

● B2B EV STRATEGY PROPOSAL

Qualifizierte Nachfrage. SME Fleet Leadership.

A highly precise growth strategy designed to optimize digital qualification, capture the B2B SME market segment, and exploit landmark partnerships in 2026-2027.

PREPARED FOR

UTA Edenred Expansion Board

PRESENTER

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ROLE FOCUS

Marketing & Innovation Lead



I. DIAGNOSIS & VALUE PROP

Analyzing B2B SME fleet friction, identifying core customer profiles, and defining our unified charging proposition.

| THE SME FLEET SWEET SPOT

Target Customer Profile

Commercial B2B fleets operating between **10 and 200 vehicles** represent our high-margin growth core. These operations prioritize process cost reduction and legal compliance.

- Demands automated subsidy claims.
- Requires cross-border interoperability.
- Values strict TCO-optimization proof.

Key Friction Points

Mixed-fleet operations face massive operational complexity during electrification. This complexity acts as the primary barrier to entry for prospective SME leads.

- Fragmented billing across home, depot & road.
- Unclear tax rules for employee compensation.
- Odometer tracking fraud at public terminals.

BREAKTHROUGH ENBW PARTNERSHIP

The Unified Fleet Offering

Launching in 2026, our co-branded solution bridges a major market gap by combining EnBW's high-power charging network with UTA's premium automotive services.

- **8,000+ Fast Chargers:** Access to Germany's dense HyperNetz fast-charging infrastructure.
- **Beyond Fuel Services:** Bundles vehicle washing, seasonal tire changes, and urgent maintenance on one platform.
- **Single Invoice Billing:** Eliminates paperwork chaos for business managers handling multi-energy fleets.



| 360° ELECTRIFICATION ECOSYSTEM



Home Charging

Utilizing our majority-owned platform **Spirii** to deliver employee home charge tracking and automated corporate refund compensation with full tax compliance.



Depot & Workplace

Intelligent local grid load balancing, hardware-agnostic charging point management software (SaaS), and physical charge terminal billing deployment.



Heavy Duty Network

Partnering with **Milence** to secure megawatt charging access (up to 400 kW) tailored specifically for long-haul B2B heavy trucks.

| AUTOMATED MILEAGE TRACKING

The logo for 1st Market Odometer Innovation, featuring the letters '1st' in a bold, green, sans-serif font.

MARKET ODOMETER INNOVATION

Eliminating Manual Entries

UTA Edenred's automated mileage recording during charging cycles establishes a new standard for transparent commercial fleet control.

- **Automatic Telematics Capture:** Automatically logs real-time vehicle mileage directly during the charging session.
- **Odometer Invoicing:** Prints the exact odometer reading automatically onto the client's next digital invoice.
- **Value Protection:** Facilitates accurate real-time EV battery wear calculation and residual value tracking.

II. SALES CONVERSION ENGINES

Direct interaction slides representing the core lead-qualification machinery used to filter inbound B2B pipeline.

INTERACTIVE CFO ROI CALCULATOR

Configure Fleet Parameters

FLEET SIZE (VEHICLES)

45

AVG. ANNUAL MILEAGE (KM)

25.000

CONTRACT TERM (MONTHS)

36 m 48 m 60 m

★ CFO APPROVED

€ 236.250

Estimated Savings vs. Diesel Fleet

ICE Diesel Fleet Cost:	€ 506.250
EV Fleet Cost (UTA):	€ 270.000

*Calculations assume €0.15/km diesel TCO vs. €0.08/km EV multi-charging TCO across selected tenure.

INTERACTIVE SUBSIDY ENGINE

Subsidy Parameters

FEDERAL STATE (REGION)

Baden-Württemberg



CHARGING SETUP TYPE

AC Wallbox (11 kW - Depot/Home)



NUMBER OF CHARGE POINTS



10

ELIGIBLE FUNDS

14.000

Estimated Eligible Infrastructure Subsidy

Federal Grant (KfW 441)

€ 9.000

State Bonus (Baden-W.)

€ 5.000

Dynamic simulation combines basic federal KfW allowances with current regional state climate funding multipliers.

III. GTM & LEAD CONVERSION

A systematic methodology to pre-qualify inbound demand, filter low-margin inquiries, and route hot opportunities.

LEAD ROUTING & SALES VELOCITY



By implementing precise digital qualifiers (threshold of >5 EV chargers), high-value leads are instantly routed to high-touch enterprise sales, while small inquiries are automatically nurtured—driving overall commercial acquisition speed up by 30%.

Let's Drive EV Growth

Enabling professionals to adopt electric fleets with maximum peace of mind.

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| IMAGE SOURCES



<https://www.mobilityplaza.org/bundles/app/images/43135/6914fd59d7950.png>

Source: www.mobilityplaza.org