

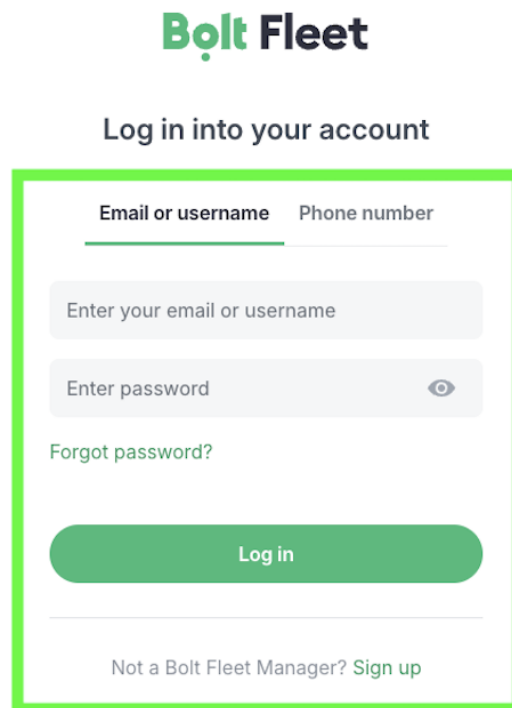
Fleet Owners - How to keep up with Car branding?

Hey (name)! 🖐️

Here's how to keep up with your car branding as a Fleet Owner and how to know when your drivers need to submit pictures in their Driver app:

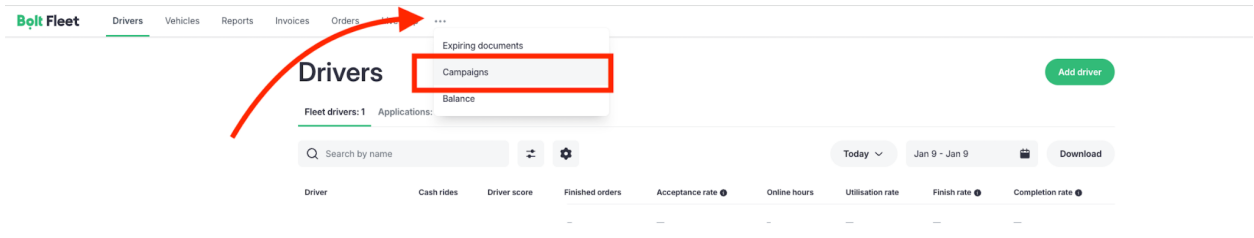
Step 1.

Log into Bolt's Fleet Owner Portal ([link](#)) and log in with your Fleet Owner account information. ⬇️

The image shows a screenshot of the Bolt Fleet login interface. At the top, the 'Bolt Fleet' logo is displayed in green. Below it, the heading 'Log in into your account' is centered. The login form is enclosed in a light green border and contains two tabs: 'Email or username' (which is selected and underlined) and 'Phone number'. There are two input fields: 'Enter your email or username' and 'Enter password'. The password field includes a toggle icon (an eye) to show or hide the password. Below the password field is a link that says 'Forgot password?'. A large green 'Log in' button is positioned below the input fields. At the bottom of the form, there is a link that says 'Not a Bolt Fleet Manager? Sign up'.

Step 2.

Click the three dots next to "Live map" → Open up a dropdown menu and click **"Campaigns"**



Step 3.

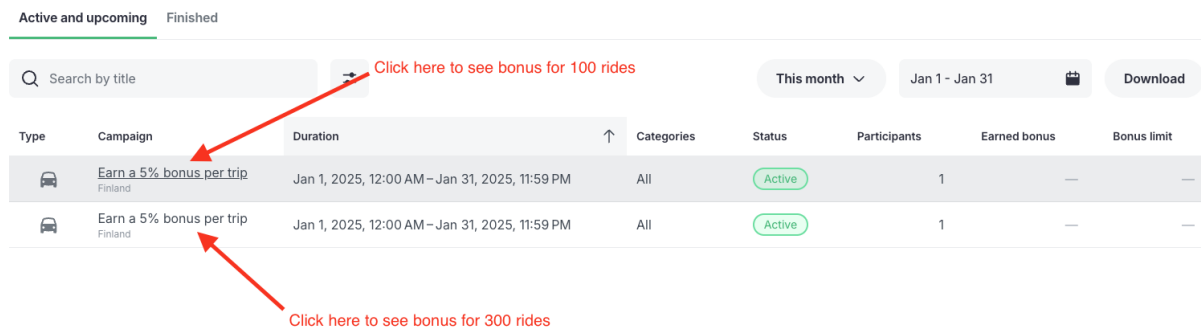
After clicking campaigns, you will be able to see both of the car branding campaigns. The first one is for 5% bonus with 100 rides as a minimum and the second one is for an additional 5% bonus with 300 rides as a minimum. **Your branded vehicle should be assigned to both of these campaigns.**

This means that if your vehicle(s) completes 100 branded rides a month → **You will get 5% bonus (calculated from the gross amount)**

If your vehicle(s) completes 300 or more branded rides in a month → **You will get 5% + 5% = 10% bonus (calculated from the gross amount)**



Campaigns



Step 4.

When you click on the campaign titles → You'll be shown the view below → Click participants 

[Campaigns](#) > Campaign's details



Earn a 5% bonus per trip

 Hidden vehicle campaign Active

 This campaign is hidden from drivers
No bonus will be offered to the drivers, and they will not see this campaign in their Driver app.

Requirements

Participants

-

Qualifying finished orders
100 trips

Please note, [Bolt's General Campaign Terms](#) always apply. Results will be updated after each trip up until the end of the campaign.



Step 5.

After clicking “participants” you can see all of your vehicles that are currently part of the branding campaign. From here you can also see “**Branding expiration date**”. This is a very important date to keep track of and inform your drivers when to send pictures via their Driver app.

How? Here's how:

14 days before the branding expiration date, your drivers who are actively using the vehicle(s) will start to receive notifications and banners into their driver-app, urging them to submit pictures.

For example, if the branding expiration date is marked as 04.01. → This means that drivers who are actively using the vehicle will get a notification and a banner into their driver-app on 21.12. They have until the end of period (04.01.) to submit successful pictures.

(more pictures below) 

Campaigns > Campaign's details

 **Earn a 5% bonus per trip**

 Hidden vehicle campaign Active

 This campaign is hidden from drivers
No bonus will be offered to the drivers, and they will not see this campaign in their Driver app.

Requirements Participants

Overview of your campaign's performance. To learn more about terms and definitions, [see our glossary](#).

Search by name Download

Vehicle	Branding expiration date ⓘ	Qualifying finished orders ⓘ 100	Qualifying rejected orders ⓘ	Qualifying cancelled orders ⓘ	Earned bonus ⓘ
Mercedes-Benz EQS, 2022	2025-01-04	—	—	—	—

The branding expiration date is a good tool to use for a fleet owner with multiple vehicles. More explanation below.

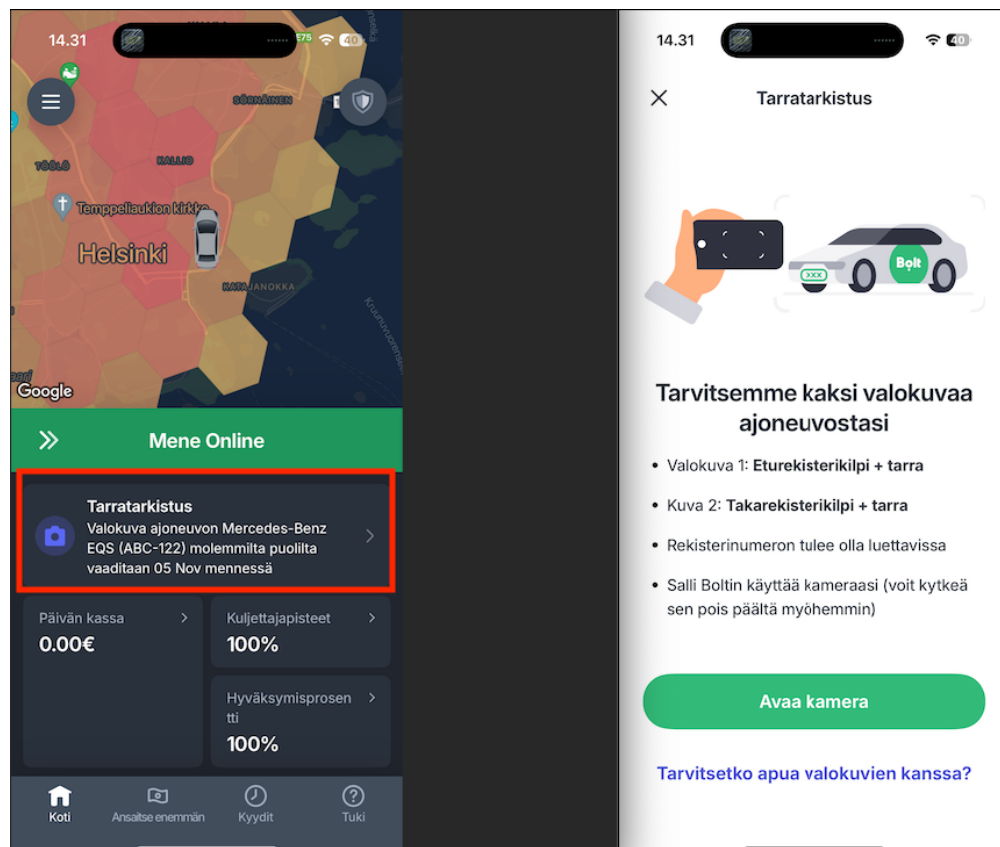
Why do my vehicles have different branding expiration dates?

This may depend on a couple of things. Either your vehicles may have been branded at a different time or your drivers have submitted branding verification pictures at different times. For example, if your drivers submit successful pictures on 04.01. → Your branding expiration period will move by 35 days, meaning your branding expiration date will update to 08.02.

What happens if I fail to send pictures before the branding expiration date?

If you or your drivers fail to send pictures before the branding expiration date, that would mean dropping out of the campaign. If this happens, you can send us a message via customer service and we will re-enter your vehicle into the campaign. **NOTE, please remember to send your pictures before the expiration date.**

In the picture below, you can see how drivers will receive a banner into their Driver app and instructions on how to submit pictures.



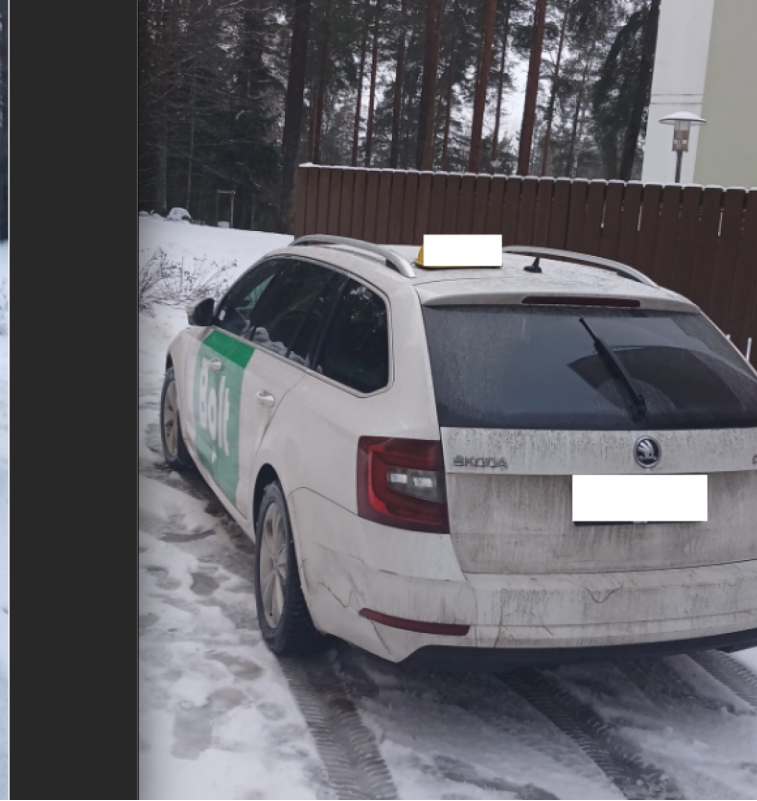
Example of successful branding verification ✓:

(Stickers and license plate clearly visible, picture from front and back) ✓

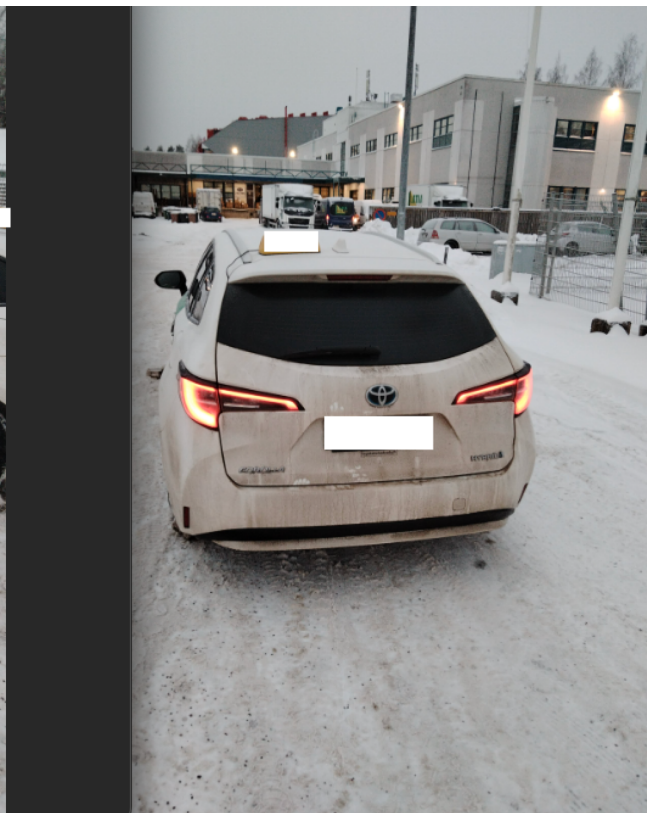


Example of failed branding verification ✗:

Both pictures taken from the back ✗



One from the side and one from the back ❌



With this advice, We hope to have cleared some confusions about the branding processes. If needed, our customer service team is always available to you so please contact if you have any questions.

Best regards,

Bolt Team