Customer Engagement
For Road Usage Charging

Nate Bryer
VP Innovation
56% Hate doing them

52% Think they are too high

57% Think some people aren’t paying their fair share

60% Think the system needs to be changed
How do you get people to do something that they hate?

• Mandate it
  or
• Make it taste better
  or
• Make the benefits better than the drawbacks
  or

...........all of the above!
Single Use vs Multi-Use: Fuel taxes

Benefits

Government

Consumers


Single Use. Inflexible. No Transparency. Not Future proof
Azuga Road Charging provides options and benefits

Government
- Maintain Roads

Consumers
- Use the Roads
  - Scoring
  - Geofencing
  - Trip Logging
  - Rewards
  - Savings
  - Vehicle Health
  - Social Telematics
  - Roadside Help

Azuga Insight. Simple, Plug and Play Solution
Like a Health Monitor for Your Car
Introducing Azuga to the “Archetypes” of Oregon

CONNECT WITH YOUR CAR.
Win – Win - Win