

SKODA X

AI MODELED UX RESEARCH

# EquipRent

Business potential and why it can increase interests and sales

## Research report

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# Context and Research methodology

## WHAT IS THE CONCEPT?

### EquipRent

- › A flexible **accessory rental service** that lets you borrow exactly what you need, when you need it.
- › From bike racks to roof boxes, EquipRent helps you avoid buying and storing gear you rarely use.
- › **Try accessories before you buy**, maybe even enjoy home delivery and installation, and always be ready for your next adventure.

## ABOUT THE RESEARCH

### Research methodology

- › Quantitative research across 6 countries: **CZ, DE, UK, FR, ES\*, IT**
- › Small-size questionnaire with up to 10 questions
- › In total **1 100 000** respondents
- › Target group limits:
  - › Car purchased within the last five years | Everyday Explorers | Only new-car owners (no used cars), only retail (no company-car owners), only classical payment (no leasing)
- › Three segments

#### Segment 1

Complete target group

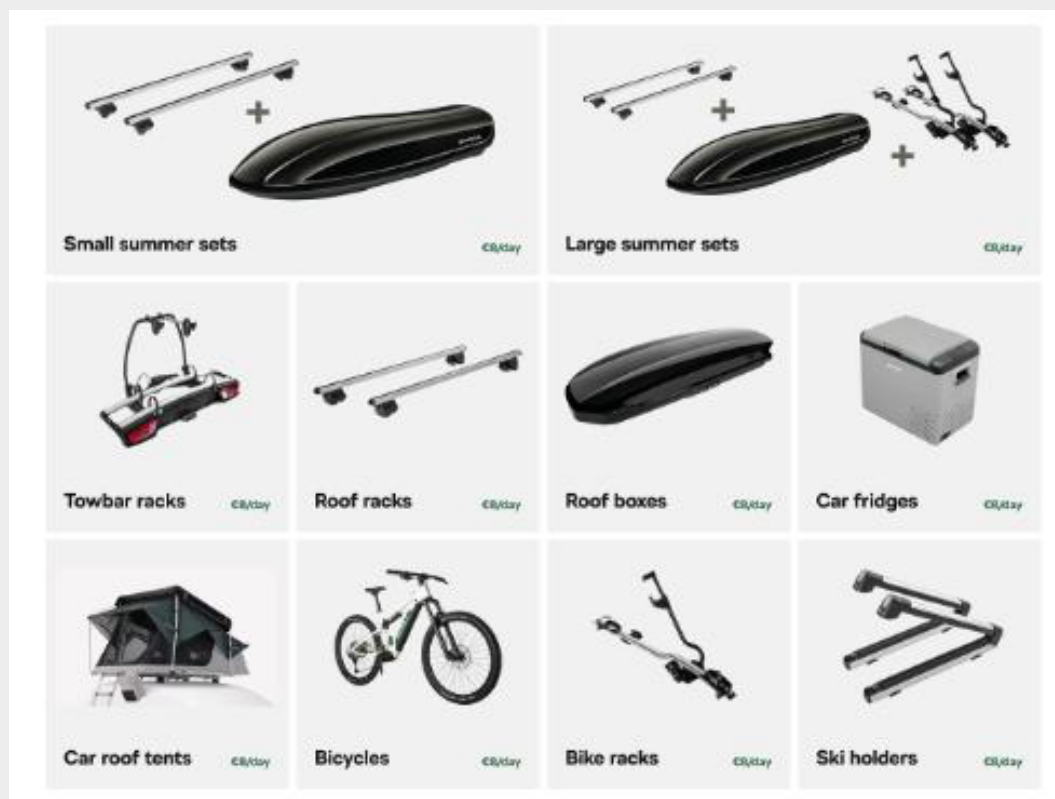
#### Segment 2

eV owners only

#### Segment 3

ICE owners only

For each question or insight, we can work either with a single segment view, or compare segments to highlight differences.



# Management Summary

## MAIN PREMISE

Price is **NOT** the reason why they don't have such accessories today.

It's mainly about the lack of storage space and rare usage.

**44%** Lack of storage space when not in use

**40%** I would use it only rarely – purchase is not worth it

**only 18%** The accessory is too expensive

## THE PRICING MATCHES (OUR) EXPECTATIONS

They are willing to pay a reasonable amount - one that also makes the rental meaningful from ŠA's perspective.

**53%** Would pay 15 Eur per day and more

**58%** Would pay 10-19 Eur per day

## WILL THEY BUY IT AFTER RENTAL?

**82%** I would consider buying it, depending on price and conditions

## MAIN FEATURES OF THE SERVICE

We know how to do it right - what they need and what they fear

## TOP NEEDS

**84%** Quality and reliability of the accessories

**82%** Insurance and damage-coverage guarantee

**73%** Clean and well-maintained condition of equipment

## TOP POTENTIAL FEARS

**73%** Risk of damage or user liability

**33%** Complicated rental or return process

# Current situation

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## INSIGHT 01

Among the accessories they already own today, the Roof Rack clearly dominates (44%). The rest are evenly distributed. 1

This is just a basic view, mainly useful for comparing it with what they would actually like to have.

## INSIGHT 02

The fridge and the roof box are the items they would rent the most. 2 3

But the others also have their audience (all above 10%).

## INSIGHT 03

4 Price is not the reason why they don't have such accessories today.

Here is a detailed overview of why they currently don't own each of these items.



# Pricing and style

INSIGHT 04

Pricing is concentrated around 10–15 EUR per day (as the maximum acceptable level). 1

There are interesting differences between countries, which is why we provide a more detailed chart.

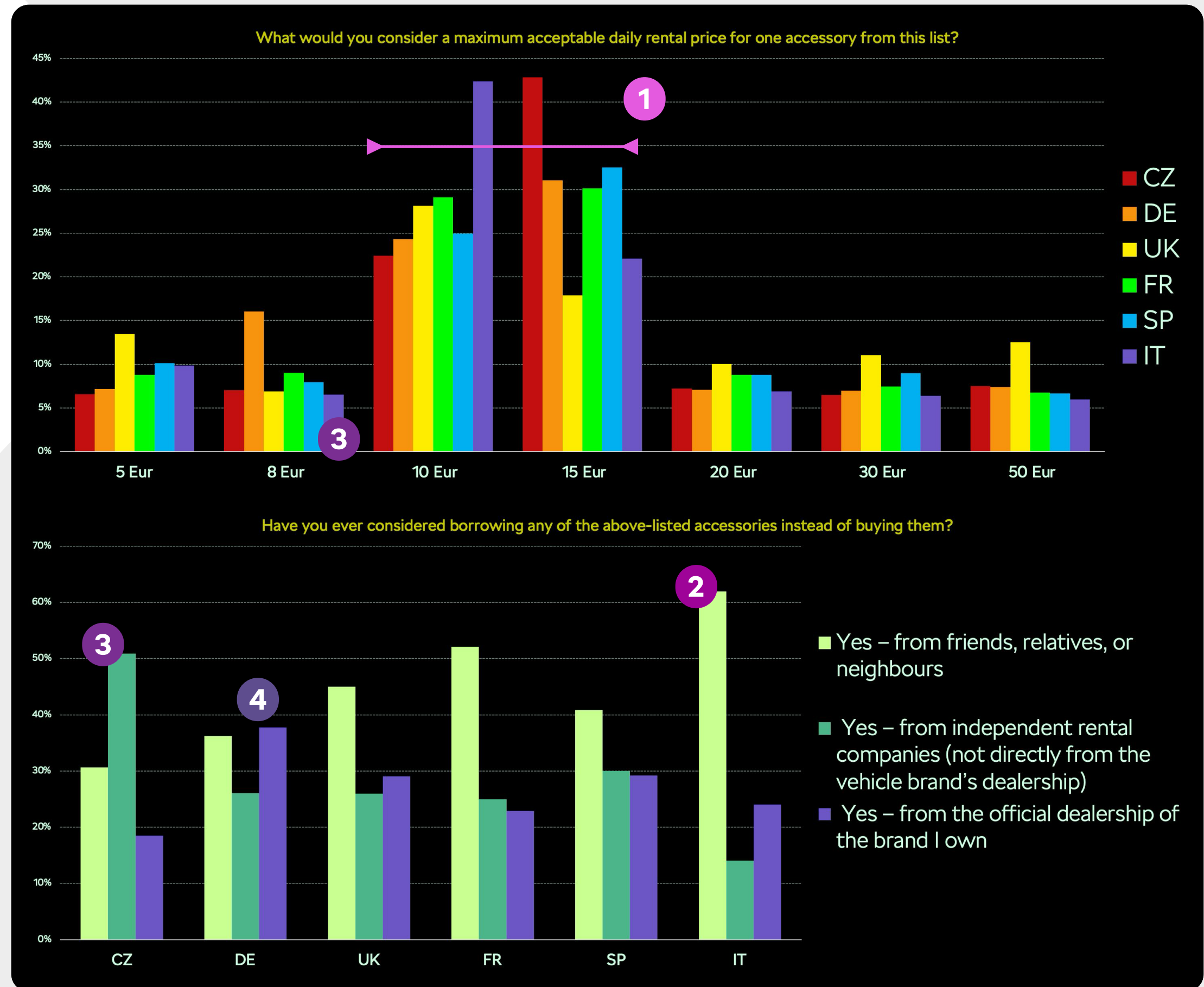
INSIGHT 05

Countries also differ in what feels most natural today for someone who wants to rent such accessories — whether to borrow from friends, from a rental company, or from an official branded dealership.

IT — strongest preference for borrowing from **friends** 2

CZ — strongest preference for a **third-party rental company** 3

DE — strongest preference for an **official dealership** 4

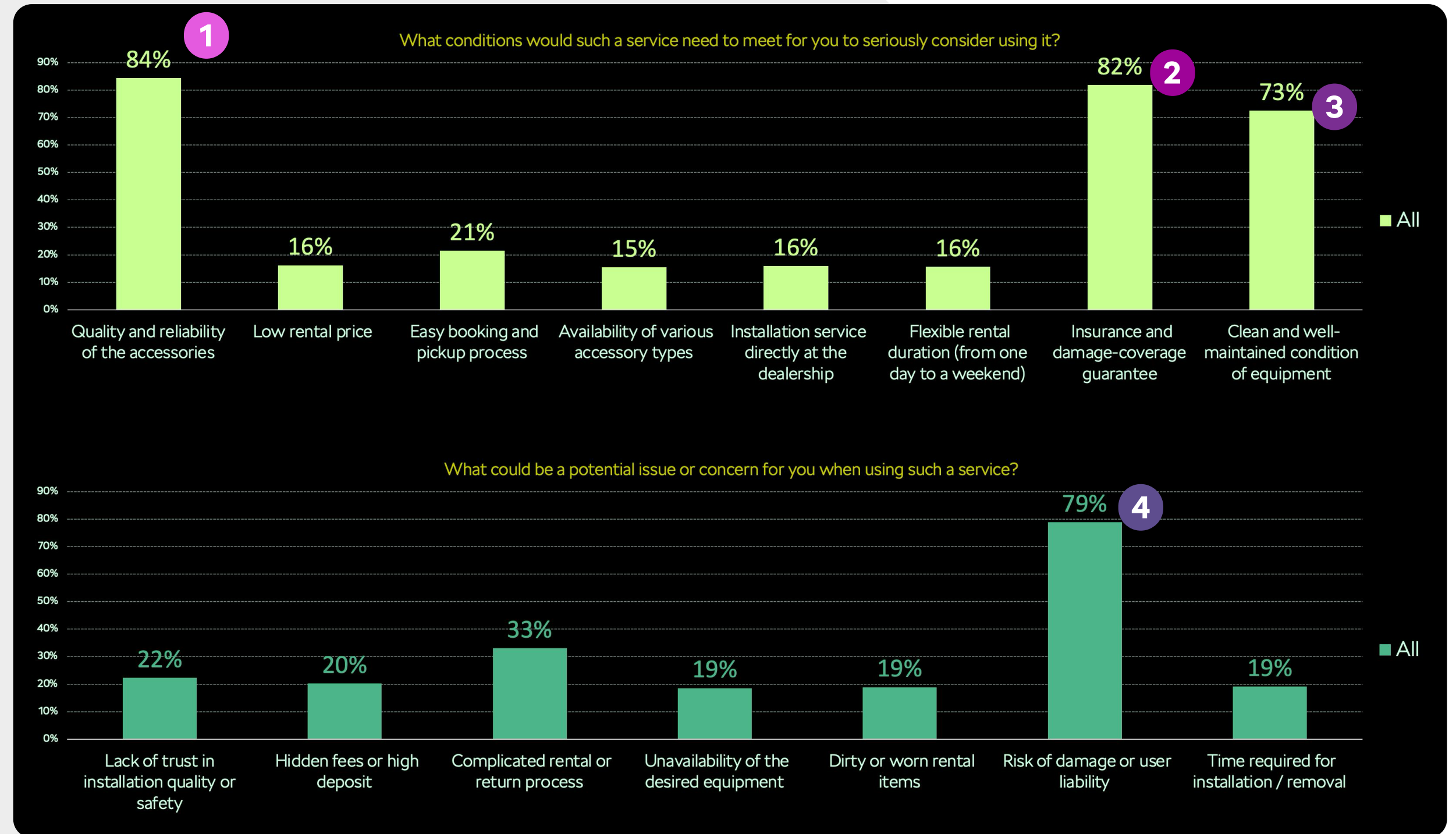


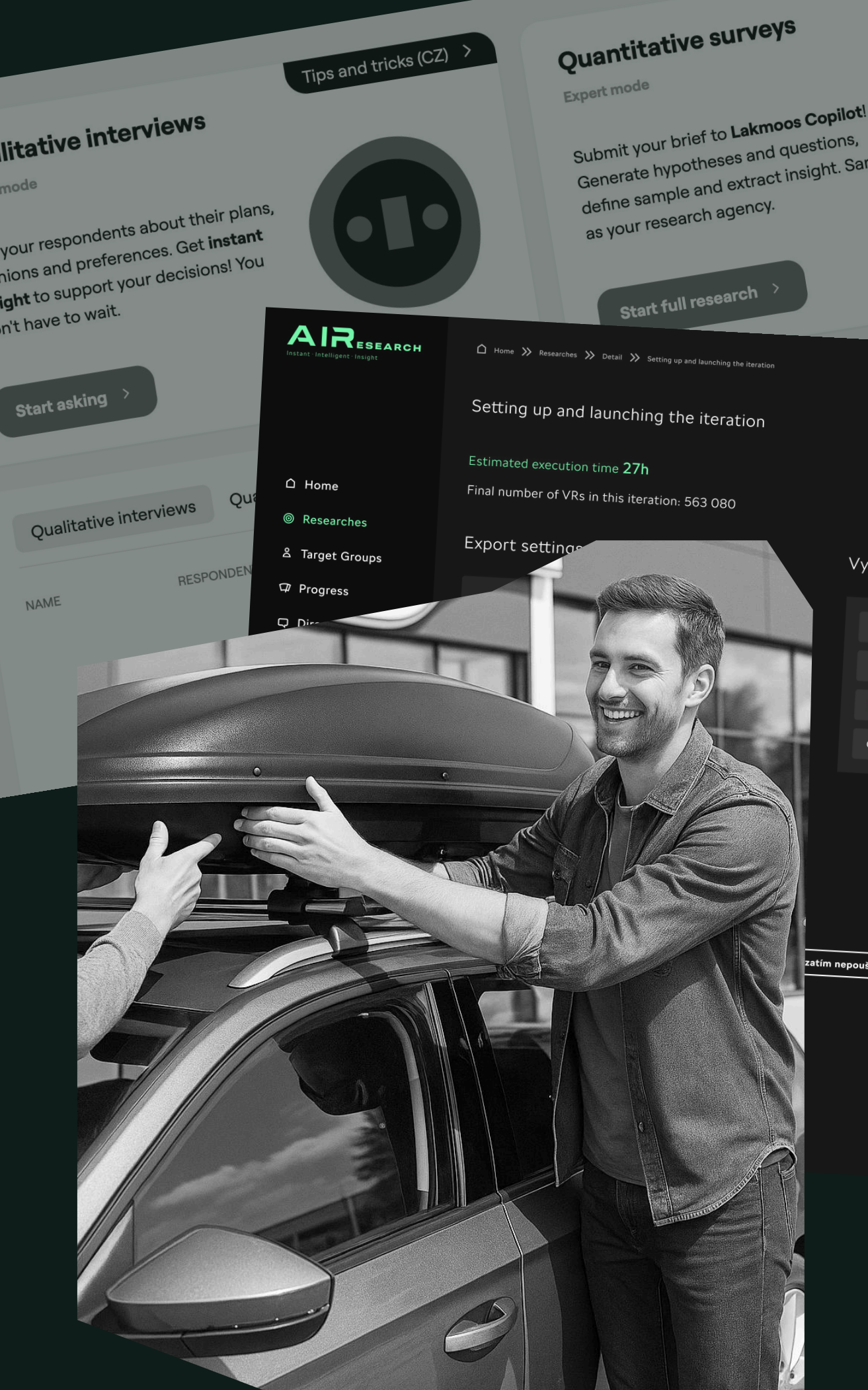
# How to do it right?

INSIGHT 10

Lets have a look in detail on what they need and what they fear.

- 1 84%** Need: Quality and reliability of the accessories
- 2 82%** Need: Insurance and damage-coverage guarantee
- 3 73%** Need: Clean and well-maintained condition of equipment
- 4 79%** Fear: Risk of damage or user liability





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Thank you for your attention

For any questions:  
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