Pakvia

Communication kit

RENTAL COMPANIES · COMMUNICATION KIT

Talking about Pakvia to campervan rental companies

This kit gathers the promise, key messages, tone, proof points and ready-to-use texts for outreach, social media and the messages rental companies send to their customers.

THE PROMISE IN ONE SENTENCE

As soon as they book, your customer receives a day-by-day road book in your branding: they know where to eat, empty the tanks and sleep with your vehicle. You get fewer calls.

Three key messages

Fewer calls

The questions of every departure (“where to empty?”, “where to sleep?”) are answered before anyone asks you.

A service that sets you apart

A road book in your name, offered to every customer, in their language.

Made for your vehicle

Route and overnights take the real dimensions of the rented vehicle into account.

The 30-second pitch

Your customers often plan their trip after booking, and call you during the rental. With Pakvia, you send them a day-by-day road book as soon as they book: lunch, activities, service point and an overnight that suits your vehicle, with your return instructions. The customer opens it without an account, in their language, and can print it. You prepare your itineraries once and reuse them for every customer.

Who we talk to

- ✓ Campervan and motorhome rental agencies.
- ✓ Private owners renting out one or more vehicles on peer-to-peer rental platforms.
- ✓ Rental companies with foreign customers (Germany, the Netherlands, the UK…).

TONE AND RULES

How we talk about it

Do

- ✓ Use short, concrete sentences and a polite tone.
- ✓ Start from the rental company's daily life: calls, returns, foreign customers.
- ✓ Show a real road book rather than describing it.
- ✓ Quote verifiable facts: 4 languages, data erased after 30 days, no account needed.

Avoid

- × Promising an integration with a rental platform or fleet software.
- × Promising a mobile app or offline mode (the road book can be printed).
- × Talking about wild camping spots: Pakvia only suggests places listed in OpenStreetMap.
- × Showing Google ratings or reviews.

Every promise, its proof

WHAT WE SAY	WHAT PROVES IT IN THE APP
Made for your vehicle	Real height, length and weight of each fleet vehicle, used by the route and the choice of aires.
No account for the customer	Private link, not indexed by search engines, that you cut or replace at any time.
In the customer's language	French, English, German, Dutch, chosen by the customer.
In your branding	Logo, colour, trading name, phone, email, general instructions and vehicle notes.
Quick to prepare	Template itineraries copied in one click, with no new calculation.
Respect for data	First name and departure date only, erased 30 days after the end of the rental.

Visual identity

Pine
#1d5c47 · headings, buttons

Light pine
#2d9c75 · accents

Sand
#f5f1e8 · backgrounds

Lake
#2f7fa3 · links

Dawn
#f4d9b8 · highlights

Typeface: Instrument Sans. Logo, logo on dark backgrounds and symbol: public/images/brand folder of the project (logo.svg, logo-dark.svg, mark.svg).

READY-TO-USE TEXTS

Copy, adapt, send

Replace the highlighted fields.

OUTREACH EMAIL TO A RENTAL COMPANY

Subject: a road book for your customers, from **company name**

Hello **first name**,

Do your customers call you during the rental to ask where to empty the tanks or where to sleep? Pakvia lets you send them, as soon as they book, a day-by-day road book in your branding: stops, service points, overnights suited to your vehicle's dimensions, and your return instructions. The customer opens it without an account, in French, English, German or Dutch.

I am looking for 3 to 5 rental companies for a free pilot during the 2027 season. May I show you an example in 15 minutes?

Stéphane, Pakvia

SHORT MESSAGE (LINKEDIN, DIRECT MESSAGE)

Hello **first name**, I am launching Pakvia: a day-by-day road book that rental companies send their customers at booking (where to sleep, where to empty, using the vehicle's dimensions). Free pilot in 2027 for a few companies. Would you like to see an example?

POST FOR A RENTAL OWNERS GROUP

Campervan rental owners: how many "where do we sleep tonight?" calls per season?
I am building Pakvia, which creates a day-by-day road book in your branding for every customer: overnights and service points suited to your vehicle, Google Maps links, your return instructions, in the customer's language.
I am looking for a few rental companies for a free 2027 pilot. Comment or message me!

MESSAGE FROM THE RENTAL COMPANY TO ITS CUSTOMER (TEXT OR EMAIL)

Hello **customer first name**, thank you for your booking! Here is the road book for your trip starting **date**: day-by-day stops, aires suited to the **vehicle name** and our return instructions. **link**
You can print it or save it as a PDF. Have a great trip! **company name**

FREQUENT QUESTIONS FROM RENTAL COMPANIES

Handling objections

Does my customer need an account?

No. They receive a private link and open it directly, on a phone or a computer.

What happens to my customers' data?

You only enter the first name and the departure date. They are erased 30 days after the end of the rental, and the link is then cut.

My vehicle is 3.30 m high.

Enter its real dimensions: aires whose known limit is lower are left out, and the route takes them into account.

Where do the places come from?

From OpenStreetMap, the collaborative map. No Google ratings or reviews are shown.

Can my customer change the itinerary?

No, the road book is read-only. You adjust the stops yourself before sending it.

What about without a signal?

The road book can be printed or saved as a PDF from the browser, one page per day.

How long does a road book take?

Your templates are prepared once. After that, one click, a first name and a date are enough.

How much does it cost?

Free for the 2027 pilot rental companies. Then flat plans from €19 to €99 excl. VAT per month depending on fleet size.

A question, a pilot?

Write to us: we will build your first road book together.

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