KINTO App Guidelines

Brand & Marketing

KINTO Europe

1 October 2020

Background

Icon Design

- Inconsistent icon design between services / countries

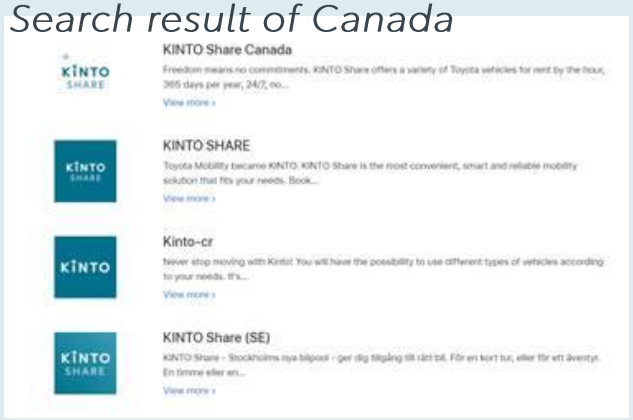


Lack visibility of Service name and no visual consistency

App Availability

- Apps visible across continents and countries

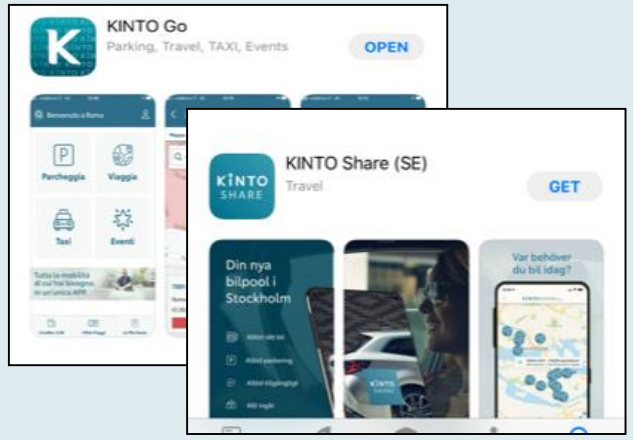
Search result of Canada



Apps visible to customers that they cannot use

Naming

- Different naming of the apps



Apps visible to customers that they cannot use

KINTO

Roadmap

2020-2021 → Transition → 2022



- Improve App discovery experience
- Align icon design between services
- Consistent naming convention

Global KINTO App

- One download for all services
- One registration for all services
- One single platform

KINTO

Uploading strategy for KINTO apps

Objective: Improve the user experience for all KINTO customers worldwide.

1

Icon Design

Action: Common design with national flags

2

App Availability

Action: Distribution Region/Country should be changed at next update/immediately

3

App Name

Action: Should be changed at next update/immediately
a. App Store/Google Play app title
b.Home screen app name

4

Service Description

Action: Should be changed at next update/immediately

KINTO

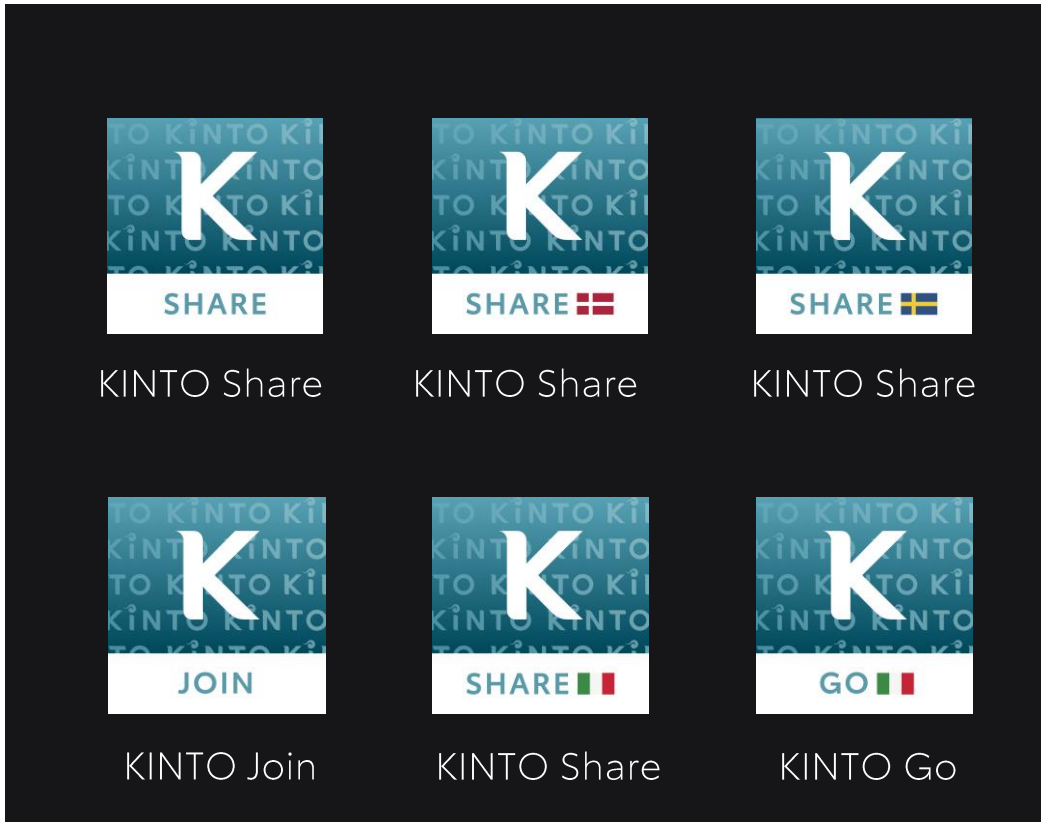
1 Icon Design



1. Icon: “K” icon + service name + flag
2. Home screen App name: “KINTO ____” (service name, no need for country code in app name)

- Easily identify service country with national flag on icon
- Distinguish between different services in same country with service name below
- Home screen App Name Examples:

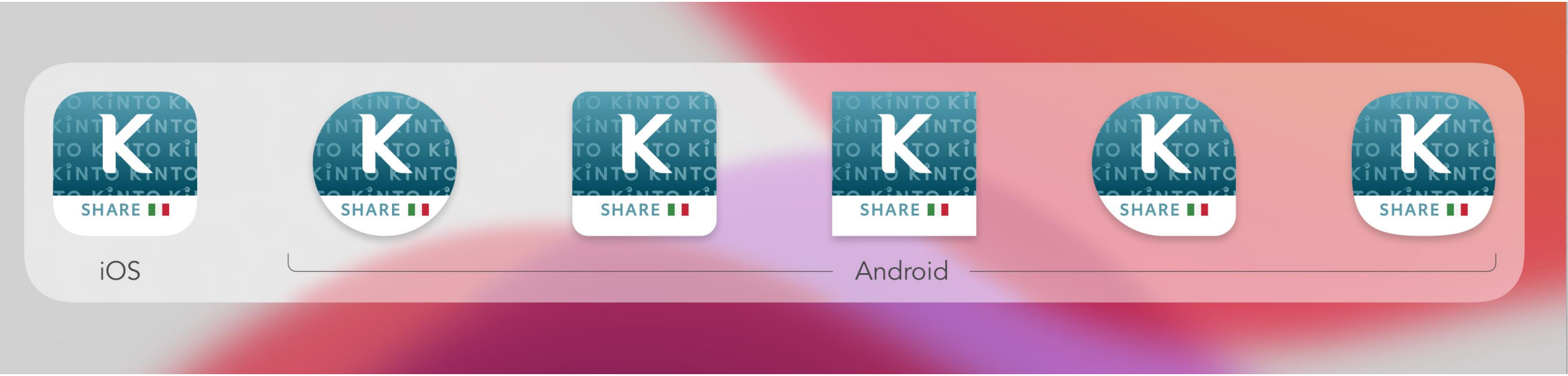
KINTO Go (8 chars - shortest)
KINTO Share (11 chars - longest)



Note: please contact KINTO Europe team for the final artwork

1 Icon Design

KINTO iOS icons mock-up and Android adaptive icons mock-up



KINTO

2 App availability - Europe

Improve the app discovery experience for customers by limiting the app choices to a relevant country/ region

KINTO Service	Target Customers	Requires local residence	App Distribution Area
KINTO Go	Private	No	Europe
KINTO Join	Corporate	Yes	Own country
KINTO Flex	Private	Yes	Europe
KINTO Share	Corporate & Private	No	Europe
KINTO One	Corporate	Yes	Own country

Final alignment with KINTO Europe on uploading strategy !

How to select countries for your app:

Apple App Store: https://help.apple.com/app-store-connect/?lang=en#/devcdda55918

Google Play: https://support.google.com/googleplay/android-developer/answer/7550024?hl=en

KINTO

KINTO Share

App by country

- KINTO Share Sweden
- KINTO Share Italy
- KINTO Share Denmark

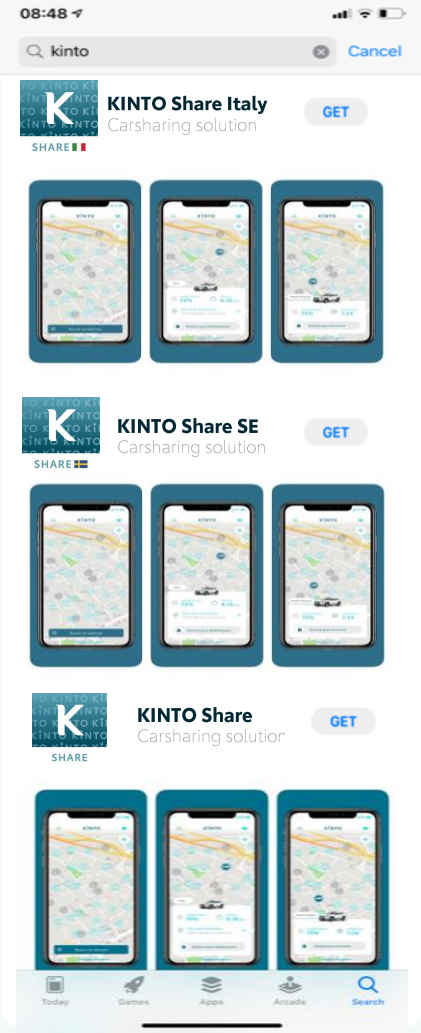
Pan-EU app

- KINTO Share
  - Spain
  - Germany
  - France
  - Ireland
  - UK
  - ...

Availability

- App by country → Europe, Own country
- Pan-EU app → Europe

What customers see in Appstore in every country



KINTO Flex

App by country

KINTO Flex Norway

Pan-EU app

KINTO Flex

- Belgium
- Italy
- Denmark
- Netherlands
- Portugal
- ...

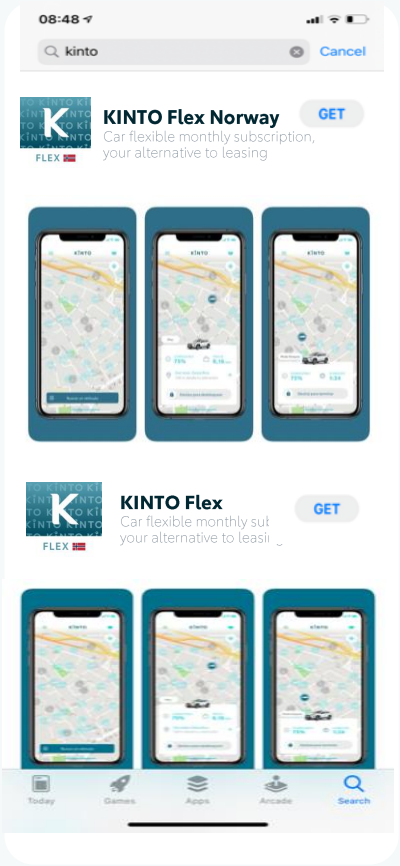
Availability

Europe

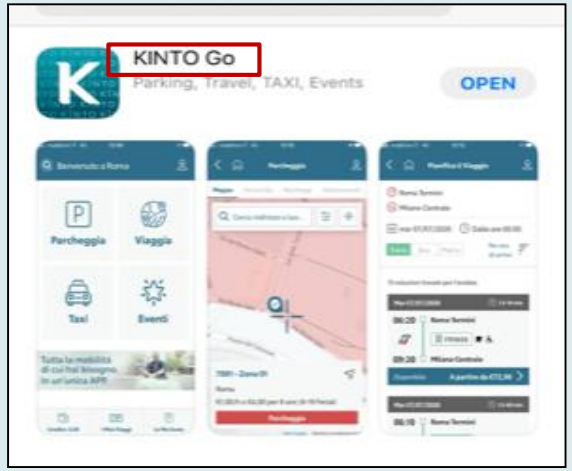
Own country

Europe

What customers see in Appstore in every country



3 App naming guidelines [Appstore]

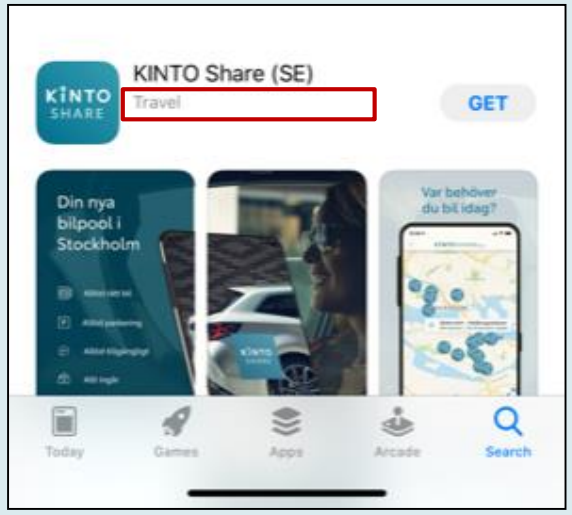


1 App Name :

- Brand + Service name + Country
- Brand – Capital letters
- Service name – small letters
- Country – full name in English
- *Ex. KINTO Share Sweden / KINTO Go Italy*

Homescreen app name:

- Brand + Service name
- Brand – Capital letters
- Service name – small letters
- *Ex. KINTO Share / KINTO Go*



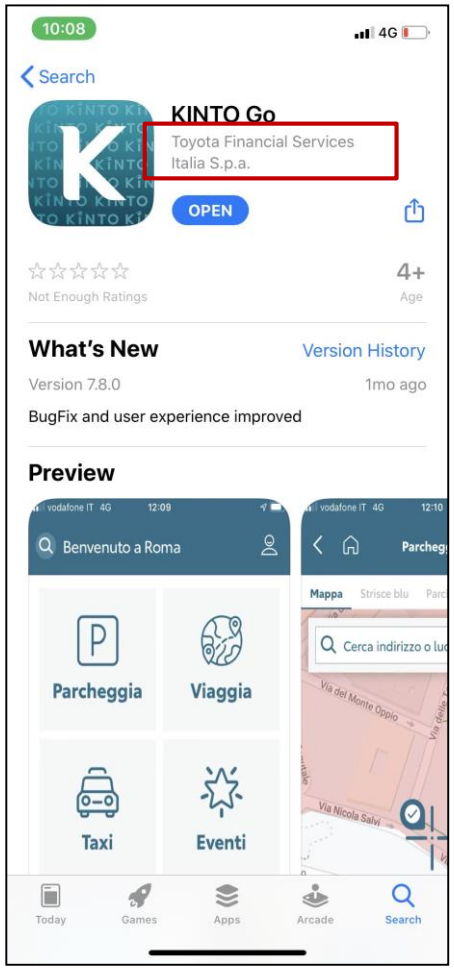
2 App Subtitle:

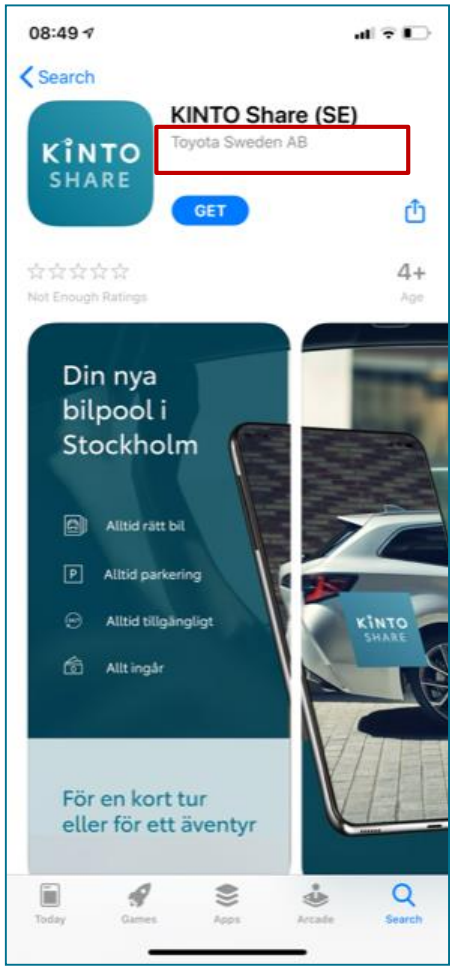
- Description of services under app name - Subtitle
- Aligned Subtitles for each service

Service	Subtitle
KINTO Go	Travel Planner: Parking, Metro, Taxi, Events
KINTO Join	Corporate Car Pooling
KINTO Flex	Flexible Car Subscription
KINTO Share	Car Sharing Service
KINTO One	Full Service Leasing

KINTO

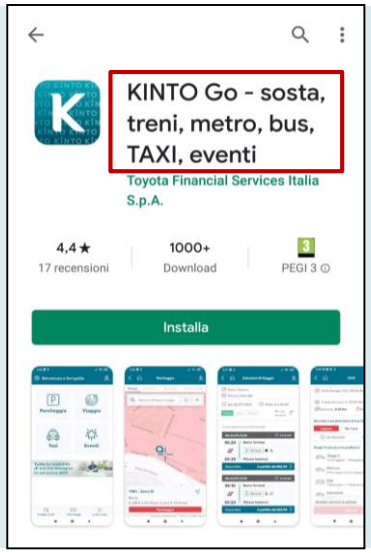
3 App naming guidelines [Appstore]





3 Company name:
- Legal entity operating the service

3 App naming guidelines [Google Play]

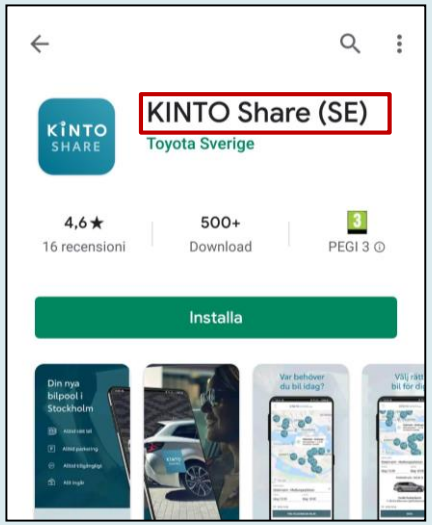


1 <u>App Name</u>:

- Brand + Service name + Country
- Brand – Capital letters
- Service name – small letters
- Country – full name in English
- *Ex. KINTO Share Sweden / KINTO Go Italy*

<u>Homescreen app name</u>:

- Brand + Service name
- Brand – Capital letters
- Service name – small letters
- *Ex. KINTO Share / KINTO Go*



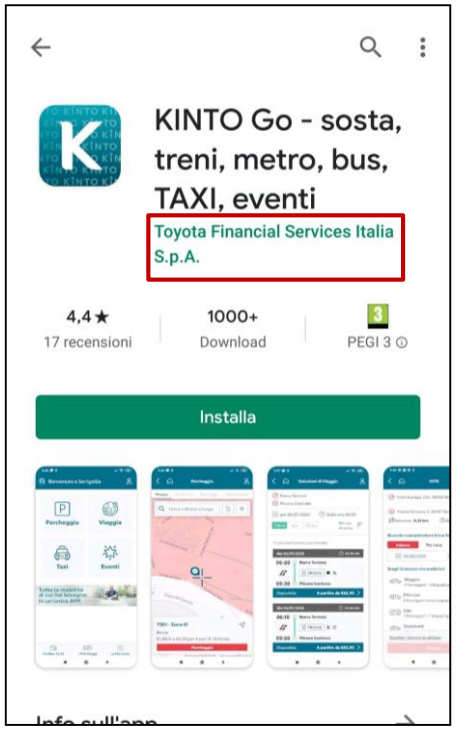
2 <u>App description</u>:

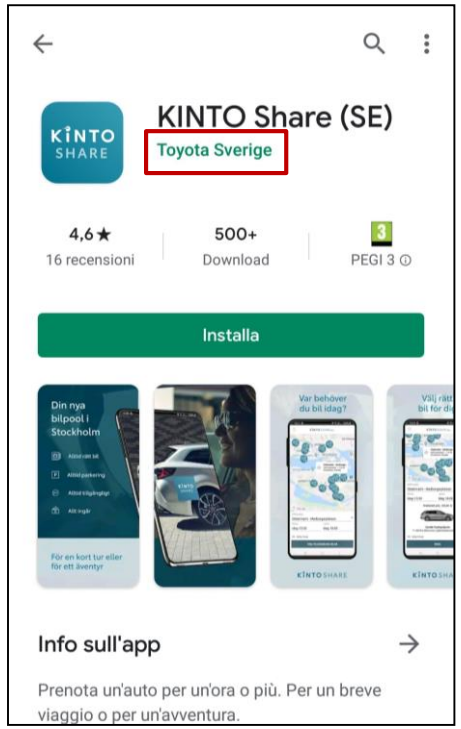
- Description of services under app name / Tagline
- Aligned taglines for each service

Service	Subtitle
KINTO Go	Travel Planner: Parking, Metro, Taxi, Events
KINTO Join	Corporate Car Pooling
KINTO Flex	Flexible Car Subscription
KINTO Share	Car Sharing Service
KINTO One	Full Service Leasing

KINTO

3 App naming guidelines [Google Play]





3 <u>Company name</u>:
- Legal entity operating the service

Align Categories selection for all the services

KINTO Service	Categories
KINTO Go	Travel
KINTO Join	
KINTO Flex	
KINTO Share	
KINTO One	

KINTO

4 Service description (Promotional text)

Align service description in the app store to clarify the purpose and operations of the service.

KINTO Share (SE)

Toyota Sverige Travel & Local

PEGI 3

This app is compatible with your device.

Add to wishlist Install



KINTO Share - Stockholm's new car pool - gives you access to the right car. For a short trip, or for an adventure. An hour or a day, or why not a whole weekend? And always with fixed parking spaces. We are here to help you with both life puzzles and holiday plans.

Right now we are beta testing on Södermalm and Kungsholmen. We really want your help, so join, test, share and tell us what you think is good and what we can do better at. Then you join and make Stockholm a more sustainable city and help us to build a service according to your needs.

In the app you can among other things
Connect to KINTO Share
Get an overview of the KINTO locations and where our cars are located
Book new and well-equipped Toyota cars for an hour or more. Yes, just as long as you really feel for it.
See upcoming and completed bookings
Get help with your questions, either via FAQ or by chatting with us.

After the beta period comes several news, including:
More car models! Big, small, fast or luxurious. The right car as needed.
More price levels to meet different user needs.
More KINTO locations in more areas! Tell me where you want a car.

Kinto is designed with simplicity as a key word. Simplicity in finding, booking and driving a car completely on your terms. We have learned that today's consumers want an easy and direct way to find services that can be easier in everyday life, such as a car just when it is needed. Without all the hassle, all the costs and everything else that might be an obstacle to owning a car.

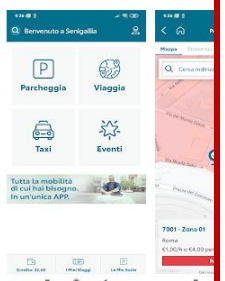
KINTO Go - parking, trains, subway, buses, TAXIs

Toyota Financial Services Italia S.p.A. Travel & Local

PEGI 3

This app is compatible with your device.

Add to wishlist Install



Access to a wide range of services in more than 5,000 Italian cities, more than the 70% of the national territory and with a constantly evolving network.

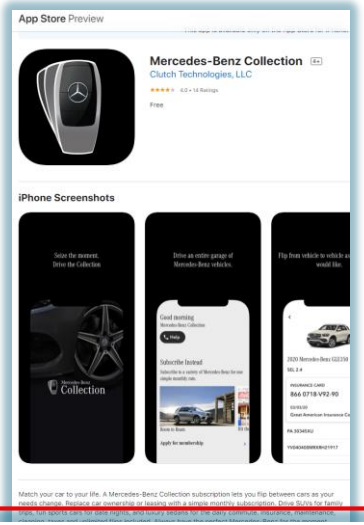
ALL SERVICES IN YOUR SMARTPHONE

1. TRAVEL: Find the best route and buy tickets for buses, trains and subway.
2. PARKING: find the nearest car park and pay only the exact parking time, wherever you are.
3. TAXI: call a TAXI when you need it or book it in a few clicks.
4. EVENTS (coming soon): discover events in your city, plan how to get there and buy tickets.

WHY KINTO GO?

• Book and purchase all tickets for a journey in one transaction.
• Choose a car park and pay only the exact parking time without need for coins or parking meters.
• Consult the timetables of public transports in real time, check the train status and book your seat on board.
• Compare offers for TAXIs, including those at guaranteed rates, and pay directly with the App.
• Access all the updated information on your favourite events and purchase tickets through the App (coming soon).

Just create an account with e-mail and password and:
• top up the credit in the App;
• use one of the payment methods available: Visa, Mastercard and American Express credit cards, PayPal (for amounts of at least € 50), Masterpass, Satispay, Sisalpay and Postepay. You can also register your card, so you don't have to re-enter all the data every time.



*** *Note: This app is for KINTO service provided in XXX (country)* ***

Currently available in Nashville, Tenn., and Philadelphia, Pa., it's simple to sign up and get started.

https://apps.apple.com/us/app/mercedes-benz-collection/id1382939746

KINTO

Icon design and the uploading guidelines to be available on www.kintobrandguidelines.com as of mid-October