

# Improving quality of urban life with sustainable logistics

## Company: Addax Motors

### What was the challenge?

Today, vehicles that ensure our mobility and the delivery of our goods and services overcrowd urban centres, where about 80% of the European population live. Up to 50% of the emissions of CO<sub>2</sub> and Nitrogen Oxide fine particles are attributed to the freight and logistics vehicles. Very often, they are under-optimally loaded and frequently start and stop, when the harmful emissions are at their highest. These emissions are responsible for reducing the lifetime of urban residents by 8 months on average. The noisy fuel engines in the city are also considerably raising our stress level.



### How design helped?

Under the motto 'Mobility as a service', the Belgian car manufacturer Addax combines a 100% electric vehicle with a dedicated and efficient after-sales service. Mobility is guaranteed throughout the duration of the service contract. This is an innovative approach in line with the evolution towards a service-oriented, rather than product-oriented, society. Addax's long experience in renting electric vehicles has enabled the company to design and assemble a robust yet light commercial vehicle that has several key advantages over the competition.

- Addax offers a very strong chassis as well as an adjustable cargo space.
- A 3G connection is available for efficient after-sales service: in case of a failure, an error code is sent immediately so that mobile local technicians can intervene quickly and efficiently.
- The lithium battery cells ensure a guaranteed range of minimum 80km, which is enough for the applications targeted:

Addax is a trendsetter in the personalised and service-oriented product market, which is developing rapidly.

For the first year of production, the company expects to sell more than 100 vehicles to municipalities, leisure parks and last mile delivery services in the Benelux, France and the Scandinavian countries.

In order to achieve economies of scale, Addax develops a second model specific for postal services as most of the European Posts are looking to switch to electric vehicles for the distribution of mails and parcels. A first prototype was successfully tested during the summer 2017 by a Scandinavian postal service.

Given the 2020 objectives, one estimates the demand for electric vehicles for postal services in Europe to several thousand annually. Addax aims to become the reference in this segment.

### What is the impact?

Thanks to the Subsidy for growth, Addax hired a project manager to coordinate the development of this second model.

Addax plans to start the production of the second model in 2019 and to sell over 200 vehicles over the first year. Together with the expected 200 units of the first model sold that year, Addax projects a turnover of EUR 8.8 million for 2019. For 2020, Addax ambitiously plans to double this turnover thanks to the sales of the second model.

In the meantime the prototype of the second model was presented at POSTEXPO 2017 in Geneva and Addax get expression of interest from the main European postal companies. Further testing is expected to happen with a selection of these companies in the course of 2018.



*Projected turnover to double*

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