

DAIMLER

[simpl'eco'nvenient]

A thought on success factors of urban mobility concepts and how Daimler is shaping urban mobility

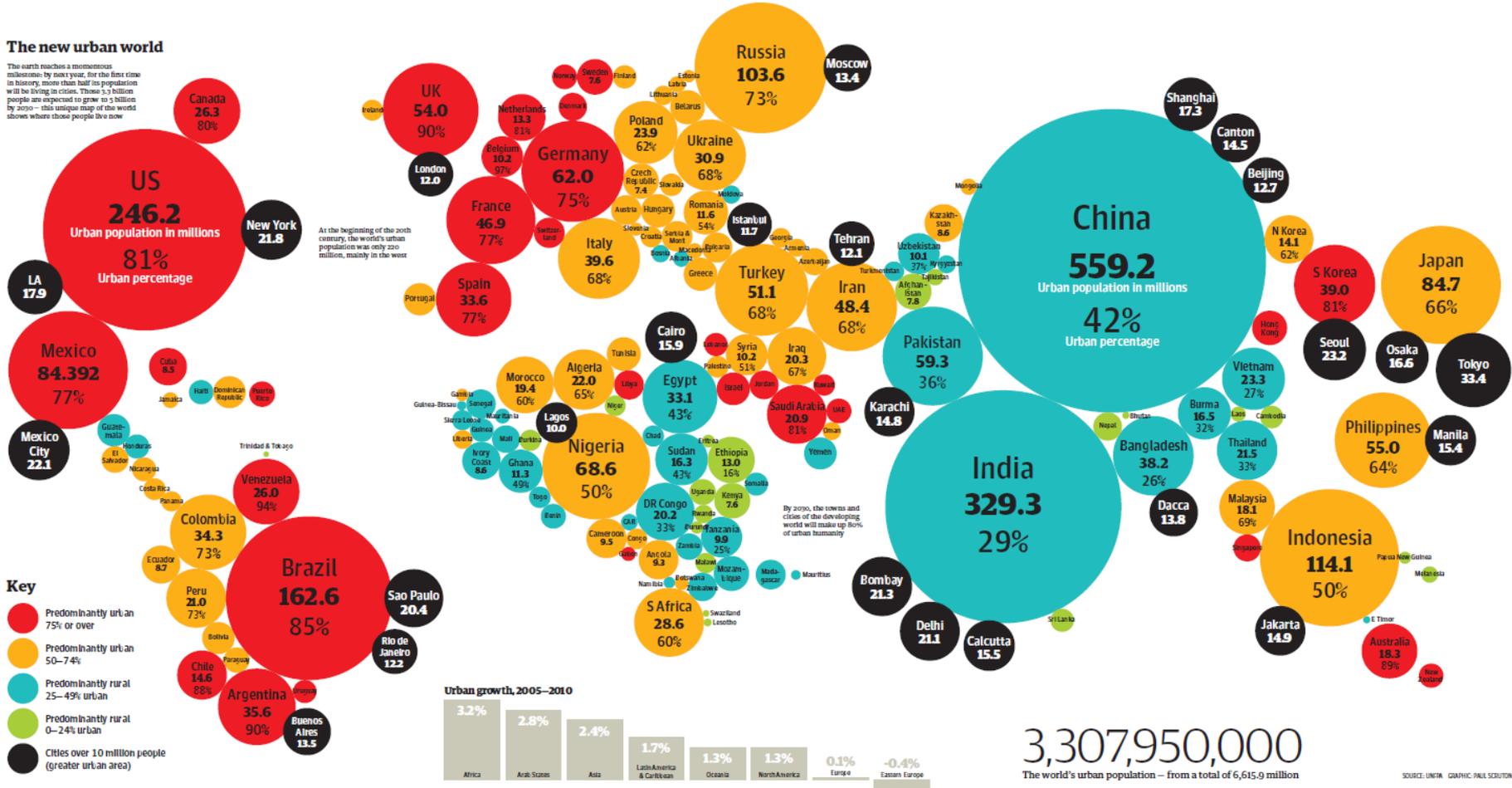


Philipp Wex, Business Innovation

Before we start: Why do we have to think about urban mobility?

The new urban world

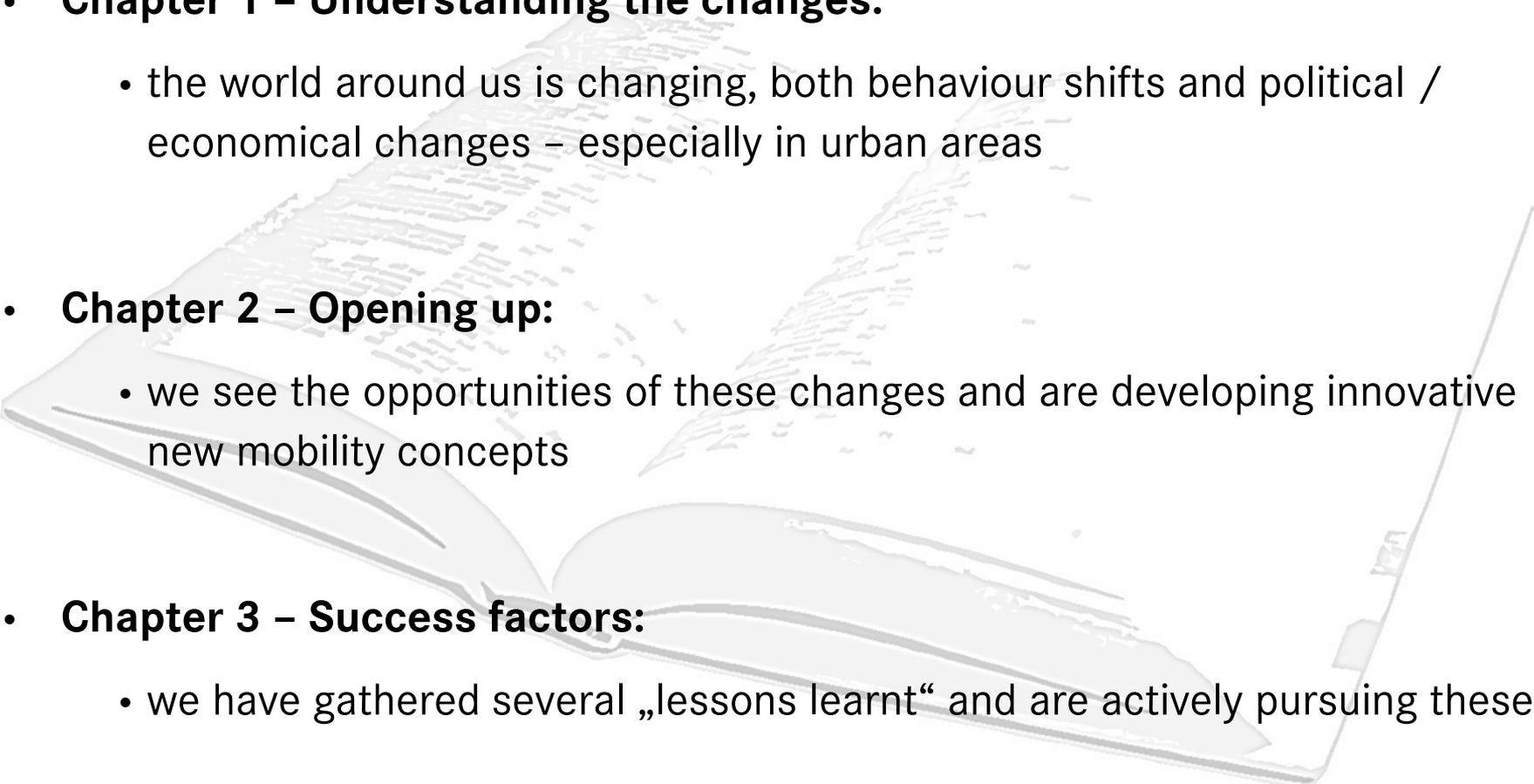
The earth reaches a momentous milestone: by next year, for the first time in history, more than half its population will be living in cities. Those 3 billion people are expected to grow to 3 billion by 2020 – this unique map of the world shows where those people live now



Source: Guardian Article

(<http://www.guardian.co.uk/environment/2007/jun/28/climatechange.conservation>)

The road towards urban mobility concepts

- **Chapter 1 – Understanding the changes:**
 - the world around us is changing, both behaviour shifts and political / economical changes – especially in urban areas
 - **Chapter 2 – Opening up:**
 - we see the opportunities of these changes and are developing innovative new mobility concepts
 - **Chapter 3 – Success factors:**
 - we have gathered several „lessons learnt“ and are actively pursuing these
- 

Mobility is affected by a wide range of Political, Economical, Social and Technological trends...

Urbanization

Traffic increase

Pollution

Connectivity



Scarce resources

Sustainability

Safety & Security

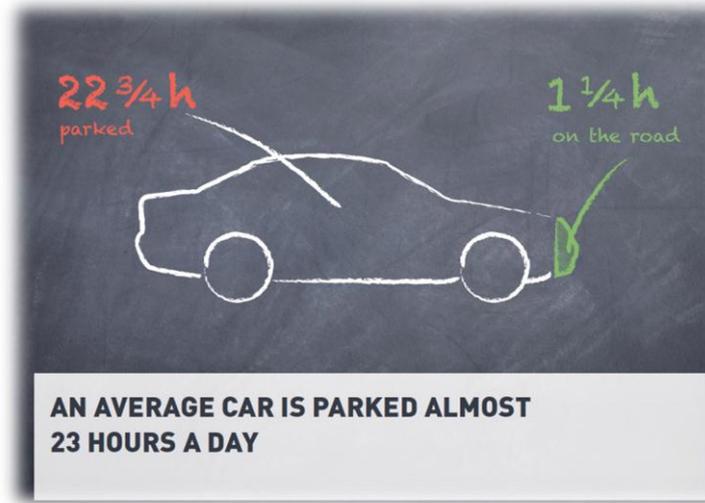
Political restrictions

... the auto-industry is especially looking at one certain social trend: Changing from AUTOmobile ...



Individual mobility used to be about owning, emotional first cars, 1:1 relationships, driver's license....

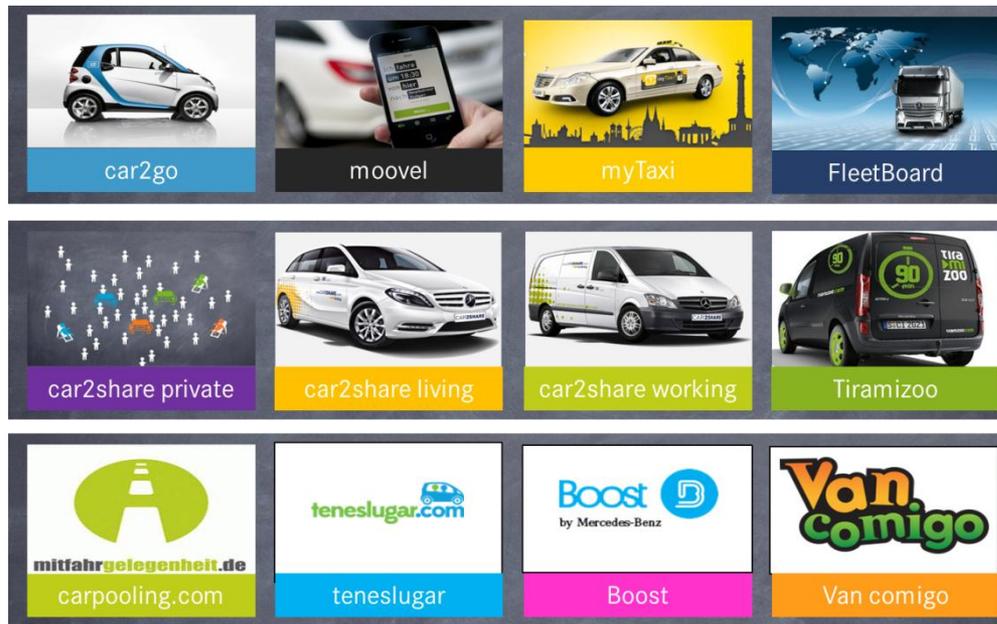
... towards autoMOBILE



... and many more...

These changes provide opportunities for the automotive industry: Innovative mobility concepts

- We see the changes as an opportunity and strongly believe that all the challenges will lead to new and innovative mobility concepts
- We want to and are proactively pursuing the piloting and development of such concepts



Innovative mobility concepts



car2go



moovel



myTaxi



FleetBoard



car2share private



car2share living



car2share working



Tiramizoo



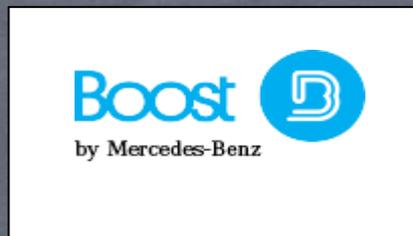
mitfahrgelegenheit.de

carpooling.com



teneslugar.com

teneslugar



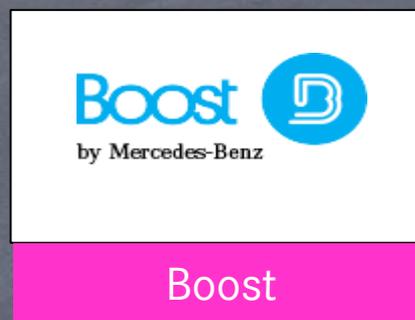
Boost
by Mercedes-Benz

Boost



Van comigo

Innovative mobility concepts



car2go



1. FIND



2. OPEN



3. ENTER PIN



4. DRIVE



5. PARK



car2go

Locations



9x

IN NORTH AMERICA

- AUSTIN
- CALGARY
- MIAMI
- PORTLAND
- SAN DIEGO
- SEATTLE
- TORONTO
- VANCOUVER
- WASHINGTON DC



10x

IN EUROPE

- AMSTERDAM
- BERLIN
- DÜSSELDORF
- HAMBURG
- COLOGNE
- LONDON
- MUNICH
- STUTTGART
- ULM
- VIENNA

car2go

Statistics

350.000+
Customers

7.500.000+
Rentals

45.000.000+
Kilometers



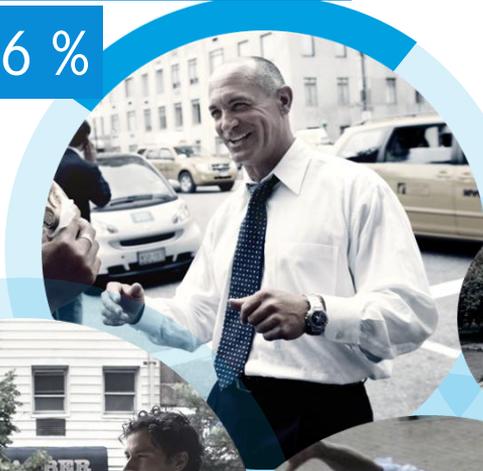
car2go

User Group



BETWEEN 36-49 YEARS OLD

26 %



50 AND MORE YEARS OLD

14 %



BETWEEN 26-35 YEARS OLD

29 %



BETWEEN 18-25 YEARS OLD

31 %

moovel as a perfect example for „access to mobility“ across the multi-modal mobility chain



Start



Options



Details



Map



Multi-modal mobility information desk and market place by opening up to all mobility service providers...

CAR2SHARE

Flexible multi-party car-sharing system



„private“ carsharing from private to private, „working“ for enterprises and „living“ for residents of living quarters

The human factor: Key success factor for future mobility concepts

- Lesson 1: It's not about technology – technology is there
- Lesson 2: Our traditional values are still very valid
 - Safety
 - Style
 - Quality
 - Innovation
 - Customer care
- Lesson 3: There are certain values that need a new interpretation (both for decision makers and end-users)
 - Simplicity
 - Ecology / Economy
 - Convenience



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...urban mobility concepts