

Workshop 2 (Title: Mobility goes digital)

23. April 16:30 – 17:30

Key Notes of the Discussion:

Mobility Market today

- Today the market is full of variety of choices to go from A to B.
- no transparency between the different players
- Players like Daimler or Europcar focuses more and more at public transport
- The smartphone was the major change for the mobility market
- Lots of Regulations in different countries
 - This is often a chance for new mobility solutions (no cars in Helsinki in 2030, doubled price parking space in Paris, people often don't own a car in cities etc.)
- Car sharing market is still growing
 - So many startups are finding new solutions for multi modal customers
 - the question is "how will win the race?"

Three things for the mobility of the future

- Smartphone is the key to mobility
 - Simplicity
 - Ease of payment
 - Allowed on-demand mobility ("I want mobility now!")
- Shared mobility
 - B2B (Ubeeego -> enables fleet management in companies)
 - B2C -> on street carsharing (car2go)
- Integrated mobility platform
 - Best solution from A to B (multimodal)
 - Flexibility of mobility solution, duration etc.
 - Interconnected providers (uber, europcar, apple watch, Daimler, easy jet...)

Quotations:

- Hengstermann: "It's very important that also car manufactories learn, that the mobility market is changing and we have to think about different business models"
- Loganathan: "the mobility market is growing and there are a lot of interesting things for Europcar to develop"
- Bernhardt: "We focus first in the Europe and North American Market. In different Markets it's often difficult to open a car sharing company. It need's more time in countries like South America, China or Africa. But for sure also in those countries new mobility solutions are growing and those market are also interesting for us."
- Bernhardt: "Uber is not a competitor. We work with him together."
- Hengstermann: "Peer to Peer is not very big now and is not a real competitor for us. Because there will always be a need of a company behind a peer-to-peer share"



Walk the Talks (actions to been taken):

Mobility goes digital

1. Today the market is full of variety of choices to go from A to B. Players like car manufactories and car sharing companies have to except that point and find new solutions for their multimodal customers.

2. Customer wants that the mobility is coming to the customer and not the customer to the mobility