



Mobility as a Service The End of Car Ownership?

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@KristaHJwork @WhimHQ @maas_global



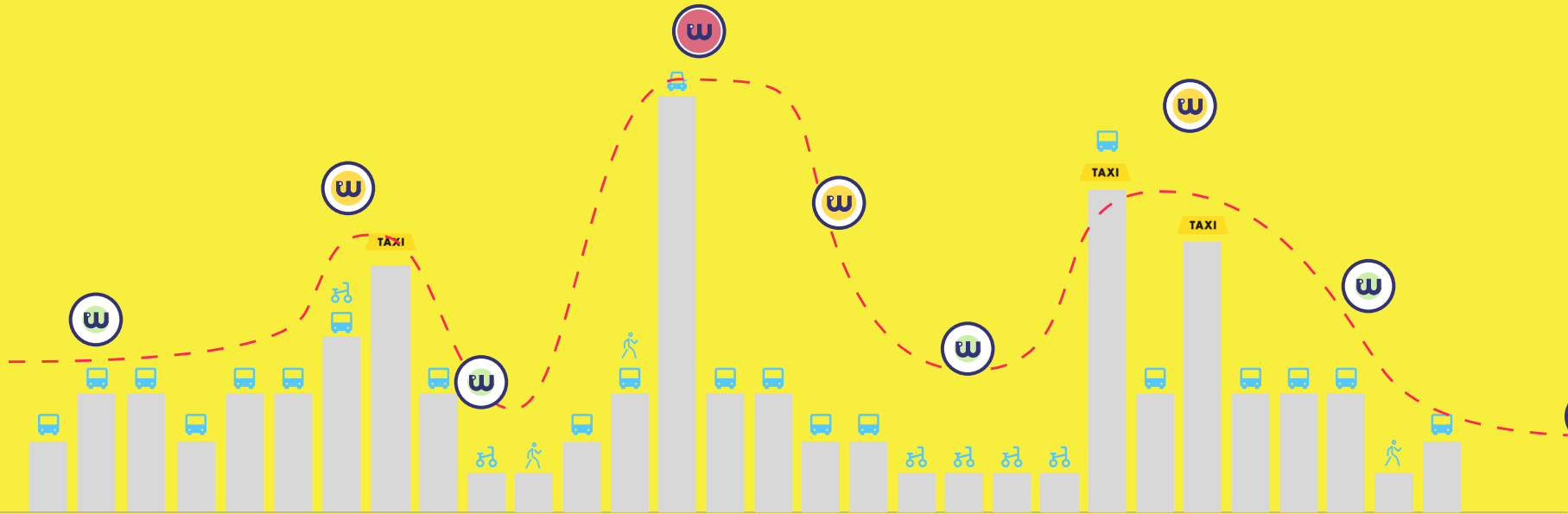
What would it take for you to
give up your own car?

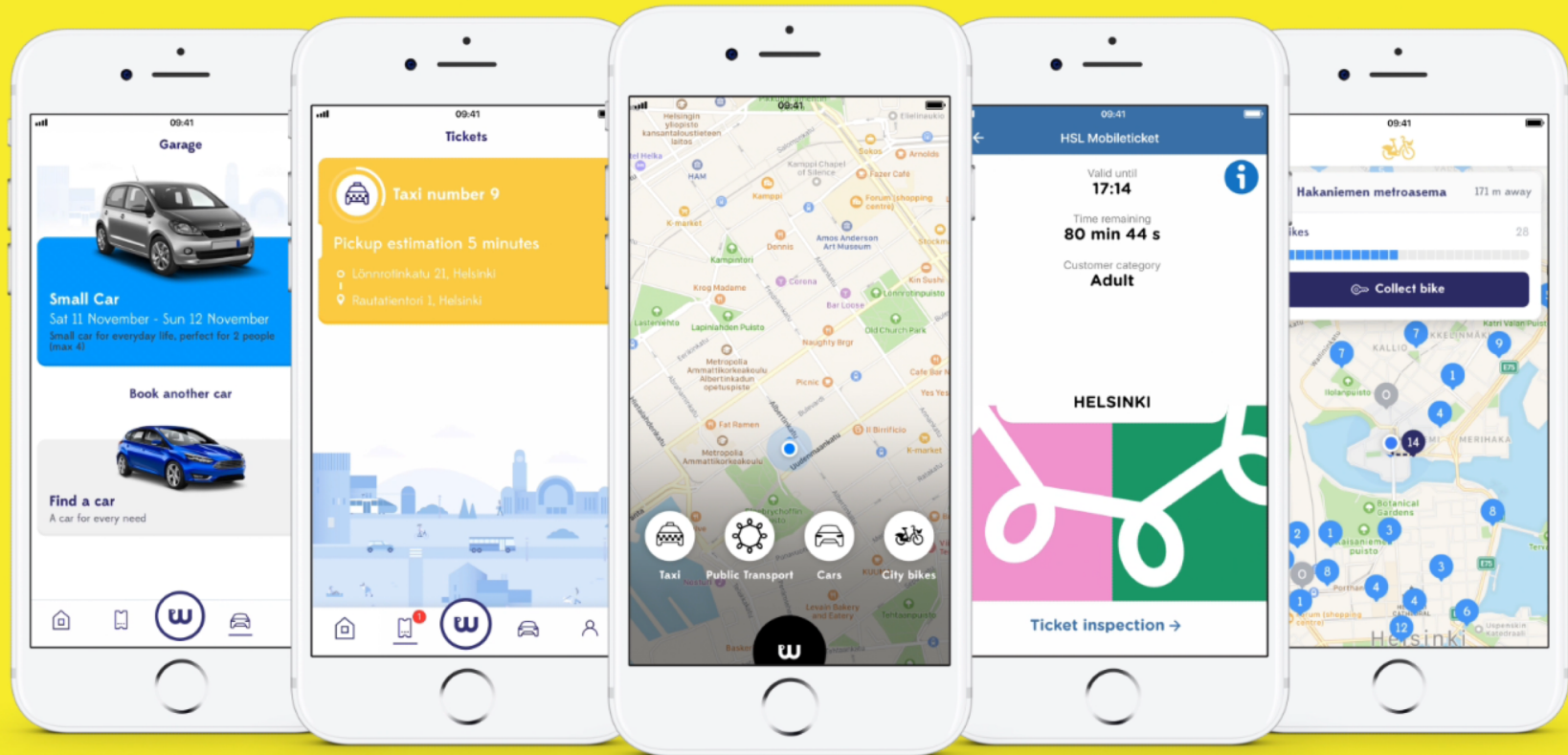
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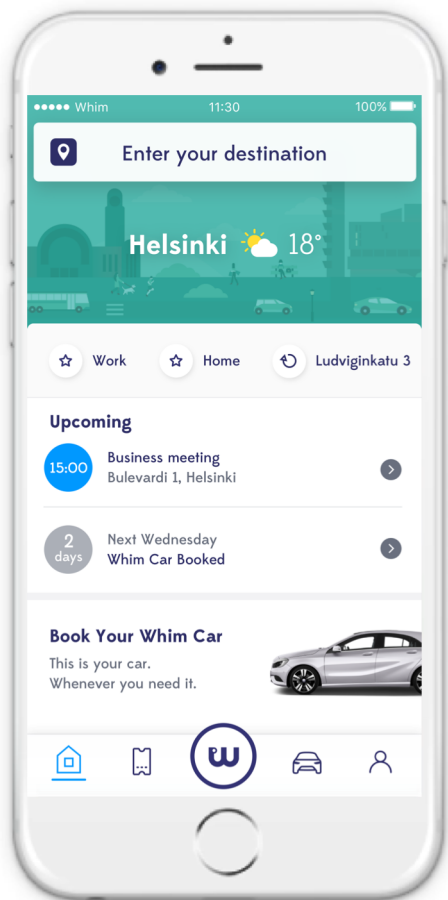
From Ownership to Experience

Mobility offering to fit to individual's **changing** mobility needs





whim.



Travel info



Planning



Tickets



Payments



Monthly / Daily

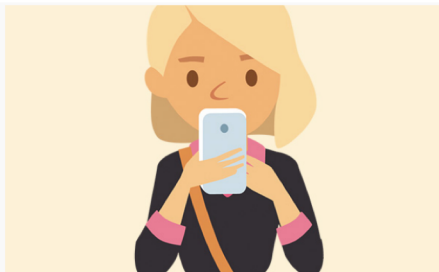
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starting at 49€ per day.



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unlimited

All modes of transportation,
for all your needs,
with unlimited usage,
all month long.

Price less than car ownership.

1. Complete set of mobility

It's all about choice.



2. Technical readiness

We ain't working for the paper industry.

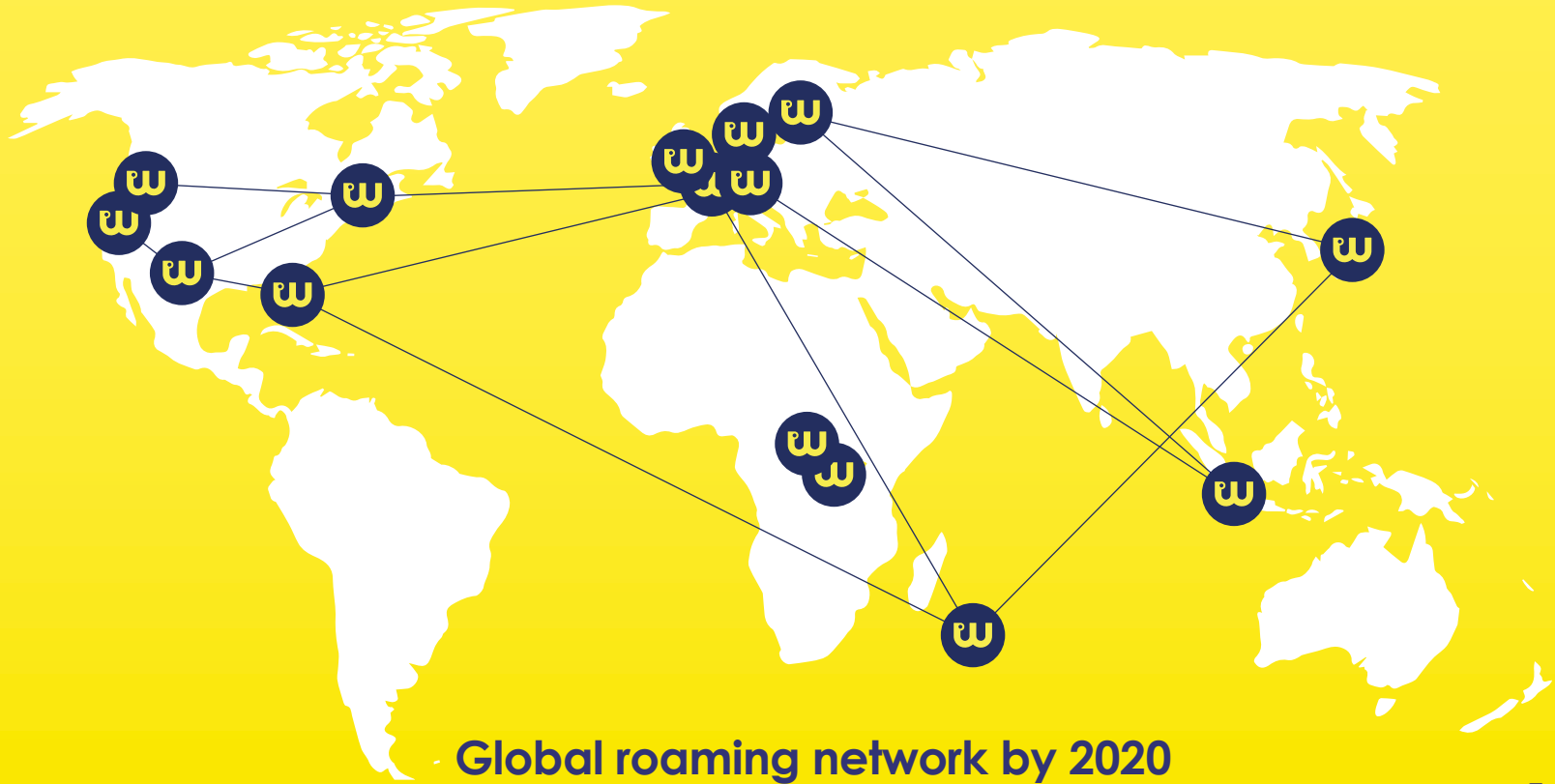
www.maas-api.org



3. Working together

Looking for that serious relationship?





Global roaming network by 2020

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How can markets evolve?

Winner
takes it all



Public Transportation
takes it all



BUS



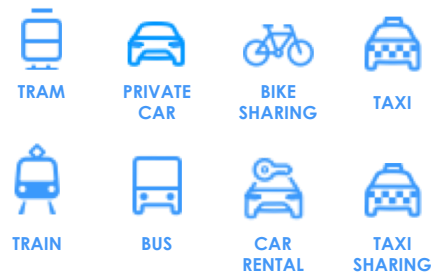
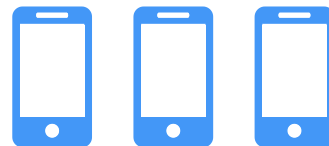
TRAM



TRAIN



Open Ecosystem



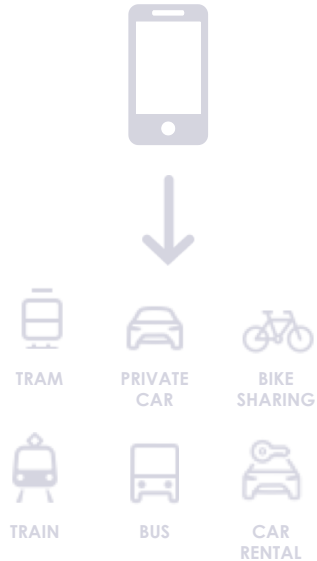
Mobility as a Service
(Aggregators)

Transportation
Providers

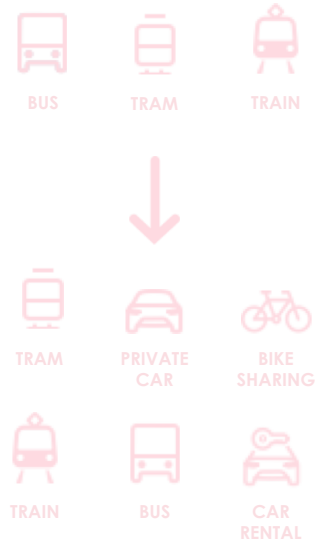


It is mobility ecosystem, not ego-system

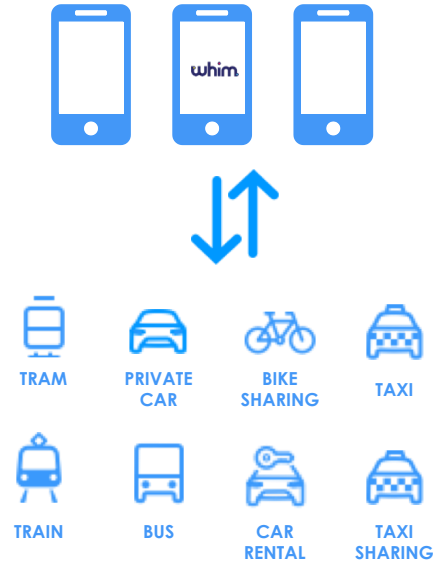
Winner
takes it all



Public Transportation
takes it all



Open Ecosystem



Mobility as a Service
(Aggregators)

Transportation
Providers

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Act on Transport Services

Better and more agile services

SERVICES

MaaS operators, apps, platforms, etc.

Data utilisation and regulation

DATA

Enabling digital services: APIs, open data, MyData

Deregulation, market access, competition



Transport and communications networks

Thank you!

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