Afbeelding met tekst, Lettertype, schermopname, logo

Automatisch gegenereerde beschrijving

**CAR MANUFACTURER AWARD 2024 - QUESTIONNAIRE**

The Fleet Europe Remarketing Car Manufacturer Award 2024 rewards the development and implementation of a project, product or service, that has led to strengthening the remarketing, the used car sales or the residual value of vehicles.

Eligible companies are:

• Car manufacturers global or regional headquarters

• National Sales Companies

• Importers

The **geographical scope** can be global, regional or even national. When national it should be a pilot programme showing results that make it scalable

**Your input** needs to follow the structure provided in the next pages using this word document, to allow a common view for the award jury members.

Every question should be answered for you to give a complete view.

**Providing additional information** is optional but could provide a more complete view for the jury. We invite you to add only:

* links to website(s) or video(s) in part 4.2 of the document
* attachments in your application mail.

**Return your completed form by June 14, 2024** to Bénédicte Crauwels ([bcrauwels@nexuscommunication.be](mailto:bcrauwels@nexuscommunication.be)).  
In case you have any additional question feel free to contact Bénédicte Crauwels

1. **Company**

|  |  |
| --- | --- |
| Company name: |  |
| Address: |  |
| Website: |  |
| Number of employees: |  |
| Mother company\*: |  |

*\*if applicable*

|  |  |
| --- | --- |
| Company background | Please provide background information about the company and its line of business. (Max. 70 words) |

1. **Contact details**

|  |  |
| --- | --- |
| Name: |  |
| Job title: |  |
| Mobile phone n°: |  |
| email: |  |

1. **Project, product or service** (further described as proposal)

|  |  |
| --- | --- |
| Proposal name: |  |
| Start date development: |  |

3.1 Describe the “proposal” (Max. 100 words)

3.2 How does it contribute to residual value, the remarketing or sales process?

3.3 What is the ROI (Return on Investment)?

3.4 Outline the implementation process (timing, requirements, security, complexity, …)

3.5 Map out the SWOT (strengths, weaknesses, opportunities & threats)

3.6 Describe the planned future developments?

3.7 What is planned for any geographical expansion?

3.8 Why do you consider this to be class leading?

1. **Additional information**

4.1 If possible give one or more customer references. (Company, contact person, function and contact details)

4.2 If possible/relevant, please provide (a) links to the “proposal” or a demo.