

INNOVATION



Drive change with  
Logica EMO



TOWARDS A GREENER FUTURE



# COMBAT CLIMATE CHANGE, ONE JOURNEY AT A TIME

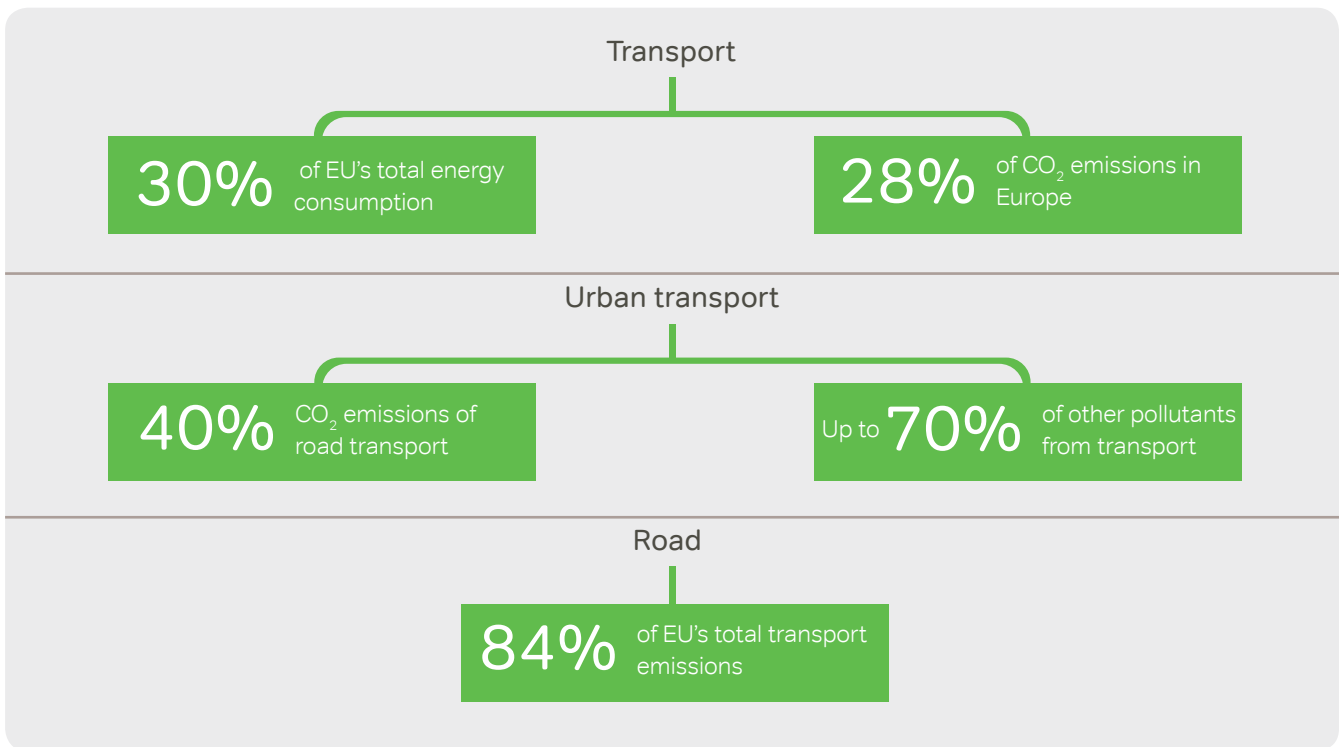
We all know that car fumes cause air pollution. But transport is essential for the economy. So where is the sensible compromise?

### Start at the end

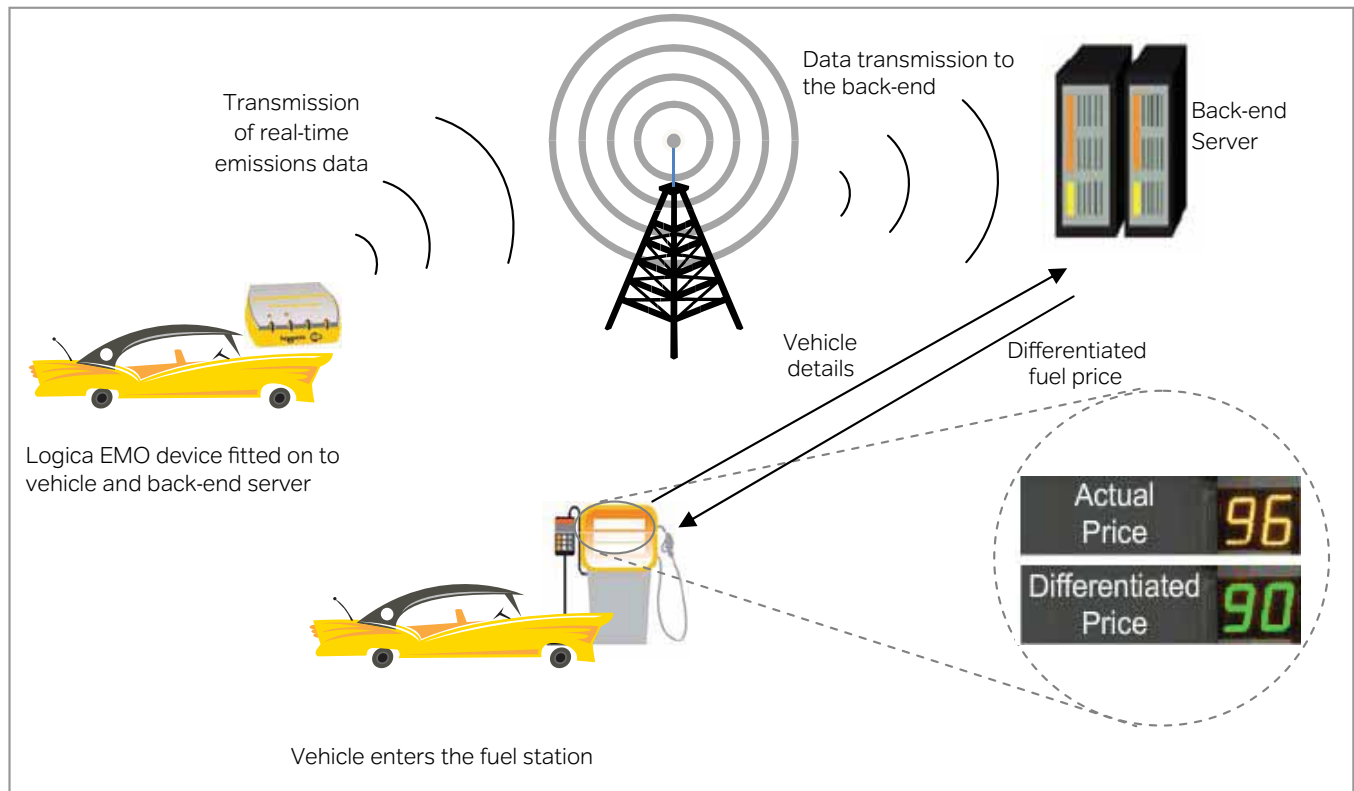
Picture yourself in a world where you can drive your car without feeling guilty. Even get incentivised for good driving. Or where you can afford to use couriers without worrying about the environmental cost.

### Let's take the journey together

We want to help you get there. That's why we've come up with Logica EMO. It's our system to help you measure – in real-time – and report how much emissions your vehicle is responsible for. Because once we start to measure something, we can manage it too.



## Logica EMO wireless network diagram



### How it works

The Logica EMO device gets real-time information from the onboard computer. Then sends it wirelessly to the central office. This monitoring is continuous – revealing the levels of emissions vehicles are pumping out.

The device also lets drivers know, in real-time, when they need to change their driving style to help reduce emissions. Because driving behaviour affects fuel consumption. Good driving can then be rewarded with lower fuel costs.

Driving with a higher environmental cost can be made more expensive when drivers come to fill up. Coined by us, this is a unique concept called the **Differential Fuel Pricing** and we've devised the **Logica EMO Green Index** to support it.

95% of drivers improve their driving with this feedback.



### Developing intelligent vehicles

Logica EMO helps devise many other creative uses of the data at the central office. Work out various policies and incentives that will encourage people to change behaviour, to contribute toward a greener environment.

### It helps everyone

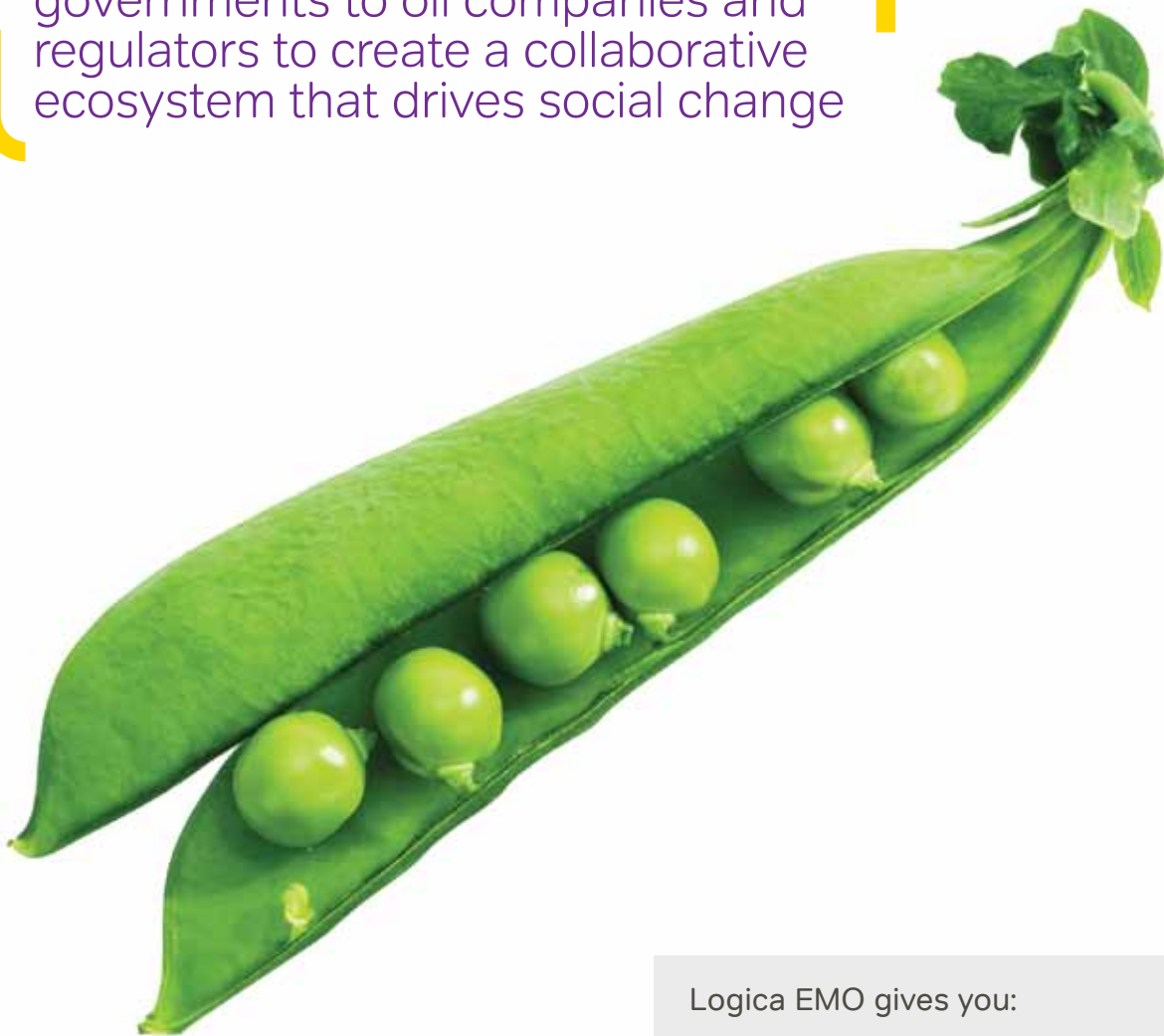
Logica EMO helps governments, regulators, oil companies, fleet companies and individual drivers at the same time to:

- **Create better policies**  
Use the knowledge that Logica EMO provides to work out policies that reward emission cuts.
- **Turn taxes a deeper shade of green**  
Administrators can fine tune taxation policies for toll, congestion and parking using data from Logica EMO.
- **Look after good drivers**  
The greener the driver's behaviour, the greater the rewards. Realised through loyalty cards from oil companies.
- **Clean up fleet emissions**  
So that fleet companies reduce their carbon footprint, increase profits and contribute to a cleaner environment.
- **Drive change**  
Logica EMO gives drivers the power to make a difference to the environment. It incentivises them and makes it cheaper to go green than not to.
- **Raise awareness**  
Logica EMO continuously reminds individuals about the impact they are making on the environment. Over the long term, delivering a big change in attitudes.
- **Work together**  
We've come up with a framework to help everyone work together, along with progressive policy change that will benefit society as a whole.

Logica EMO makes it more financially rewarding for citizens to go green than not to



We work with stakeholders from governments to oil companies and regulators to create a collaborative ecosystem that drives social change



#### Logica EMO gives you:

- A flexible, open approach that meets everyone's needs.
- A central emissions database to implement new policies and applications.
- An easy way to work together and bring in more stakeholders to make an environmental, economic and social difference.



### Change happens.

If all governments and oil companies come together and use **Logica EMO**, the average fuel consumption per vehicle will decrease by 12%. When that happens, we can all expect CO<sub>2</sub> emissions to shift down a gear.

**Take the first step with Logica EMO**

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