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 centers, where about 80% of the European population live. Up to 50% of the emissions of CO$_2$ 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.

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 last 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.

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 to meet the evolution towards a service-oriented, rather than product-oriented, society. Addax's long experience in selling electric vehicles has enabled the company to design and develop a novel yet light commercial vehicle that has seized 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, which can be immediately detected by mobile local technicians.
- The lithium battery cells ensure a guaranteed range of minimum 80km, which is sufficient for the applications targeted.

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

For the first year of production, the company expects to sell more than 100 vehicles in municipalities, secure parts 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, which will be developed from scratch until entering in series in the coming years. The second model is designed for the distribution of mail 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 in several thousand annually. Addax seems to become the reference in this segment.

Projected turnover to double

Design4Innovation partner: Flanders Innovation & Entrepreneurship

Country: Belgium / Flanders