

CASE STUDY

# Toyota Kinto

Toyota is globally transforming from an automotive company to a mobility company. With this objective in mind, Kinto is born, a new business unit that offers car-sharing services for the B2C public and fleet management services for the B2B public.

For this reason, Toyota began its transformation in 2018 hand in hand with Telefónica Tech in Latin America and the Caribbean.



- Annual production of **10M** vehicles
- Factories in **23** countries
- A new worth of **236** billion
- More than **320** employees



## Challenges:

Always focused on Kinto, the goal is to create a new business model for dealerships and distributors throughout the region, including the preparation for pick-ups and the control of drop-offs in vehicle booking.

Find strategic partners to enable us to further develop the business in LATAM.

Develop more services that optimise the customer experience with the quality that Toyota stands for.



## Solutions:

Thanks to Telefónica Tech's telematics and AI of Things fleet solution, Toyota is able to collect vehicle information such as driving behaviour and geolocation.

This makes it possible to offer more and better services to customers.

It also makes improvements in the following areas:

- Measurement of the most important indicators of vehicle components and fluids, with corresponding alert management.
- Route optimisation services.
- Battery charge measurement and alert management.



## Results:

- Toyota identifies itself as the pioneer in the region of mobility solutions for the B2B and B2C segments, providing the end consumer with a new experience.
- Kinto achieves a 360-degree view of the end consumer, enabling the development of new solutions, faster deployment and automated reporting.

## Why Telefónica Tech?

Telefónica Tech is a leader in the integration of next generation systems and technologies for digital transformation. We put the most advanced technologies in Cyber Security, Cloud, IoT, Big Data, Artificial Intelligence and Blockchain at the service of companies, organisations and public administrations to make their processes and businesses more efficient, sustainable and resilient.

We are the digital business unit of Telefónica, a global company that has been contributing to the development of industry, the economy and society for 100 years.

Let's continue working together to transform the world.