



CONTINENTAL MOBILITY STUDY

Transport Industry losing touch with digitalization?

The fourth Continental Mobility Study shows: Competition, environmental regulations, digital technologies, new players in the transport business, lack of qualified drivers – there is no shortage of challenges for the transport industry. More than 50 per cent of the logistics experts questioned in the study called “The Connected Truck” are afraid that their industry might be losing touch with the topic of digitalization.



The Continental Mobility Study 2016 shows that the transport industry is afraid of losing touch with the topic of digitalization.

In the transport business, the slices of the pie are distributed and the customer dictates the price – this is a quote from a logistics expert in the study. About 88 per cent of logistics experts agree to the statement that cost pressure, which is enormous in any case, will continue to grow. The majority of logistics experts (82 per cent) in Germany depend on investments paying off within just two years.

„The need for savings in the transport industry stands for the foundation of our diverse efforts toward further optimization of commercial vehicles. It is also the foundation of our attempts to bring automated slipstream driving into production as quickly as possible. We are working on the technical aspects of this. The statutory framework will

have to be developed quickly now,” explains Dr. Elmar Degenhart, Chairman of the Executive Board of the international technology company Continental.

Cost pressure

In the context of cost pressure and stricter environmental regulations forecasted in the industry, the following statements from drivers concerning fuel-saving behaviour indicate that there is still room for improvement. In local transport up to a radius of 150 kilometres, 28 per cent of interviewed drivers in Germany answer that their companies do not pay a lot of attention to fuel-saving driving. At least 19 per cent of drivers focusing on national and international long-distance haulage give a very similar answer. Almost

50 per cent of drivers of small delivery vans and trucks weighing up to 7.5 metric tons also say: fuel-saving behaviour is not a substantial topic. Nevertheless, fleet owners and managers put technologies that support fuel efficiency as well as tyre pressure monitoring systems in the second and third place on procurement wish lists.

What does the industry think about commercial vehicles used today? The Mobility Study also offers an answer in this respect. The industry appears largely satisfied, especially concerning reliability (67 per cent) as well as service and maintenance (64 per cent). Two thirds of drivers in Germany appreciate reliability and user-friendliness of assistance systems above all (66 per cent each). It is striking that 72 per cent of drivers

with at least 30 years of professional experience would like more assistance systems. Many assistance systems are on offer, but not all the trucks are equipped with them. Moreover, it is possible to completely switch off the assistance systems. This aspect is criticized by BGL, which is explained in detail on page 53.

Automated driving

The topic of automated driving is a key topic of our times both in the area of passenger cars as well as trucks. At the same time, there is still little interest in automated driving according to the study. Only 28 per cent of logistics experts surveyed consider automated driving as an opportunity for the sector. In China, however, almost half the experts are of this opinion (47 per cent). Nonetheless, the sector's specific expectations seem to be linked to a particular sub-category of automated driving, the so-called „platooning.“ With this system, multiple trucks can drive behind each other at very short distances because of support from a technical control system – a sort of „electronic tow bar“. As a consequence, up to 15 per cent of fuel will be saved due to the drafting effect. This works because the trucks are wirelessly connected and communicate with each other. The vehicle at the front dictates the speed and the others follow. „Thus, traffic infrastructure will be used more efficiently and will lead to higher driving safety and may even solve the problem concerning shortage of drivers“, some experts think.

Software solutions

The industry experts are fully aware of the importance of a further topic: software solutions. Nevertheless, according to the Continental Mobility Study 2016, the huge variety of different standards, interfaces and systems on the market causes a lack of clarity and overload. Thus, more than 50 per cent of the logistics experts questioned in the study express fears that their industry might be losing touch with the topic of digitalization. One in five is not able to see any chances for the industry deriving from digitalization. One in eleven of the logistics experts even say that they do not really know what digitalization stands for.

Providers will have to offer uniform, suitable standards and compatibility irrespective of the manufacturer. „We expect neutrality and universal applicability. That includes being open to other manufacturers as well“, says a logistics expert in the study. „We appreciate independence and neutral third-party providers focusing on logistics with a realistic approach.“



Many truck drivers would like to have assistance systems.



Well-trained drivers are no longer easy to find.

Currently, 25 per cent of the experts surveyed put software solutions for fleet management on their wish lists. Fuel-saving technologies and driver assistance systems are in the first position (66 per cent). Furthermore, tracking individual goods or software for controlling logistics is considered to play a key role too. Software applications directly involving drivers are extremely popular among logistic experts. About 61 per cent of the questioned experts regard software for road performance as very important, 66 per cent software to be used by drivers and 85 per cent software supporting the driver's comfort. However, about one third of companies do not make any use of

such applications. Those companies using the applications are mostly satisfied with them.

The industry is looking for well-trained drivers. About 91 per cent of German logistics experts surveyed in the study confirm that there has been a growing competition for drivers. As a consequence, the daily job routine will have to be improved, the cockpit as working place will have to become more attractive and the drivers will have to get further training. Moreover, the experts describe a division of the market consisting on the one hand of well-trained national drivers and on the other hand of slightly less trained international drivers. (aki)



Goodyear people responsible for the launch of Proactive Solutions in Brussels (f.l.t.r): Sarwant Singh (CEO Frost & Sullivan), Jean-Claude Kihn (President EMEA), Michel Rzonze (Vice-President Commercial Business), André Weisz (Managing Director, Goodyear Proactive Solutions) and Mirko Kraus (Communications Manager Commercial).



GOODYEAR

Proactive Zukunft

Goodyear announced the launch of a new business area called Goodyear Proactive Solutions in Brussels. From now on, the tyre manufacturer offers a service package, which is to enable communication between vehicle and fleet operator. Goodyear combines proven telematics with specifically developed predictive analytics technology. Thus, transport companies are able to identify and eliminate tyre-related damages, which can always include a safety risk, before the damage will really happen, explain responsible people.

Planning ahead in a goal-oriented way belongs to the core elements to position oneself as successful market player in a demanding environment in the long run. Due to several factors, the logistics area has been characterized by extremely fierce competitive displacement. The tyre giant Goodyear expands its business area and from now on it offers its Proactive Solutions, a completely newly developed business area, to logistics companies. According to responsible people, it took about two years to set up the new business area and fill it with new services necessary for a market launch. Last year in November, the manufacturer invited press

representatives to the presentation of Goodyear Proactive Solutions in Brussels. Goodyear's launch is a clear indicator that logistics and mobility will need a holistic approach – and that a tyre manufacturer at the highest level will no longer only be able to offer rubber products but will have to be a service provider of comprehensive mobility solutions.

Focus on connectivity

“The Goodyear strategy focuses on connectivity”, said Jean-Claude Kihn as President EMEA during the presentation. Furthermore, it indicates what has already become clearly visible in other areas in the framework of in-

creasing digitalization: New players will conquer the logistics industry. Goodyear hopes to become indispensable with its Proactive Solutions, which are based on algorithms, a reliable database derived from the commercial tyre and service business, and a reporting system for the fleet operators to enable controlling their vehicles and tyres in real time. „We are witnessing a transformational shift that is reshaping transport business with commercial vehicles. In a digital economy, private and business customers expect delivery solutions to be faster, cheaper and more flexible. As a consequence, transport industry is becoming increasingly connected and automated. Goodyear Proactive Solutions

offers fleet managers a one-stop and user-friendly solution to help reduce their total cost of ownership and improve the uptime, efficiency and sustainability of their fleets," commented Michel Rzonzef, Vice-President, Commercial Business, Goodyear Europe, Middle East and Africa.

Goodyear developed Proactive Solutions in partnership with commercial fleet operators over the last two years. According to company information, an increased fleet efficiency was achieved by avoiding up to 75 per cent of tyre-related breakdowns. Additionally, responsible people promised reduced total cost of ownership by cutting fuel costs up to 300 Euros per vehicle on a monthly basis and by decreasing tyre maintenance costs by up to 70 per cent. An improved carbon footprint by using around 10 per cent less fuel was mentioned as third advantage.

„Proactive Tire“ and „Proactive Fleet“

The new business consists of two service groups, Proactive Tire and Proactive Fleet. Proactive Tire offers among others services like monitoring tyre pressure, temperature and tread depth. These connected and fully automated solutions enable fleet operators to maximise tyre performance and to schedule proactive maintenance. Proactive Fleet has two options, Driver Behaviour and Track & Trace, which help fleets to reduce fuel consumption and journey times while increasing

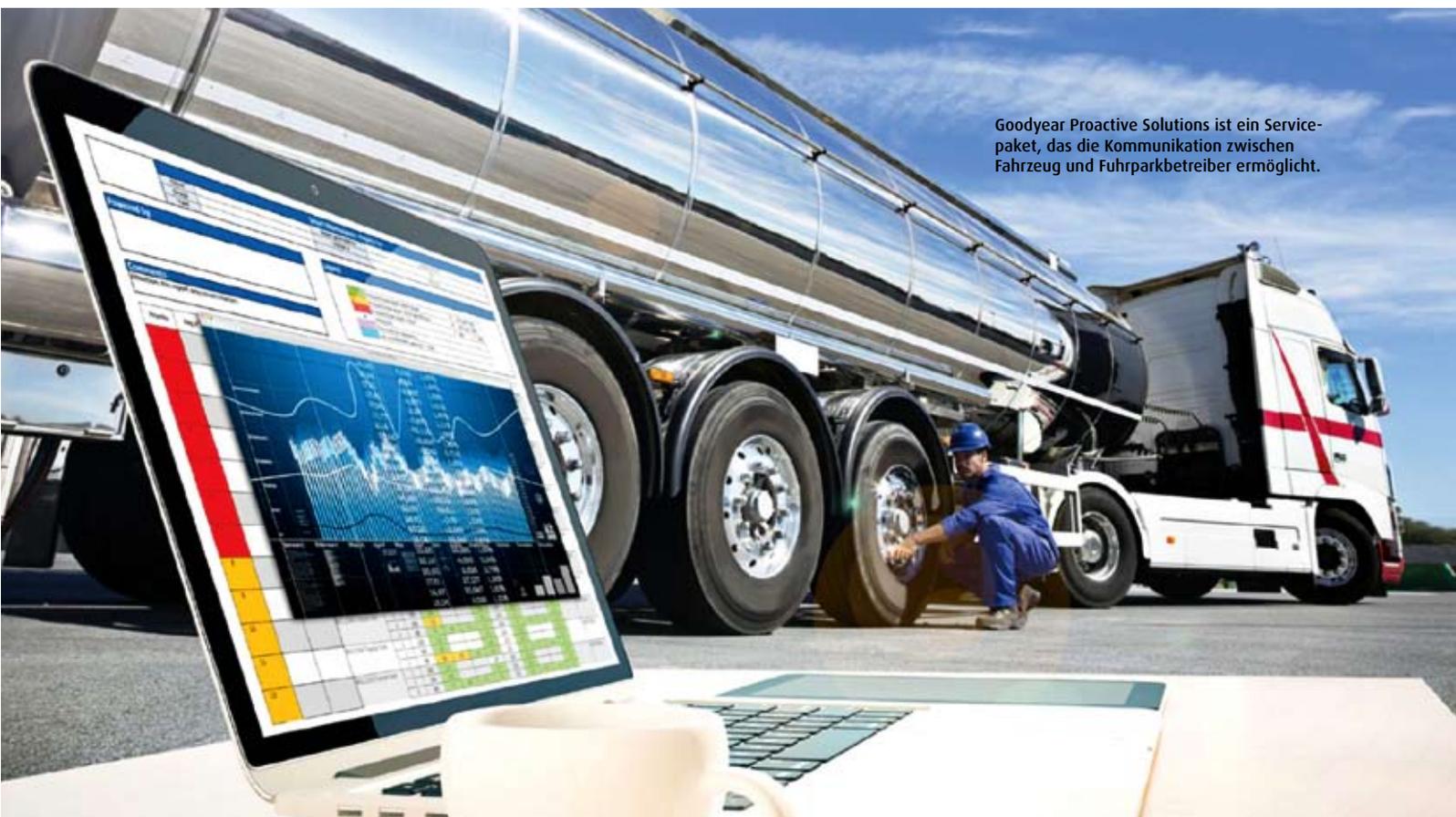
safety at the same time. „Goodyear Proactive Solutions strengthens our role as a key fleet partner. The new portfolio combines digital technologies and data-based services with our existing trusted fleet support systems and with TruckForce, our pan-European network for high-quality truck tyre service. We take care of more than 350,000 registered vehicles, which stand for the largest pool of commercial vehicles in Europe, together with over 2,000 partners all over Europe. Every fleet owner is able to benefit from our new connected services as they are compatible with all commercial truck tyres," added André Weisz, Managing Director, Goodyear Proactive Solutions. From now on, Goodyear Proactive Solutions is available in Germany, Austria and Switzerland and also in Belgium, France, Italy, Luxembourg, the Netherlands, Poland, Portugal, Spain and the United Kingdom.

“We also offer the services to customers not using our products. We focus on how to manage collected data”, explained André Weisz. Proactive will be offered for all the different types and sizes of fleets. It goes without mentioning that fleet operators can book services in a clearly defined range of costs independent from purchasing tyres. At the moment, we are involving 6,000 employees in our group. Goodyear is aiming at taking the strategic service approach in the tyre segment to a higher level by offering



Safety and efficiency – Goodyear Proactive Solutions is to facilitate the job in the cockpit.

Proactive Solutions.” For years, premium brands have been selling their products in the commercial area via services. It will be very exciting to watch whether Goodyear will be able to position its new business area in the market as communicated by the responsible people in Brussels. (kle)



Goodyear Proactive Solutions ist ein Servicepaket, das die Kommunikation zwischen Fahrzeug und Fuhrparkbetreiber ermöglicht.