Mobility as a Service
Future Mobility Conference - Dubai, 15 November
I. What is MaaS?

II. MaaS Enablers

III. MaaS Alliance
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What is MaaS?

All mobility in:
1 App
1 Payment plan
Where does MaaS come from?

Mobility

As a service
‘As a Service’

= best value proposition for users
A Global Movement

**Canada:** Toronto, Vancouver

**US:** Palo Alto, LA, Denver

**Europe:** UK, Finland, Sweden, Spain, Netherlands, Belgium, Germany, Austria

**South Korea:** Seoul

**Australia:** Melbourne
Cities in GCC = fertile ground for MaaS

Some examples:

- **Dubai**
  - Dubai Data Initiative
  - Dubai Smart City

- **Abu Dhabi**
  - Masdar city project

- **Doha**
  - Capitalise on 2022 FIFA world cup

- **Riyadh**
  - Smart city strategy
  - Techno Valley project
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MaaS Enablers

Demography
- Urbanisation
- Cost of space
- Capacity saturation

Society
- Age of ‘Everything now
- Lifestyle changes
- Sharing economy

Technology
- Internet of Things
- Open Data / public APIs
- Autonomous vehicles
New players = new mobility

Mobility increasingly shaped by private sector / venture capitalists

- VW Group
  - $300 million investment in Gett

- Apple invests $1 billion in Chinese Didi Chuxing

- NuTonomy raises $16M for self-driving taxis by 2018

- Lyft raises $530 million to battle Uber in the U.S.

- At $68 Billion valuation, Uber bigger than GM, Ford, and Honda

- Chinese Travice gains $600 million investment from Softbank, Alibaba
Mobility best served when combining Public and Private interests

Cities (traditional players):
- Budget constraints
- Focus: ensuring mass transit

Investors (new players):
- After global markets
- Focus: user experience / service appeal
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I. MaaS Requirements: (Working Groups)


III. Business: Define business-cases for every player

IV. Research: take-up results from innovation

V. Communication: Stimulate interest in MaaS, share knowledge

Common approach to MaaS through public and private cooperation.
FIA founding member to protect perspective of users.
MaaS Alliance Working Groups

**Single market**
- Fair competition
- Interoperability guidelines

**End-user**
- End user needs and gaps
- Service, design, social inclusion, environment sustainability...

**Legal**
- Remove regulatory barriers
- Incentives to support MaaS Business Models

**Technical**
- Technical standards
- Data protection, Security...
MaaS = Clubs Natural Space

Mobility Expert

Members

Trusted brand
Moving forward…

- Underserved consumers
- Demand for integrated mobility solutions
- Increased investment in mobility