



Mobility as a Service The end of car ownership?

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A person wearing a grey shirt and a dark vest is holding a set of car keys in their right hand, pointing them towards the camera. The background is blurred, showing some greenery and a paved area.

**What would be more
than owning a car?**

Freedom of mobility:
*Anywhere, anytime
on a whim*



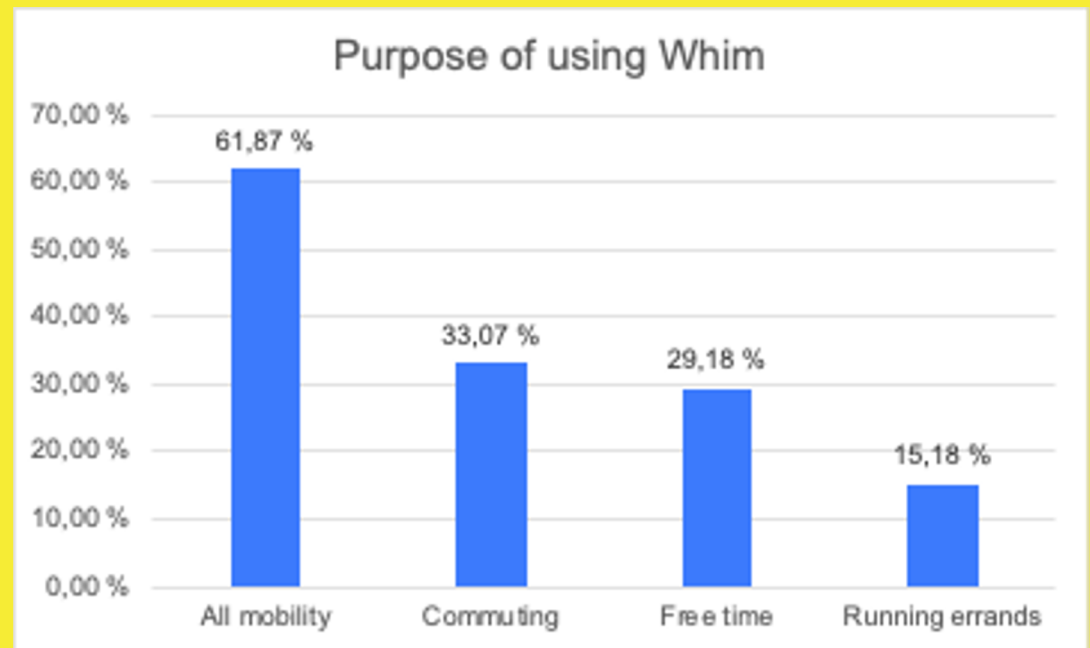
Findings - Purpose of use

62% use Whim for all travel needs.

9% selected only for commuting.

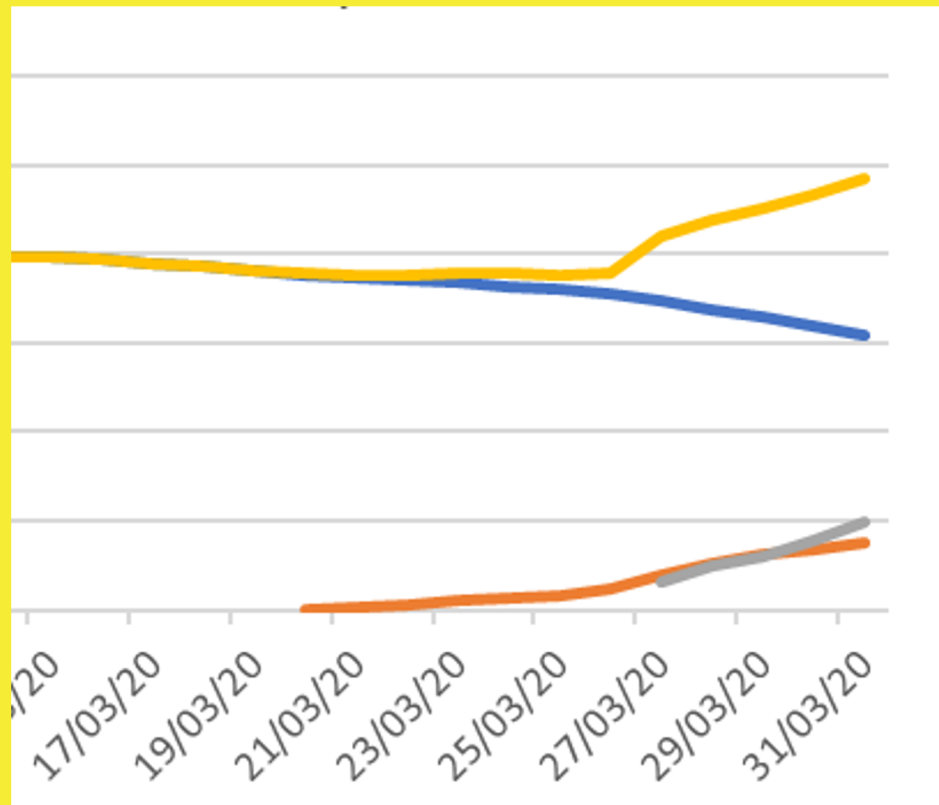
4% selected only for leisure.

2% selected only for errands.*



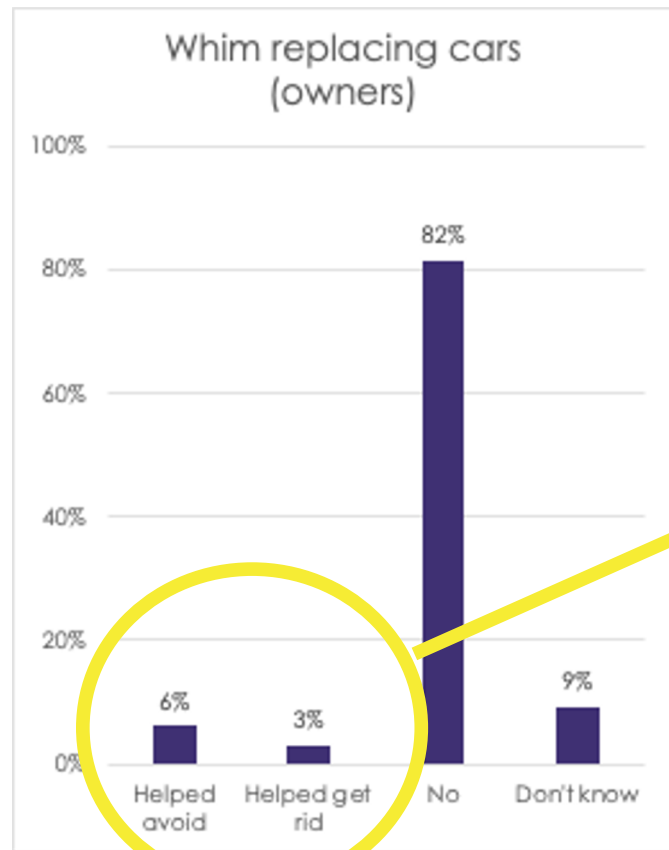
*This question was checkbox question, i.e. respondents could select >1 answer. In the graph are the overall responses.

Covid and MaaS (multimodality)

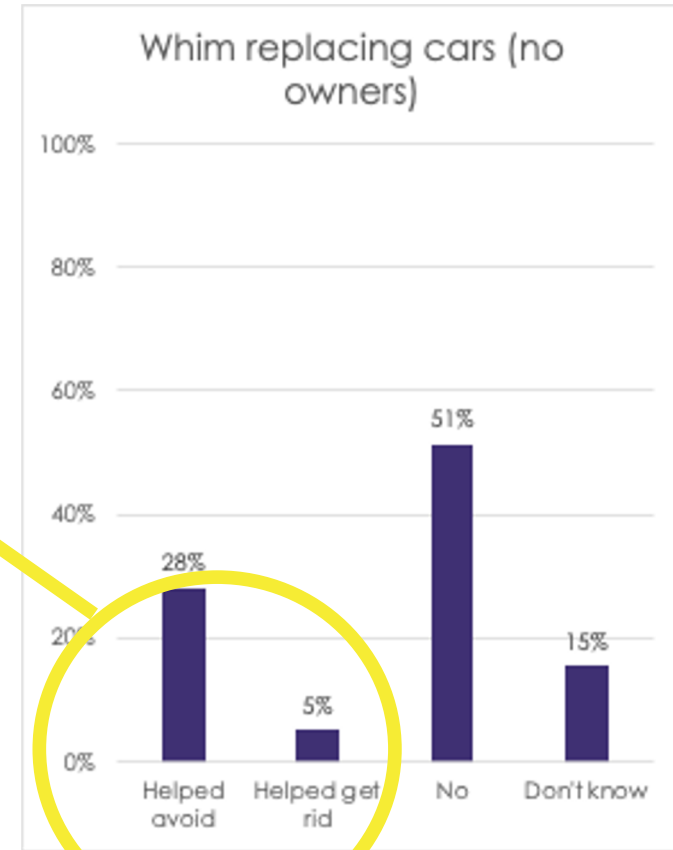


- Urban30 subscriptions
- Citybike subscription
- Post covid commitments
- All subscriptions

Whim replacing cars?



24% of all responses said Whim helped (a) avoiding or (b) getting rid of own car



Car Ownership and Whim survey 11/2020 (n 364)

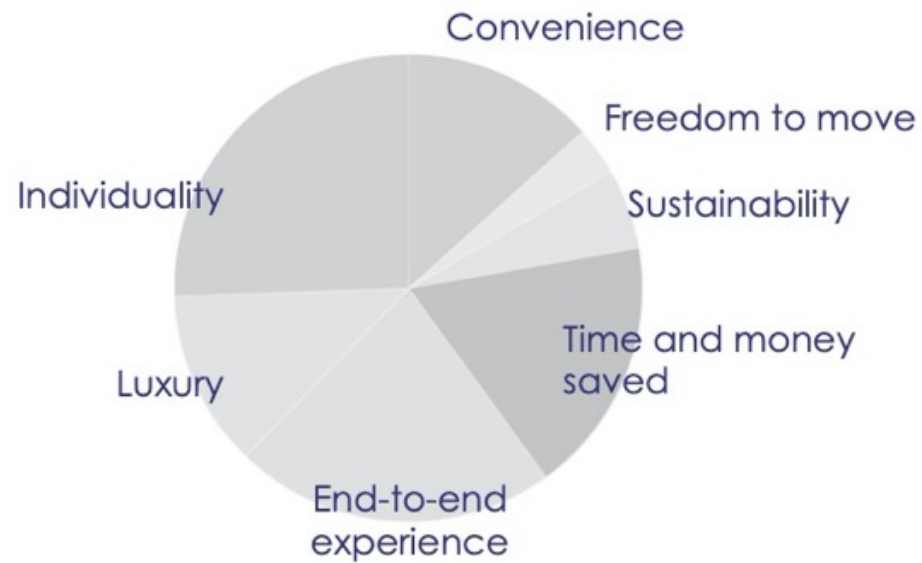
Whim is available in

- 1** Helsinki, launched 11/2017
- 2** Birmingham, launched 3/2018
- 3** Antwerp, launched 5/2018
- 4** Vienna, launched 10/2019
- 5** Turku, launched 5/2020
- 6** Tokyo, launched 12/2020

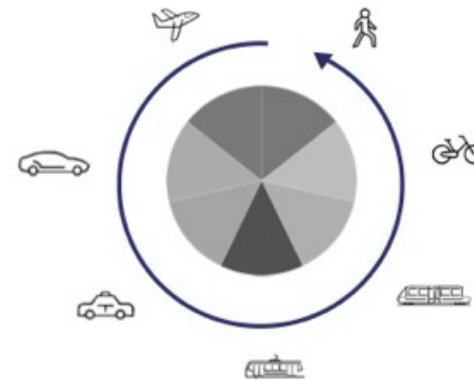


whim

HOW TO MAKE MONEY FROM MULTIMODAL



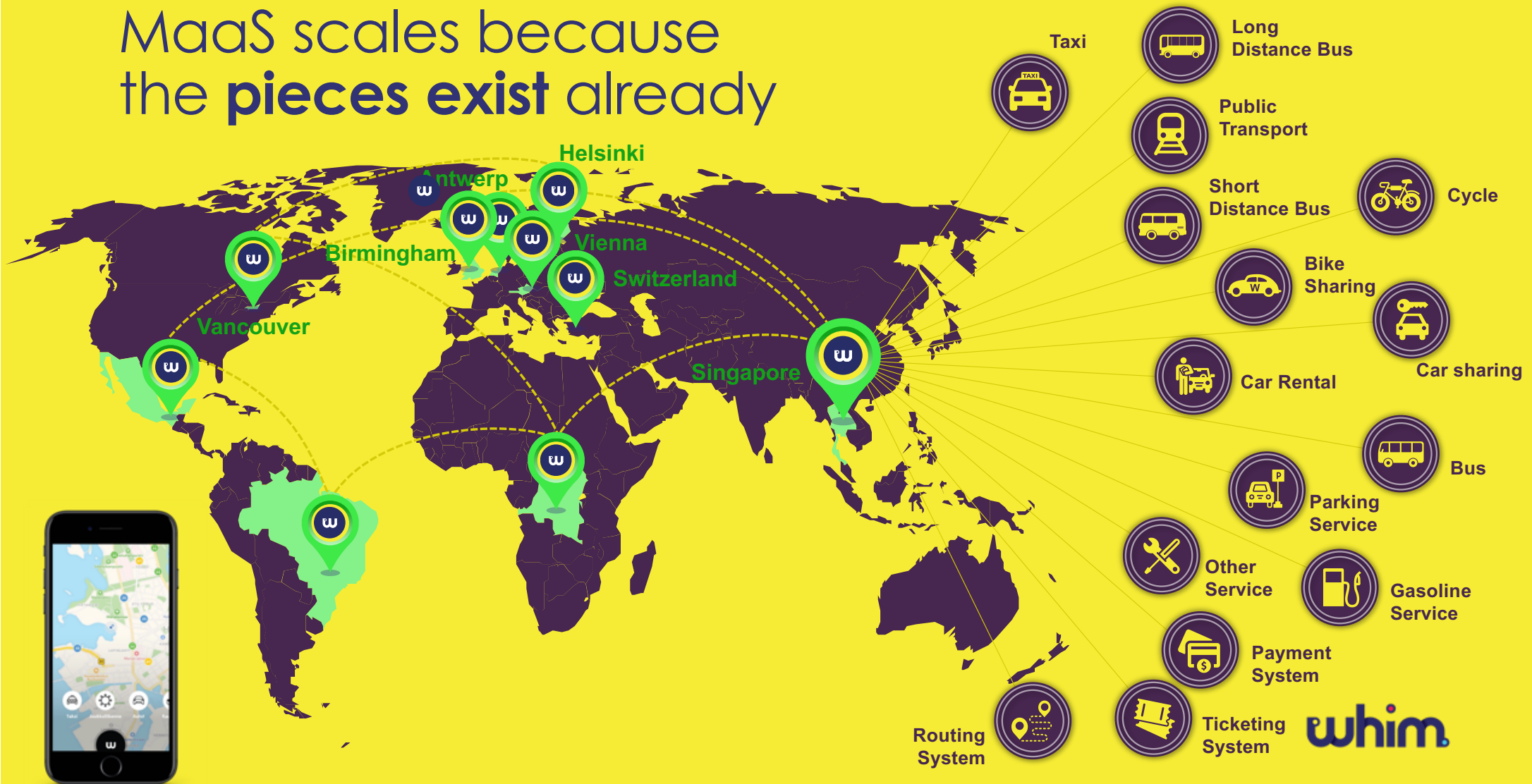
**Perceived value
of MaaS**



Cost of transportation

Nudging customers from most expensive modes to least.

MaaS scales because the **pieces exist** already



Ferrari of Mobility?



Open world package

- All modes of services open everywhere
- Simple terms with whatever you need
- Full assistance in all situation
- Global carage of beautiful cars
- Combined with home

WILLINGNESS FOR COOPERATION

Contracts between transport service providers and MaaS Global **to buy transportation** from at least:

- Public transportation (urban, intercity)
- Taxi and/or taxi-like services
- Access to a car (rental, sharing)
- Other city-specific TSPs



TECHNICAL READINESS

Make available your **APIs allowing 3rd party service providers** including:

- Background payments, ticketing, validation, hailing
- Information about transport services (timetables, routing, locations, disturbances)

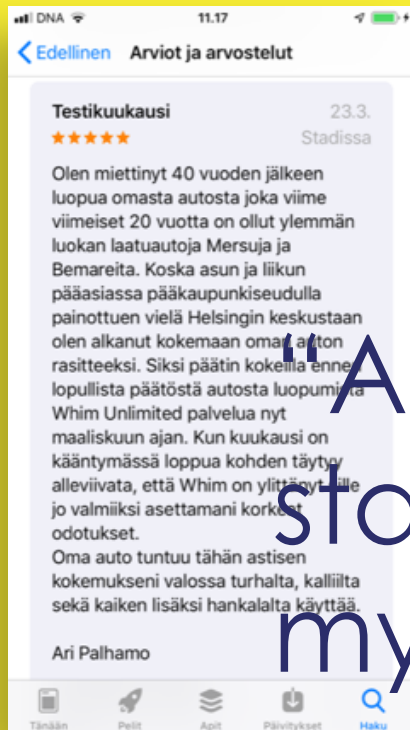


FROM CORRIDORS TO HUBS

Transform public transport stations to mobility hubs. Make those as connected as possible by providing:

- Dedicated areas for shared mobility (carshare, bikeshare, taxis, scooters...)
- Park&Ride
- Enable and support new businesses and multimodality





"After 40 years of driving I have started to consider giving up my car that, for the last 20 years, has been an executive class automobile..."



Thank you!