



# **Mobility as a Service - and why no one can do it alone**

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# Mobility as a Service

1. What?
2. When?
3. Why?
4. How?

# What are we talking about when we are talking about MaaS?

**Integration and optimised use of transport modes**

**One stop shop for combined services**

**Real-time information for customers**

**Add-on services**

# Mobility as a Service

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# It's Here Today!



Visit [www.maas-alliance.eu/maps](http://www.maas-alliance.eu/maps) for updated information!

# Mobility as a Service

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~~2. When?~~

3. Why?

4. How?



# New Preferences & End of the Ownership Model

“Traditional ownership models will not meet the future expectations of consumers, as 42 percent are very interested in subscription pricing, while another 24 percent of respondents are very interested in fractional ownership of vehicles.”

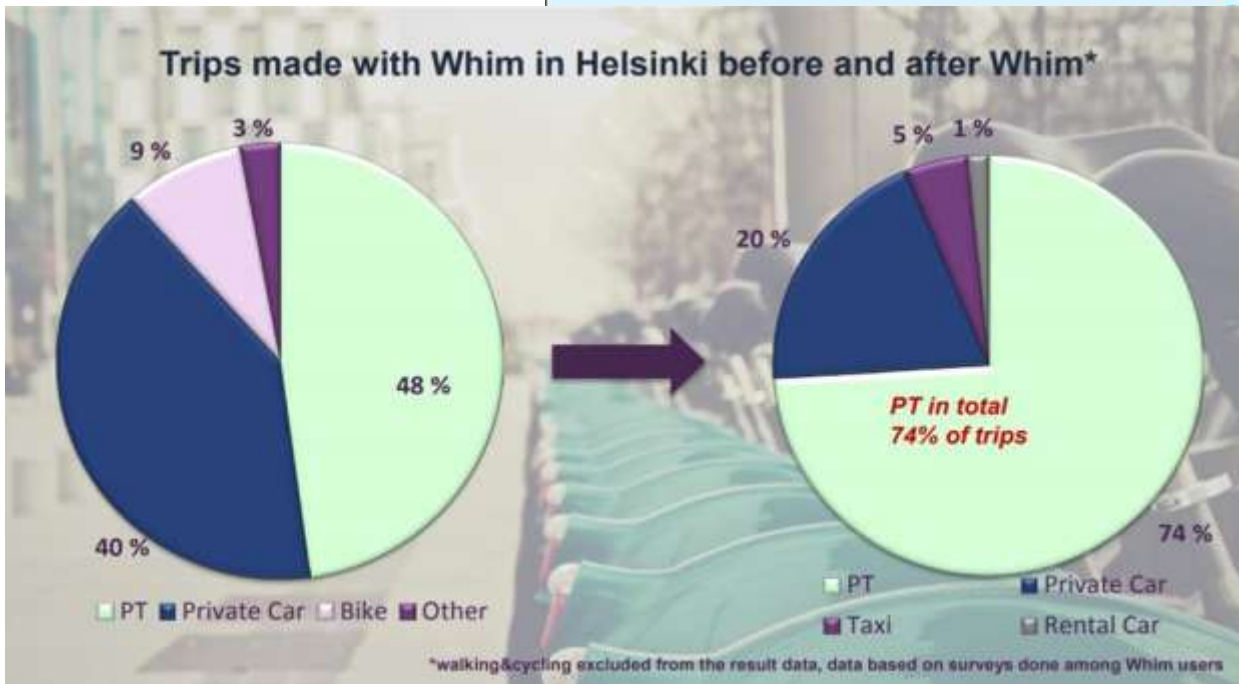


A new relationship—people and cars  
*How consumers around the world want cars to fit their lives*

IBM Institute for Business Value

# MaaS Provides Tools for Transport Decarbonisation

## MaaS impact on modal shift

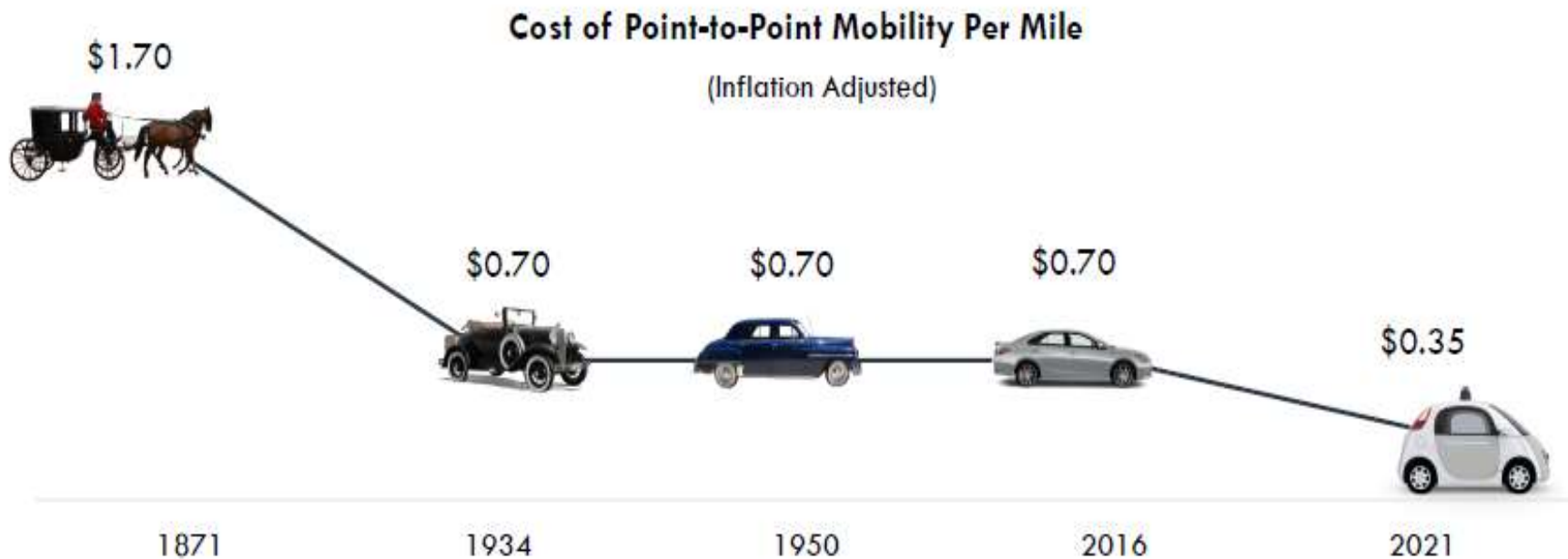


69% use alternative routes

Results of "smile" pilot user study, 2015



# The Price of Personal Mobility



# Mobility as a Service

~~1. What?~~

~~2. When?~~

~~3. Why?~~

4. How?

# Nail it or fail it....

## Integration

- \*Technical interoperability
- \*\*Access to market

## Better than owning our own car

- \*Flexible
- \*\*Reliable

## Based on the best local ingredients, but also...

- \*Scalable
- \*\*Roamable

# MaaS Ecosystem

## Enabling functions

- Regulators & policymaking
- Cities
- Investors
- Universities & research institutes

## Platform services

- Transport & digital infrastructure
- Payment systems
- Advanced insurance services

## Core service providers

- Transport service providers
- IT service providers

## MaaS Operator



# What do we need MaaS Alliance for?

**Builds open MaaS ecosystem**

**Ensures that MaaS user is always "better off"**

**Enhances roaming of services**

**Provides market insights & MaaS information**

**Connects "problem-owners" with solution providers**



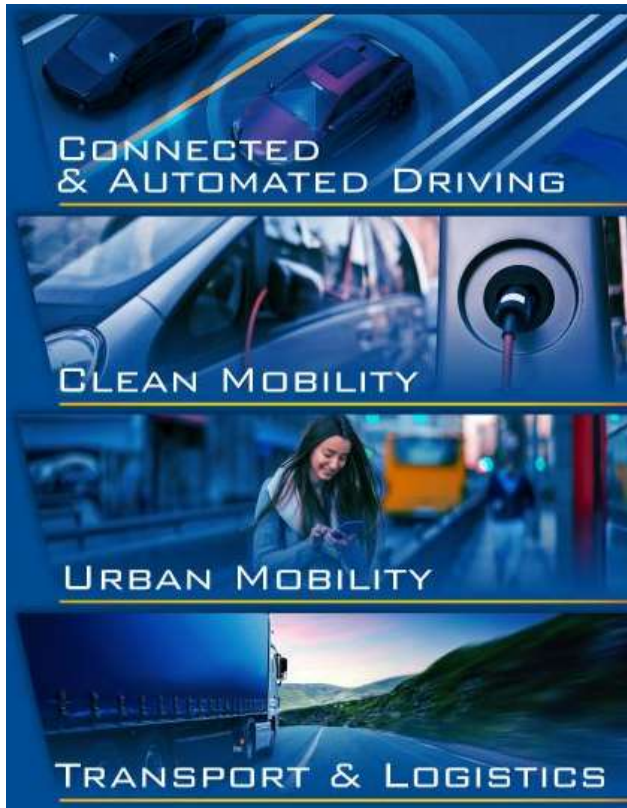


# MaaS Alliance Family



# ERTICO – ITS Europe

**Vision** - Utilise ITS to achieve a safer, smarter, cleaner mobility



# Connected and Automated Driving @ ERTICO



AUTOPILOT

[www.autopilot-project.eu](http://www.autopilot-project.eu)

**Objective:** develop an **IoT connected vehicle platform** and a range of **services** combining autonomous driving and IoT, such as car sharing, autonomous valet parking, and better digital maps for autonomous vehicles.



[www.intercor-project.eu](http://www.intercor-project.eu)

**Objective:** streamline C-ITS implementation in 4 EU member states, create a sustainable network of corridors providing continuity of the C-ITS services and offering a testbed



[www.inlane.eu](http://www.inlane.eu)

**Objective:** develop a low-cost, lane-level, precise turn-by-turn navigation application through the fusion of EGNSS and Computer Vision technology

**Final event: 19<sup>th</sup> – 21<sup>st</sup> June 2018, Barcelona, Spain (more info on [inLane website](http://www.inlane.eu))**

# ITS World Congress

## 17 – 21 September 2018

### Copenhagen, Denmark

- **Theme:** ITS – Quality of Life
- 100 countries / 400 organisations
- Sessions, large indoor exhibition and ITS demos
- **Organisers:** ERTICO, European Commission, City of Copenhagen, ITS America and ITS Asia-Pacific

#### Topics:

- Mobility services – from transport to mobility and liveability
- ITS and the environment
- Connected, cooperative and automated transport
- Next generation goods delivery
- Satellite technology applied to mobility
- Transport networks operations
- Cross-border mobility solutions



25<sup>TH</sup> ITS WORLD CONGRESS  
**COPENHAGEN**  
17 – 21 SEPTEMBER 2018

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