

- | | | | | | |
|--|-----------------------------------|--|---|---|---|
| MAGAZINE
▶ Subscribe
▶ Archives | E-NEWSLETTER
▶ Register | MARKET RESEARCH
▶ Athur D Little
▶ Frost & Sullivan | EVENTS
▶ Smart Mobility Event
March 15&16 2012, Brussels
▶ Agenda | SERVICES
▶ E-shop
▶ Advertising
▶ Contact | LINK TO
▶ Directory
▶ LinkedIn community
▶ Facebook community |
|--|-----------------------------------|--|---|---|---|



Home > Industries > Car sharing Search engine Back to Homepage | Your account |

NEWS STRATEGIES BEST PRACTICES INDUSTRIES MAGAZINE | POLICIES DIRECTORY TOOLS | PARTNERS CONTACT

D'Ieteren launches 'Keyzee' car-pooling system



The Belgian importer and re-seller of Volkswagen cars – D'Ieteren – has been outlining the thinking behind a new mobility initiative. Falling within the framework of 'My Move', this initiative is called 'Keyzee' and subtitled 'Keys to New Customers, Keys to New Market Segments'. One of the first notions is that for companies, funding is a major issue and the use of cars must be optimised. The borders between accepted market segments – car ownership, renting, car-pooling and sharing etc... – therefore need to be examined. What it calls 'collaborative consumption', along with issues surrounding fossil fuel use and cost, and the changing mindset of the Y generation, will all have a part to play in future mobility requirements. Mobility actors will seek to become more cross-segmented, D'Ieteren states, with new technologies the key. When cars are to be used by more than one person or family, or a group of employees, as the Keyzee initiative believes will be the case, various logistical elements need to be organised, such as where the keys are, how the car is reserved, what to do in a case of damage...

Keyzee proposes doing this and taking care of the other logistical issues in a virtual manner, via smartphones. The user's smartphone thus assumes some of the functionalities previously handled by in-car telematics. The smartphone takes care of the booking process (in less than 5 seconds) and then becomes a virtual key to unlock, start and lock the car. When potential users opt for Keyzee as their car-pool management system, the entire virtual kit is installed in around 15 minutes, meaning the cars selected for use are only immobilised for a short time.

This is all part of a gradual move, where fleet management is concerned, from the current notion of TCO (Total Cost of Ownership) to TCM (Total Cost of Mobility).

| 24/08/2012 | [Tim Harrup](#)

Please stay on topic and be respectful of other readers. Review our discussion policy.

E-mail address

Password

For security reasons, we ask you to fill out this field for every comment you give.

Leave a comment here (max 1000 signs)

- Forgot your password ?
- Not registered yet ?

FEATURED ARTICLE

Mobile Solutions impact Travel Managers' job



USEFUL ARTICLES

- ▶ Antoine Minot, GSK Biologicals: "Mobility management as motivator"
- ▶ BMW Mobility Services: "Clients become smart users"
- ▶ 3M Europe, winner of the International Fleet Mobility Award: "Sustainable mobility leads the way"
- ▶ Managing Mobility through IT

Europe's leading buyer-led business travel & meetings network

Mobility taxation is changing fast!

Order your guide now to find your way through the mobility taxation jungle in 6 European countries.

International Conference on 10 and 11 September 2012 in Cologne, Germany

CNG Mobility
 Promotion to the "Premier League"?
 The Economic and Ecological Alternative?!

nexus COMMUNICATION

- ▶ www.fleeturope.com
- ▶ www.fleeturope.com/events
- ▶ www.fleeturope.com/ifmi
- ▶ www.smart-mobilitymanagement.com
- ▶ www.smart-mobilitymanagement.com/events
- ▶ www.nexuscommunication.be
- ▶ shop.nexuscommunication.be

Privacy statement | © 2012 Nexus Communication SA