

Special Report to claim 100% available funding from Milestone 4

Milestone description	Support structure and marketing campaign <ul style="list-style-type: none"> • Establishment and training of support team • Test drives using current ENV 200, and • Promotional events and media engagement
Deliverable	A report that contains, as a minimum, the following contents: <ul style="list-style-type: none"> • Training undertaken; • Marketing activities conducted; and • Any other information that you believe EECA should be aware of.
Tasks delivered	
Establishment and training of support team	<ul style="list-style-type: none"> • Rebecca Agent started as EV product owner in July 2018 and has been focusing on the operational readiness for thl. • All ops workstreams are well underway, with fortnightly touch-points to check in on progress for manufacturing, training for front/back of house etc. • Additional targeted workshops have been held such as the ‘EV FAQ breakout session’ with pre-hire, detailing, customer services & fleet, held at the Mangere Branch location to gather the team’s inputs and thoughts around the changes to existing processes related to the EV. • <u>See evidence as follows: post on internal social platform yammer outlining a successful workshop</u> • <u>See evidence as follows: extensive (132 inputs) EV FAQs gathered from all operational areas (front and back of house branch operations) of the business. This helps to build content for training.</u> • Analysis for complementary training is underway and assigned to specific operational manager for delivery • <u>See evidence as follows: training module planning kicking off by on-road & customer care manager (national training lead) to begin building internal training modules</u> • Training requirements are also being analysed directly with vehicle manufacture LDV and is to be scheduled and travel booked for crew to travel to Taupo for two days in November • <u>See evidence as follows: assessment of who is to attend to ensure we have a broad coverage across the country of crew who support the new electric vehicle</u>
Test drives using current ENV 200	<ul style="list-style-type: none"> • Internal user tests continue with 13 crew trips being taken to/from Auckland. • Experiences recorded include storytelling, EV experience & vehicle feedback all captured for crew engagement on internal social media platform yammer along with key themes being captured in excel for use downstream in building training, FAQs & relevant customers materials. Comprehensive messaging goes with the vehicle to ensure we get high quality outputs! • <u>See evidence as follows: the process for test drive bookings for the ENV 200 is automated in thl systems</u>

The Journey to e-RV – Key Messaging

- Thl is leading the way in the role of electric vehicle opportunities in tourism with extensive research and development being undertaken.
- Thl's goal is to produce a fully sustainable, low emission driver experience that enables the customer to experience New Zealand in a connected way (where to go to top up the vehicles power, and what do while you're waiting)
- Transitioning to electric RV's is an important component of the move towards low emission and aligns with the sustainability objectives of the company.
- Thl and its manufacturing partner Action Manufacturing have made significant advances in design and development over the last year – there have been significant learning opportunities.
- The progression to electric motor homes and campervans is dependent on infrastructure to enable charging of vehicles as visitors travel through the country.
- The daily kilometre range of ev's has proved to be the current main challenge in the move towards an electric fleet.
- Pre-determined itineraries enabled with easy access to charging stations are the most feasible first stage of the electric self drive experience for tourists and present an exciting opportunity for NZ tourism.
- This summer, thl successfully completed an e-RV trial with a prototype electric RV on the road obtaining useful insights.
- Learnings have been around customer experience, range, maximum distance travelled, and time to charge, developing itineraries, as well as our processes and design. It includes maximising electric power opportunities and creating additional efficiencies and carbon reduction through optimising all features. This is working towards full replacement of other fossil fuels used in the vans like gas bottles and diesel heaters as well.
- Thl is working in partnership with others including tourism operators and the Holiday Park Association to create electric vehicle itineraries for travellers.

- See evidence as follows: booking info supplied to crew to outline EV testing
- See evidence as follows: photo examples of crew feedback from testing posted on internal social media tool yammer along with excel record including themes and useful inputs to be converted into training materials, FAQ and customer materials
- ENV200 has been transported to Queenstown for user tests to commence in the South Island. Similar bookings and testing processes will apply, with critical feedback required from the differing environments of the South Island.
- See evidence as follows: invoice covering transportation of vehicle from Mangere Branch to Queenstown

Promotional events and media engagement

- *thl* and the BritzEV have attended several industry trade events and have move in the calendar for the next six months i.e. Big Boys Toys in November, NZMCA AGM in March
- See evidence as follows: display for the first time for industry trade at Trenz in early May 2018



- See evidence as follows: display for the public at EV world in August 2018, with a huge benefit of gathering 80+ email addresses from interested people curious to following the EV journey with BritzEV



- Additionally, a number of media engagements have been underway with print and online publications are on-going
- See evidence as follows:
- <https://youtu.be/Y7E1y10xDGc>
- <https://www.autocar.co.nz/commercial-reviews/2014-britz-nissan-env200-sleeper-van>
- http://ebooks.edocumentonline.com/autotalk/evtalk_june18.pdf
- <https://www.youtube.com/watch?v=LBdG6pXLqEM&feature=youtu.be>
- <https://www.autocar.co.nz/commercial-news-app/thl-investigating-all-electric-camper-van-options>
- <https://www.autocar.co.nz/commercial-reviews/2017-ldv-ev80-britz-campervan>
- https://www.facebook.com/story.php?story_fbid=2463914590331561&id=204578546265188&refsrc=http%3A%2F%2Fwww.google.co.nz%2F

We hope this satisfies requirements against EECA 03-149 agreement.