



# Tomorrow's mobility will be SEAMless

Carsharing Association Conference  
Vancouver, September 23<sup>rd</sup> 2015

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**MARCON**

# Shared + Electric + Autonomous + Multimodal

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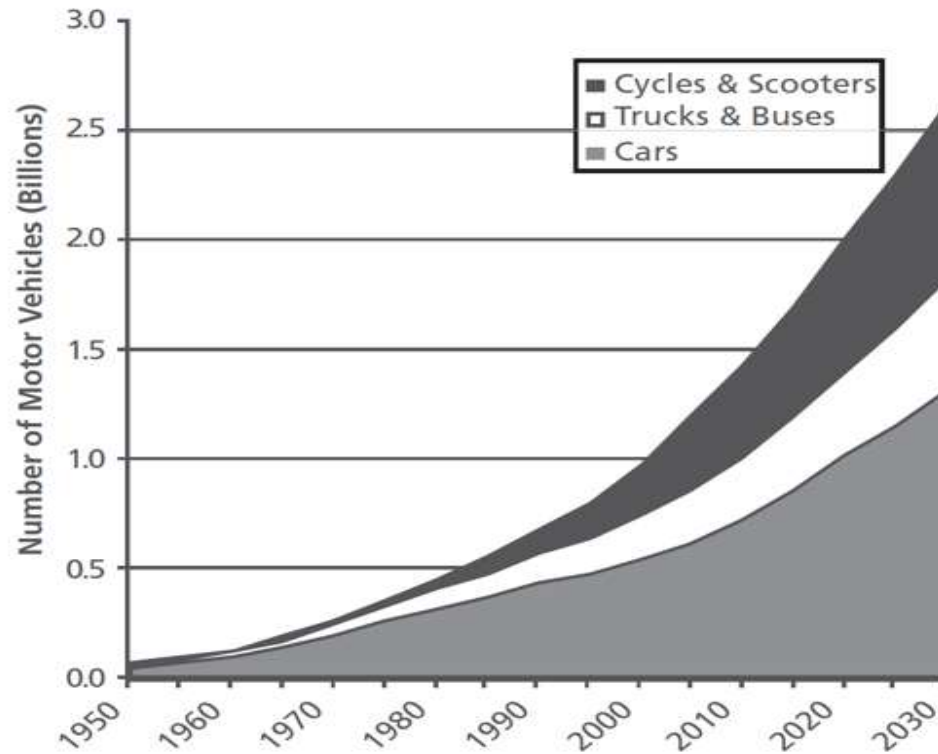
SEAMless Mobility <sup>TM</sup>



# Context



# Sustainability of the current model?

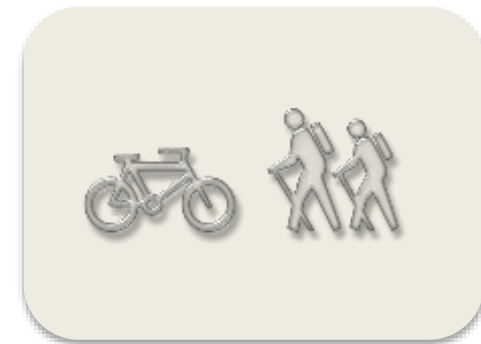
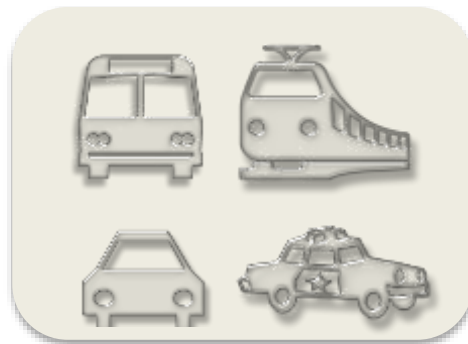


# Electrification of transportation: a must!



- Increasing # of models
- Greater range
- Greater affordability
- More charging infrastructure

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# Sharing: we may not have a choice



# Sharing: we may not have a choice

## Helsinki's ambitious plan to make car ownership pointless in 10 years

Finland's capital hopes a 'mobility on demand' system that integrates all forms of shared and public transport in a single payment network could essentially render private cars obsolete

- [Should we ban cars in city centres?](#)



## Rosalind Readhead Wants To Be Mayor of London And Ban Private Cars

Will the next mayor of London ban private cars?



## Paris Aims to End Its Pollution Misery by Cutting Out Cars

To emerge from its toxic fog, Paris is enacting what could be the most drastic anti-pollution measures seen in any major world city.

FEARGUS O'SULLIVAN | [@FeargusOSull](#) | Dec 9, 2014 | 22 Comments

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# Sharing: we may not have a choice

## Would You Rent Your Car? You May Have No Choice

2015 CAR Management Briefing Seminars

Bill Visnic | WardsAuto

Aug 5, 2015

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COMMENTS 0

The growth in megacities and likely resulting restrictions on automobile access could force consumers into car sharing, a Ford official predicts.



Ford's Holland: Young buyers much more open to car sharing.

Full View Photography



# Multimodality



Increasingly connected  
through technology



# The missing piece: AV technology



# Government policy, regulations required

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- To ensure use of the most efficient mode(s) of transportation
  - Capacity
  - Energy efficiency
- To maximize sharing
- To ensure accessibility to all, regardless of physical limitations



# Thank you

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