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EMOTION

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Digital Snowmobile Conference
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- 1st electric snowmobile safaries in the world
- 3/2018
- 20x eSled
- 98% foreign customers
- 90% 1st time to ride a snowmobile

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- Short safaris, 15-25km / 2-3h
- Unified private trails
- Diverse nature
- 5 senses nature experience

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Safety as a factor in competitiveness

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Technology provider ↔ Activity provider

- eSled-safaris as an R&D-platform for electric snowmobiles
- Safety first for both of the businesses

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New activity

- Safe activities by conventional means
 - Appropriate gear
 - Careful riding orientation
 - Riding instructions
 - Introduction to the operating environment
 - "Minimizing stress"
 - Safe trails
 - On the lake
 - Minimum amount of crossroads
 - Private trails
 - No oncoming traffic
 - Constant maintenance
 - Moderate speed
 - Focus on observing nature



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New product

- New safety factors through technology
 - Ease of use of electric transmission
 - Noise
 - Vibration
 - Stress
 - In-house programmable user profiles
 - Max. speed
 - Acceleration
 - Deceleration
 - Throttle response

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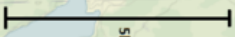


It's not the speed, but the sudden stop...

- $E = 1/2mv^2$
- Increase in speed multiplies the risks, e.g. person of 80 kg:
 - 40 km/h = 10000 N = 1000 kg
 - 20 km/h = 2500 N = 250 kg
- Public trails max. 60 km/h
 - Typical speed of safari ~ 30 - 40 km/h
- Private trail designed for low speeds
 - Not easy to maintain high speeds



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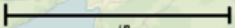


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Safe ≠ boring

- Providing an interesting activity
 - Focus away from the adrenaline thrill
 - More than a snowmobile safari: “electrically assisted nature trip”
- Electric snowmobile safari provides a way to reach nature
 - Safely
 - Effortlessly
 - With all the senses



Cost effectiveness

- Compromise on safety leads to loss of income
 - Personal injury
 - Vehicle damage
 - Customer feedback, reputation
 - Tour operator relations
- Allocating costs proactively to improve safety
 - Not for damage repair
 - Marking of challenging places: “psychological impact”

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Constructive feedback

- “*The Customer is always right*”
- Reviewing feedback with staff
 - What exactly happened
 - How to avoid unpleasant customer experiences in the future?
- Data analysis
 - Do the customer and guide stories match?
 - Technological development based on recurring events
- Increasing safety without compromising the customer experience

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Encouraging feedback

- Safari is a holistic experience
 - Not just riding
 - Surveillance of the environment and chat breaks make the journey feel longer
- A unique environment for the customer



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Q&A



THANK YOU!

