



TruckYa!

The Truck Parking App

ITP Workshop, Prien am Chiemsee, 26.03.2015

The General Problem

Truck Parking Along Highways



*Fernfahrer Special Edition 2/2014

Problem

- › High cost and time pressure in transportation business
- › Shortage of truck parking areas worldwide
- › Inefficiency and lack of planning reliability
- › Violation of driving time¹ and working time² regulations
- › Stress situation for Driver
- › Unsafe parking

¹ Sozialvorschriften: Verordnung (EG) Nr. 561/2006

² Arbeitszeitgesetz: <http://www.gesetze-im-internet.de/arbzg/index.html>

The Solution: TruckYa!

Community Based App Helps Driver to Find a Parking Space



App characteristics

- › Parking information system helps solve the parking problem
- › Platform for trucker community to help each other
- › Connectivity to truck tachograph

User benefits

- › More efficient time planning
- › Less stress
- › More secure parking

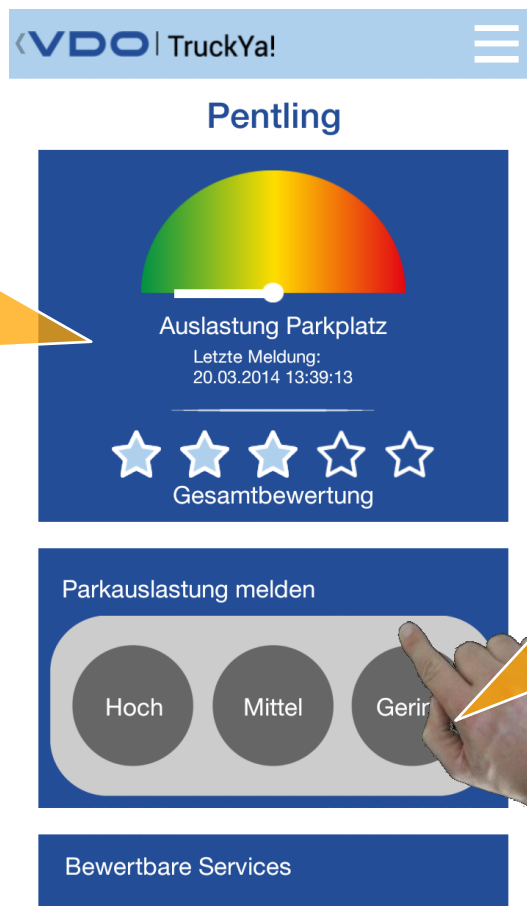
Outlook

- › Deliver more relevant content / POI's to a growing community
- › Establish partnerships with mobility companies

Functionality Of TruckYa!

Intuitive Parking Guidance For Truck Drivers

When the user enters a Parking the App automatically opens the Parking Page and the user can report the Utilization



The user may report the availability / quality of additional facilities as well

Functionality Of TruckYa!

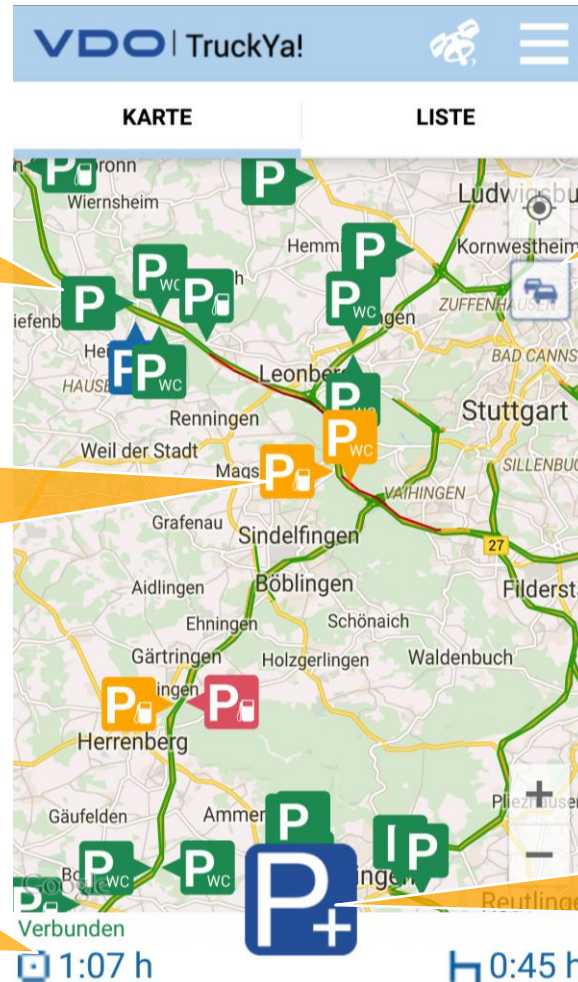
Intuitive Parking Guidance For Truck Drivers

The user has a map with available truck parking areas and facilities, which enables him to plan his route.

The colour of the drop indicates the occupancy rate which was provided by the community or algorithm.

Possibility to connect the Tachograph to see available driving times (VDO Counter)

With the Traffic Flow shown in the App and the Navigation function users can find parking areas in time.



Add a new parking area or service station to the database.

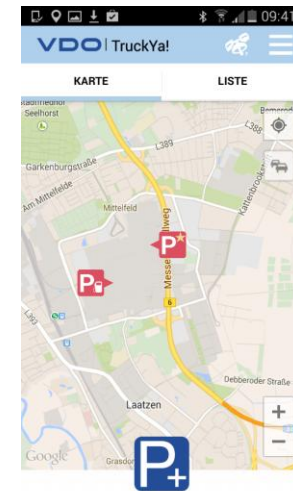
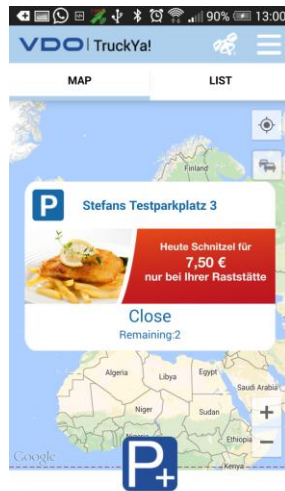
App Availability

- › Worldwide Roll-Out
- › Additional countries to follow



New Feature: Advertising

Enables Parking Operators to Use TruckYa! for Promotion



- › Restaurants at truck parking areas can place advertisements in TruckYa! App
- › Very intuitive Website to enter Ad
- › Can be done from PC or mobile device
- › Customer can add utilization of parking (optional)
- › Flexible and extendable approach
- › Trucker sees advertisement before he enters a parking
- › Ad comes as pop-up
- › Ad is also integrated in detailed parking view, so that it can also be seen from users who are not in vicinity

Benefits For Driver And Fleet Manager

Efficiency, Safety and Comfort



- › Planning reliability for Truck Driver
- › Efficient use of driving times, less driving time violations



- › Less dangerous parking
- › Optimized asset management for fleet manager



- › Data can be combined to provide additional services to the truck driver



- › Low-cost solution due to App-solution and community-based approach
- › Increasing data reliability with increasing numbers of TPAs and occupancy status updates



Specific Assets Of Continental Solution

Continental Has Expertise And Set-Up to Be Best-in-Class

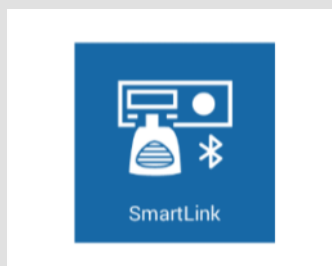
Network

- › Global player
- › Sales network in many European countries
- › Strategic cooperation with national dealers



Features

- › Access to vehicle data, e.g. tachograph delivers remaining driving time and duration of next break
- › Prognosis function for parking occupancy
- › Intuitive and appealing design



Community & Content

- › First version published in Nov. 2013
- › Strong growth expected due to European roll-out and marketing activities (incl. legal approval)



Thank you
for your attention!