

08:30-09:00 **Coffee & Registration - Exhibition Area**

09:00-09:10 **Chairman's welcome**
Jonathan Minter, Deputy Editor, **Motor Finance**

THE JOURNAL FOR THE CAR FINANCE INDUSTRY
Motor Finance

KEYNOTE SESSION:

Realising Growth & Emerging Products In Europe's Motor Finance Market

09:10-09:40 **An Introduction to Automotive Financial Services in Germany: Market Relevance and Future Challenges of Captive Motor Finance**

- The German Auto Finance & Leasing Market at a glance
- Captive Financial Services: Driving force for customers, car dealers and manufacturers
- Exploring potential for growth and identifying future risks and opportunities

Christian Ruben
Chairman, **AKA**
Managing Director & CEO, **Toyota Kreditbank GmbH**



09:40-10:00 **Navigating Future Markets: Key Industry Trends**

- Key financing issues in the current European auto-finance market sees today
- What needs to change?
- The rise of big data and its use in motor finance

Colin Maddocks
Director, Financial Services
Mazda Europe

Alain Broustail
European Key Account Manager
Sword Apak



10:00-10:20 **The Motor Finance Regulatory Revolution**

- What can Europe learn from the UK FCA experience
- Keep up-to-date and adhere with the rules and regulations
- Identifying the appropriate means of interacting with your customers under new regulations

Andy Gruber
Director
ALPHERA Financial Services UK



10:20-10:45 **Speaker Discussion and Q&A**

10:45-11:15 **Coffee Break – Exhibition Area**

SESSION TWO:

Pioneering Sustainability, Mobility & Alternative Vehicles

Chairperson: Ian Dennis, Business Development Director, **Five Arrows Outsourcing Solutions**



11:15-11:35 **Tesla Motors – Company Overview**

- Tesla is a mission driven company whose goal is to accelerate the transition to sustainable transportation with increasingly affordable electric vehicles.
- Model S, the world's first premium sedan built from the ground up as an electric vehicle, offers an innovative way to reduce the cost and environmental impact of the corporate fleet.
- The Tesla Supercharger network is the answer to a lingering question about long-distance travel in electric cars, offering free long distance travel to Model S owners.

Davide Ghione
EU Fleet Sales Manager, Europe Sales
Tesla Motors



11:35-11:55 **Mobility from a Car Leasing Operator Perspective**

- Changing environment and the impact on the future role of a car leasing provider
- Alternative mobility solutions to increase sustainability and cost effectiveness
- Tapping into B2C and B2E mobility markets

Alexander Prinssen
Vice President Mobility Consultancy
Athlon International



11:55-12:35 **Panel Discussion: Pioneering Sustainability, Mobility & Alternative Vehicles**

- Alternative drive systems & electric mobility
- Sustainability as a key strategy
- How will technology changes affect motor financiers?

Speakers joining:

- **Dr. Rainer Scholz**, Executive Director, Advisory Services – Leader Mobility Innovation Group GSA, **EY**
- **Luc Jansseune**, OTA keys General Manager, **Continental Corporation**
- **Gary Jefferies**, Sales & Marketing Director, **Bynx**



12:35-12:45 **Audience Q&A**

12:45-14:00 **Networking Lunch**

SESSION THREE:

Pursuing Innovation As A Strategy in Motor Finance

Chairperson: Dr. Rainer Scholz, Executive Director, Advisory Services –
Leader Mobility Innovation Group GSA, EY



14:00-14:20 **Future Focus: Advancing Technology Within Motor Finance**

- Developments in technology and social media for the automotive industry
- Reacting to the changing and ever more connected customer
- Future gazing for car financing – how to keep up

Hugh Dickerson
Senior Industry Head, Automotive
Google



14:20-14:40 **Using Digital Technologies to Put the Consumer Back in the Driving Seat**

- As customers become more comfortable with researching and applying for complex financial products through smart devices, what capabilities will your organisation require?
- With the high cost to process loan applications, how can digital technology increase application conversion rates?
- For those that have adopted digital for sales and service, what next?

Jo Howes
Business Development Director
Intelligent Environments



14:40-15:20 **Panel Discussion: The Future of Motor Finance – In Search of Innovation**

- Analysing your data to advance your competition
- Can customer experience drive digital adoption?
- New strategies to increase time and save costs

Speakers joining:

- **Regina Coenen**, Director, Business Dev. & Projects, **BenchMark Consulting Int.**
- **Jonathan Holland**, Vice President Business Development, **ADESA (UK)**



15:20-15:30 **Audience Q&A**

15:30-16:00 **Coffee break and networking**

SESSION FOUR

Establishing A Roadmap For Motor Finance In 2015 and Beyond

Chairperson:

Brendan Gleeson, Group Executive Vice President, **White Clarke Group**



16:00-16:20

Outside Perspective: Learning from Other Regions

- Growing opportunities & innovations that can be applied from other regions
- Regulations affecting other regions
- Case study: How one company has adapted techniques to further their profitability

Mark Smith

Managing Director & Founder

The Car Finance Company



16:20-16:40

Megatrends Impacting Fleet Management: Over the Next 5-20 Years

- The future of fleet management
- Key macros trends and their potential impact on the fleet industry
- How does the environment and climate change impact the fleet management

Florian G. Waldegger

Key Solutions Leader International

GE Capital International



16:40-17:20

Closing Panel Debate - Establishing a Roadmap for Motor Finance in 2015 and Beyond

Hear experts discuss a plan of action as gained from the day's presentations. Planning the next steps for your strategy and looking towards the future. Panelists will consist of OEMs/captive finance companies, leasing organisations and product specialists to provide a cross-industry view on the future of motor finance.

Speakers joining:

- **Erhard Paulat**, EVP Auto Finance Operations for UK, Sweden, Germany, Austria, Switzerland, **GM Financial**
- **Christian Ruben**, Chairman, **AKA**
& Managing Director & CEO, **Toyota Kreditbank GmbH**



17:20–17:30

Chairperson's Closing Remarks

19:00

Drinks Reception – Exhibition Area

20:00

Motor Finance Awards Ceremony Dinner