

CARWISE GROUP

The Board of Directors of CarWise has formulated a mission for the long-term and a vision for the medium-term. The policy to be pursued and the objectives to be formulated must always be in line with our vision. Our mission and vision are as follows:

Mission CarWise Group

With its products and services the CarWise Group contributes to the continuity and profitability of automotive organizations. We anticipate the changing mobility need of tomorrow and fulfill the key role between the customer and the end user.

Vision CarWise Group

'CarWise is the knowledge centre of bundled expertise in car rental and leasing'. The CarWise Group supplies services and products to the automotive sector. The activities consist of the disciplines ICT, Rental and Fleet and have been bundled in the CarWise Group.

Individual expertise combined with many years' experience and the constant pursuit of innovative solutions turns CarWise into a unique knowledge centre. As a consequence we are able to develop and supply the best services and products, now and in the future.

Strategy

The strategy pursued by CarWise is aimed at the realization of quality supply of its services. This is exclusively possible by offering market-oriented products and services that are permanently tested against and developed based on the demand of the customer. In this context success is determined by the market position that CarWise occupies on the market and intends to preserve. CarWise generates its profit from the realization of volume, quality measuring points and costs control through optimal synergy within the group.

The company objective

The activities of CarWise are aimed at reinforcing its role as a market leader on the (niche) market on which it operates.