

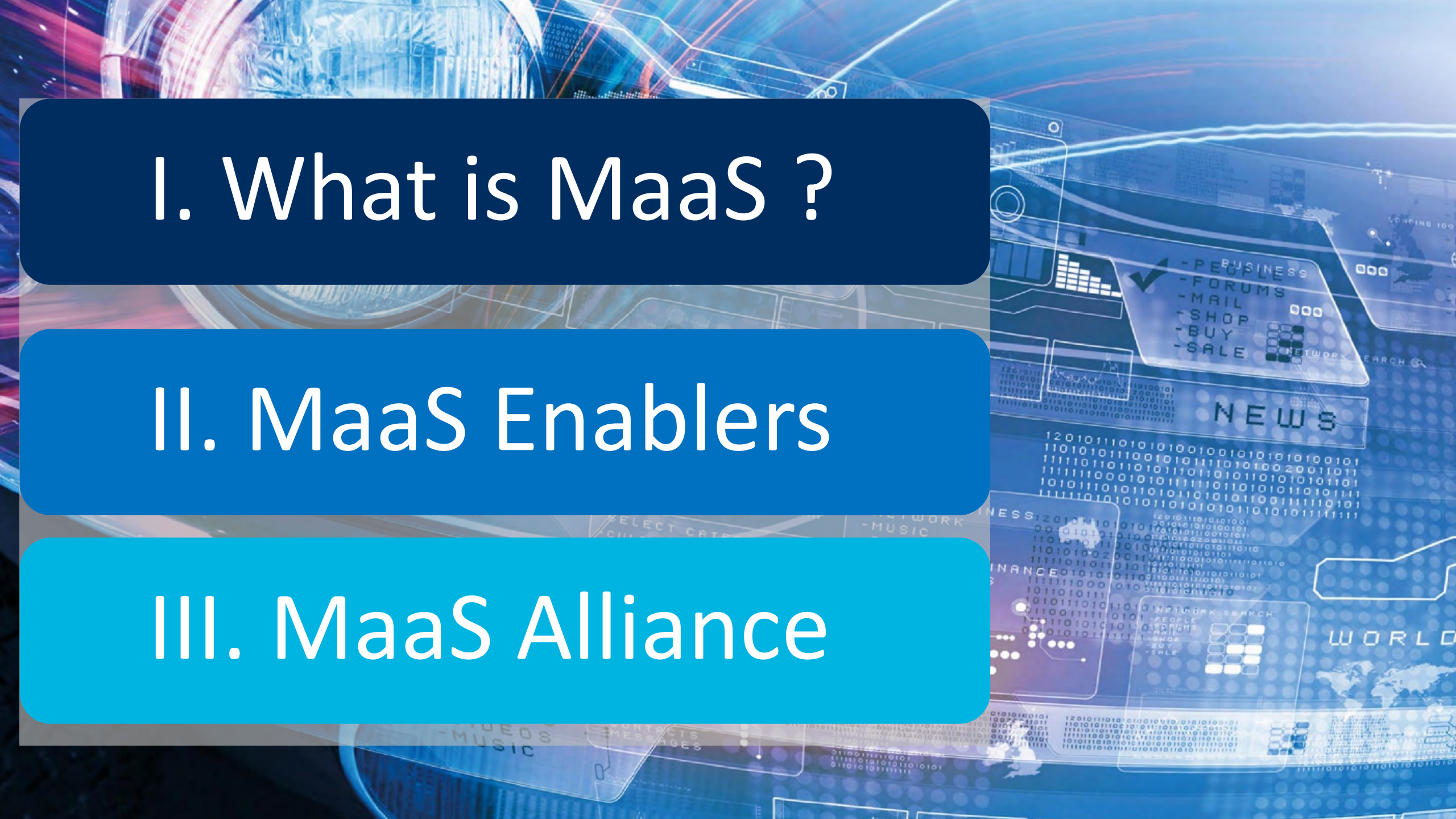


FEDERATION INTERNATIONALE DE L'AUTOMOBILE
REGION I - EUROPE, THE MIDDLE EAST AND AFRICA

Mobility as a Service

Future Mobility Conference - Dubai, 15 November





I. What is MaaS ?

II. MaaS Enablers

III. MaaS Alliance

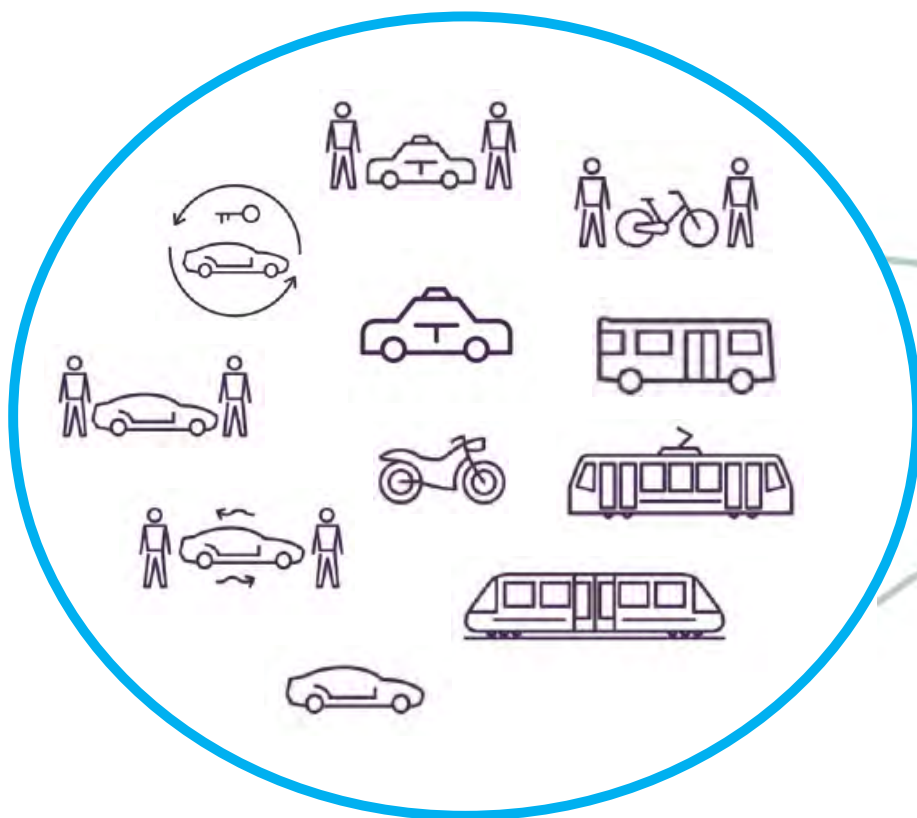
I. What is MaaS ?



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What is MaaS?



All mobility in:
1 App
1 Payment plan



Where does MaaS come from?



'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



I. What is MaaS ?

II. MaaS Enablers

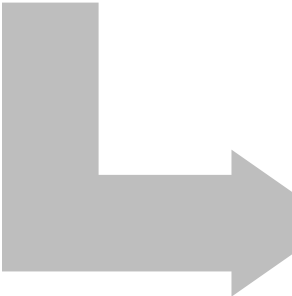


III. MaaS Alliance

MaaS Enablers

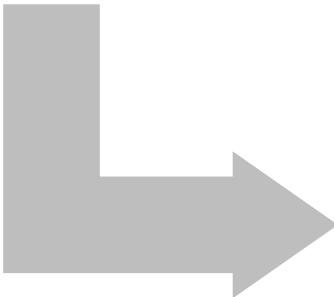
Demography

- Urbanisation
- Cost of space
- Capacity saturation



Society

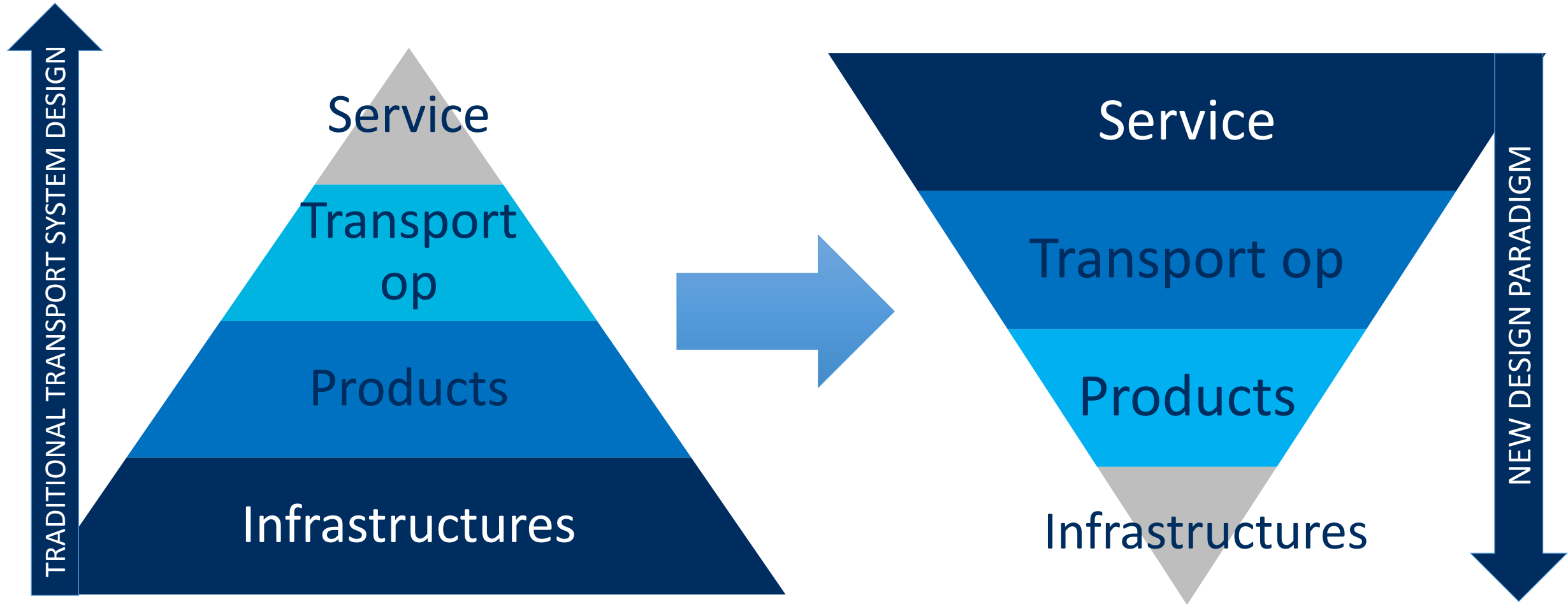
- Age of 'Everything now
- Lifestyle changes
- Sharing economy



Technology

- Internet of Things
- Open Data / public APIs
- Autonomous vehicles

New Service Thinking



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

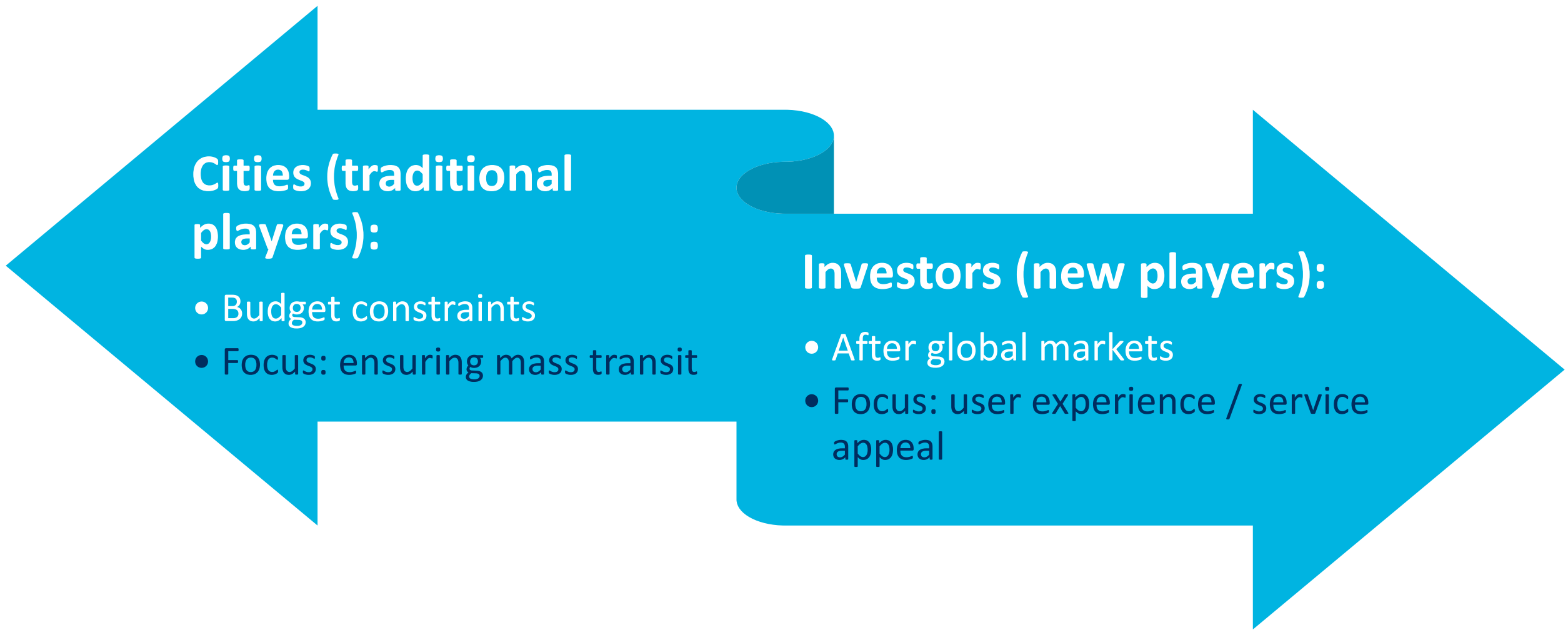
NuTonomy raises
\$16M for self-
driving taxis by
2018

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

The diagram consists of two large, light blue arrows pointing in opposite directions, one to the left and one to the right. They overlap in the center, creating a white rectangular area. The left arrow contains text about 'Cities (traditional players)' and the right arrow contains text about 'Investors (new players)'.

Cities (traditional players):

- Budget constraints
- Focus: ensuring mass transit

Investors (new players):

- After global markets
- Focus: user experience / service appeal

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MaaS Alliance

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



I. MaaS Requirements:
(Working Groups)

II. Policy & Networking:
(EU, National, and Industry-facing).

III. Business: *Define business-cases for every player*

IV. Research: *take-up results from innovation*

V. Communication:
Stimulate interest in MaaS, share knowledge

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

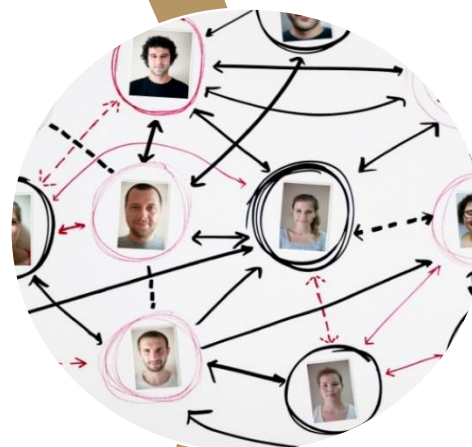
- Technical standards
- Data protection, Security...



**MaaS =
Clubs
Natural
Space**



Mobility Expert



Members



Trusted brand

Moving forward...

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

