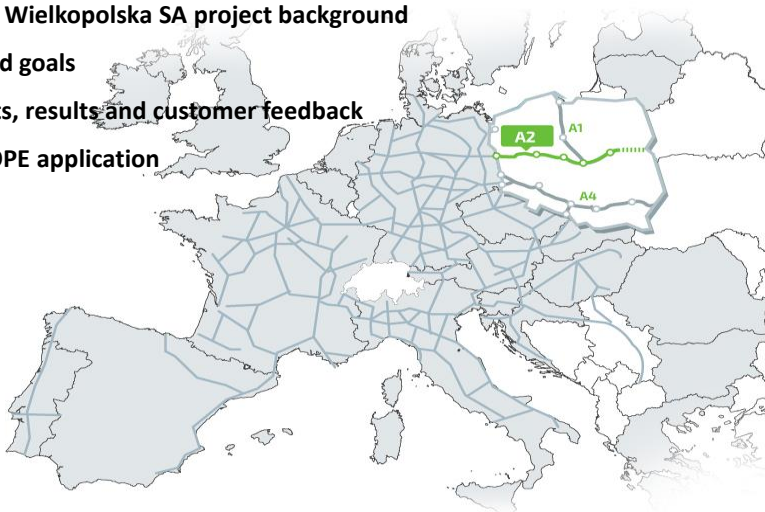


A2 to EUROPE - Mobile Trip Planner: Building unique relationship with customers

Zofia Kwiatkowska - AWSA PR Manager

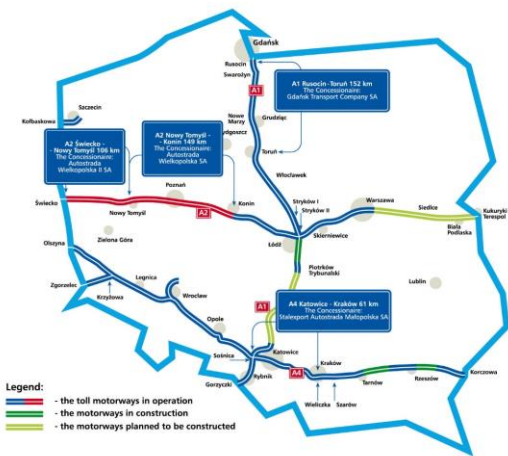


1. Autostrada Wielkopolska SA project background
2. PR tools and goals
3. CSR projects, results and customer feedback
4. A2 to EUROPE application



Autostrada Wielkopolska  **Project background: Public Private Partnership**

- One of the biggest infrastructural projects in Europe.
- 255 km of modern A2 motorway
- Part of the Trans-European Transport Network (TEN-T)
- Poland's strategic Berlin – Warsaw corridor
- One of the key links between Western and Central Europe
- One of the most environmental-friendly infrastructural projects in Europe.



Autostrada Wielkopolska  **PR tools and goals**

PR GOALS

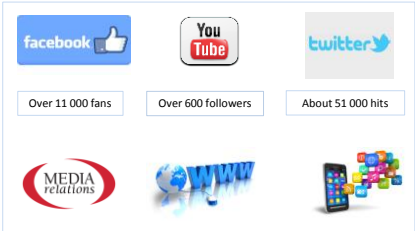
- Securing license to operate
- Increased credibility of a socially responsible company
 - Positive image of the road safety leader
 - Provider of unique educational contents
 - Creator of innovative drivers' tools


PR TOOLS

Offline



Online








CSR projects in 2014


Drive SA2fely. Like it!

- second edition of social and educational project
- drastic and controversial cartoons



 20 000 views


 400 000 viewers

 200 media publications

New, more functional website www.autostrada-a2.pl


- Friendly – adapted to the needs of the visually impaired
- Up-to-date at all times – Twitter integrated
- Functional – travel cost calculator for the A2 motorway users


Practical – key advice and regulations for drivers on motorways





A2 to CAREER Scholarship Programme

- second edition
- students created an expert blog on the automotive market




 12 000 followers of the blog


 250 000 recipients of the contents


 over 50 mass media publications


SA2fe driving. Reflectors rule!


- social campaign to encourage the wearing of reflective items
- short video and animated film + an educational app




 50 000 views

 100 app users


 600 000 viewers

 100 media publications



A2 to EUROPE app

- REVOLUTIONARY APP** - a comprehensive online trip planner
- Focus on international travel
- A2 the main route from Poland to the European motorway network

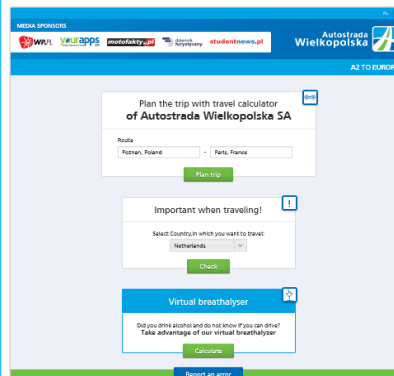


- UNIQUE SOLUTION** - in the European market
- INNOVATIVE** – implementing up-to-date technological solutions
- ATTRACTIVE** – adapter for mobile devices, with a geolocation function
- COMPREHENSIVE** – provides all data needed by travelers
- AT HAND** - provided free of charge
- IN-HOUSE DEVELOPMENT** – the database developed by AWSA experts

Autostrada Wielkopolska  A2 to EUROPE app

Drivers are provided with:

- ✓ speed limits
- ✓ tolls/ vignettes, ticket fees/
- ✓ estimated fuel prices information
- ✓ important telephones (emergency services, consulates, etc.)
- ✓ mandatory car equipment/ accessories
- ✓ virtual breathalyser



Plan the trip with travel calculator of Autostrada Wielkopolska SA

Route: Poznań, Poland - Paris, France

Plan trip

Important when traveling!

Select Country in which you want to travel: Netherlands

Check

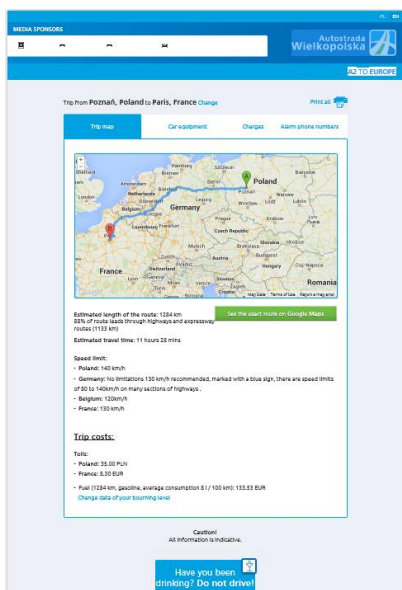
Virtual breathalyser

Do you drive alcohol and do not know if you are fit? Take advantage of our virtual breathalyser

Calculate

Report an error

Autostrada Wielkopolska  A2 to EUROPE app



Trip from Poznań, Poland to Paris, France Change

Map view | Car equipment | Charges | Alarm phone numbers

Estimated length of the route: 1324 km
85% of route leads through highways and expressways
Route: 1153 km
Estimated travel time: 11 hours 26 mins

Speed limit:

- Poland: 140 km/h
- Germany: no limitation 130 km/h recommended, marked with a blue sign, there are speed limits of 80 to 140 km/h on many sections of highways.
- Belgium: 120 km/h
- France: 130 km/h

Trip costs:

Tolls:

- Poland: 33.00 PLN
- France: 6.20 EUR

Fuel (1324 km, gasoline, average consumption 8 l / 100 km): 132.93 EUR
Change data of your burning level

Centrał
All information is indicative.

Have you been drinking? Do not drive!

- ✓ route mapping
- ✓ covering 46 countries
- ✓ no restrictions nor limitations!
- ✓ available in Polish and English
- ✓ 5 more languages coming this summer ☺

The application is available free of charge on:

- ✓ AWSA's official Facebook page,
- ✓ AWSA's website autostrada-a2.pl,
- ✓ at europa.autostrada-a2.pl
- ✓ in appstores (iOS, Android, Windows Phone).



45 000 application users



900 000 recipients of the contents



250 mass media publications



- ✓ about **400 materials** of total advertising value of over **EUR 300 000**
- ✓ all publications were positive
- ✓ **APPLICATION OF THE MONTH** – awarded by AGORA, the major publishing house in Poland
- ✓ enthusiastic reviews by Polish automotive bloggers.



“

A mobile guide across Europe! It is the first so comprehensive guiding app along the European roads available in Poland.

The Polish Press Agency (Polska Agencja Prasowa)

”

“

Fancy skiing? Why not using A2 to EUROPE, the first comprehensive app provided by Autostrada Wielkopolska

Voyager

”

INTERNET FORA

- 200 entries on the app so far
- substantial interest in the application
- shared information in travelers', skiing and application-related fora

BLOGOSPHERE

- the first app where blogger relations were formed
- the first app where bloggers' interest was aroused

FACEBOOK

- over 1000 new fans
- an average post increased range by 100% during the fan page project
- over 1000 fans' interactions (likes, comments and shares)



The app was widely described on the automotive and tourist business fan pages.

AWSA is presented as:

1. a leading body promoting safe traffic on motorway
2. a leading user of innovative up-to-date solutions
3. the first concessionaire to use social media to communicate with drivers
4. the first concessionaire to use mobile applications for educational purposes



The key advantages:

- ✓ AWSA creates an image of an expert and leader of innovations
- ✓ AWSA sets trends in using new technologies for promoting safety of the motorway traffic
- ✓ AWSA suggests to journalists topics to be discussed in media
- ✓ AWSA warms up its image of a company open to its customers and their needs
- ✓ AWSA provides practical tools to drivers

The A2 to EUROPE app is now available in: Polish and English versions.



5 new languages coming this summer: German, Italian, Spanish, French, Russian



