

Amazon Automotive

Connecting Manufacturers and Consumers

Nabil De Marco
Director of Automotive Europe

Taysad Aftermarket Konferansı
Istanbul, 27 May 2016



Agenda

- » **Retail** evolution
- » **E-commerce** key pillars
- » About **Amazon**
- » **Amazon** in **Automotive**

Agenda

- » **Retail** evolution
- » E-commerce key pillars
- » About Amazon
- » Amazon in Automotive

E-Commerce Growth Driver

Consumer shopping behavior is changing





RETAIL IS EVOLVING



TIME

Retail's Shifting Environment

Consumer Change Factors

-  Less free time
-  More information is easier to access
-  Expectations are high
-  Technology is an enabler

Retail Evolution

Then



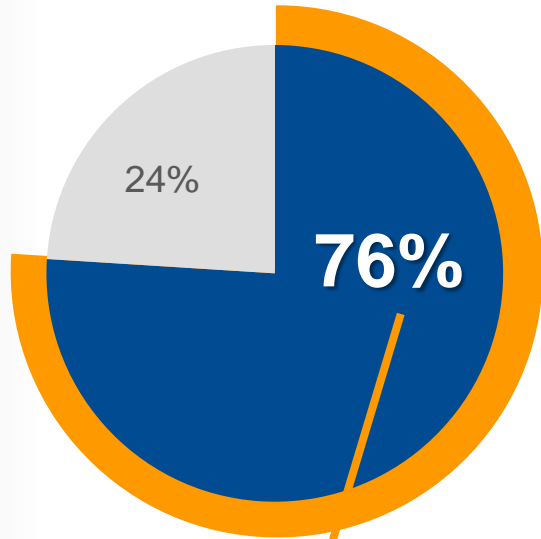
VS.



Now

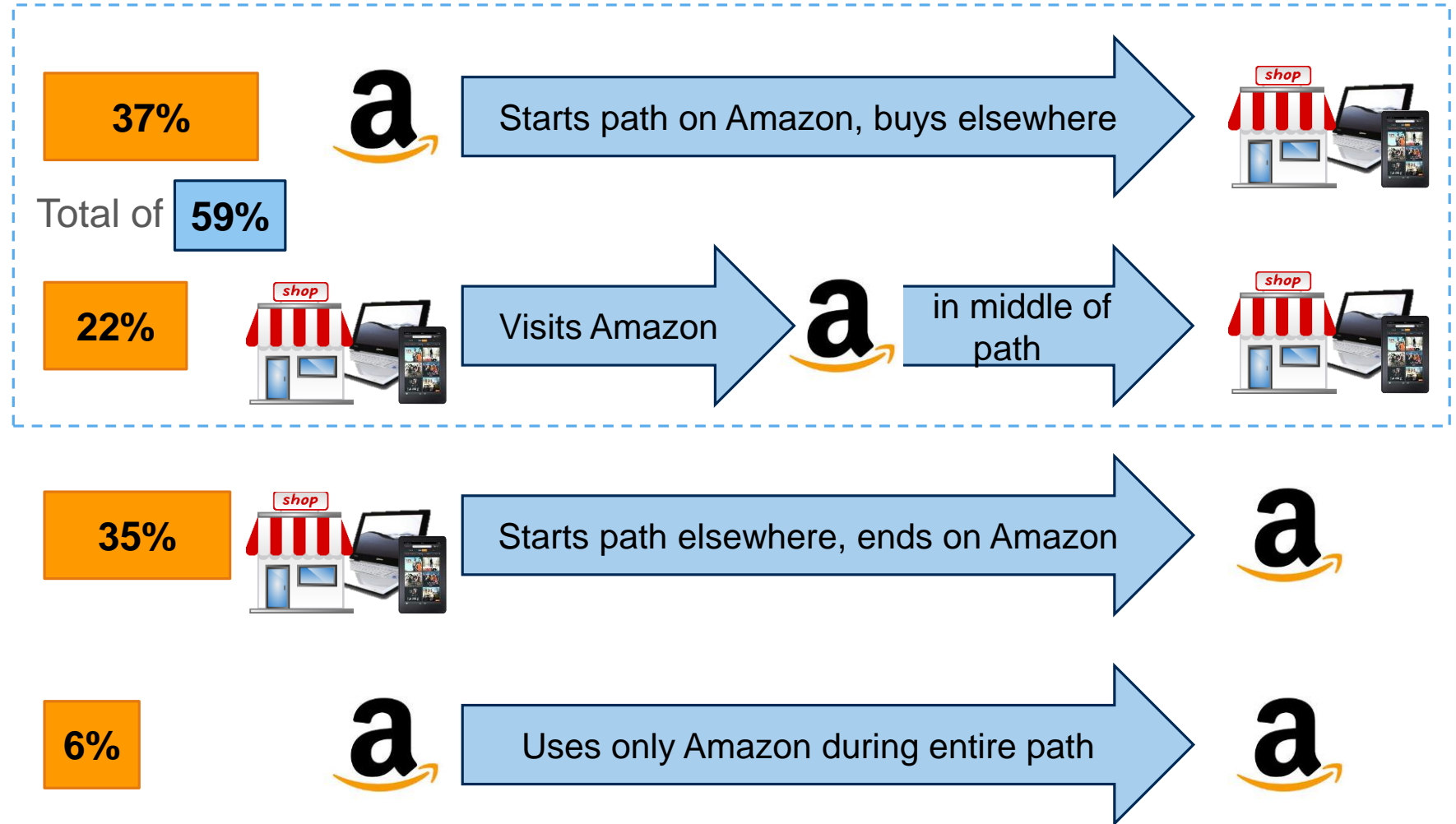
"Online" is now an integral part of the customer shopping experience

Sources of Information



Consumers that researched online before purchasing

Sources: 1. Google & Ipsos/OTX Post-Holiday Shopping Study, US, Jan 2012; Note: Includes tablet, smartphone and PC



Note: percentages are based on paths to purchase that involved Amazon. Amazon.com represented 1/3 of all retail online site visits.
Source: Digital Consumer Journey, GroupM, May 2013

Agenda

- » Retail evolution
- » **E-commerce** key pillars
- » About Amazon
- » Amazon in Automotive

What is important for Customers

Information

Customer Reviews

28 Reviews

5 star: (18)
4 star: (6)
3 star: (0)
2 star: (2)
1 star: (2)

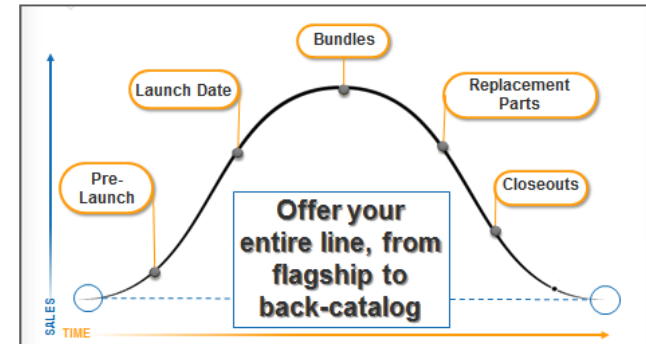
Average Customer Review
★★★★★ (28 customer reviews)

Share your thoughts with other customers

Create your own review



Selection



Value



to open expanded view

Maxiscan Diagnostic Scanner
CAN Code Reader OBD2 EOBD
OBDII MS300

by Maxiscan
★★★★★ (241 customer reviews)

Price: £12.68

In stock.
Dispatched from and sold by AUTEK.

10 new from £10.71

Outlet Car & Motorbike Outlet
Great range of automotive products -- all at a great price. [Start saving now.](#)
See more product promotions

£12.68 + FREE UK delivery
In stock. Sold by AUTEK

Quantity: 1

Add to Basket

or

Sign in to turn on 1-Click ordering.

Add to Wish List

More Buying Choices

fadbus Add to Basket

£11.99 + £4.10 UK delivery

ultimatecar... Add to Basket

£12.95 + £4.95 UK delivery

VairoCana(S... TM) Add to Basket

£21.00 + £0.30 UK delivery

10 new from £10.71



Convenience

Provide customers information about your product

amazon.de Michals Amazon Angebote Gutscheine Verkaufen Hilfe

Alle Kategorien - Suche Auto & Motorrad philips colorvision

Autoteile & -zubehör Reifen & Felgen Werkzeug & Wartung Navigation & Car-HiFi Tuning & Styling Pflege Wohnmobil &



Philips 12342CVPYS2 Fahrzeuglampe von Philips
★★★★★ 3 Kundenrezensionen

Preis: EUR 19,79 Kostenlose Lieferung ab EUR 35
Alle Preisangaben inkl. MwSt.

Auf Lager.
Verkauf und Versand durch Amazon.

Lieferung bis Mittwoch, 8. Oktober: Besteller
14 neu ab EUR 18,80

- Einzigartige farbig beschichtete Autolampe
- Erhältlich in den Trendfarben grün, gelb, pink, blau
- ColorVision ist speziell entwickelt für Reflektoren (runden Glaslinse)
- Zugelassen im öffentlichen Straßenverkehr
- Erstausrüster-Qualität von Philips

Für größere Ansicht Maus über das Bild ziehen



Eine neue Beschichtungstechnologie

Dank einer speziellen Beschichtung auf den Lampen sorgt Philips ColorVision für einen farbigen Glanz und entspricht dabei den Richtlinien der Europäischen Union. So können Sie Ihrem Auto eine persönliche Note verleihen und gleichzeitig mit sicherem, weißem Licht unterwegs sein.



Verfügbar in H4 und H7

Um herauszufinden, welche Philips ColorVision Lampe zu Ihrem Auto passt, gehen Sie auf www.philips.com/automotive



Schneller reagieren mit mehr Licht

Erhöhte Sicht sorgt erwiesenermaßen dafür, dass Sie schneller reagieren können. Mit 60 % mehr Licht erhöht ColorVision Ihre Sicht um 25 Meter im Vergleich zu herkömmlichen Lampen. So erkennen Sie mögliche Hindernisse leichter, wenn sie Ihnen in den Weg kommen.



Vom Automobilhersteller empfohlen

Seit 100 Jahren ist Philips Vorreiter bei der Automobilbeleuchtung und hat technische Innovationen eingeführt, die in modernen Fahrzeugen zur Standardausstattung gehören. Heutzutage verfügt jedes zweite Auto in Europa und jedes dritte Auto weltweit über eine Beleuchtungslösung von Philips.



Widerstandsfähig gegen Feuchtigkeit

Nur eine brennende Glühlampe aus Quarzglas (Glühfaden 2.650 °C, Glas 800 °C) kann extremen Temperaturschwankungen widerstehen, wenn z. B. ein Tropfen kaltes Wasser auf die heiße Glühlampe fällt, weil Sie mit einer defekten Scheinwerfereinheit durch eine Pfütze fahren.



Unlimited Shelf Space, offering the widest selection to customers

amazon.co.uk
Try Prime

Automotive ~6,000,000

Baby Car Seats & Accessories (25,019)
Car & Motorbike Care (42,625)
Car & Vehicle Electronics (381,361)
Car Accessories (1,189,194)
Car Parts (2,095,168)
Car Tyres & Rims (244,504)
Gifts & Merchandise (299,596)
Motorbikes, Accessories & Parts (1,410,176)
Motorhome Parts & Accessories (15,713)
Navigation Devices (3,518)
Oils & Fluids (33,950)
Paintwork (218,235)
Transporting & Storage (87,494)
Tools & Equipment (76,356)

Car Parts

Batteries & Accessories (11,062)
Belts & Tensioners (70,569)
Brakes (340,114)
Car Styling & Body Fittings (229,790)
Drive & Transmission (148,584)
Engine & Engine Parts (388,891)
Exhaust & Exhaust Systems (104,153)
Filters (101,365)
Fuses (5,223)
Ignition & Tools (49,530)
Instruments (5,311)
Interior Fittings (86,712)
Lights, Bulbs & Indicators (217,312)
Sensors (53,882)
Starters (27,827)
Steering & Suspension (278,806)
Switches & Relays (19,327)
Windscreen Wipers & Parts (40,796)

1-60 of 17,938 results for Automotive : Car Parts : Filters : Oil Filters



Am-Tech 12-inch Adjustable Oil Filter Plier

£4.45 ~~£9.99~~

Only 12 left in stock - order soon.

#1 Best Seller in Car Oil Filters

★★★★☆ 52



K&N 99-5000 Filter Care Service Kit Aerosol

£13.95 ~~£14.44~~

★★★★☆ 42



Large Heavy Duty Funnel with Filter



K&N KN-303 Oil Filter

Generate value for customers in many different ways



Click to open expanded view

Mann+Hummel CUK2939 Cabin Air Filter

by Mann Filter

★★★★★ 40 customer reviews | 5 answered questions

#1 Best Seller in Klimaanlage & Innenraumheizung

Suggested price: EUR 22.35
Our Price: EUR 13.98 Prime
You Save: EUR 8.37 (37%)
All prices include VAT.

Note: Available at a lower price without free Prime shipping from other sellers.

In stock.

Want it Tuesday, 24 May? Order within 20 hrs and 53 mins and choose One-Day Delivery at checkout. Details

Dispatched from and sold by Amazon.

25 new from EUR 10.19

- Driver Position: for left-hand drive vehicles
- Length [mm]: 288
- Width [mm]: 215
- Height [mm]: 34
- Filter Type: Activated Carbon Filter

Share    

Quantity: 1



Add to Basket

Turn on 1-Click ordering

Dispatch to:

Nabil De Marco- Luxembourg

Add to List

Other Sellers on Amazon

EUR 13.58

+ FREE delivery

Sold by: autoteile-guenstig

Add to Basket

EUR 14.00

Prime

Sold by: AVP AUTOLAND

Add to Basket

Convenience covers the whole shopping experience



Brembo P06067 Front Disc Brake Pad - Set of 4
by [Brembo](#)
★★★★★ ▾ 2 customer reviews

Price: **£41.27** & **FREE Delivery** in the UK. [Details](#)

Only 4 left in stock (more on the way).

Want it delivered to the **UK - Mainland** ▾ by tomorrow, 23 May? Order within **3 hrs 8 mins** and choose **One-Day Delivery** at checkout. [Details](#)

Dispatched from and sold by Amazon. Gift-wrap available.

Note: This item is eligible for **click and collect**. [Details](#)

14 new from **£35.71** 1 used from **£32.17**

Returns are easy

1 Print label & authorisation.



2 Prepare package.



3 Attach return label.



4 Send it!



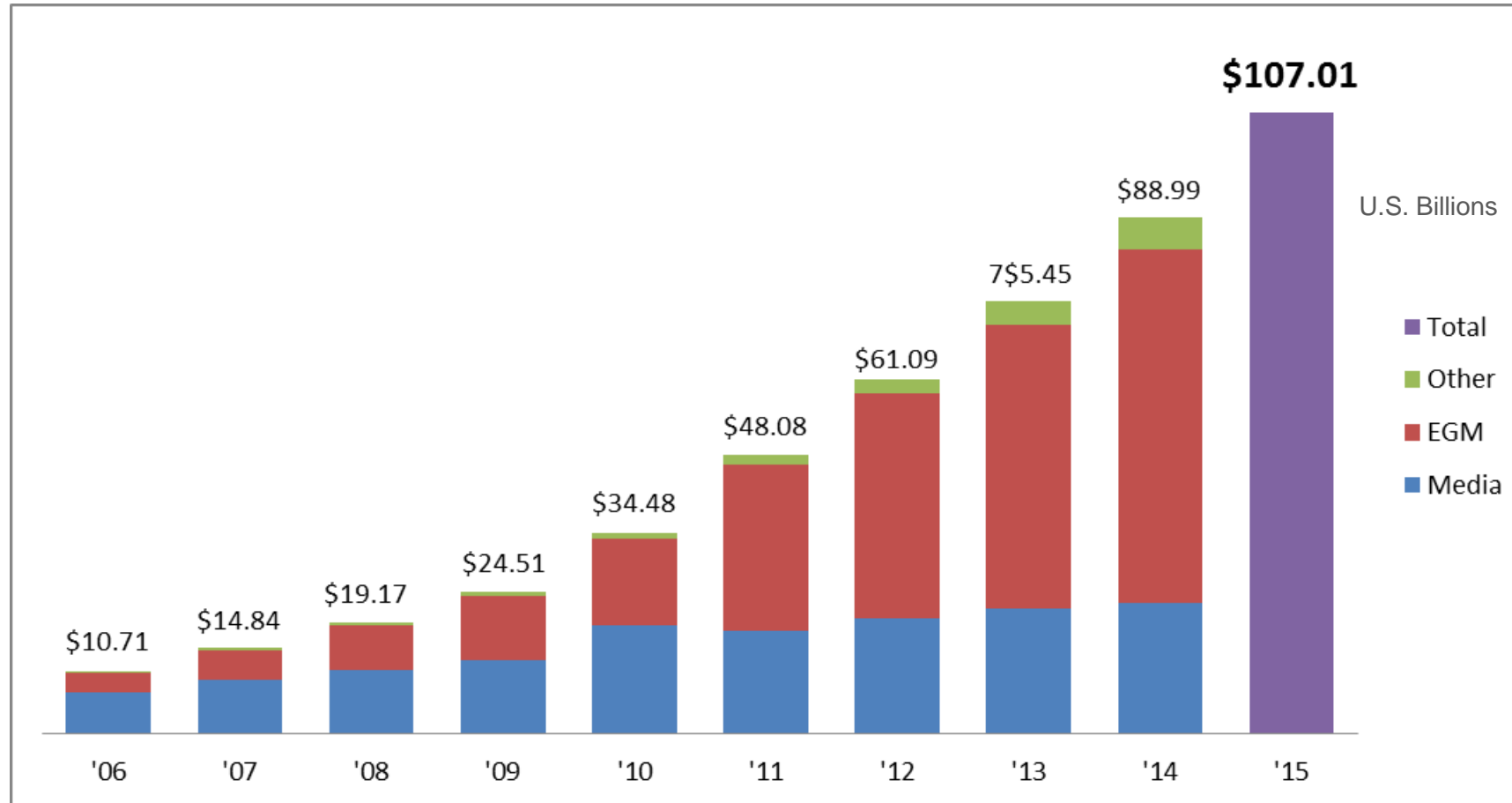
Agenda

- » Retail evolution
- » E-commerce key pillars
- » About **Amazon**
- » Amazon in Automotive

start with the customer and work backwards

—Jeff Bezos

Amazon: a history of growth



Source Amazon Annual Results, Investor Relations






EGM is Electronics & General Merchandise



Istanbul, 27 May 2016



Amazon's Large and Active Audience in Europe

	 amazon.de	 amazon.co.uk	 amazon.fr	 amazon.it	 amazon.es
Unique Users PC ¹	30.8 M	29.5 M	15.7 M	10.9 M	7.1 M
Unique Users Mobile	16.4 M	18.2 M	5.9 M	8.9 M	4.6 M
Ranking (all sites)	4	4	6	11	12
Ranking (retailers)	1	1	2	1	1

With more than 90M shoppers in EU-5, Amazon allows you to reach customers across Europe at scale

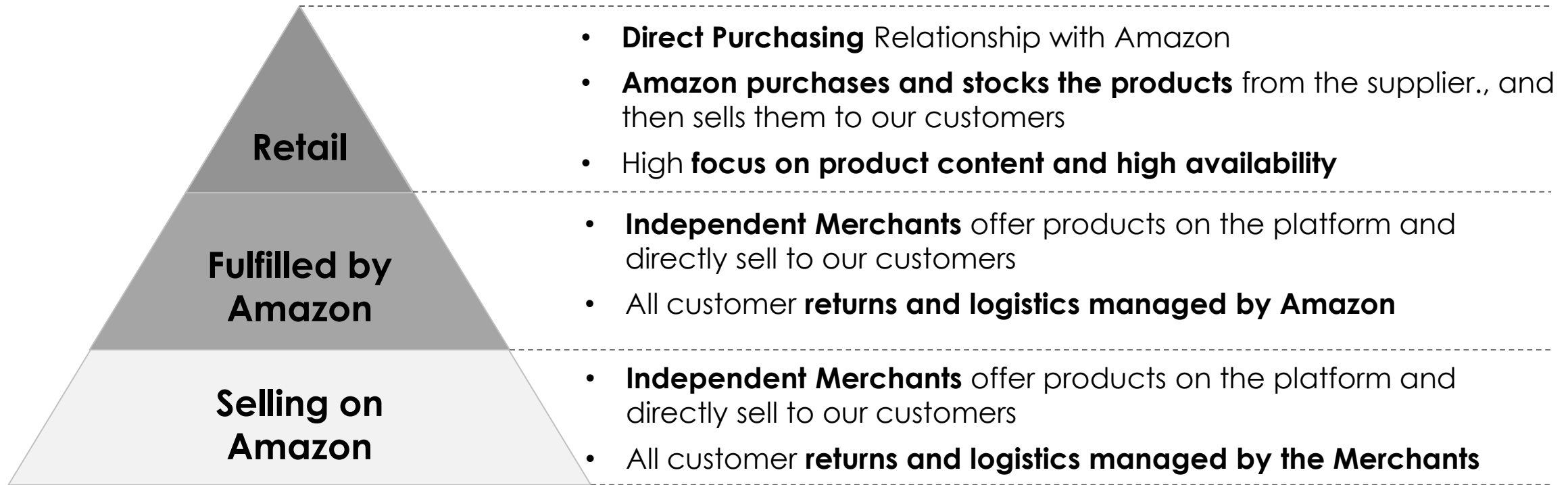
Active Global
Customer Accounts ⁽²⁾

304MM

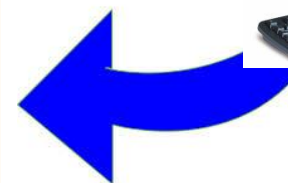
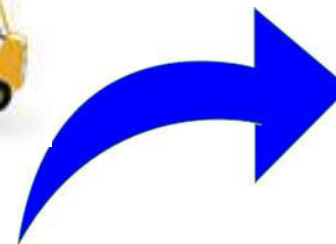
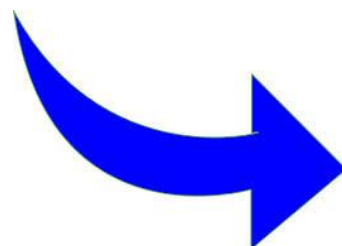
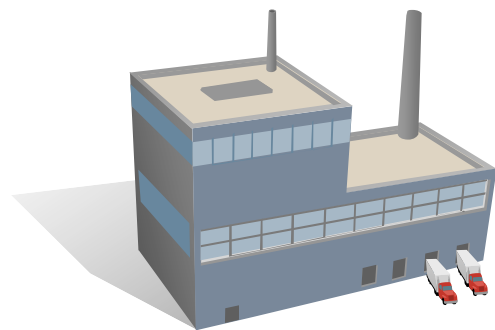
1) comScore Media Metrix – Jan 2016

2) Amazon Investor Relations, Q4 2015 Earnings Announcement

Amazon Product Paths to Customers



Our Warehousing and Fulfilment Network in Europe



Over 40 logistic centers
with hundreds of thousands
of square meters of
warehousing facilities

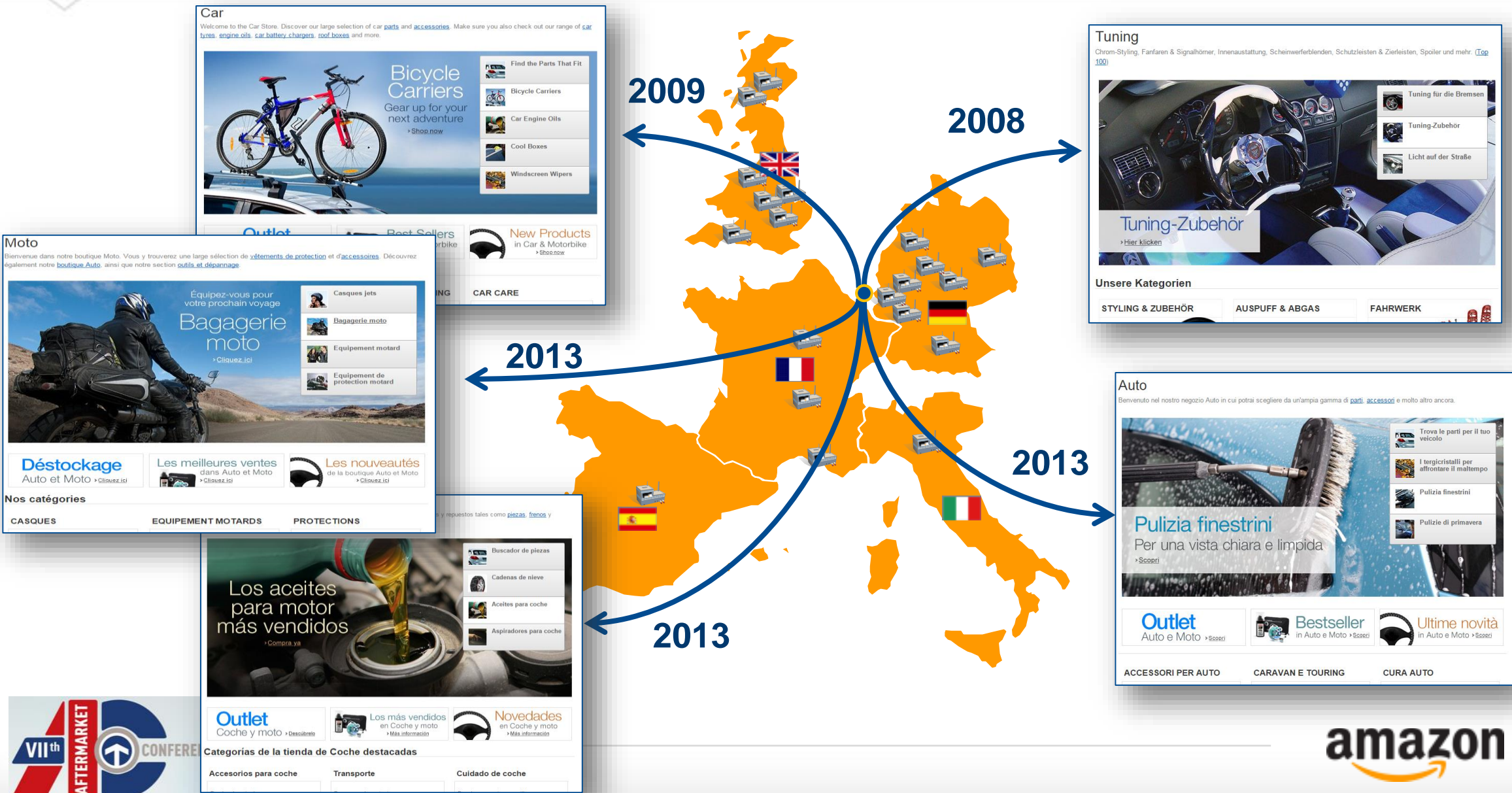
A journey in an Amazon Fulfilment Centre



Agenda

- » Retail evolution
- » E-commerce key pillars
- » About Amazon
- » **Amazon in Automotive**

Amazon Automotive in Europe



What we offer to our customers

- **Accessories** (floor mats, seat covers, ...)
- **Transportation/storage** (bicycle carriers, ...)
- **Tools** (hand-tools, diagnostics, ...)
- **Parts** (repair, wear/tear, performance, ...)
- **Tyres/ Wheels**
- **Car Care/Chemicals** (cleaning, oil/fluids, ...)
- **Motorbike** (gears, accessories, parts)
- **Onboard electronics** (GPS, ...)



Amazon Automotive Europe: some brands



Part Finder on Amazon in Europe

Find the Parts That Fit Your Vehicle

Shop by vehicle: choose by make and model

Make ▼ Model ▼ Vehicle Type ▼ Engine Type ▼

Quick and easy:
Enter your vehicle details
and find the right parts

[> Learn more](#)



Once a vehicle is selected, this is saved in the customer's virtual garage and we present only products that fit the vehicle











Auto Reifen & Felgen Werkzeug & Wartung Navigation Tuning Pflege Wohnmobil & Transport Bestseller Sonderangebote Motorrad

Ihr Fahrzeug: **VW Golf V 1.9 TDI** Meine Fahrzeuge (9)

VW Golf V 1.9 TDI

✓ Es wurden **2.793 Produkte** für Ihren **VW Golf V 1.9 TDI** in den folgenden Kategorien gefunden:
[Ersatz- & Verschleißteile](#) (2.793) | [Universelle Teile und Zubehör](#)

Ersatz- & Verschleißteile

 Antrieb, Schaltung & Getriebe (244) Antriebsselemente Antriebsriemen Antriebswellen Kupplung Dichtungen Radlager	 Beleuchtung (336) Blinker Glühlampen Heckleuchten Innenbeleuchtung Lichtmaschinen Relais Scheinwerfer Tagfahrlicht	 Bremsen (553) ABS & EBS Bremsbacken & Zubehör Bremsbeläge Bremskraftverstärker Brems Scheiben Bremsschläuche & Zubehör Bremsattel & Zubehör	 Innenausstattung (64) Handbremsen	 Motor (351) Anlasser Kraftstoffversorgung & -aufbereitung Kühlung Lichtmaschinen Motorräume Ölwannen Zahnriemen Zylinderköpfe
 Scheibenwischer (66) Scheibenwischerblätter	 Filter (142) Luftfilter Ölfilter	 Sensoren & Mechanik (56) Bremsdrucksensoren Drehzahlmesser Luftmassenmesser	 Zündung (11) Glühkerzen Zünd- & Glühanlagen	 Auspuff & Abgasanlagen (110) Auspuffanlagen Dichtungen Katalysatoren

Customers can also use the search functionality and then filter the results for one of their vehicles

amazon.co.uk [Try Prime](#)

Car & Motorbike ▼ K&N performance intake kit Volkswagen Golf

Shop by Department ▼ Nabil's Amazon Today's Deals Gift Cards

Car Best Sellers Motorbike Sat Nav Tools & Equipment Tyres & Wheels

This fits your: VW Golf VI 2.0 GTi ▼ Filter Results Clear vehicle filter
[See all products that fit this vehicle](#)

Filter by vehicle: VW Golf VI 2.0 GTi ▼ Filter Results

1-24 of 489 results for Automotive : Car Parts : Amazon.co.uk : Exhaust & Exhaust Systems : K&N : VW Golf VI 2.0 GTi

Show results for

- Automotive
- Car Parts
- Exhaust & Exhaust Systems
 - Intake Manifolds (475)
 - Oxygen Sensors (4)
 - Silencer Mounting Kits (10)

Refine by

Delivery Option (What's this?)

- ☐ Prime
- ☐ Free UK Delivery by Amazon

Featured Brands

- ☐ Clear
- ☐ febi bilstein (1)
- ☒ K&N
- ☐ Ajusa (2)
- ☐ Elring (2)

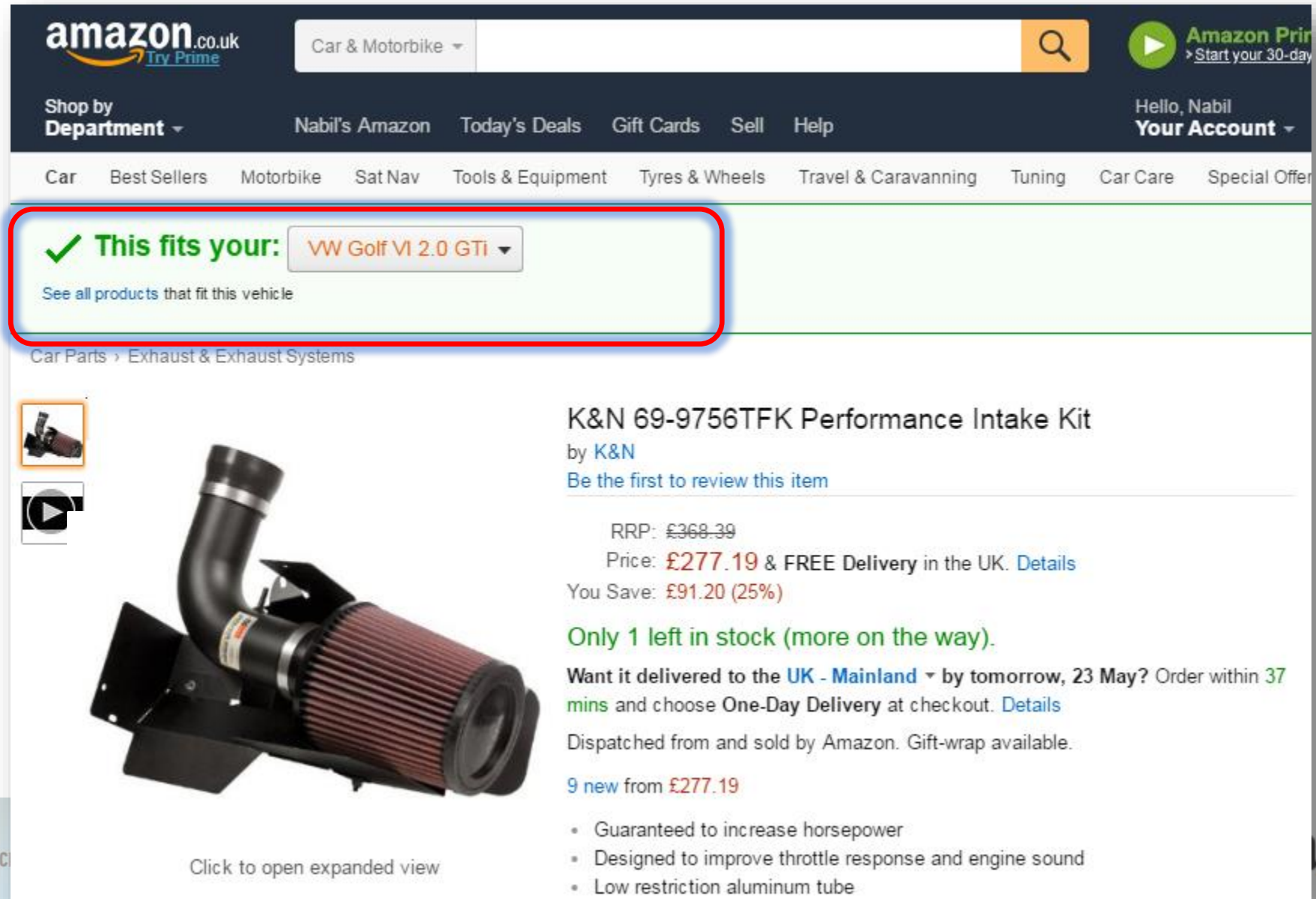
K&N 69-1009TR Performance Intake Kit by K&N


£165.27 ~~£236.88~~ Prime
Only 1 left in stock - order soon.

K&N 69-9756TFK Performance Intake Kit by K&N

£277.19 ~~£368.39~~ Prime
Only 1 left in stock - order soon.
More buying choices
£277.19 new (9 offers)
Eligible for FREE UK Delivery

Once a product is selected, we provide product and fitment information





amazon.co.uk [Try Prime](#) Car & Motorbike  [Amazon Prime](#) [Start your 30-day](#)

Shop by **Department** ▾ Nabil's Amazon Today's Deals Gift Cards Sell Help Hello, Nabil **Your Account** ▾

Car Best Sellers Motorbike Sat Nav Tools & Equipment Tyres & Wheels Travel & Caravanning Tuning Car Care Special Offer

✓ **This fits your:** VW Golf VI 2.0 GTi ▾
[See all products](#) that fit this vehicle

Car Parts ▸ Exhaust & Exhaust Systems

K&N 69-9756TFK Performance Intake Kit
by [K&N](#)
[Be the first to review this item](#)

RRP: £368.39
Price: **£277.19** & **FREE Delivery** in the UK. [Details](#)
You Save: **£91.20 (25%)**

Only 1 left in stock (more on the way).

Want it delivered to the **UK - Mainland** ▾ by tomorrow, 23 May? Order within **37 mins** and choose **One-Day Delivery** at checkout. [Details](#)


Dispatched from and sold by Amazon. Gift-wrap available.

9 new from **£277.19**

- Guaranteed to increase horsepower
- Designed to improve throttle response and engine sound
- Low restriction aluminum tube


Click to open expanded view

And if customers reach a product that doesn't fit the car in their virtual garage, we let them know




amazon.co.uk [Try Prime](#) Car & Motorbike  [Amazon Prime](#) [Start your 30-day trial](#)

Shop by Department ▾ Nabil's Amazon Today's Deals Gift Cards Sell Help Hello, Nabil [Your Account](#) ▾

Car Best Sellers Motorbike Sat Nav Tools & Equipment Tyres & Wheels Travel & Caravanning Tuning Car Care Special Offers

 **This does not fit your:** [VW Golf VI 2.0 GTI](#) ▾
See similar products that fit this vehicle:
[Car Parts](#) > [Exhaust & Exhaust Systems](#) > [Intake Manifolds](#)
[See all products that fit this vehicle](#)

K&N > Car Parts > Exhaust & Exhaust Systems



K&N 69-2020TR Performance Intake Kit
by K&N
★★★★★ ▾ 1 customer review

RRP: £285.18
Price: **£183.69** & **FREE Delivery** in the UK. [Details](#)
You Save: **£101.49 (36%)**

Only 1 left in stock (more on the way).

Want it delivered to the UK - Mainland ▾ by tomorrow, 23 May? Order within 35 mins and choose **One-Day Delivery** at checkout. [Details](#)

Dispatched and sold by Amazon in certified [Frustration-Free Packaging](#). Gift-wrap available.

Key Amazon contacts for Europe

» **Nabil De Marco, Director of Automotive**

- nabilde@amazon.lu

» **Austin Brent, Head of Vendor Management Automotive**

- abrent@amazon.lu

» **Laura Pardal, Manager of Vendor Management Automotive Parts**

- lpardal@amazon.lu

» **Giuseppe Panarese, Head of 3rd Party Channel Sales Automotive**

- Panarese@amazon.lu

Thank You!

