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EasyGo - a workable solution in Europe

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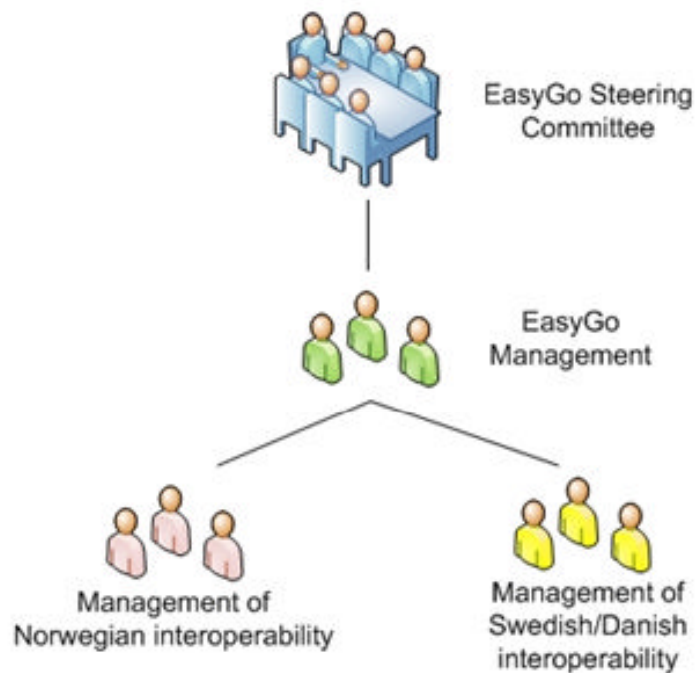
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The EasyGo Service

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- Any customer using an OBU issued by a EasyGo issuer can use it to pay at any operator offering the EasyGo service
 - EasyGo service in accordance with
 - *EU Directive on EFC*
 - *EETS service definition*
 - *PISTA, CESARE, CEN/ISO*
 - All DSRC based
 - *OBU can be used*
 - *TC in the area are included*
 - Based on
 - *Joint Venture Agreement between TC*
 - *Issuer Agreement*





Organisation

- Steering committee - partners
- EasyGo management
 - The manager of the regional services
 - Operators and issuers communicate with the regional service they are connected to

Finance

- EasyGo administration
 - Admission fee paid by all new operators
 - Annual fee paid by all
- Other
 - All new participants pay their own costs and costs of certification
 - The operators pay an Issuer compensation for issuing services and credit risks

The EasyGo EFC tolling service

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[About the service](#)

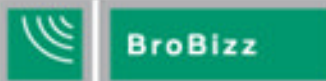
[Price / discounts](#)

[How to drive](#)

[Only one on board unit](#)

[Question and answers](#)

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You can use your On Board Unit (BorBizz or AutoPASS) in Sweden, Denmark and Norway.

EasyGo is automatically available to you.

You don't have to stop to pay

Only one on board unit in the car

You get one invoice from your local issuer

[read more](#)



[Click to see details](#)

Statistics of EasyGo

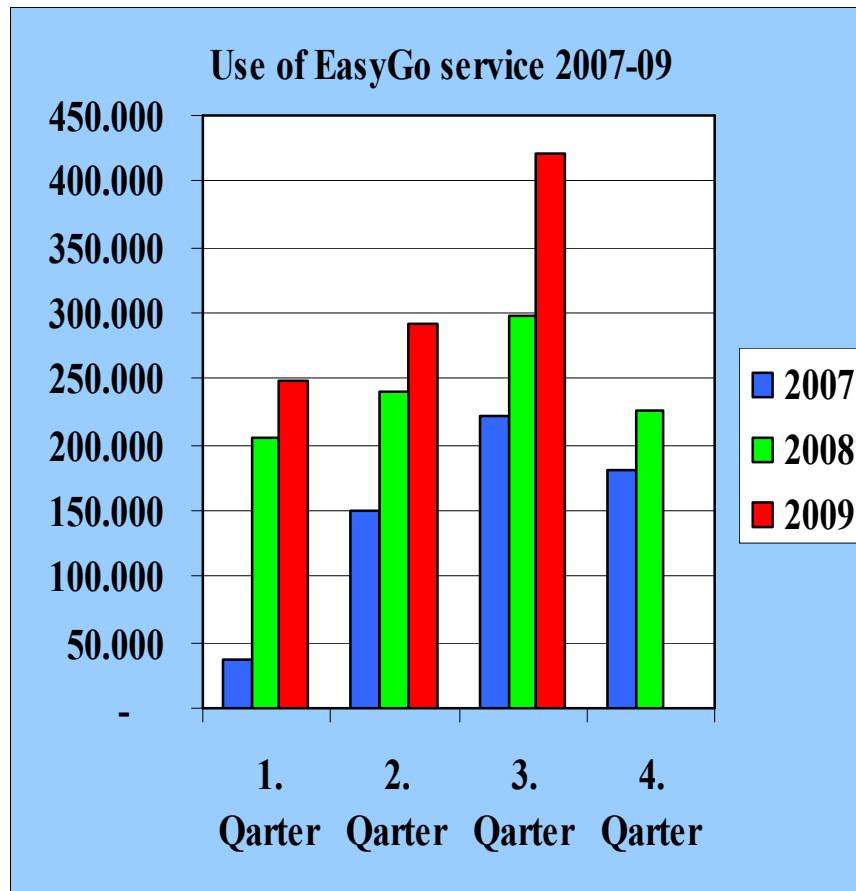
- 40 Toll Stations
- 5 Ferry lines
- Copenhagen airport parking (partly)

- 2,1 million OBU

- Plans for 2010
 - 6 new Toll Plaza
 - 2 ferry lines Denmark Germany

- More than 2,5 million Cross border transactions to a value over 75 million € during 2½ years operation

- 25 % Yearly increase 2008 to 2009



Important conclusions of interest for EETS

- Reduced cost of collection for non-frequent users, especially when free-flow
- The operational experience has given some ideas on how Cross border enforcement could be handled in a future EETS
- Invoicing is a challenge with multiple currency and VAT rules
- There have been few, if any, needs to mediate between actors in EasyGo.
- There is however, a constant need to improve procedures related to:
 - quality control
 - customer relations and the daily dialogue between toll chargers and issuers.
- The Joint Venture Agreement between all the Toll Chargers in the EasyGo region ensures
 - All Toll Chargers are given the same service by all Issuers
 - Only Technical test of new Issuers or OBU/RSE in reference toll Plazas.
- The management of EasyGo is organised to ensures that all problems and issues are lifted to the appropriate management level.
 - a solution is always analysed from an EasyGo perspective
 - not from what is best for any individual issuer or toll charger

Comparison of cost of collection for non-frequent users

- Cost estimate:
 - Video tolling based on operational experience
 - *Loss of revenue when failing to identify the SU license plate not included*
 - EasyGo based on contractual payment
- Average cost pr. transaction in €
 - EasyGo 0,16
 - Video tolling 4,06

Transactions in ORT (at the moment only in Norway)

| Year | No. | % of all | reduced yearly cost |
|------|---------|----------|---------------------|
| 2009 | 150.000 | 30% | 0.6 mio. € |
| 2010 | 280.000 | 40% | 1.1 mio. € |
| 2011 | 450.000 | 50% | 1.8 mio. € |

- The expected increase in transaction is caused primarily by:
 - New Toll Plazas in Norway is all planed as ORT
 - 20 % yearly increase in equipped Danish and Swedish

Enforcement

- Operators seek assistance at the issuers to reduce operational cost charging the customer when false or real violation occurs.
- Violation / no reading
 1. EasyGo user technical failure (OBU, Beacon or SU wrong use)
 2. EasyGo user with a not valid OBU temporarily
 3. user with a not valid OBU permanent
 4. Not an EasyGo equipped user
- In case 1 and 2.
 - a. Issuer registration of licensee plate – OBU ID – distributed to operators
 - b. Operator charge an ordinary transaction instead of violation
 - c. If SU falsely receive a violation contact issuer who contact operator
- The savings in case b, is equivalent to the video tolling compared to EasyGo pr. Transaction. Number of transactions is however very small 1-2%

The background of the slide is a blue-tinted photograph of the Sundbælt suspension bridge over water. The bridge's towers and cables are visible, and the water reflects the structure. The logo 'Sundbælt' is written in a stylized, serif font, with the first line in a lighter blue and the second line in a darker blue.

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Thank you for your attention!

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