Mitsubishi Motors and Aeris:
Technology for the Connected Car

A CONNECTIVITY TO MONETIZATION IoT MOBILITY SOLUTION

ELIMINATED THE COMPLEXITY OF MULTIPLE VENDORS

GLOBALLY CONNECTED: ABILITY TO COMPETE ON A GLOBAL SCALE

**LONG-TERM LOYALTY:
A CONNECTED CUSTOMER IS A MORE ENGAGED CUSTOMER**

**GREATER RETENTION AND SPEND:
DOLLARS FOR DEALERSHIP SERVICES UP WHEN COMPARED WITH NON-CONNECTED VEHICLES**

Mitsubishi Motors (MMC) continues to lead the way in the development of highly efficient, affordably priced new gasoline-powered automobiles, while using its industry-leading knowledge in battery-electric vehicles to develop future electric and plug-in hybrid electric models.

In 2016, MMC became part of the Renault-Nissan-Mitsubishi Alliance, the largest automaker alliance in the world. According to the Alliance, it sold one in nine cars worldwide in 2018—more than 10.5M units globally—and more than any other alliance.

Overcoming Barriers

When MMC first engaged Aeris, Mitsubishi did not yet have a connected car on the market. The company was seeking a global technology partner that could not only provide software infrastructure to connect vehicles around the world, but also work closely with MMC to meet evolving customer demands for new connected products and services over time.

Mitsubishi Motors evaluated proposals from a number of major telematics service providers. What set Aeris apart was the depth of its solution. With more than 20 years of experience helping global companies on the journey from unconnected product to connected service, Aeris was the only vendor able to meet all of Mitsubishi's requirements, while enabling rapid new feature introduction and reducing operational complexity. Aeris provided a proven, end-to-end, cloud-based software foundation for MMC's connected car program—and served as a single point of contact managing all aspects of connected vehicle service delivery globally. Aeris worked closely with its hardware, connectivity, and call center partners to bring together a fully integrated solution that would allow MMC to introduce new connected services around the world—across more than 30 countries and 10 languages—for years to come.

> "In an ever-changing, connected world, we needed to ensure that our vehicles provided customers with the personalized and enriched driving experience they desire. Aeris delivered the industry-leading know-how and telematics necessary to allow MITSUBISHI CONNECT to provide safety, security, and connectivity behind the wheel of the all-new Mitsubishi Eclipse Cross."

—Bryan Arnett,
Director of Digital Product Strategy at Mitsubishi Motors

Beyond technology, Aeris also understood the less tangible but still very real challenges inherit in bringing hardware and software together to create new, integrated offerings. By their very nature, vehicle manufacturing and software development require radically different mindsets and processes.

Manufacturing is linear, conservative, and designed to minimize risk. Software is non-linear, innovative, and designed to maximize the payoff from risk. Both sets of processes and ways of thinking must be respected. Being good at one was a Mitsubishi strength. Incorporating and maintaining connectivity software, however, required assistance.

Aeris, a software provider with a deep history in the automotive sector, understood this challenge, and partnered with MMC to intentionally evolve from a pure manufacturing company into a digital mobility services company.

Solution Details Count

Aeris provided the technology backbone for Mitsubishi Connect telematics, which launched in 2018 with the Eclipse Cross, first in North America and later in Europe.

Out of the gate, the program demonstrated that connected customers are more engaged customers. Owners of vehicles equipped with Mitsubishi Connect apps and services returned to Mitsubishi dealers for service 20% more often than owners of non connected vehicles and spent an average of $50 more per visit. Mitsubishi expects these trends to deepen and broaden across brands and regions as it introduces connected electric vehicles and adds an even greater variety of connected service options to its portfolio.

In the months and years ahead, Mitsubishi will continue to make significant strides to deliver on its vision to expand vehicle ownership toward "subscribing to rewarding transportation experiences". Along the way, MMC plans to leverage Aeris' solution and expertise as it expands its connected car program across multiple vehicle models around the world.
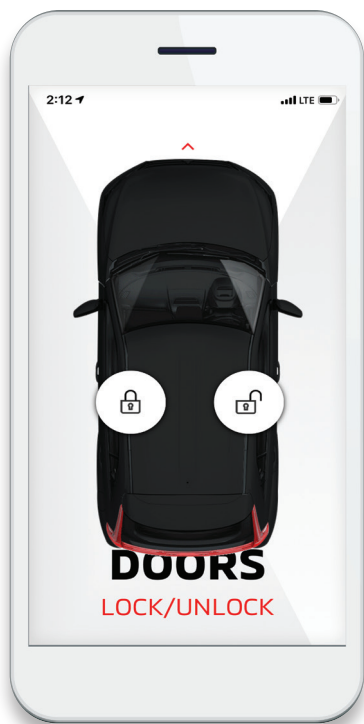
About the Aeris Mobility Suite

The Aeris Mobility Suite (The Suite) gives car companies the tools needed to win in a connected world. The Suite provides all of the software components needed to build and monetize a global connected vehicle program with multi-regional variation, a best-in-class user experience, and rapid feature innovation.

The Suite provides a cloud-agnostic foundation, which streamlines deployments across multiple public and private clouds, and is GDPR-compliant by design.

The Suite is end-to-end—from edge client to data analysis and UI presentation—and modular down to the component level, enabling a highly customizable approach to each OEM's specific requirements. With a full menu of best-in-class software components, The Suite makes it possible for OEMs, at various stages on their IoT journey, to get a state-of-the-art connected vehicle program to market in less than six months; upgrade existing connected vehicle infrastructure to achieve a 5x improvement in customer experience; and develop and deploy new applications with automotive-grade hardening in less than 90 days. Among other features, The Suite includes software components to offer cutting-edge services, such as vehicle sharing, over-the-air firmware updates, and on-demand services like repairs, refueling, and parking.

Contact Aeris to see how we can help connect your business for growth and success.

ABOUT MITSUBISHI MOTORS

MITSUBISHI MOTORS CORPORATION is a global automobile company based in Tokyo, Japan, which has a competitive edge in SUVs and pickup trucks, electric and plug-in hybrid electric vehicles.

Since the Mitsubishi group produced its first car more than a century ago, we have demonstrated an ambitious and often disruptive approach, developing new vehicle genres and pioneering cutting-edge technologies. Deeply rooted in MITSUBISHI MOTORS' DNA, our brand strategy will appeal to ambitious drivers, willing to challenge conventional wisdom and ready to embrace change. Consistent with this mindset, MITSUBISHI MOTORS introduced its new brand strategy in 2017, expressed in its "Drive your Ambition" tagline—a combination of personal drive and forward attitude, and a reflection of the constant dialogue between the brand and its customers. Today MITSUBISHI MOTORS is committed to continuous investment in innovative new technologies, attractive design and product development, bringing exciting and authentic new vehicles to customers around the world.

ABOUT AERIS:

Aeris is a pioneer and a leader in the market of the Internet of Things with a proven history of helping companies unlock value through connected technologies. We strive to fundamentally improve business performance by dramatically reducing costs, accelerating time-to-market, and enabling new revenue streams. Built from the ground up for IoT and road tested at scale, the Aeris Fusion IoT Network™ and the Aeris Mobility Suite span the IoT technology stack—from global connectivity to application services.

Visit www.aeris.com or follow us on Twitter @AerisM2M to learn how we can inspire you to create new business models and to participate in the revolution of the Internet of Things.

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