A thought on success factors of urban mobility concepts and how Daimler is shaping urban mobility
Before we start: Why do we have to think about urban mobility?

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...
... 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

AN AVERAGE CAR IS PARKED ALMOST 23 HOURS A DAY

... 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
- carpooling.com
- teneslugar.com
- Boost by Mercedes-Benz
- Van comigo
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1. FIND
2. OPEN
3. ENTER PIN
4. DRIVE
5. PARK
car2go Locations

IN NORTH AMERICA

AUSTIN
CALGARY
MIAMI
PORTLAND
SAN DIEGO
SEATTLE
TORONTO
VANCOUVER
WASHINGTON DC

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 26-35 YEARS OLD
29 %

BETWEEN 36-49 YEARS OLD
26 %

BETWEEN 18-25 YEARS OLD
31 %

50 AND MORE YEARS OLD
14 %

Chapter 2 – Opening Up
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
[simplˈecoˈnvenient]

...urban mobility concepts