

EETS

Marketing EFC

What is EETS?

European Electronic Tolling Service

Defined by the Directive 2004 / 52 / EC

- one Contract
- one OBU
- one Invoice



Advantage of EETS

For the User

One Service Provider for "everything"

- Single Point of Entry for all Issues
- Simplification of Registration
- One OBU – integrated Technology
- One OBU – integrated Solution
- Ease of use – over the Air Update
- One Invoice – one Payment Stream
- Value Added Services Offer

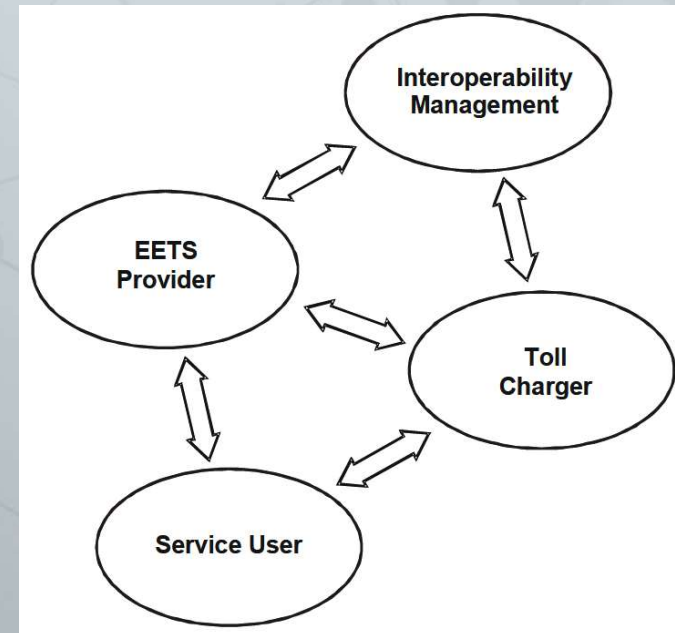


Advantage of EETS

For the Toll Charger

One Partner for "everything"

- one Interface for all Users
- Simplification of Registration
- no OBU Management
- Payment Guarantee
- one Invoice – one Payment Stream
- Enforcement Support



Marketing of EFC by EETS Providers

In mandatory EFC Domains

- User information and support
- Ease of access

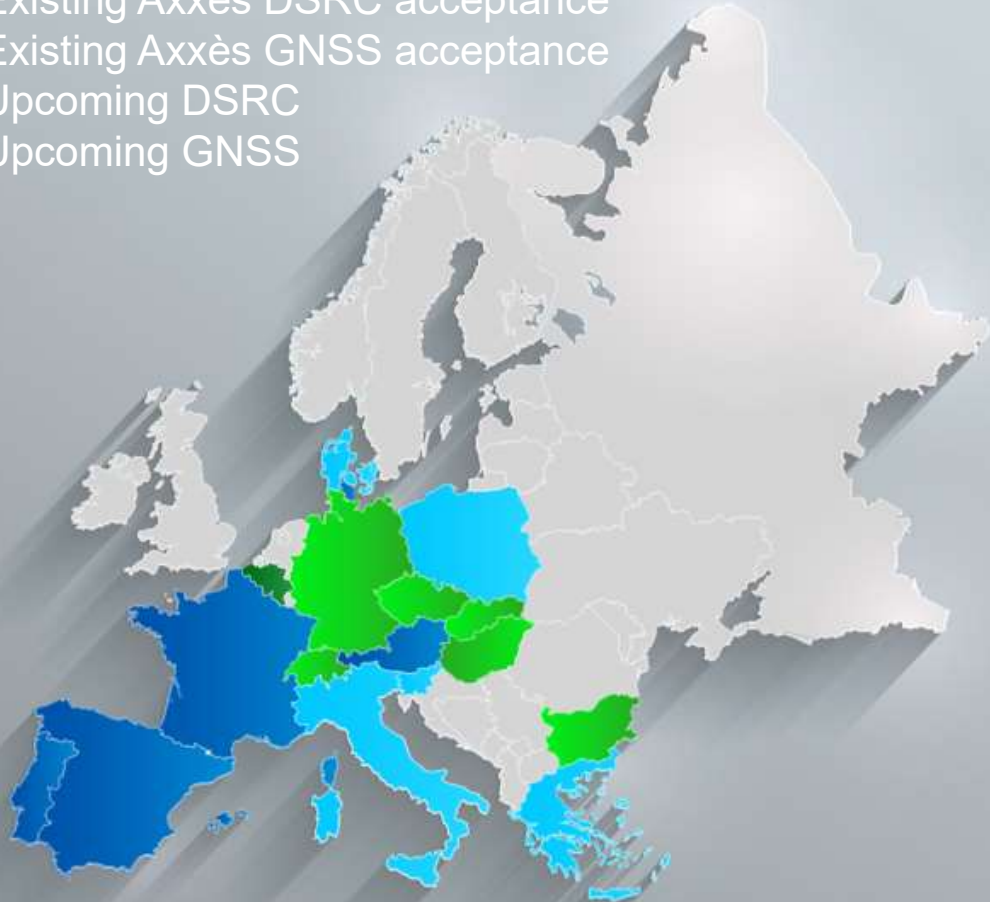
In non mandatory EFC Domains

- User information and support
- Ease of access
- Promotion of EFC usage



Axxès - Toll Domain Coverage

- Existing Axxès DSRC acceptance
- Existing Axxès GNSS acceptance
- Upcoming DSRC
- Upcoming GNSS



Apropos Marketing ...

... how we just presented our upcoming new OBU



OBU-Video deleted

The logo for Axxès features the word "Axxès" in a white, stylized, rounded font. The letters are thick and have a slight shadow effect. The word is positioned above a solid blue horizontal bar that spans the width of the image. The background is a light gray gradient.

Axxès