

« With Mobilize, we prepare the future of mobility »



Interview with Clotilde Delbos, CEO Mobilize

What is the role of Mobilize brand in the Renault Group's strategy?

The automotive industry is changing. More and more drivers are choosing not to own their vehicles, which can be expensive compared to the use they make of them, especially in large cities. In some circumstances, it makes more sense to pay for a journey than having your own car. Moreover, we know that a new car loses half its value after three years. With Mobilize, we want to accompany these changes by developing flexible mobility offers that are complementary to owning an individual vehicle.

The transformation of the automotive sector is our playground. It is a great opportunity for growth. If we don't seize it, others will. But we are more than legitimate because mobility has been our business for over 120 years!

What assets can Mobilize rely on?

During the presentation of the Renaultion strategic plan, we indicated our objective of generating 20% of Renault Group's turnover by 2030. This is our goal and we are confident we can achieve it because we are not starting from scratch.

We belong to an automotive group driven by innovation. Mobilize embodies the Group's new approach to mobility and is part of the transformation of the sector.

Mobilize brings together several initiatives and start-ups around mobility - Zity, Renault Mobility, Karhoo, iCabbi, Glide.io ... - and energy ecosystems. Our subsidiary Elexent, for example, is a perfect illustration of our know-how in the field of infrastructure and recharging solutions.

This allows us to have a good understanding of the services our customers need. This is what Mobilize is all about: offering services that meet the expectations of consumers, companies, operators or territories.

That's why when we design a vehicle dedicated to car-sharing for example, we think about the overall experience of its future user. This is what we call "purpose designed vehicles*", whether intended for the mobility of people or goods.

Mobilize is a specific business unit with dedicated engineering and design teams and can also rely on the company's other resources. I would also like to emphasize the important role of our subsidiary RCI Bank and Services, which will provide financing and insurance services dedicated to our new activities.

In addition, we can rely on more than 6,000 points of sale in Europe to effectively deploy our services. Moreover, the Re-Factory in Flins will be a solid backbone for Mobilize, particularly for the maintenance of car-sharing fleets and battery recycling.

Finally, the Software République, this open innovation ecosystem will be an important asset for the Mobilize brand, which will be able to rely on the significant development skills that will be gathered there.

** vehicles designed for a specific use*

What are Mobilize's main challenges?

Culture change is our biggest challenge. From being a vehicle manufacturer, we need to become a service provider in our three main business areas: mobility, energy and data. This requires a fairly radical change of mindset. We must be in start-up mode while remaining within a large group. To do this, we must not hesitate to test, even if it means making mistakes, in other words to practice 'test and learn'. All the more so when the entire automotive sector is going through a difficult period and the company's resources are limited. We will have to be skillful, agile and enterprising.

How is going the business unit set up? What will be Mobilize's first achievements?

Mobilize is five months old. It may not seem like much, but our strategy and roadmap are clear. We have a team in place, and we have prioritized our projects. Our car-sharing activities are developing particularly well and we should be entering new cities soon, both with our Zity offer, which now has more than 400,000 customers, and with Renault Mobility, which is being deployed in small and medium-sized cities, most recently in Toulouse (France) and in Bergame (Italy).

In terms of energy services, our energy storage business is up and running and we will be expanding it in the coming weeks and months. As part of the 'Advanced Battery Storage' project, the largest stationary energy storage system based on electric vehicle batteries in Europe, we have just connected the first installations to the national electricity grids in Douai (France) and Elverlingsen (Germany). These batteries help regulate the grid by charging when demand for electricity is low and then feeding energy back into the grid when demand is high.

A final word?

Mobilize is a committed brand. By going beyond the automobile, we support our customers in their ecological transition through flexible and sustainable mobility and energy solutions, oriented towards use. We are at the forefront, preparing Renault Group's future.

About Mobilize

Mobilize manages mobility, energy, and data services. It is part of Renault Group. Built around open ecosystems, Mobilize provides flexible mobility solutions and promotes a sustainable energy transition, in line with Renault Group's target to reach carbon neutrality and its ambition to develop value from the circular economy.