



UTVECKLINGEN
MOT
SJÄLVKÖRANDE
FORDON



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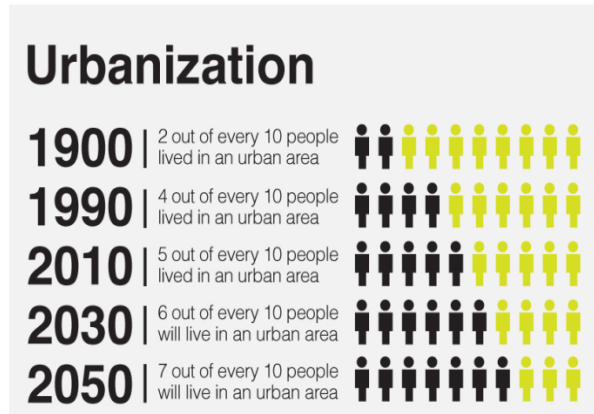
MARCEL KROEZE – NOBINA TECHNOLOGY
HEAD OF VALUE CREATION & VENTURES, MD

DIRECTION: SEAMLESS SHARED MOBILITY

- DENSELY POPULATED, HIGH-INCOME CITIES
- DOOR-TO-DOOR AND ON-DEMAND
- MANY CLEAN, CHEAP AND FLEXIBLE WAYS TO GET AROUND
- BOUNDARIES AMONG PRIVATE, SHARED AND PUBLIC TRANSPORT ARE BLURRED.
- COMBINATION OF SELF-DRIVING, SHARED VEHICLES WITH HIGH QUALITY PUBLIC TRANSIT AS BACKBONE.



WHY IMPORTANT - URBANIZATION

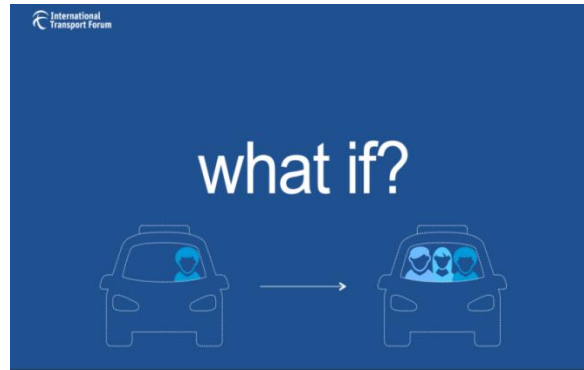
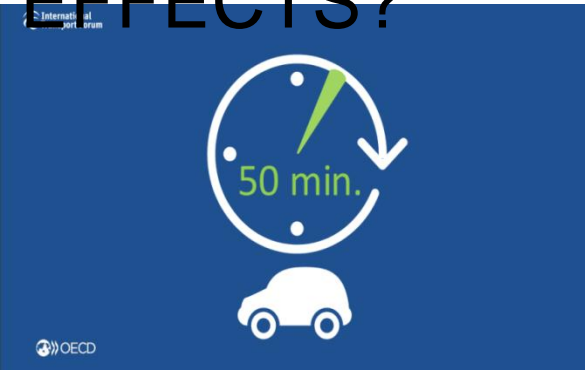


Defined by UN HABITAT as a city with a population of more than 10 million



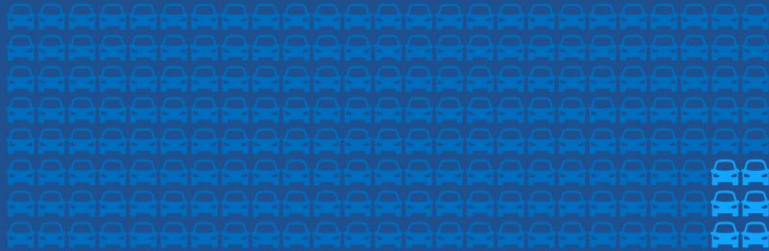
CONTINUED GROWTH RATE (2010-2016)
2027: 140% (BASE 2010) OR 2016 +24%
2050: 220%+

WHY IMPORTANT – EXPECTED EFFECTS?



Urban Mobility: System Upgrade

What we found

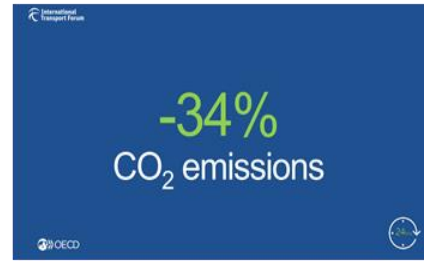


Scenario: 24 hours



number of cars
required to provide the
same trips as before:

3%



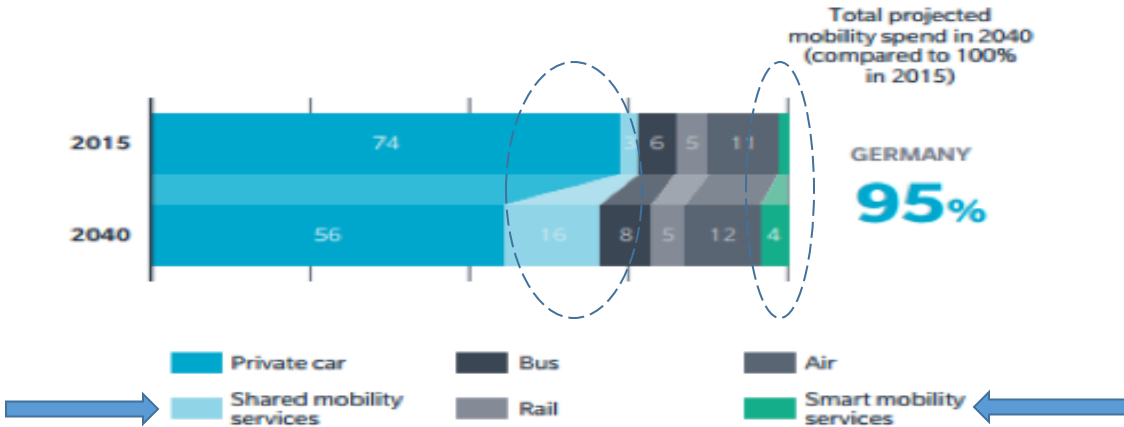
WHEN?

‘BY 2030.....95% OF U.S. PASSENGER MILES TRAVELED WILL BE SERVED BY ON-DEMAND AUTONOMOUS ELECTRIC VEHICLES OWNED BY FLEETS, NOT INDIVIDUALS...’



SHARED & SMART = THE NEW BLACK

SHARE OF SPENDING FOR PASSENGER TRANSPORT: 2015 VERSUS 2040
PERCENTAGE SHARE OF EACH MODE



Note: Inflation adjusted, private car includes spending for parking, financing, and aftersales.

PUZZLEBITS FOR SHARED & SMART MOBILITY



REMOTE
TAKE-OVER



SECURE & SAFE ENVIRONMENT
CYBER SECURITY



MAAS BASED SERVICES
ON-CALL FUNCTIONALITIES



VALIDATION
MULTIMODAL
SEAMLESS



DIGITAL HOST ('WATSON' /
'SIRI')
DATA BASED (FLEXIBLE
ROUTE)



DATA / ANALYSIS

NEXT STEP: LIVING LAB



PARTNERS:



The logo for Nobina, featuring the word "Nobina" in a bold, black, sans-serif font. A yellow circle is positioned behind the letter "o", partially overlapping it. A period follows the word.

Nobina .

DEVELOPING SHARED
MOBILITY - ONLY
TOGETHER WORKS!



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