

AuDaCon AG, bähr&fess forecasts and JATO Dynamics introduce a joint solution to the market.

Transparent costs of vehicles from the beginning to the end

1+1+1=4. The fact that such a result is possible is shown by cooperation of three companies: AuDaCon AG, bähr&fess forecasts and JATO Dynamics, which within the framework of a press conference this time with TCO (Total Cost of Ownership) present their first joint product and inform at the same time about an effective introduction of the product to the market. Since a few months Toyota uses this solution on the territory of the whole Europe.

In order to make an overall sum-up, analysis and comparison of vehicle costs, a few parameters should be taken into consideration. Apart from the price of the purchase depending on vehicle's equipment and value, for which the car can be sold, costs connected with each stage of car usage should be taken into account. Thanks to these miscellaneous areas contained in one product, TCO allows to calculate thoroughly costs of the whole life span of the vehicle.

With the first kilometer driven there are costs that influence perception of all of the vehicle costs. To everyday costs like fuel, insurance and taxes there should be costs added for service and maintenance. Especially with modern cars, which can electronically steer and adjust distance between services, there was no possibility so far to gain data concerning the whole life span of the vehicle. TCO gives such a possibility for the first time – thanks to this solution these factors may be firmly added when calculating costs for each vehicle.

The company JATO Dynamics is responsible for the area connected with vehicle configuration, comparative reports in equipment and connected with this price shaping within the project. Due to the fact of having data about vehicles, which are up-dated everyday and thanks to internationally working Car-Configurator, British data supplier JATO Dynamics is ranked as a world leader among companies working in this market segment.

Another area connected with life circle of a vehicle is being worked out by a company bähr&fess forecasts from Saarbrücken for many years, which is responsible for defining value for which the vehicle can be sold. In recent years the company became a leading offeror of information about the so called forecast vehicles's sales' value and it has its contribution in TCO development.

The activity of AuDaCon AG covers the range between purchasing a vehicle and establishing value for which it can be sold. The full technical data structures of a vehicle, which are available in all countries, make the basis for TCO calculations. The source of data is a complete database by AuDaCon, available in independent versions for cars and vehicles used for transport.

According to what AuDaCon's Marketing Director, Ralf Mühlbichler, says, since the very beginning the three partners want to offer to yet young TCO market a sensible and thought-over solution always leading to useful and possible to put into practice results. All the stored data and information

correspond with original manufacturer's recommendations and are available in each country. Thanks to the new software, the user can now not only enter data and information needed for valuation about distance between the services and working time needed for maintenance and service, but also value spare parts' costs, amount of used fluids and tyres. Thanks to close cooperation of AuDaCon AG, bähr&fess forecasts and JATO Dynamics users using TCO have the possibility to combine offers by different manufacturers for the first time, which will enable finding the best solution for them. At the same time car producers will be able to compete with each other for the first time, presenting synonymous and neutral data and facts connected with their products. At the same time these results serve for technicians, people working for the system development and service specialists for identification of potential needs for a define model and for work on the new products. Before the actual purchase fleet managers and leasing companies may compare cars as far as expenses are concerned, expenses which they would have to bear. Mentioning such information during talks about vehicle sales may contribute to their positive closure.

The environment for AuDaConCOO application has been developed by the three partners from the well-known Car-Configurator by company JATO Dynamics and it offers a ready module system used for calculating, analyzing and comparing all of the important costs of the vehicle to the user.

Costs may be for example presented in a form of a chart, where you will see the dependence of time parameter (axis X) and mileage (axis Y). „The user can at all times establish the costs on the basis of mileage – costs that have been generated until the given, current moment according to the values given by the manufacturer“, emphasizes AuDaCon Marketing Director, Ralf Mühlbichler. The costs may be displayed in a cumulated form or, if requested, in a form of separate costs. Apart from these, separate worn-out parts' and repair costs may be added for calculation. In that way the user receives full solution from one source and TCO does not need a few tools in order to prepare reliable calculations and comparisons.

Further information

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