



*Mobility as a Service*

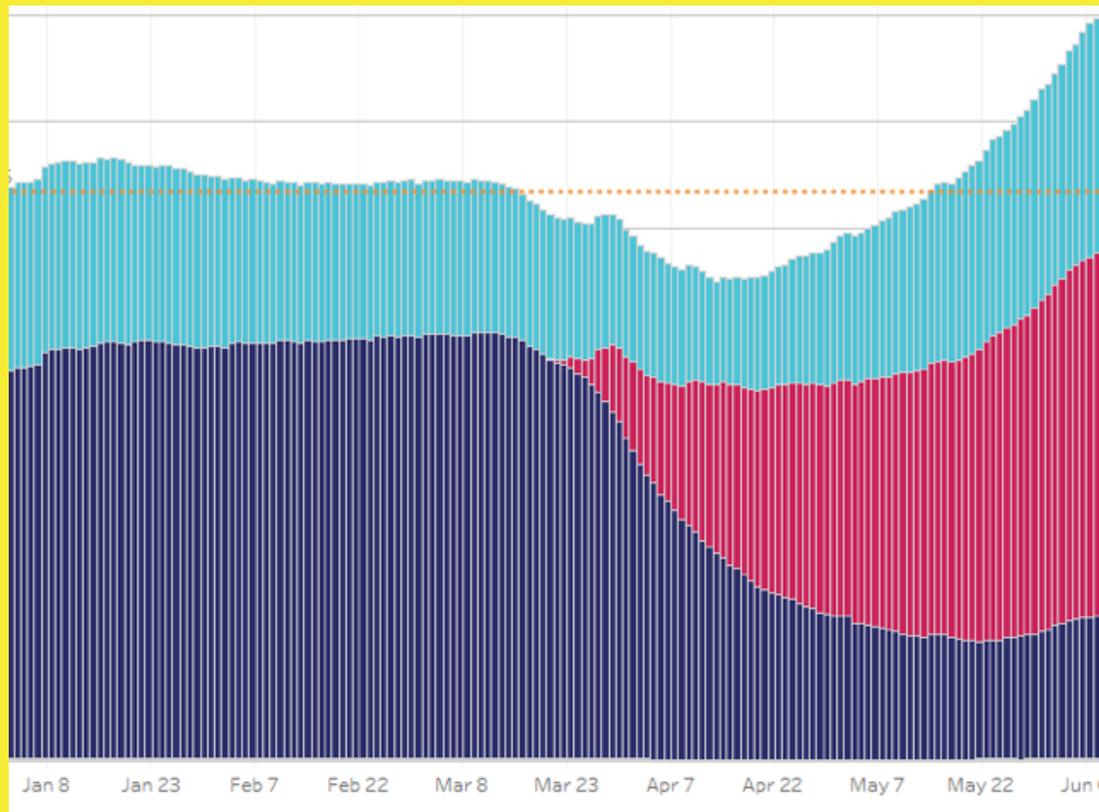
## Urban transport innovation in the aftermath of COVID-19

### The Return of The Passenger

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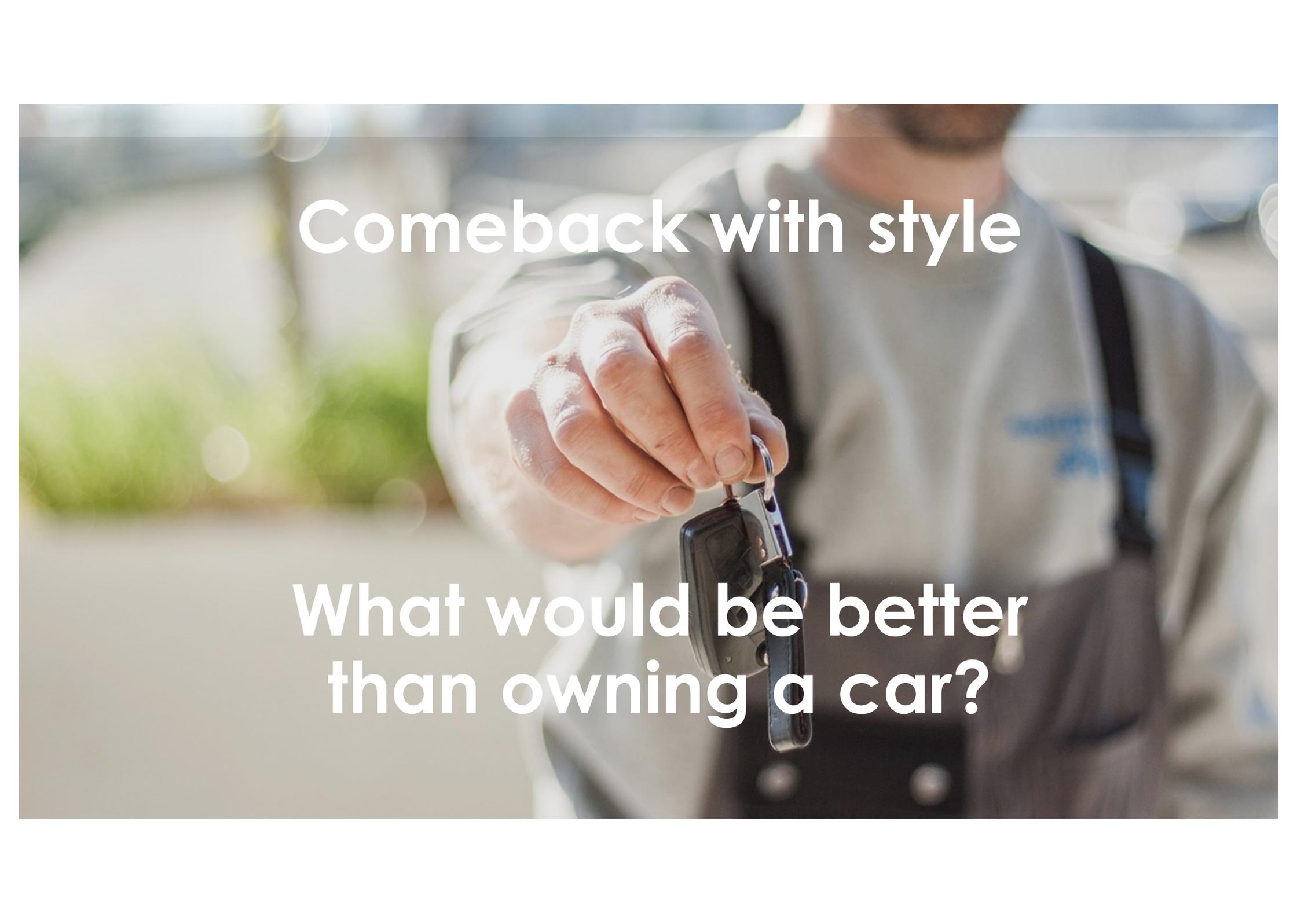
# Covid and MaaS (multimodality)



Pay-as-you-go users

Bike and micromobility subscriptions

Public transport related subscriptions

A close-up photograph of a man's hand holding a car key. The man is wearing a grey jacket with a blue logo on the chest. The background is blurred, showing green foliage and a light-colored wall. The text is overlaid on the image in a white, sans-serif font.

**Comeback with style**

**What would be better  
than owning a car?**

A blurred night city street with bokeh lights. The image shows a perspective view of a city street at night, with numerous out-of-focus lights from buildings, street lamps, and traffic, creating a bokeh effect. The lights are in various colors, including warm yellows and oranges, and cooler blues and whites. The overall atmosphere is vibrant and dynamic.

**Mobility is not**

**about mobility**

It is about our personal freedom  
sustainably

**40%**

of carbon emissions are from traffic by 2030

**38%**

would give up their car if they only could

**70 000 000**

cars off European roads



## How about helicopter money?

- France sets example with “Sustainable mobility package”
- Who chooses the mode?
- 69,5 % would like to have a single App for all transport modes (FIA Region I study 2020)
- How about emissions as the currency?

# It is about jobs and growth

Mobility



Telecom



**20%**

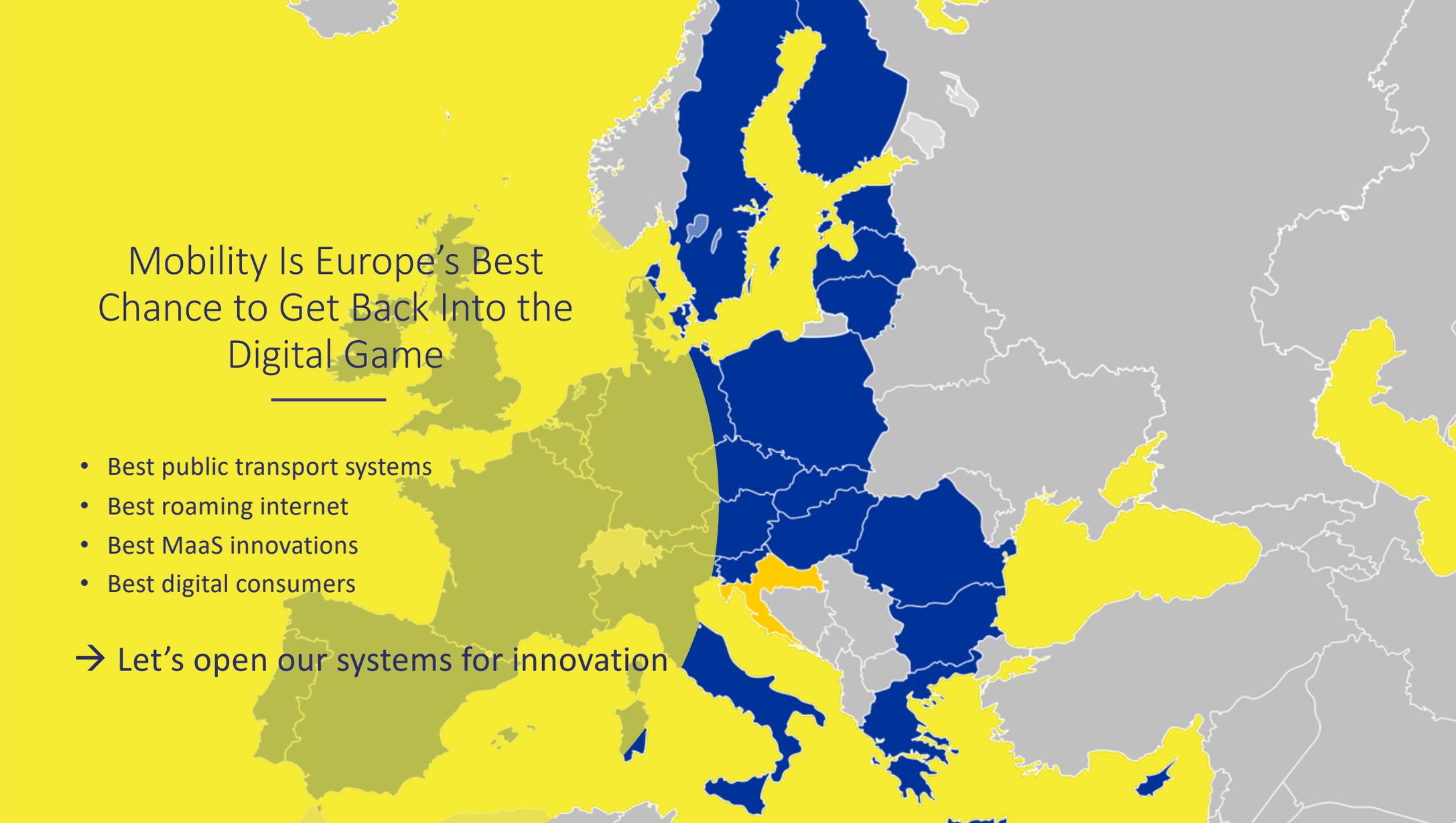
of a household's budget is transportation

**76%**

of that is the cost of owning and using a car

**96%**

of time the car sits unused



## Mobility Is Europe's Best Chance to Get Back Into the Digital Game

- Best public transport systems
- Best roaming internet
- Best MaaS innovations
- Best digital consumers

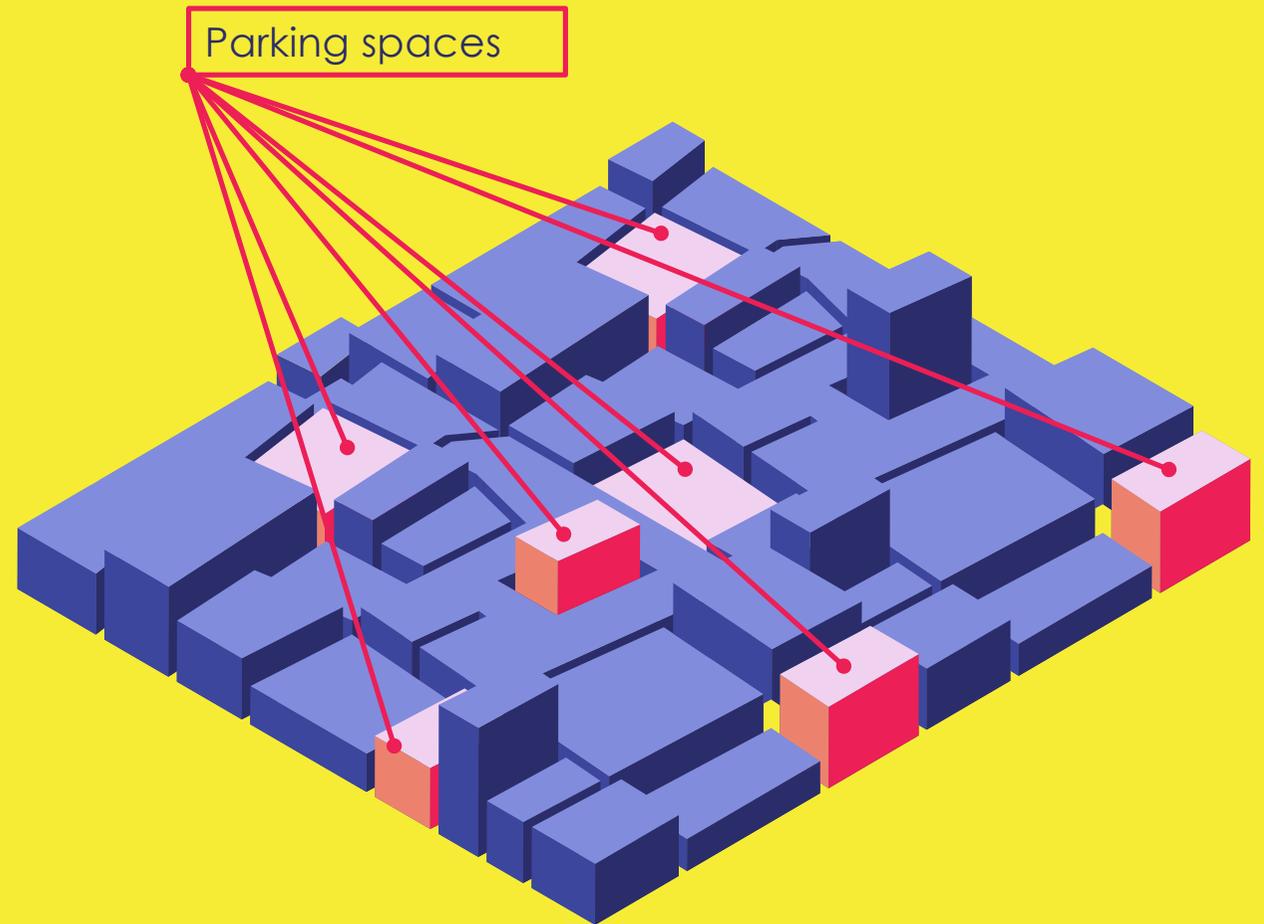
→ Let's open our systems for innovation



It is about our cities

# Too much space occupied for storing cars

MaaS enables these spaces to be used more efficiently to enhance the everyday living of citizens.

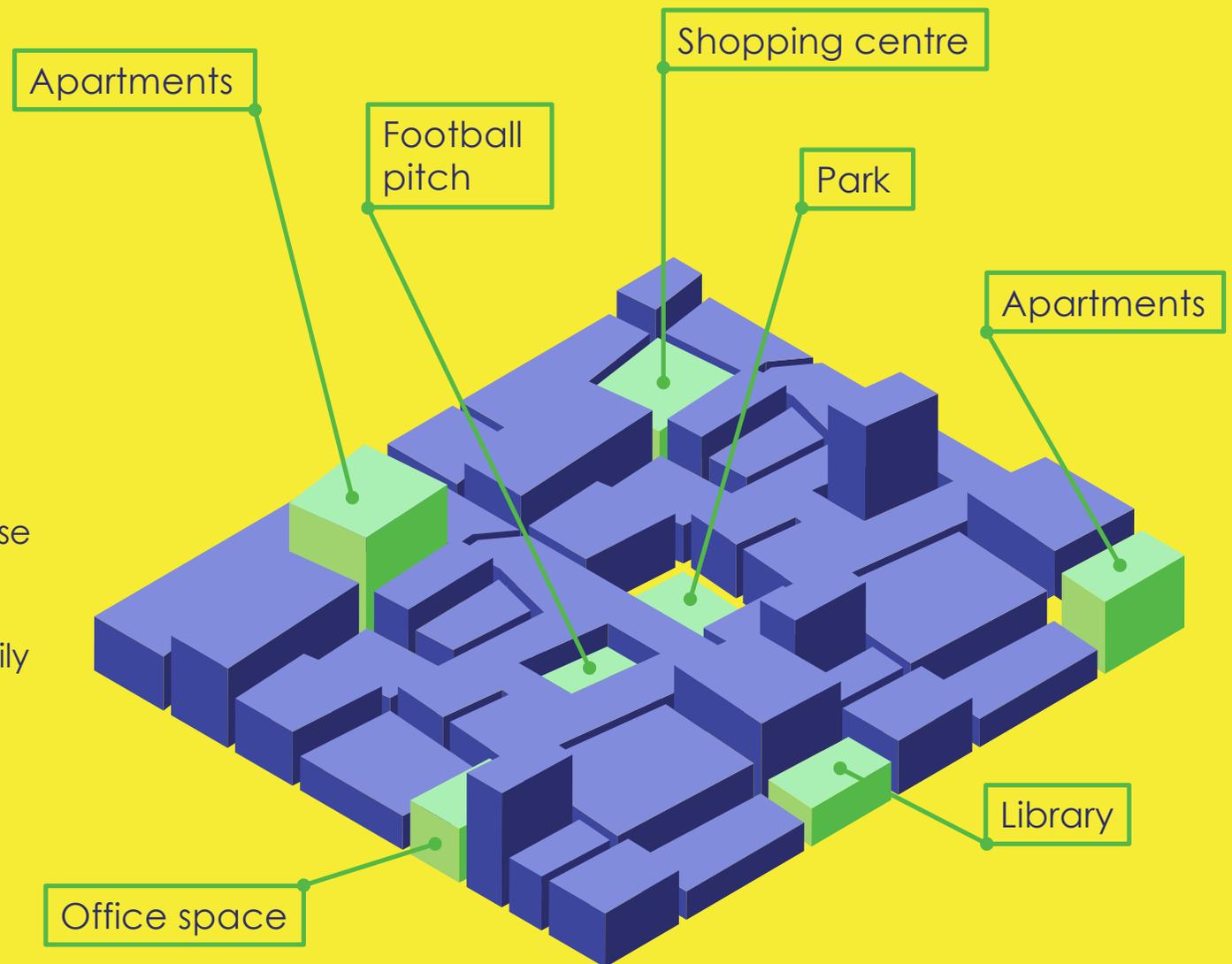


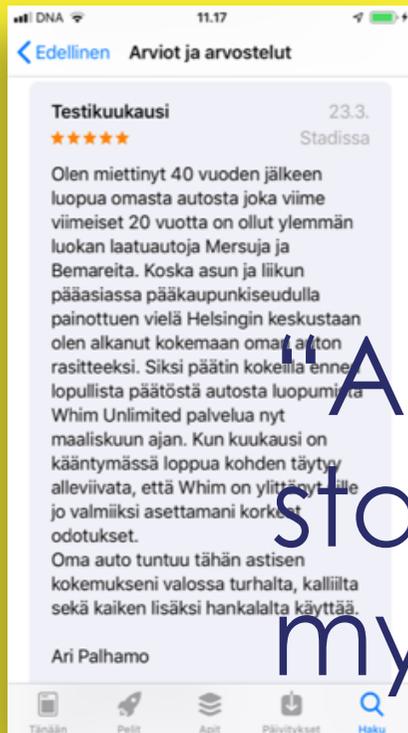
# With MaaS more space to develop

## Family package

- Family apartment
- Car delivered to you door for weekends out of town
- Shared cars in the building to use whenever needed
- Public transport, city bikes, eScooters and taxis for the family to use
- Grocery delivery once a week

**2500\$/month**





"After 40 years of driving I have started to consider giving up my car that, for the last 20 years, has been an executive class automobile..."



**Thank you!**