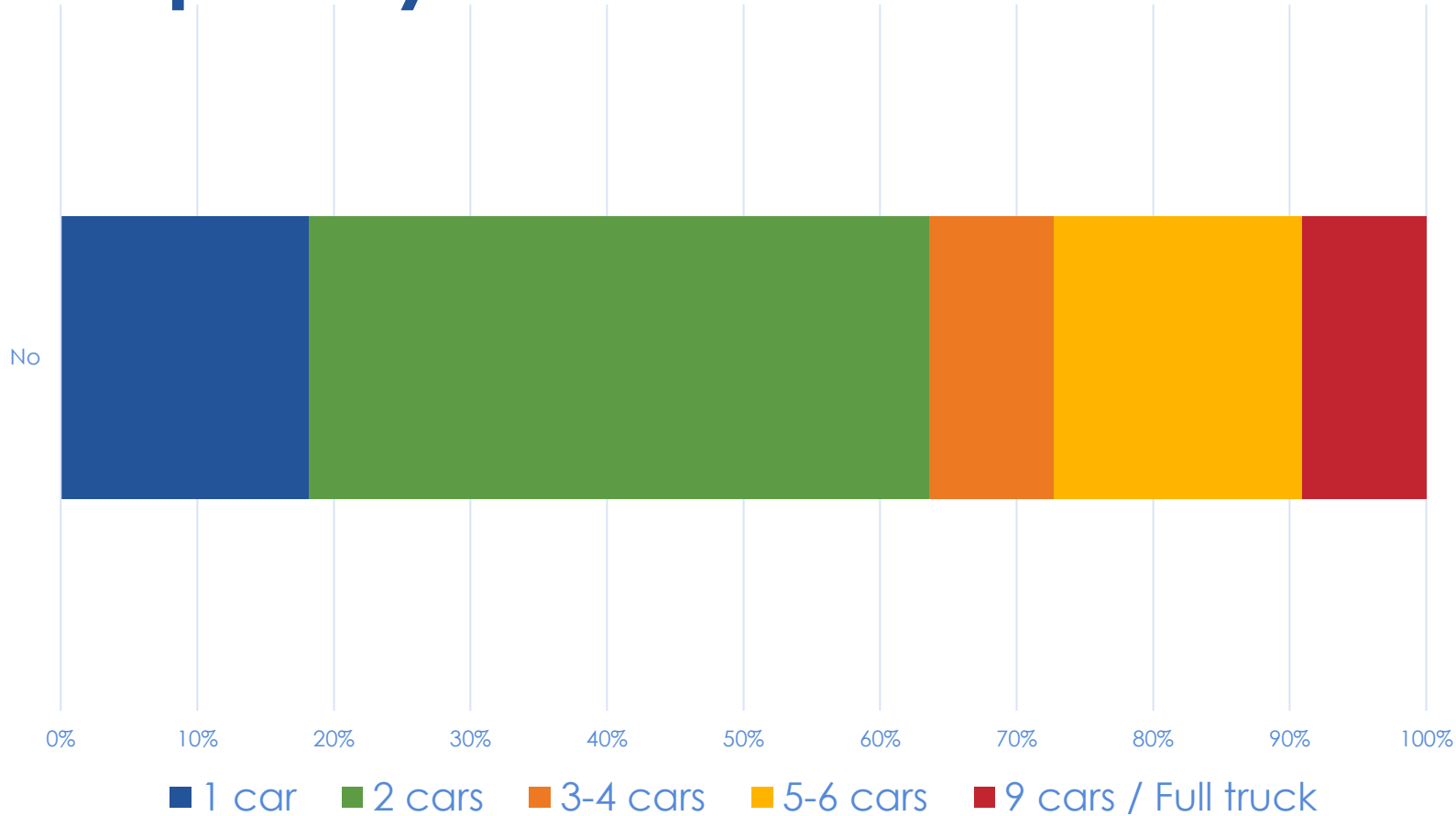


- Delivery at terminal
- Own trucks
- Subcontracted trucks
- Own and subcontracted trucks
- Jockey (delivery without truck)



# Direct delivery

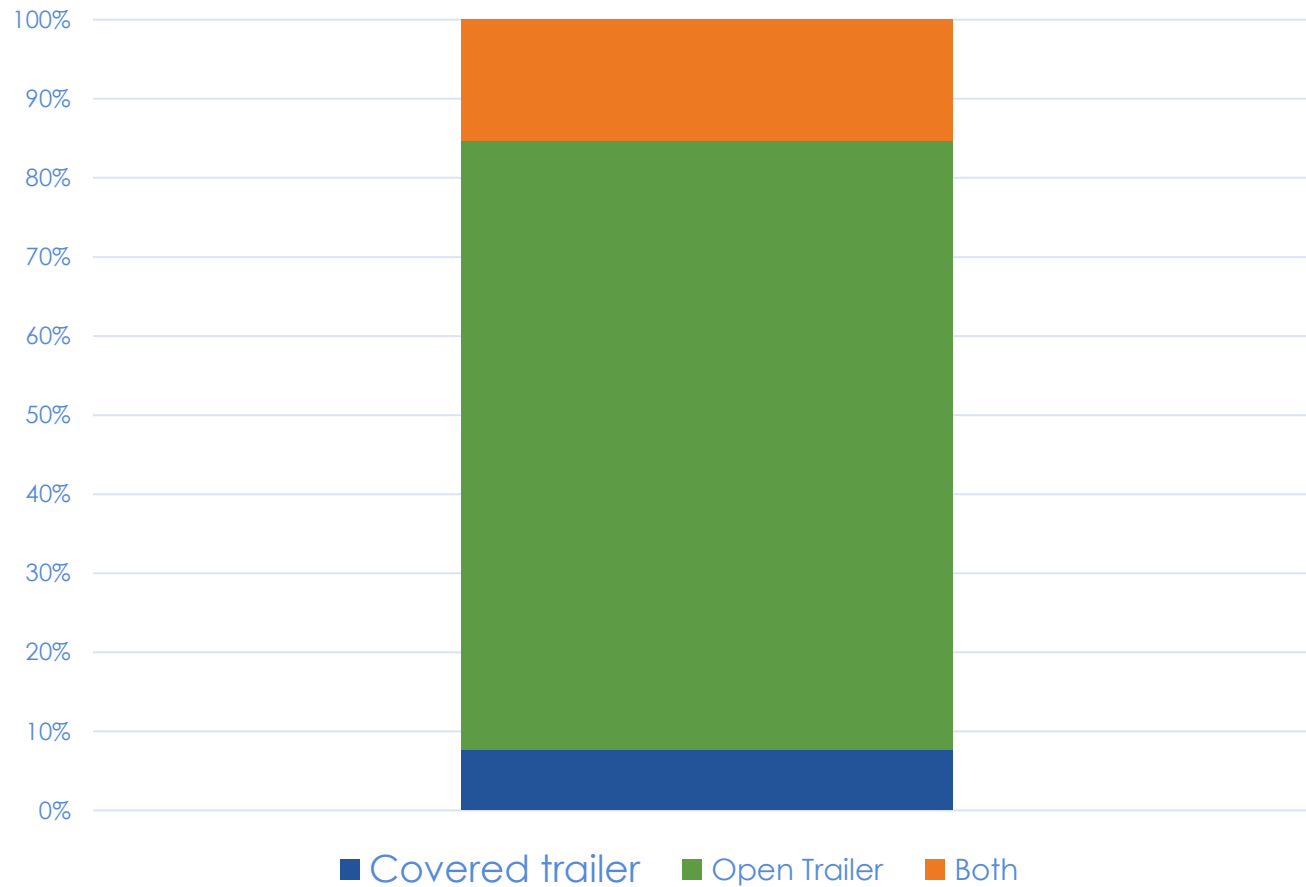
## If you are using trucks, please indicate the capacity:



55%  
Use small 1-2 cars trucks

# Direct delivery

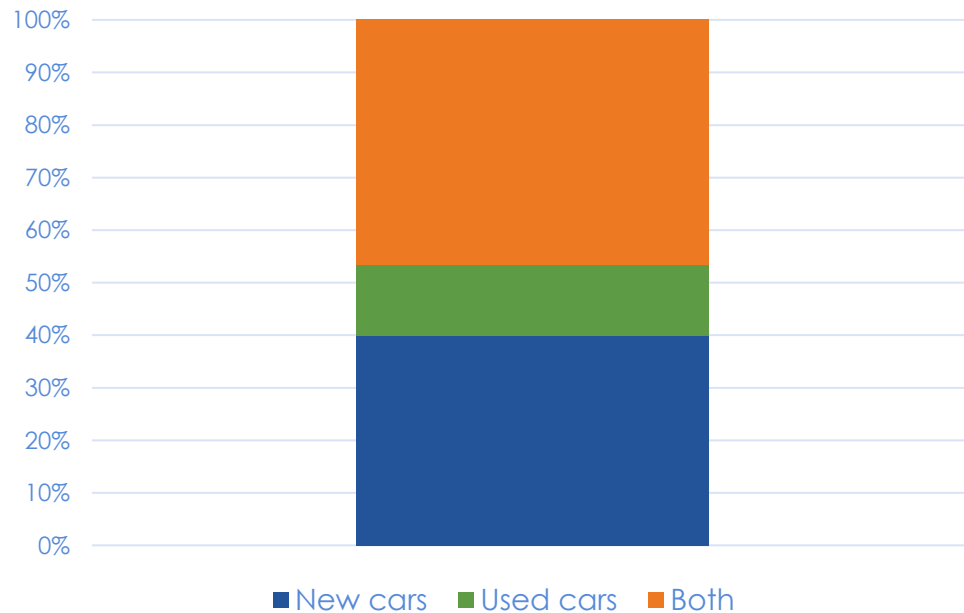
## If you are using trucks, please indicate the type:



The great majority  
Use open trailers

# Type of cars

- In what business do you have experience with direct delivery to client ?

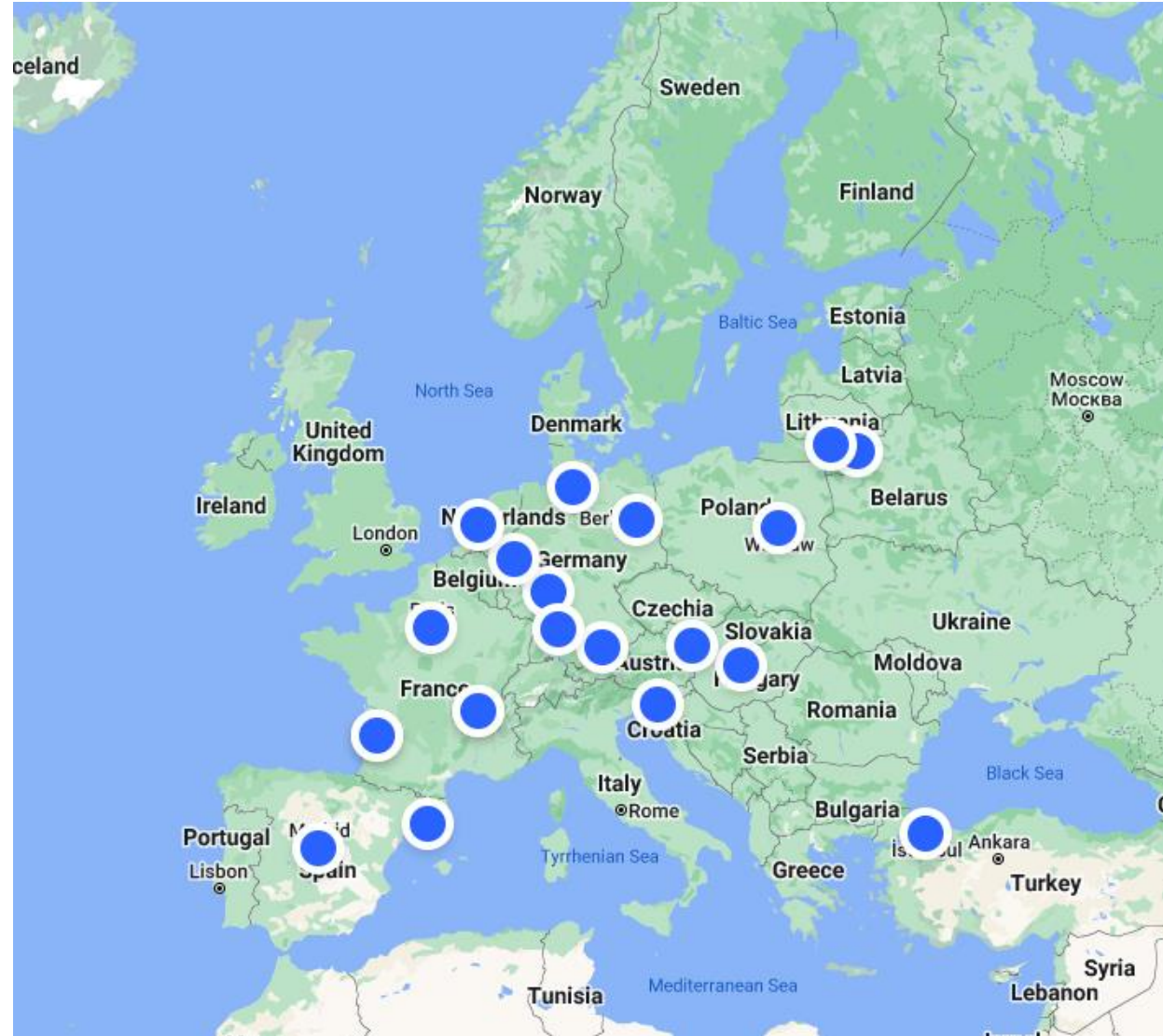
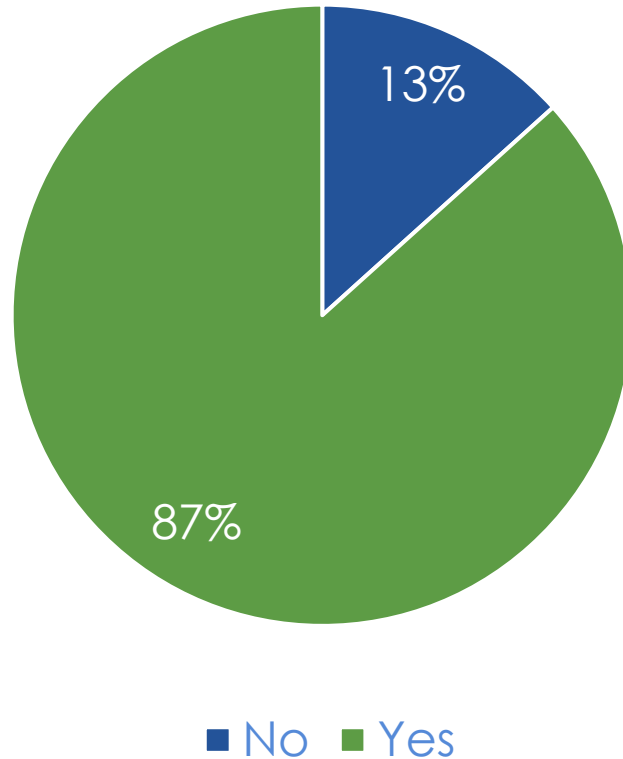


- If both, please indicate percentage split of new vs used cars

30 – 70 %  
Is on average  
The percentage split  
new vs used



# Have you ever delivered a single car to the final client in a city?

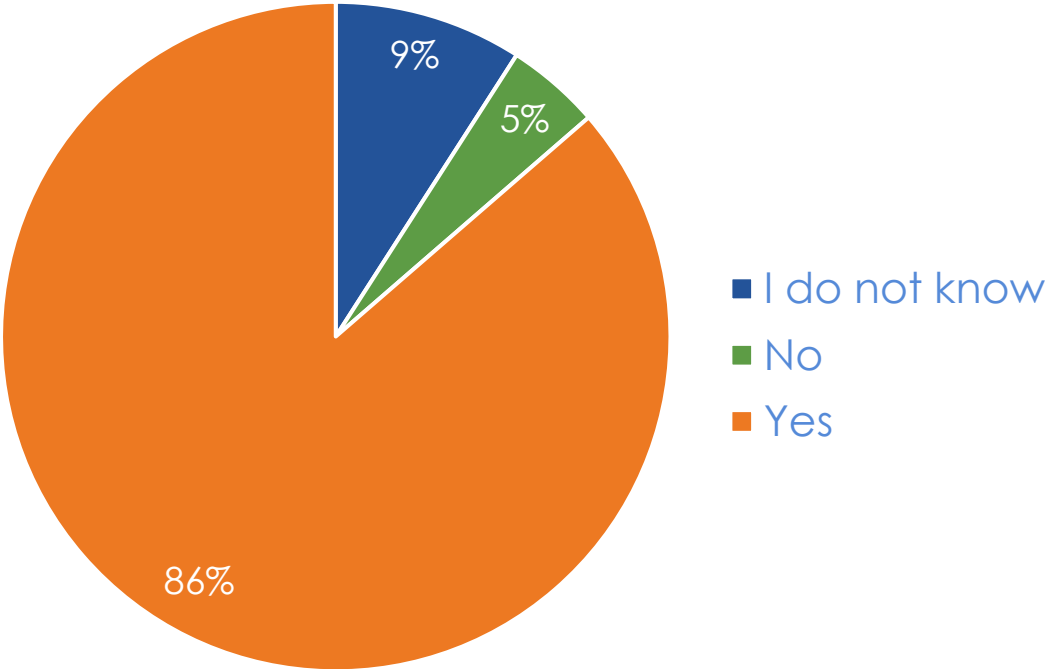


# Future direct delivery

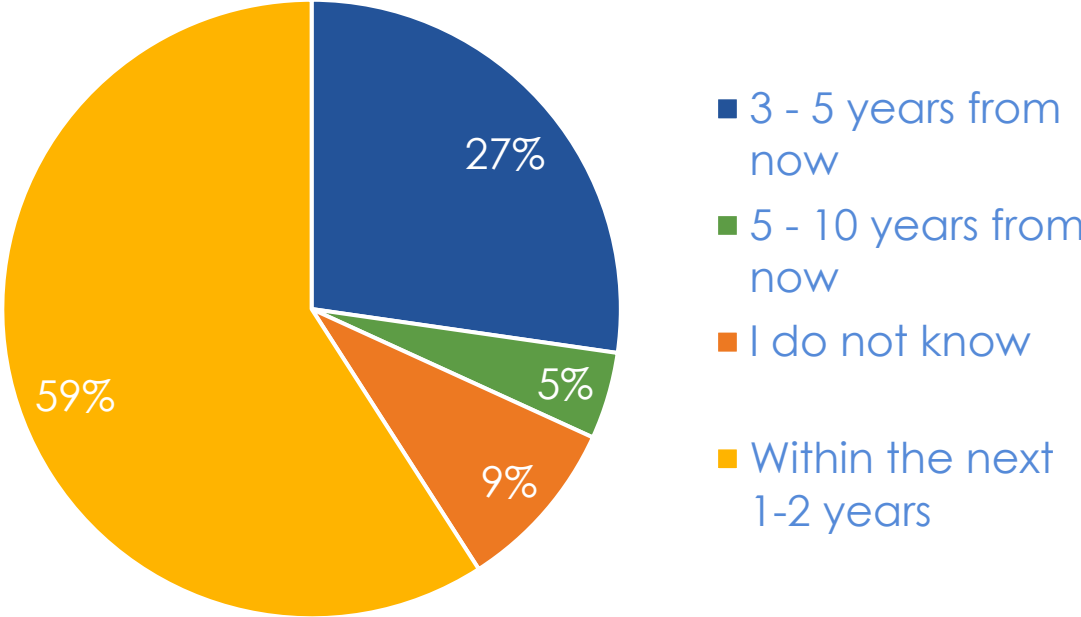
Of new cars



Do you see single direct delivery to client - of new cars - develop in future?

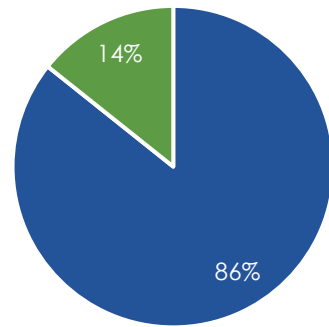
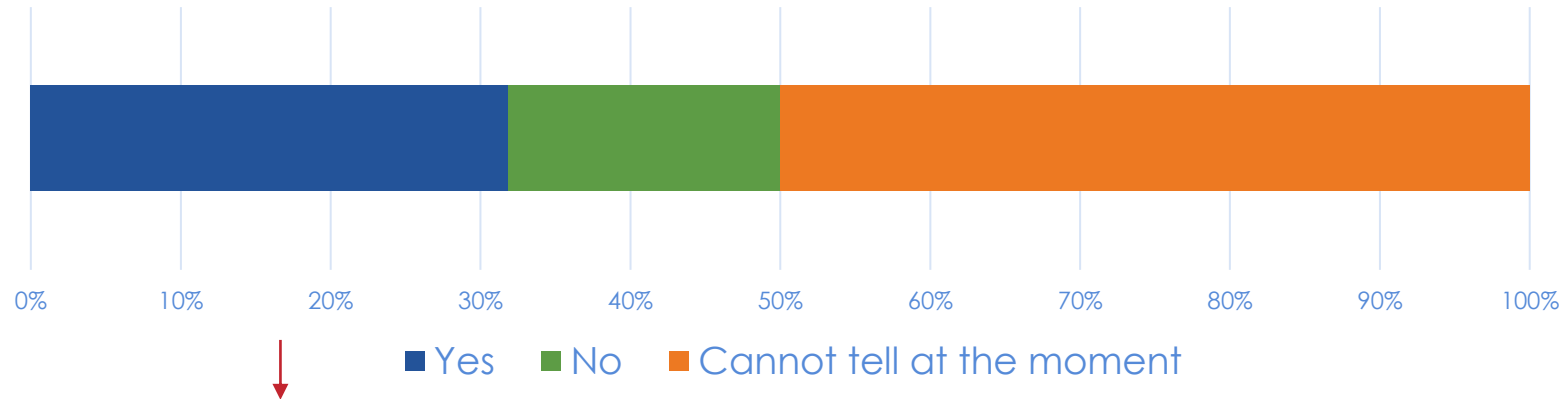


When?





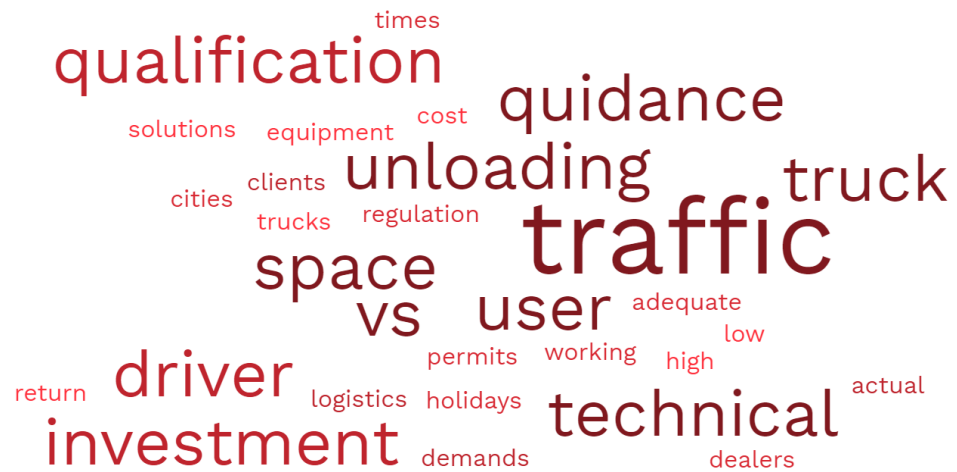
# Are you planning to invest specifically in direct delivery to client in future?



- Within the next 1-2 yrs
- 3-5 yrs from now

# Direct delivery of new vehicles

## Challenges



## Solutions



# Final remarks from respondents

International/long distance transport is different than direct delivery transport

Convenient and easy for customers but hard for carriers

Opportunity for terminals / ports



# Conclusion

- 'New' type of driver
- Brand feeling
- Customer experience
- Co-operation between LSPs and OEMs (needs, challenges...)
- EAAG to track phenomenon with OEMs through interviews



# THANK YOU!

(to be continued..)

