



WE ARE CHOICE!

www.choice.de



CHOICE GMBH

- MaaS provider
- Years of experience in the automotive industry
- Detailed know-how in the mobility sector
- Extensive experience in leading license and franchise systems
- Digital expertise in providing innovative mobility products



MISSION



MADE TO MEASURE

Modules and parts are assembled to suit the needs of our customers.



PROFITABILITY

The profitability is key to us, coming from a licensing and franchising background.



FULL-SERVICE

We offer all necessary modules to enable others to start their mobility business.




CORE COMPETENCES


consulting and
business-model design



Mobility and Franchising
expertise



UX and UI Design for
automated IT solutions



Operational services and
fleet management

FACTS AND FIGURES

- Based in Nuremberg, Germany
- Current business activities in Germany and since recently in Spain
- Founded in 2002
- 250 employees work for the Choice Group
- Annual purchasing volume of 25.000 vehicles

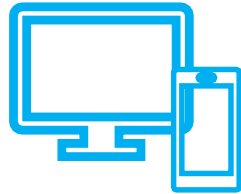


CHOICE GROUP



REMOSO

Team of fifty consultants and software developers providing a rental backend solution



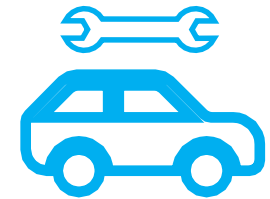
INSERT EFFECT

Digital user journeys and mobile applications design and creation



FUHRWERKPLUS

Customer services, including call center, support, software configuration and billing



JURPEX

digital platform provided for processing vehicle damage claims



STORIES



850 vehicles are offered in the station-based Mazda Carsharing program. The program launched in 2018 in cooperation with DB Flinkster.





Around 40 retailers offer short-term and long-term rental solutions to different customer groups in Germany.

SCHWEDENFLOTTE
MOBILITÄT VON VOLVO



The fully automated test drive project on Sylt creates 1500 customer leads with twenty vehicles in the course of six weeks.





CARE BY **VOLVO**

The first subscription model by an OEM, was launched by Volvo in 2017. The IT-set-up and the operational management was ensured by Choice.



**NORISCAMPUS
CARSHARING**

Operating the exclusive corporate carsharing at a business park in Nuremberg. Employees and corporate customers can enjoy several Tesla Model S and Tesla Model X.



A man with a backpack is standing on a tram platform, looking at a tram. The tram is white and orange, with the number 1108 and the number 5 on its front. The man is wearing a white shirt, grey trousers, and a yellow and black backpack. The background shows a tram stop with a sign that says 'Dürrenhof' and 'VAG'.

ADAC

In close cooperation with the ADAC, Choice is founding a roaming-plattform, which combines offers as a neutral provider and hence creates a convenient way to travel multimodally.



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