



Mobility of the Future

Everyone is talking about “new” mobility. But what is it exactly? A look into the future.

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NEXT 25

1

Connected

By the year 2020 the majority of new vehicles sold will be connected, opening a substantial revenue potential for digital on-demand services such as onboard entertainment and remote vehicle updates. In-car experiences will change dramatically, offering consumers personalized ambient environments that augment their travel time.

2

Autonomous

In 2025 the availability of self-driving technology promises improved traffic flow, better use of personal time and new growth avenues for hardware, software, and service companies. The interior design concepts for autonomous pods suggest that consumers will be able to work, enjoy leisure activities, or even do physical exercise during their travels.

3

Electric

Electrification is reshaping the mobility landscape. In 2020 there will be a tipping point in market supply for electric vehicles. This will not only result in significantly higher sales of electric vehicles, but also lay the foundation for sustainable mobility services in urban areas resulting in cleaner air, less noise pollution, and higher quality of life overall.

4

Shared

Mobility-as-a-service (MaaS) refers to the shift from physically owned modes of transport toward shared mobility solutions that can be consumed as a service—a market that is projected to provide 95 percent of the passenger miles traveled over the next 10 years. In the future, consumers will no longer unlock their cars in the morning but enjoy on-demand mobility at the push of a button.

5

Urban

In the year 2030 an estimated 60 percent of the world's population will live in cities, which is why mobility has to be viewed holistically from a city resident's perspective. Hence, service providers must understand the particularities of individual mobility behavior. The sheer mass of data can be utilized to create highly personalized mobility offerings and increase transportation efficiency by connecting travelers with a common destination.