



Growth Partner Program

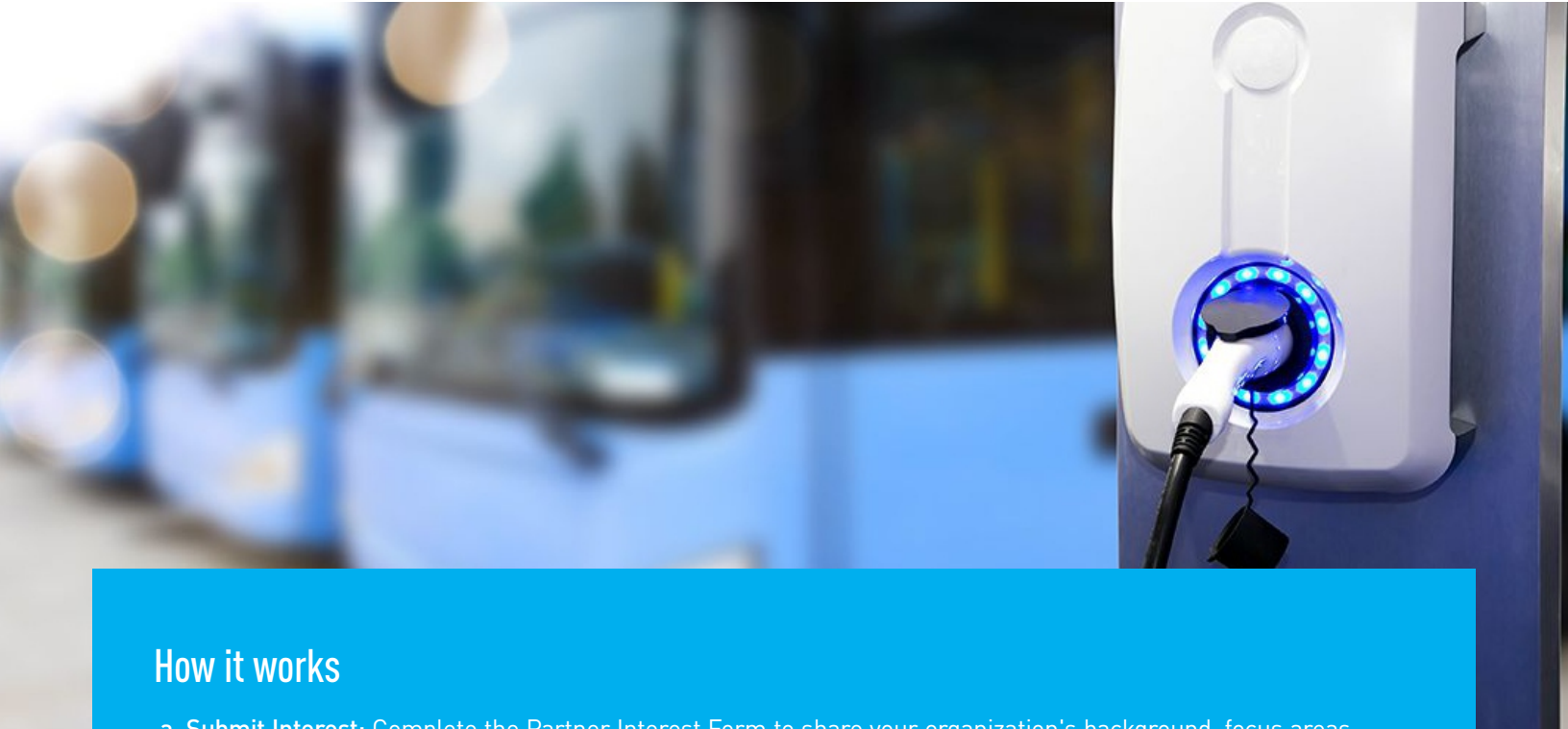
Expanding Market Reach

The Growth Partner Program enables organizations already serving the fleet decarbonization market to extend their solution offerings by commercially packaging them with Panasonic Smart Fleet Transition Solutions. Together, we deliver a more comprehensive portfolio for customers while expanding opportunities for both parties.

Who should apply

Organizations with established customer relationships and commercial reach that sell or provide solutions to fleet owners in the private and public sectors, and that can strengthen and expand their offerings by commercially packaging Panasonic Smart Fleet Transition Solutions with their existing offerings portfolio.

- **Sales and Business Development Capability:** Proven success positioning and selling complementary solutions with demonstrated market traction.
- **Established Customer Base:** Active relationships with fleet owners or operators aligned with the target profile for this partnership.
- **Executive Sponsorship and Commitment of Resources:** Clear leadership involvement and allocation of time, personnel, and funding to support partnership activities and drive commercial success.
- **Financial Strength:** Stability and continuity to sustain customer engagements and support shared investments over time.
- **Brand and Conduct Alignment:** Demonstrated professionalism, integrity, and adherence to shared quality and brand standards.



How it works

- a. **Submit Interest:** Complete the Partner Interest Form to share your organization's background, focus areas, and relevant experience.
- b. **Initial Review:** The partnership team evaluates your submission for alignment with program goals, capabilities, and target markets. If your organization meets the criteria, a representative will contact you to discuss next steps.
- c. **Explore Alignment:** Meet with the partnership team to review capabilities, define mutual goals, and confirm overall program fit.
- d. **Formalize Partnership:** Qualified organizations enter into an agreement that outlines responsibilities, success measures, and participation terms.
- e. **Onboard and Enable:** Complete onboarding to gain familiarity with Panasonic Smart Fleet Transition Solutions, value propositions, and sales tools.
- f. **Activate Sales:** Begin active selling within six weeks of signing, supported by resources and guidance to secure at least one customer deal within the first three months.
- g. **Accelerate Growth:** Upon early success, gain access to deeper go-to-market collaboration, campaigns, and co-selling opportunities to expand market reach.

Learn more about

Panasonic Smart Fleet Transition Solutions Partner Program

email DL_SMO_Sales@us.panasonic.com or visit SmartFleetTransition.com