

Mu by Peugeot New Generation Rental

Coralie HENRY-POPPE – New Mobility Development
For ACEM Annual Conference
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PEUGEOT

Background for Mu

In the field of mobility and with a growing share of us living in saturated cities, customers' expectations are moving fast : at the pace of our society, with the internet, with new technologies and with “all inclusive” patterns in mind.

→ From “owning logic” to “using logic”

→ Attraction for “multi-modality” : the right mean of transport for the each need

→ Higher environmental consciousness

→ Search for budget optimization

→ In 2010, Mu by PEUGEOT comes as an answer to these phenomena's.



The assets of PEUGEOT

Peugeot is the only manufacturer which deploys an **overall mobility** offer with **passenger and utility vehicles, bicycles, scooters,** and a wide range of **services.**



Present in **160 countries** with **10 000 contact points** and **200 years of history**, Peugeot combines **rigorous standards** and **exciting ideas** all over the world.

PEUGEOT continues his development with the ambition to become a **mobility services leader** in **2015.**

Spread head of this ambition, the service of mobility “*à la carte*”
Mu by Peugeot.

Introducing electric mobility

The PEUGEOT electric « triple play »

PEUGEOT iOn
Launched march 2011
130 km autonomy
Load on a 220 V plug

Car



+

PEUGEOT E-Vivacity
Launched march 2012
60 km autonomy
Load on a 220 V plug

Scooter



+

PEUGEOT electric bicycle
Launched november 2010
70 km autonomy
Load on a 220 V plug

Bicycle



The service

Punctual need for a vehicle ?

For a roof box to go on holidays ?

For a cabriolet on Valentine's day ?

For a utility vehicle to move in ?

For a scooter to go to a meeting ?

MU BY PEUGEOT IS YOUR MOBILITY SOLUTION !

<p>location • nouvelle • génération</p>  <p>EN WEEK-END</p> <p><small>Tout TTC, première journée (24h/24) hors (2) Tout TTC, première journée (24h). Offres réservées aux particuliers. Details et conditions de location disponibles au point de vente Mu by Peugeot. Retrouvez les tarifs sur mu.peugeot.fr</small></p>	 <p>3008 59€ TTC/jour⁽¹⁾</p>  <p>Lecteur DVD appuie-tête simple 15€ TTC/jour⁽¹⁾</p>  <p>GPS Europe 15€ TTC/jour⁽¹⁾</p>
<p>location • nouvelle • génération</p>  <p>EN FAMILLE</p> <p><small>Tout TTC, première journée (24h/24) hors (2) Tout TTC, première journée (24h). Offres réservées aux particuliers. Details et conditions de location disponibles au point de vente Mu by Peugeot. Retrouvez les tarifs sur mu.peugeot.fr</small></p>	 <p>5008 59€ TTC/jour⁽¹⁾</p>  <p>Siège bébé 0-13kg 15€ TTC/jour⁽¹⁾</p>  <p>Coffre de toit* 30€ TTC/jour⁽¹⁾</p>
<p>location • nouvelle • génération</p>  <p>AVEC STYLE</p> <p><small>Tout TTC, première journée (24h/24) hors (2) Offres réservées aux particuliers. Details et conditions de location disponibles au point de vente Mu by Peugeot. Retrouvez les tarifs sur mu.peugeot.fr</small></p>	 <p>308 CC 99€ TTC/jour⁽¹⁾</p>  <p>RCZ 110€ TTC/jour⁽¹⁾</p>

The Concept

Mu by Peugeot is a mobility service giving you access to the best of Peugeot...

Book on line in a few clics and get your vehicle in our network.

Coupé RCZ, 115€ per day...*



* Tarif in Belgium – Jan. 2012

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How does it work ?

An easy process. . . In 3 steps:

1 – Open your Mu by Peugeot account on www.mu.peugeot.fr ;

2 – Top up your account with your credit or debit card, and book online your mobility service ;

3 – Go to your counter, and enjoy Mu by Peugeot's mobility services!



Step 1

1 – Open your Mu by Peugeot account on www.mu.peugeot.fr

Créer mon compte

Créer mon compte

- ▶ MU SUR IPHONE
- ▶ ENVOYER À UN AMI
- ▶ FOIRE AUX QUESTIONS
- ▶ CONTACT

Type d'inscription

Vous réalisez cette inscription depuis :

Si vous possédez une carte ...

Numéro de carte

Code d'activation

Vos identifiants

E-mail *

Confirmation e-mail *

Mot de passe *

Confirmation mot de passe *

Coordonnées

Nom *

Prénom *

Adresse *

Complément d'adresse

Code postal *

Ville *

Date de naissance *

jour | mois | année

This account allows you to use Mu mobility services.
You will be recognized as Mu customer wherever you go.

Step 2

2 – Book online and choose:


- Your mobility service (Car, bicycle, scooter or accessories)
- Your counter
- wherever you want!

Top up your account with your credit or debit card. And pay online to validate your reservation.

► Réservation

Quel service ? **Où ?**

Louer un scooter **▼** **PARIS** **▼**

 **Satelis 125 cm3**

Quand ? (Départ - Retour)

12-10-2010 **Heure** 09H **▼** 13-10-2010 **Heure** 09H **▼**

Votre recherche :

Satelis 125 cm3 du 12/10/2010 à 09:00 au 13/10/2010 à 09:00
(1 jour(s) - 200km inclus)

Kilomètres supplémentaires

Tarif TOTAL : **39€**tc

Rechercher

PEUGEOT DÉCOUVRIR MU BY PEUGEOT | LES SERVICES MOBILITÉ | LES OFFRES PARTENAIRES

Rechargement

PEUGEOT **VISA**

Identifiant commerçant 055214450300021
Référence de la transaction 174636
Montant de la transaction 150,00 €

Les symboles  indiquent que votre transaction est sécurisée, vous pouvez remplir votre formulaire en toute confiance.

N° de carte: Expire fin: 01-Janvier / 2010

Veillez saisir votre cryptogramme visuel, les trois derniers chiffres apparaissant sur le panneau signature au verso de votre carte bancaire.
[En savoir plus sur le cryptogramme visuel](#)

Vous avez complété correctement le formulaire, vous pouvez **VALIDER**

Mon compte

Nom : menard
Prénom : annabel
Modifier mes informations
Déconnexion

Mes unités **0**

Les points de ventes

NOUVEAU
ESSAYEZ LE 5008

Step 3

3 – Enjoy Mu by Peugeot's mobility services

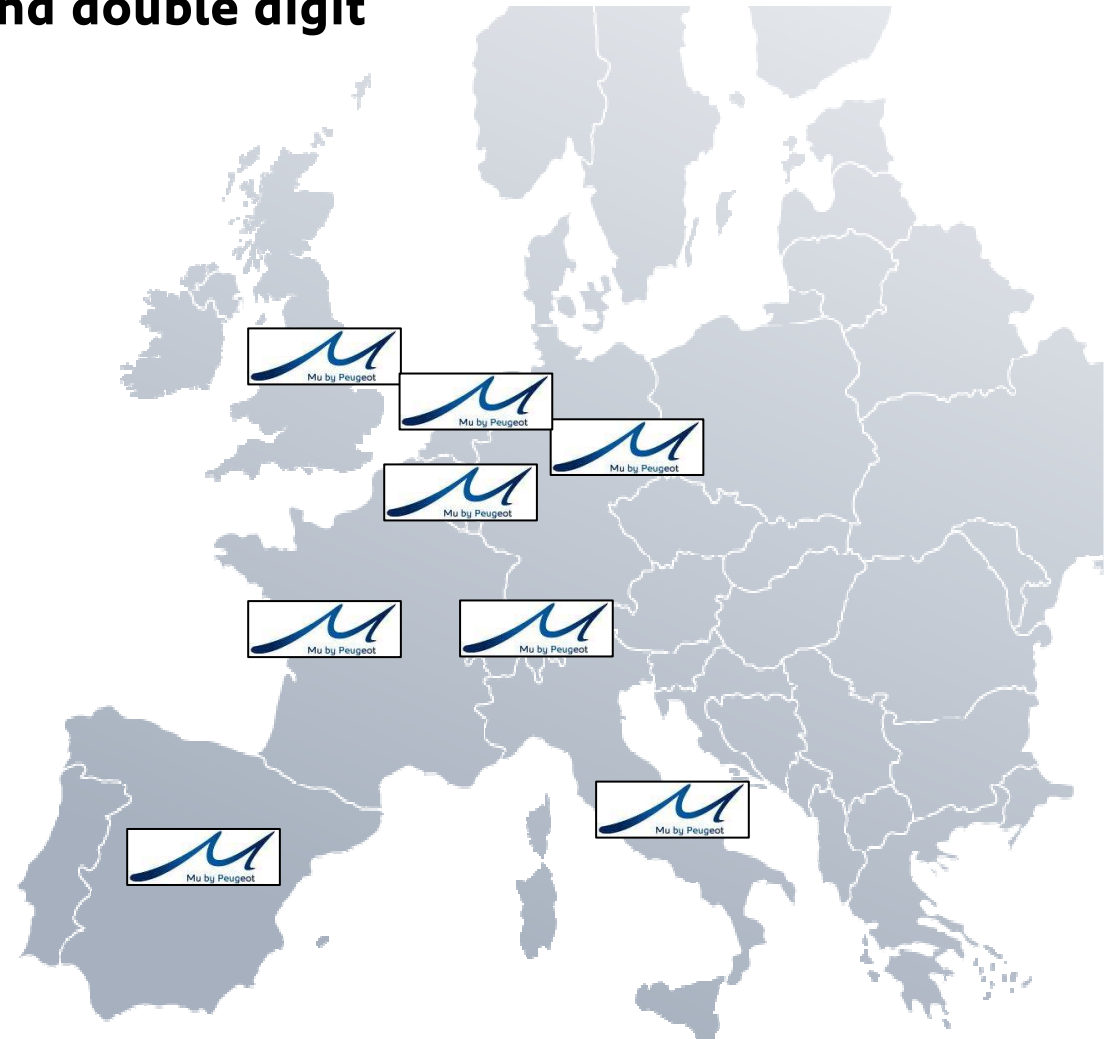
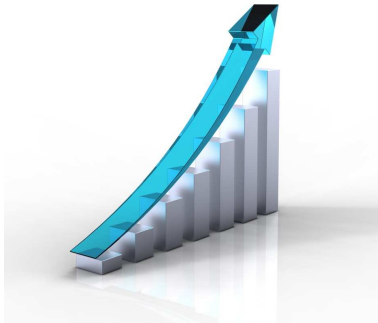


On the D-Day, go to your Mu by Peugeot counter.
Your vehicle, scooter, bike or accessory will be waiting for you!

Mu in Europe

End of 2011 = fast roll out and double digit growth rate

- **8 European countries**
- **84 sales points
(39 at the end of 2010)**
- **10 000 clients**



Scooters in Mu

2011 range : Vivacity (50), Satellis, Tweet, City Star (125)

Share of scooters in Mu turnover 2 %

Share of scooters in number on rental days 5 %

2012 update : introducing the new range



- **E-Vivacity**, 100% electric new generation
60 kms autonomy / 45 km/h / lithium-ion battery / 2 boots



- **New Satellis**, automobile like
restyling / 125 & 300cc / 115 to 130 km/h / boot for 2 full face helmets / ABS



- **Metropolis Project**, the new dimension
3 wheels / 400cc / 150 km/h / aluminium automotive front end

Electric scooters available in a train station with Mu

A partnership with French Railway Company SNCF for renting electric scooters E-Vivacity directly when stepping out of your train in Montparnasse Railway Station in Paris.

For 28 € a day, get a fully loaded electric scooter (60 km autonomy) +

- **A Helmet**
- **Hand-over training**
- **A map of the reloading stations in Paris**
- **Safety recommendations**
- **Insurance and assistance included**

Average daily trip
in Paris = 13 km



Electric scooters available in a train station with Mu

The target : Professional travelers coming in Paris for a round trip over the day with small luggage volume.

Conclusion after 2 months (sept-oct 2012) :

- A warm welcome for this offer that makes mobility in Paris more fluid and ensures a real continuity between different transportation modes : train + scooter
- Typical client : higher social category, male, household with children, used to scooters / motorbikes
- 100% of our clients were satisfied / very satisfied

Verbatim :

« In one day, I can visit twice as many clients than when taking the metro or another mean of transportation »



Mu : conclusions after 2 years

- Growing success and obvious client expectations (f.i. Train Stations)**
- Valuable clients that claim being ready to « change their habits »**
- Mu reconcile freedom/usage & pleasure**
- Spread between clients that own a transportation mean / clients that don't own a transportation mean**
- Main sales are made during vacations or on week-ends**
- New services to be developped...**

Mu : more to come

- ❑ **Launching in 2012 mobility services dedicated to companies**



- ❑ **Developing partnerships**
- ❑ **Developing points of sale outside our network**
- ❑ **Developing city centers → potential for scooters**
- ❑ **Developing 24h offers → potential for scooters**

Thanks for your attention

