

TOUCHPOINTS E-MOBILITY

DISRUPTION OF MOBILITY

NEW MOBILITY

NEW BUSINESS MODELS

NEW COMMUNICATION

THE CASE FRAMEWORK FOR SMART MOBILITY



**CONNECTED
PRODUCTS**



**AUTONOMOUS
VEHICLES**



**CAR/RIDE
SHARING**



ELECTRIFICATION







DISRUPTION OF BUSINESS MODELS

CAR DEALERS SELLING CARS IS OVER





7 Spaßmacher gefunden

PREIS

BEWERTUNG

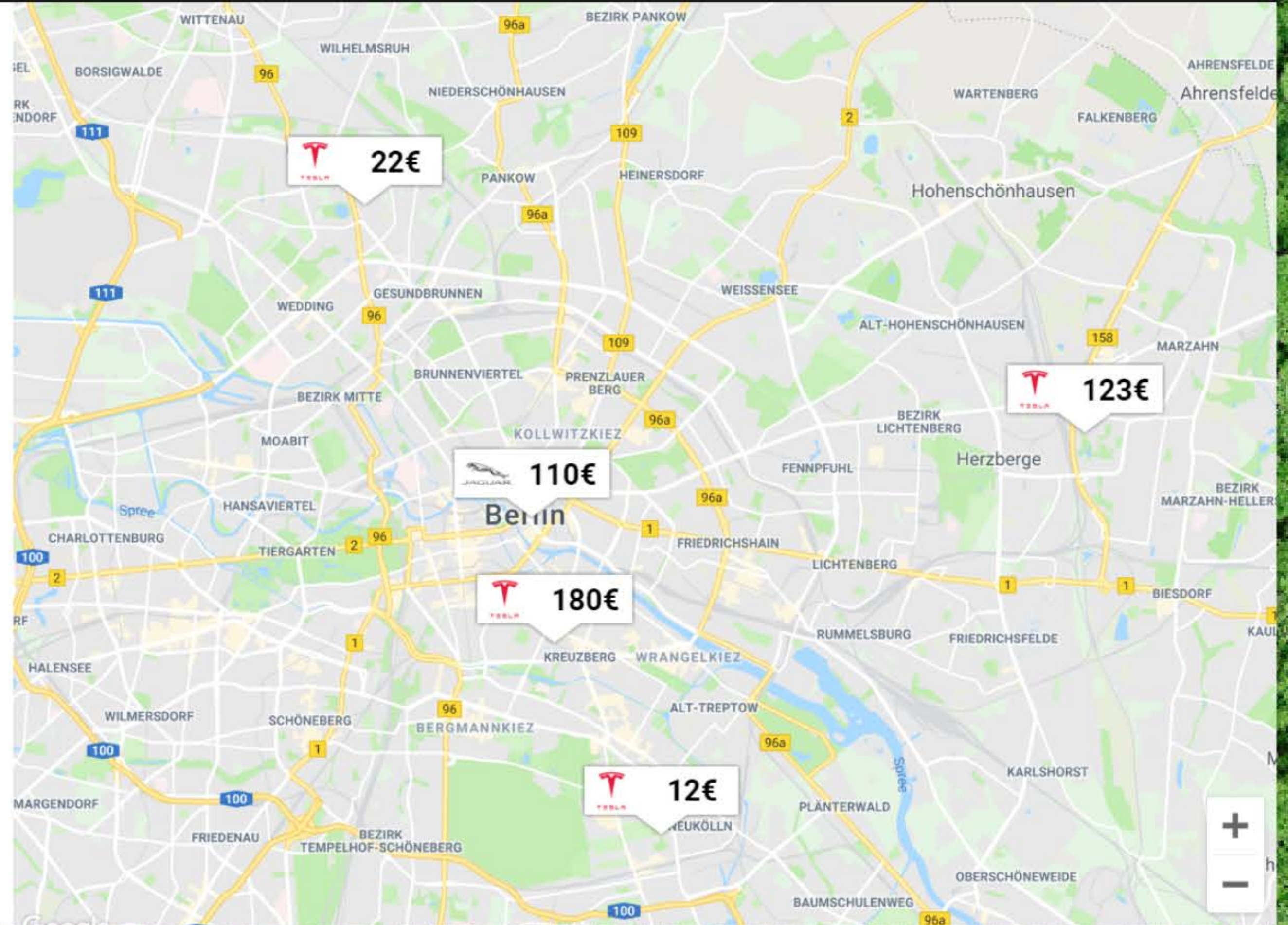
X FILTER AUFHEBEN



Jaguar I-Pace 2016 110€/Tag
Berlin, Deutschland (0 km entfernt)
Vermieter: Oskar



Tesla Model X 2018 180€/Tag
Berlin, Deutschland (2 km entfernt)
Vermieter: Oskar



FUTURE SALES

1. Independent information -> Influencers / communities / media
2. Test drive via partner -> corporate / private sharing
3. Online order -> Web / App / AR / VR
4. Car delivers itself
5. Experience places for after sales / customer loyalty

Platzieren Sie den Mission E an einem Ort Ihrer Wahl

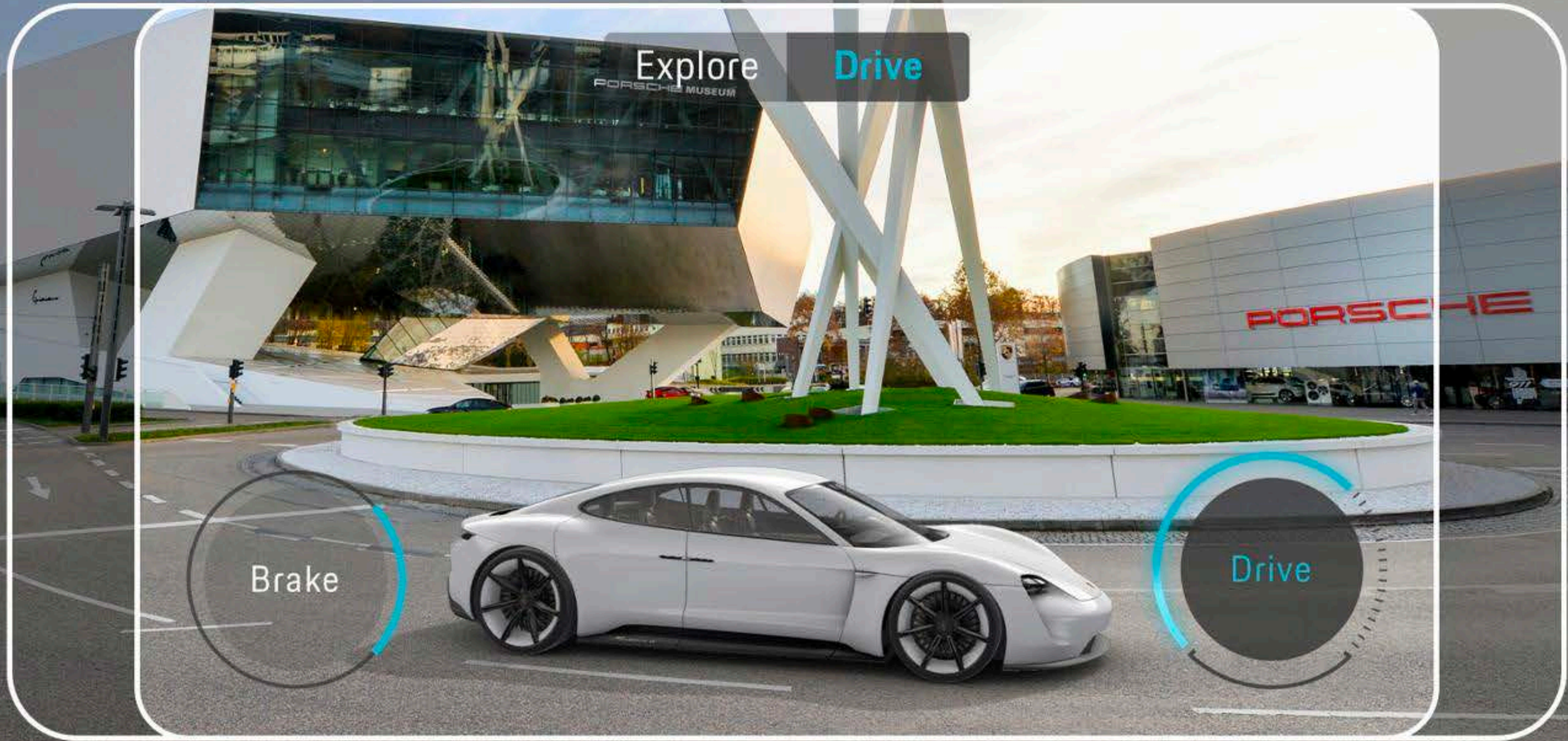


Explore

Drive



Starten Sie eine Probefahrt in Augmented Reality



Audi Virtual Reality

Take a virtual test drive
of the all new Audi TT
start your immersion
very latest technology



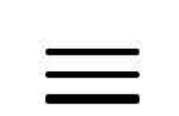
NEW MOBILITY
NEW COMMUNICATION



INFLUENCER GET INSIDES FOR THEIR COMMUNITY

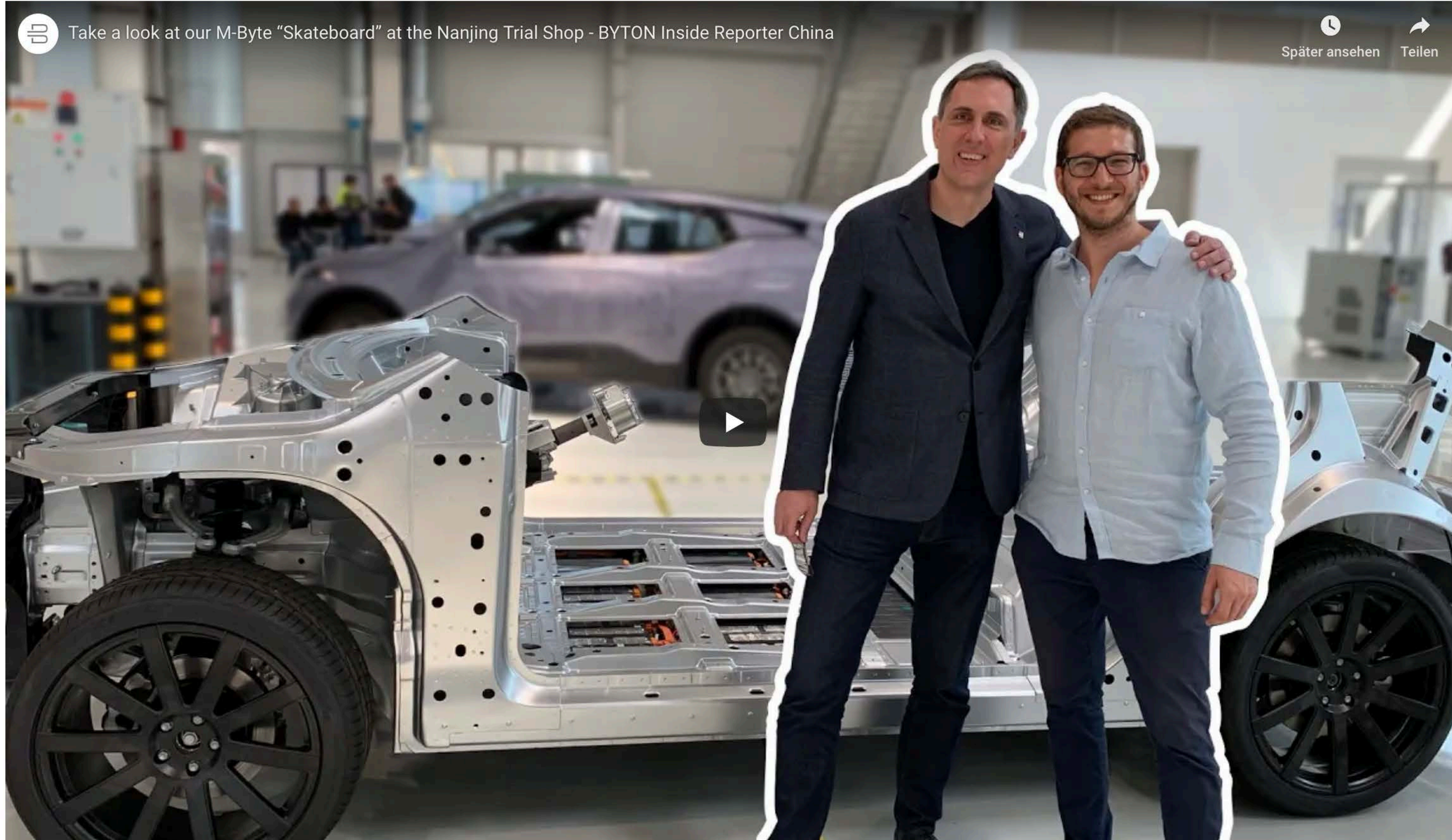
BYTON INSIDE REPORTER



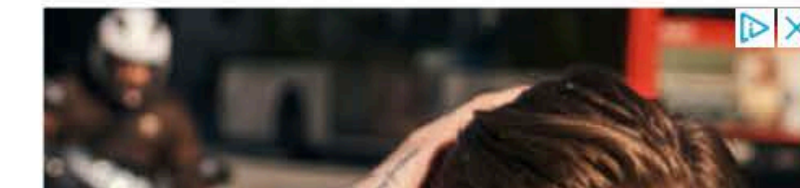


Home > Byton > News > Manufacturing / Production

BYTON CEO Reveals M-Byte Electric SUV Skateboard Platform



MAY 19, 2019 at 8:17PM 8





BY: TOM MOLOUGHNEY, North American Plug-In Vehicle Specialist

BYTON's M-Byte skateboard platform revealed.

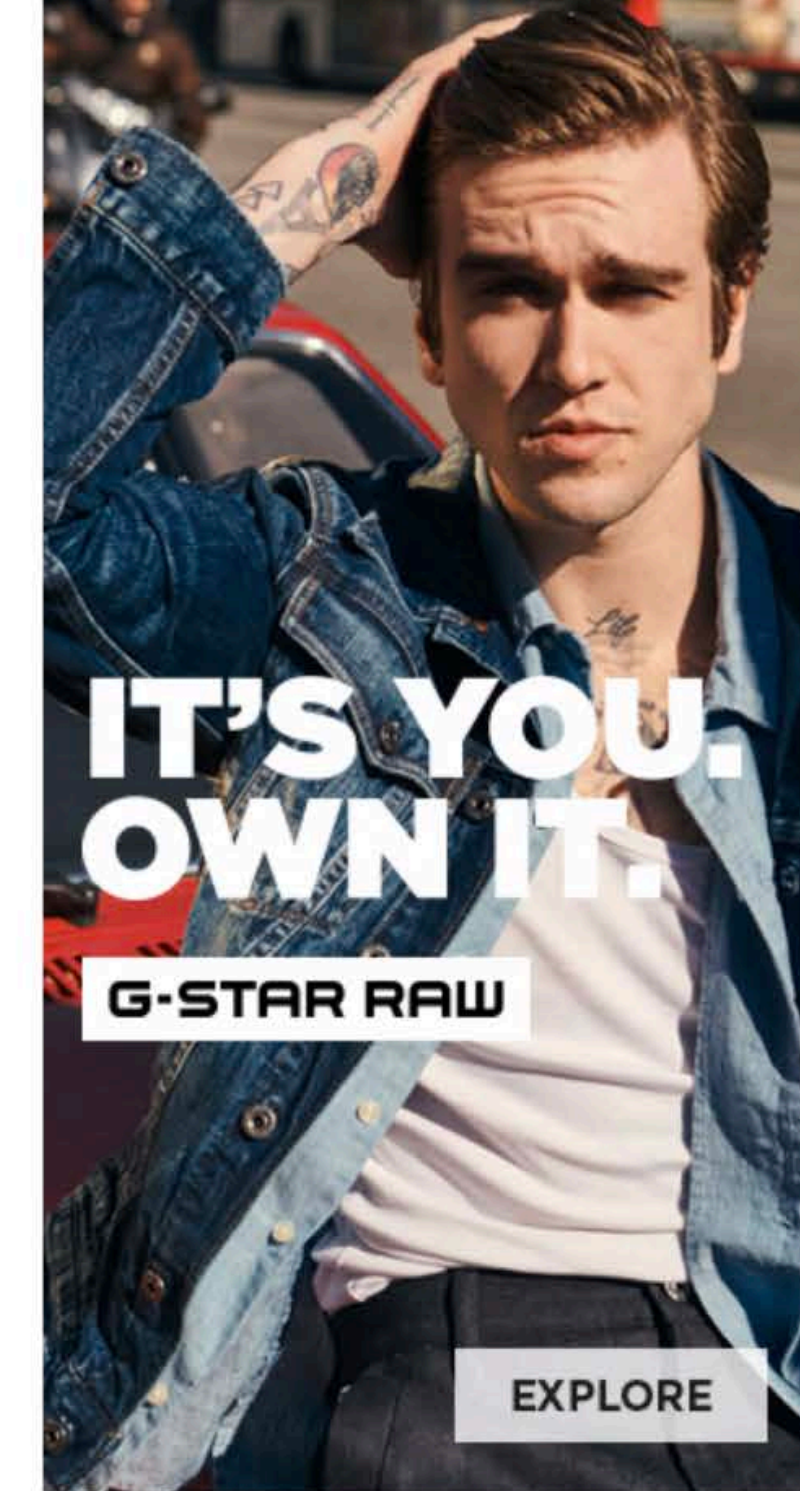
BYTON's CEO Daniel Kirchert takes a little time off of running the company to record a video that show's off the skateboard platform of **Byton** upcoming M-BYTE SUV.

Kirchert explains that BYTON is about two months away from making their first prototypes of the production-version M-Byte, and that the skateboard platform shown in the video is indeed production intent. Deliveries for the Chinese market are still said to be on track for the end of 2019. US deliveries are planned to begin in Q3 2020.

More From Byton

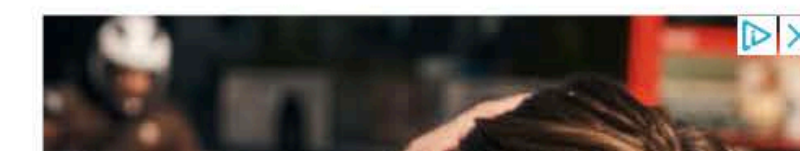
	BYTON Completes Initial Cold Weather Testing For M-Byte SUV		Byton M-Byte Electric SUV Headed For Mass Production This Year
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Kirchert further goes onto explain how the M-Byte's steering column is different than in any other car because it needs to support the in-wheel touchscreen display, which remains static as the wheel turns around it.



TRENDING

- [Chevrolet Bolt EUV Spied In Public: Video](#)
- [How to Fix Tesla Model 3's biggest issue](#)
- [What's The Biggest Issue With The Tesla Model 3 & How to Fix It](#)
- [Tesla Cameras Catch Model 3 Break In & Burglary: Video](#)
- [Watch Teslacam Capture Major 3-Way Crash: Video](#)
- [Video: Tesla Dashcam Captures Brake-Checking Camaro, Rear-Ended By Tesla](#)



BIGGEST PROBLEMS

- Online Experience: Web & App
- Test drives -> Experience
- Missing expertise -> From sales to service
- New business models -> subscription, sharing, upgrades, updates...
- Marketing: Community -> authentic, information-based, entertaining