We shed a new light on Mobility

Content

- Introduction ULU
- What we do
- The driver in mind
- Project “Influence driving behavior”

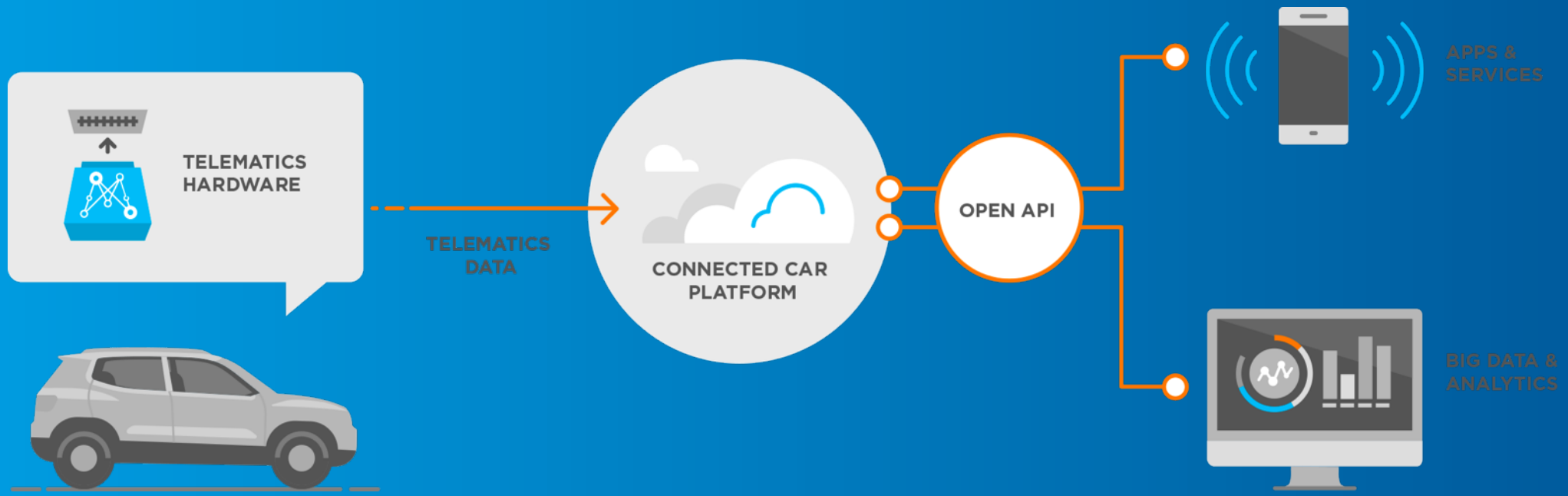
Hello

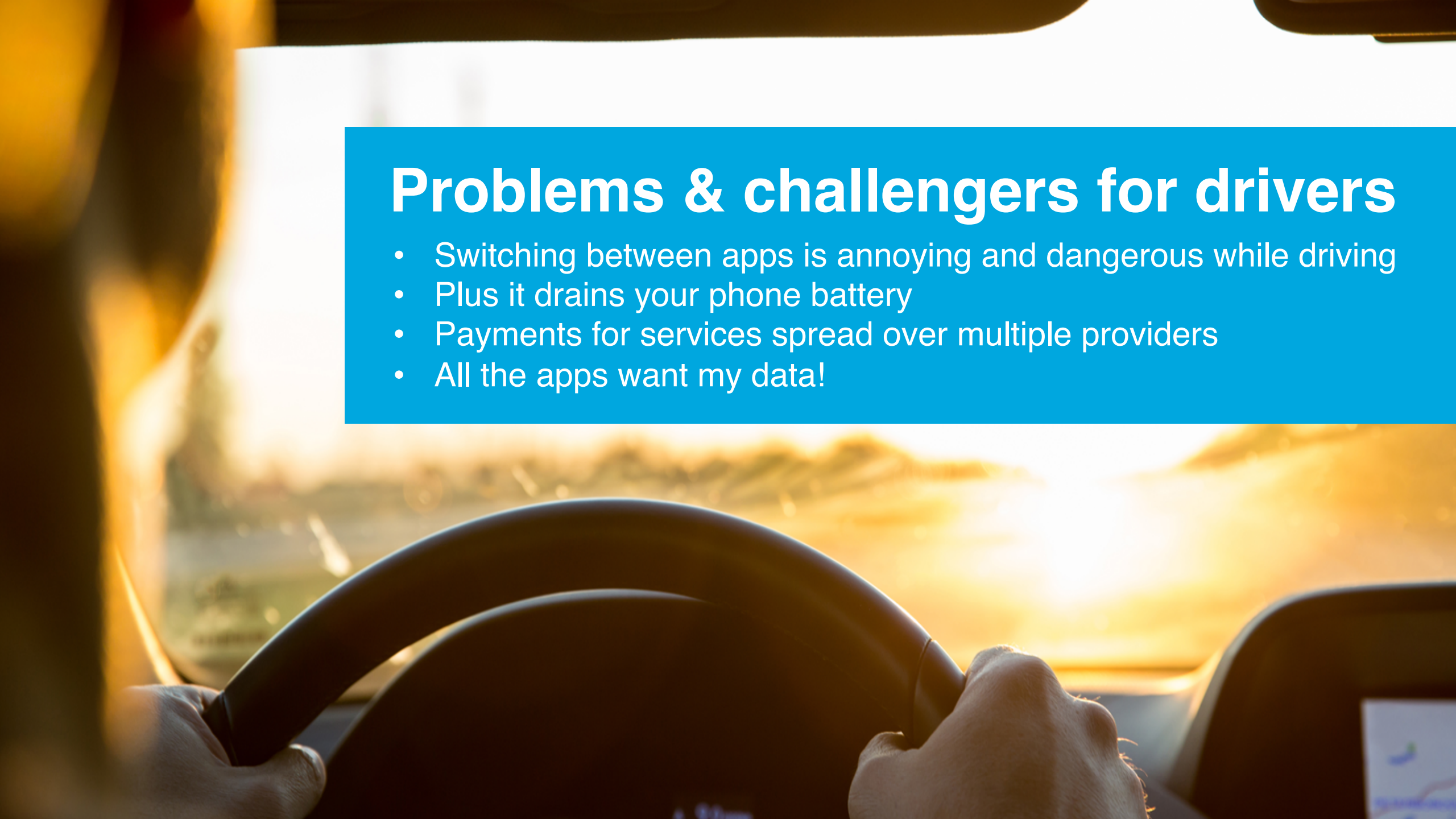
we are ULU.

- Founded in 2014
- 16 employees
- Offices in Amsterdam (NL), London (UK), Ljubljana (Slovenia) and Shenzhen (China)
- End-to-end product proposition including telematics hardware, platform, software and data analytics
- Highly scalable mobility platform
- 30.000+ connected cars

ULU ‘s connected car technology

we make it simple.





Problems & challengers for drivers

- Switching between apps is annoying and dangerous while driving
- Plus it drains your phone battery
- Payments for services spread over multiple providers
- All the apps want my data!

ULU X

all-in-one mobility app.

Consolidates various mobility solutions
Drives user engagement
connecting services
user driven
smart mobility

Relevant: An application designed with the driver in mind.

ULU X

all-in-one mobility app.

- Trips
- Navigation
- Parking
- Traffic information - Powered by FLITSMEISTER
- Vehicle Remote Diagnoses
- Fuel (insights)
- Damage reporting
- Driving behavior
- Fleetmanagement (track&trace)

+ your requirements and services…

European research

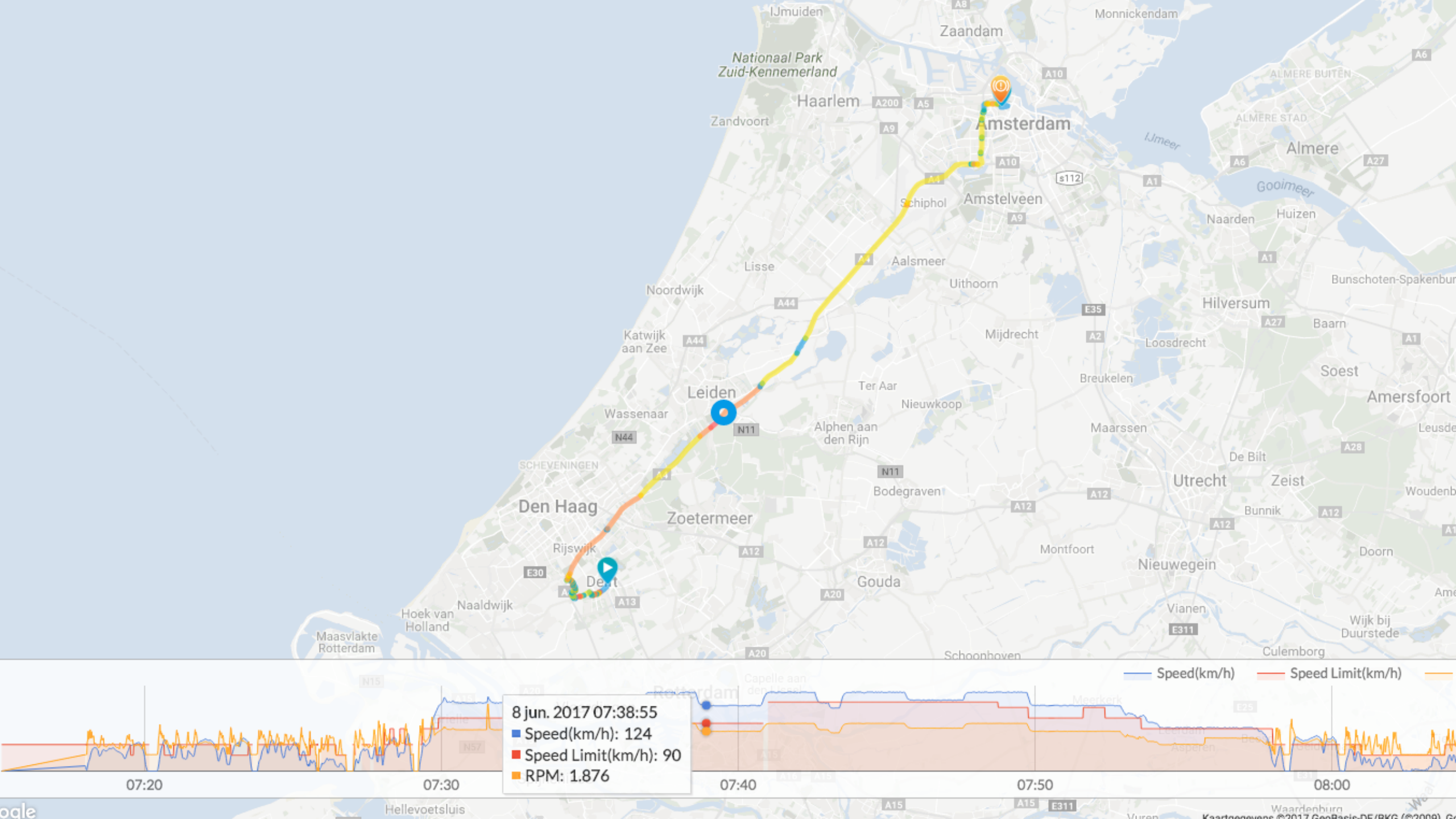
Driving behavior.

- 10% distracted
- 4% “hand-held” mobile phone use
- Truck drivers 20%! (eating and phone use)
- ECO driving up to 25% less fuel use and emissions

DRIVE ULU

redefining mobility.

How can you improve driving behavior with connected car technology?



IJmuiden
Zaandam
Monnickendam
Nationaal Park Zuid-Kennemerland
Haarlem
Zandvoort
Amsterdam
IJmeer
Almere
Gooimeer
Schiphol
Amstelveen
Naarden
Huizen
Lisse
Aalsmeer
Uithoorn
Noordwijk
Hilversum
Bunschoten-Spakenburg
Katwijk aan Zee
Mijdrecht
Loosdrecht
Baarn
Soest
Leiden
Ter Aar
Breukelen
Amersfoort
Wassenaar
Nieuwkoop
Alphen aan den Rijn
Maarssen
De Bilt
Utrecht
Zeist
Bodegraven
Den Haag
Zoetermeer
Bunnik
Rijswijk
Montfoort
Nieuwegein
Doorn
Delft
Gouda
Naaldwijk
Hoek van Holland
Vianen
Wijk bij Duurstede
Maasvlakte Rotterdam
Schoonhoven
Culemborg
Speed(km/h)
Speed Limit(km/h)
8 jun. 2017 07:38:55
Speed(km/h): 124
Speed Limit(km/h): 90
RPM: 1.876
07:20
07:30
07:40
07:50
08:00
Hellevoetsluis
Waardenburg

ULU

we know how you drive

- How fast do you accelerate?
- How hard do you brake?
- Do you use your onboard technology (e.g. start / stop)
- Do you mind the speed limits on certain roads?

Next steps

- How is your cornering?
- Do you drive in a straight line?
- Etc…..

ULU

data = insights = results

We help drivers …

- … with a safe all-in-one mobility application
- … with insights in their driving behavior
- … to improve their driving behavior

We help companies…

- … with insights in the driving behavior of their employees
- … to provide a safe driving environment
- … to save money with their fleet

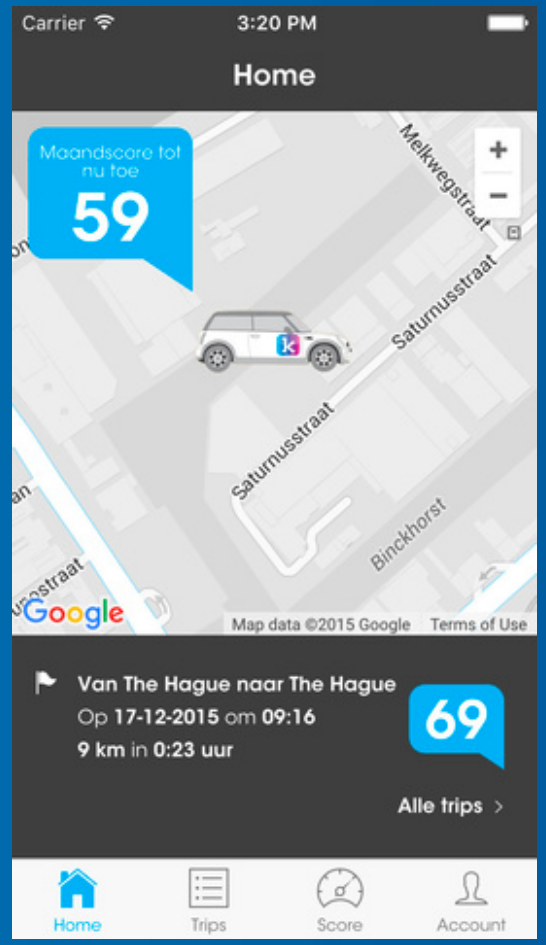
ULU

data = insights = results

We help Mobility Service Providers (MSP)…

- … with a revelant app
- … with a proactive customer support (road assistance)
- … with pay as you drive concepts

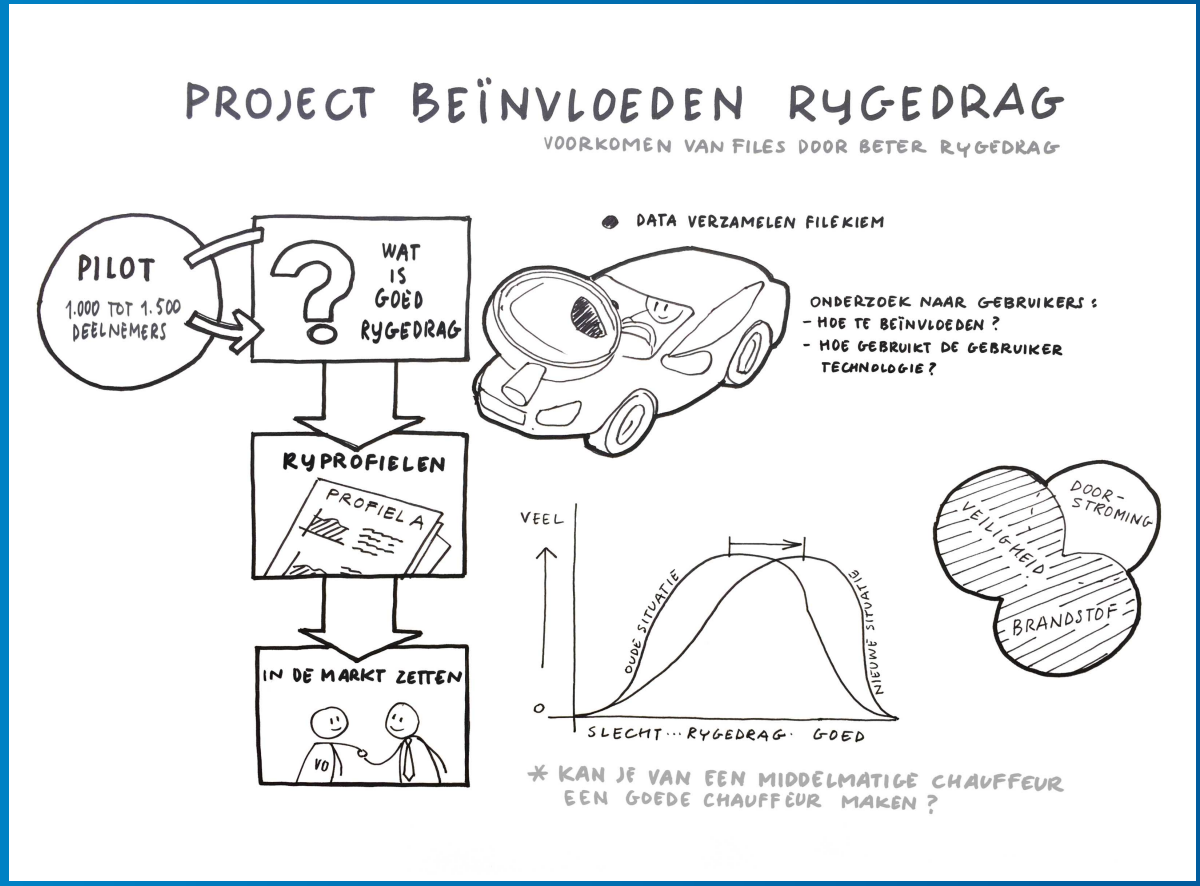
Video Kroodle



ULU

Project “Influence driving behavior”

- Data
- Insights
- Curiosity



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