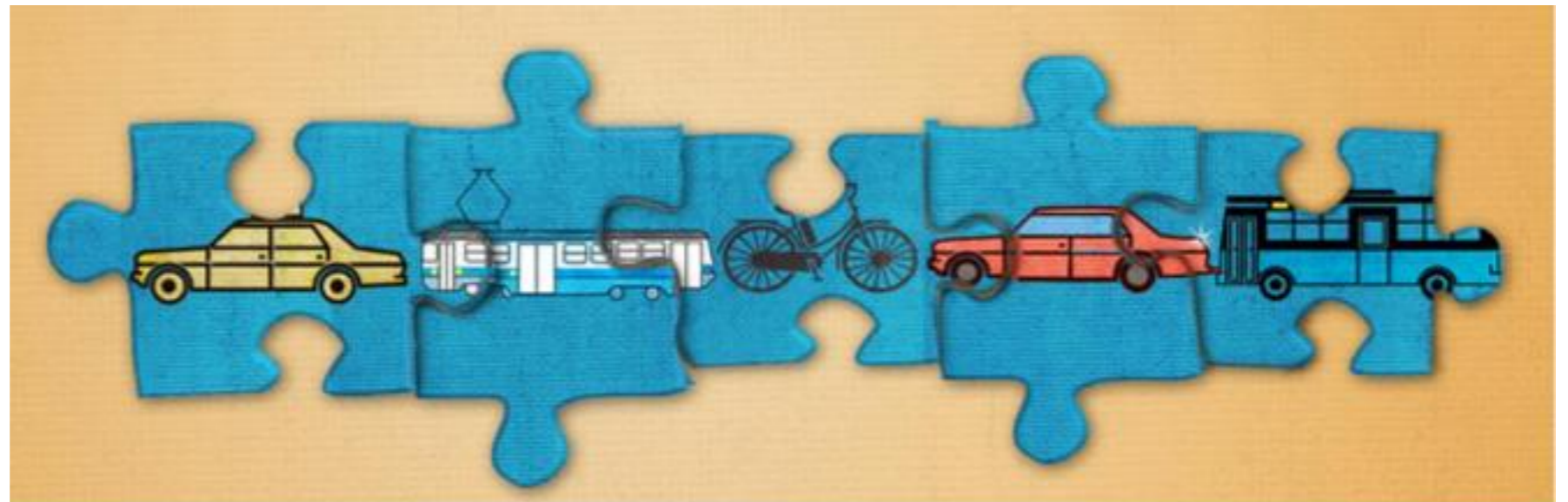


Mobility As A Service - MaaS

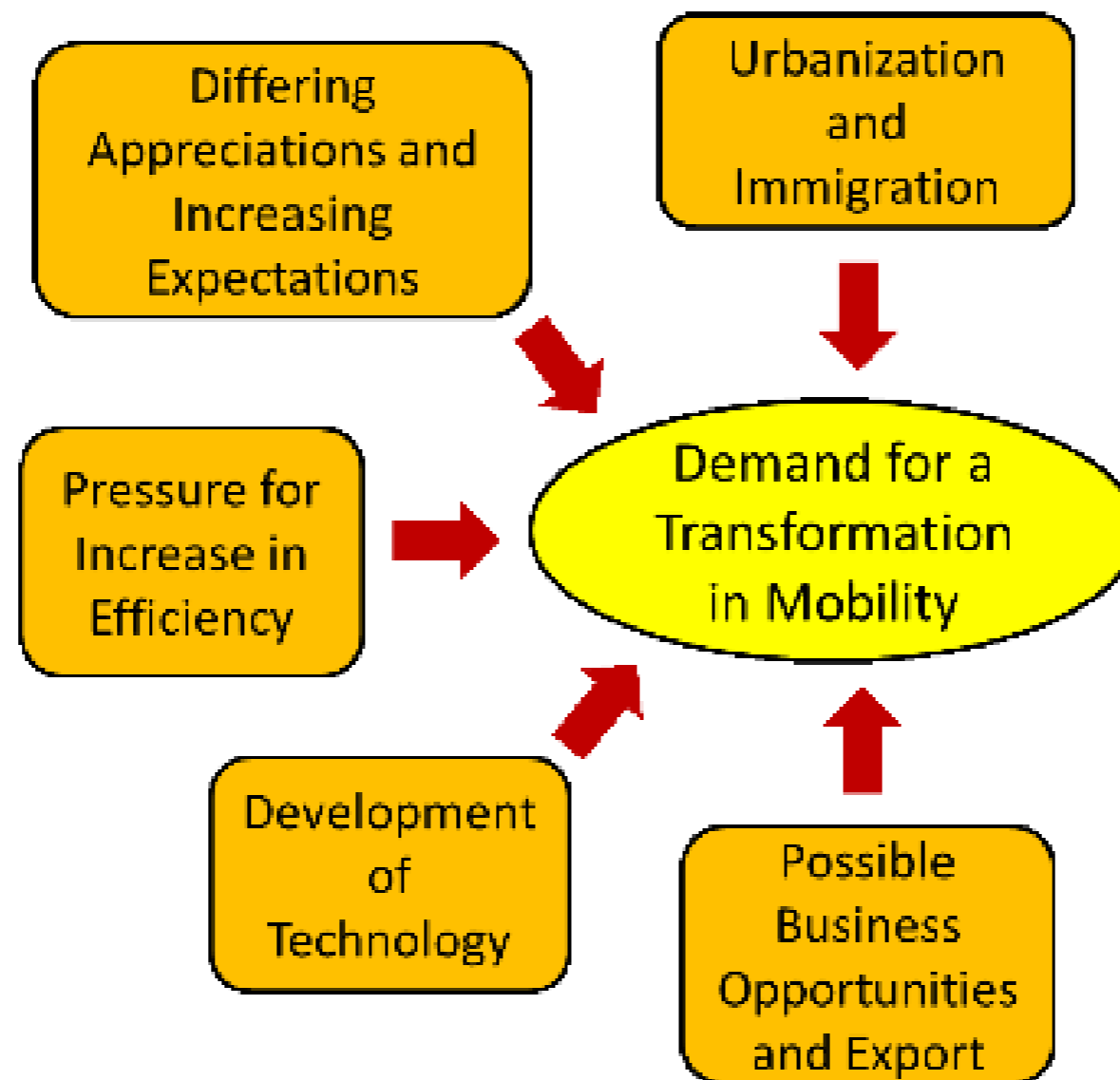
Van silo's naar roaming

Dr. Sven Vlassenroot
Ir. Peter Defreyne



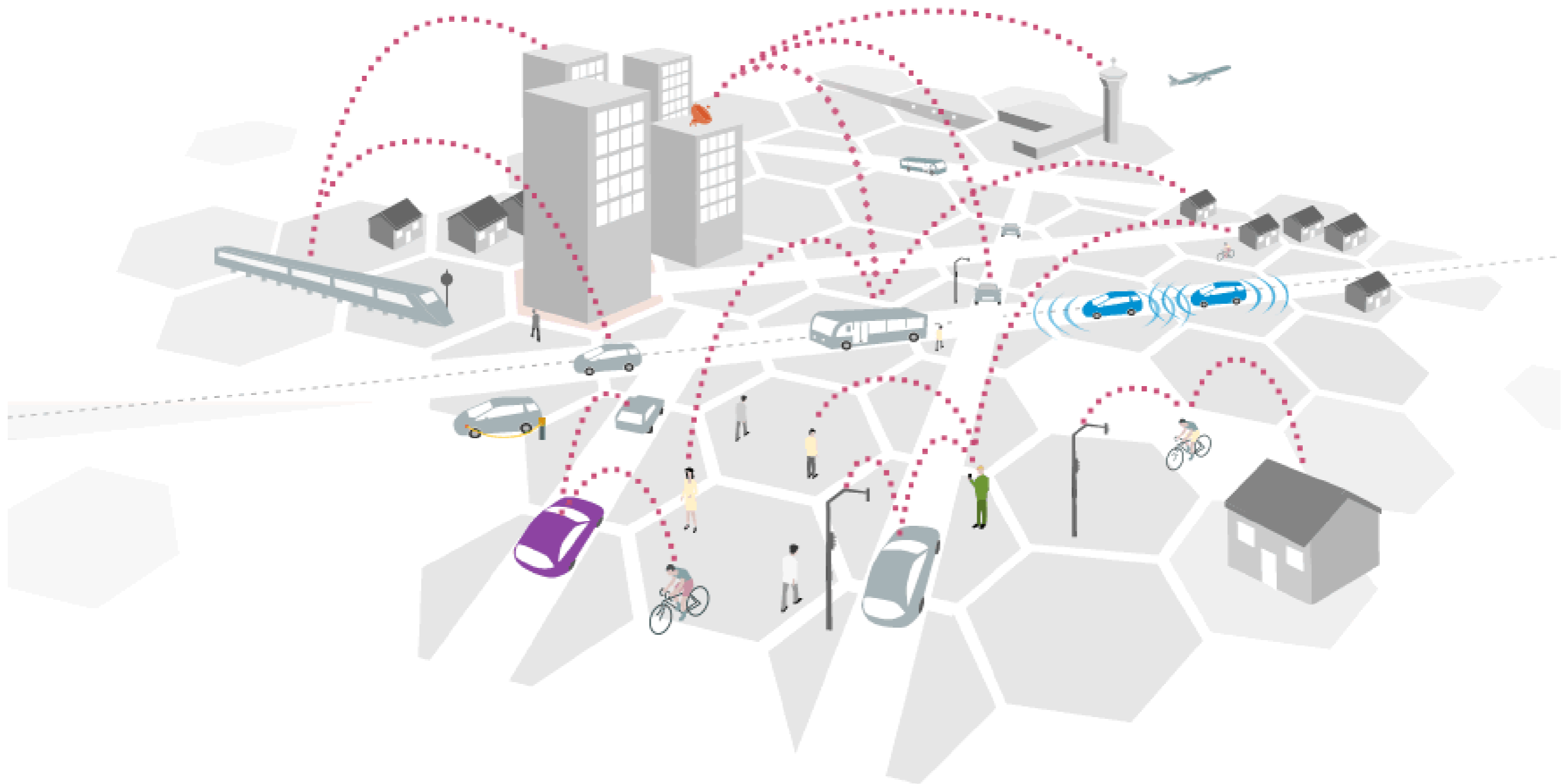
Vraag naar verandering

- Factoren die het huidige systeem onder druk zetten



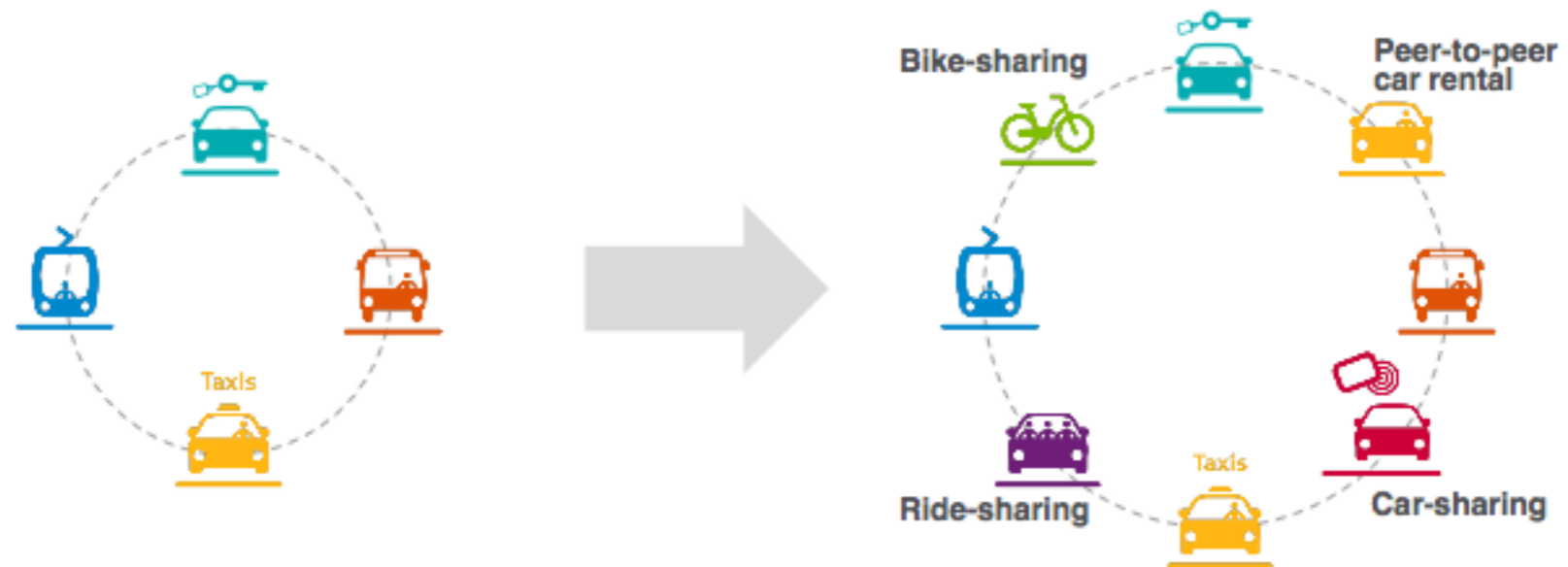
Vraag naar verandering

- Connected mobility & self driving cars



Concrete veranderingen

- “THE DIGITAL REVOLUTION ENABLES THE PERSONALISATION OF PUBLIC TRANSPORT”
 - In Frankrijk steeg shared economy business met 24% tussen 2013 en 2014.
 - 48% van alle Fransen hebben al gebruik gemaakt van deel services



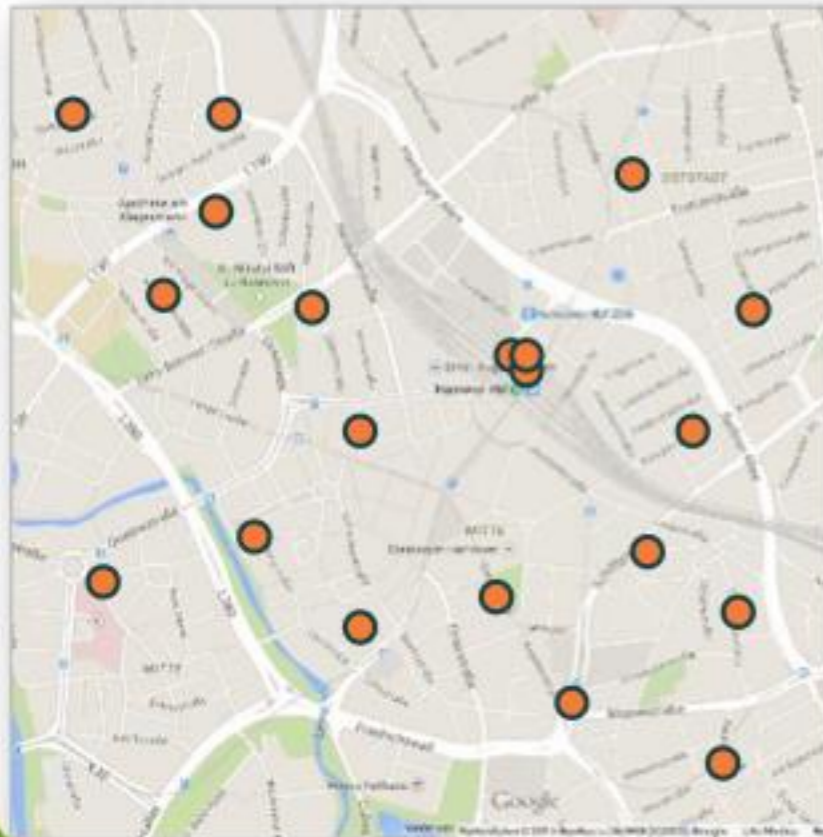
Concrete veranderingen

- Verwachting van Carsharing in Hannover:

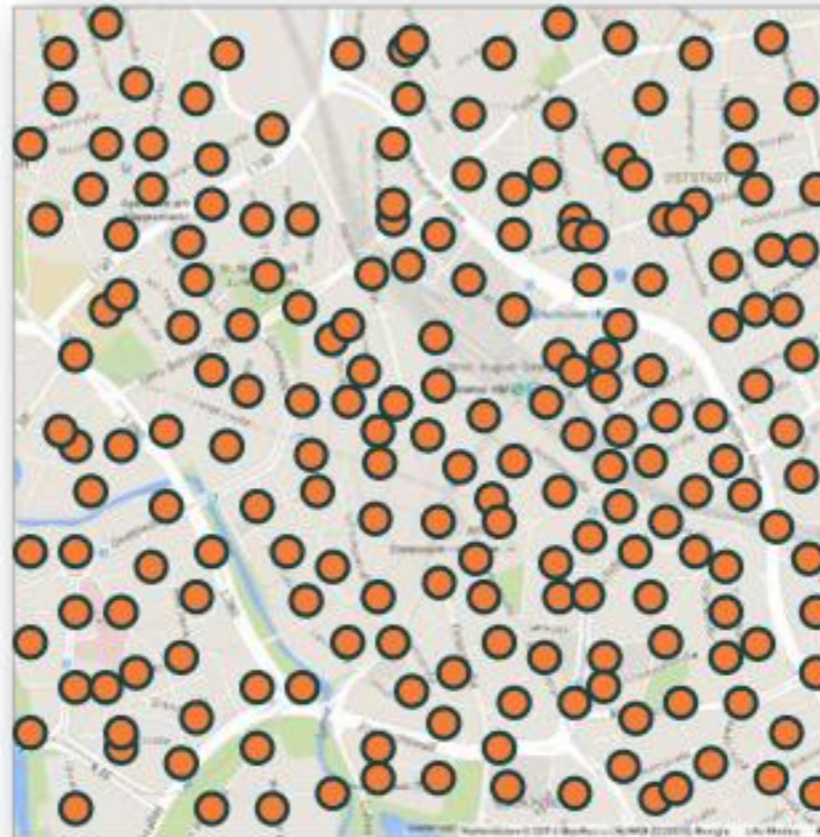
Üstra Hannoversche Verkehrsbetriebe AG

CarSharing in Hannover

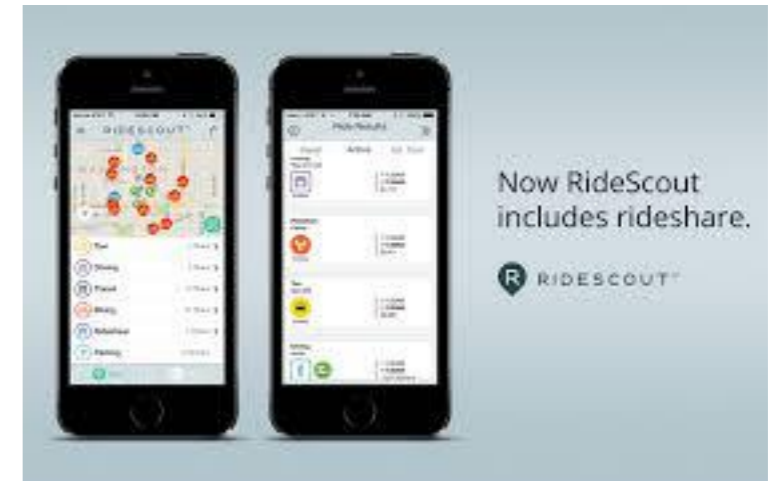
400 cars today



4,000 cars in the future?



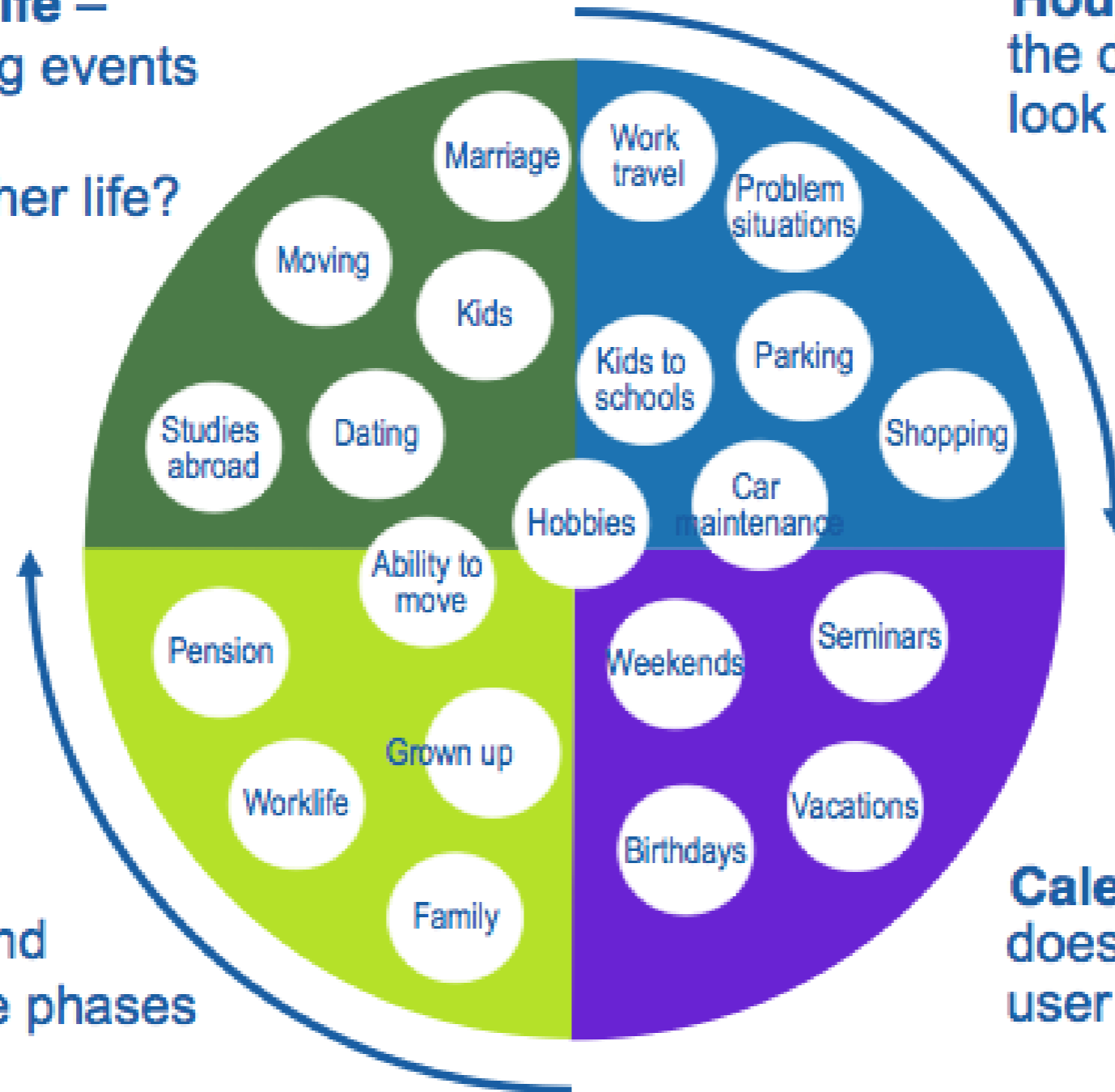
Concrete veranderingen



Belang in nieuwe systemen: Gebruiker staat centraal

Situation of Life –
What kind of big events
does the user
experience in her life?

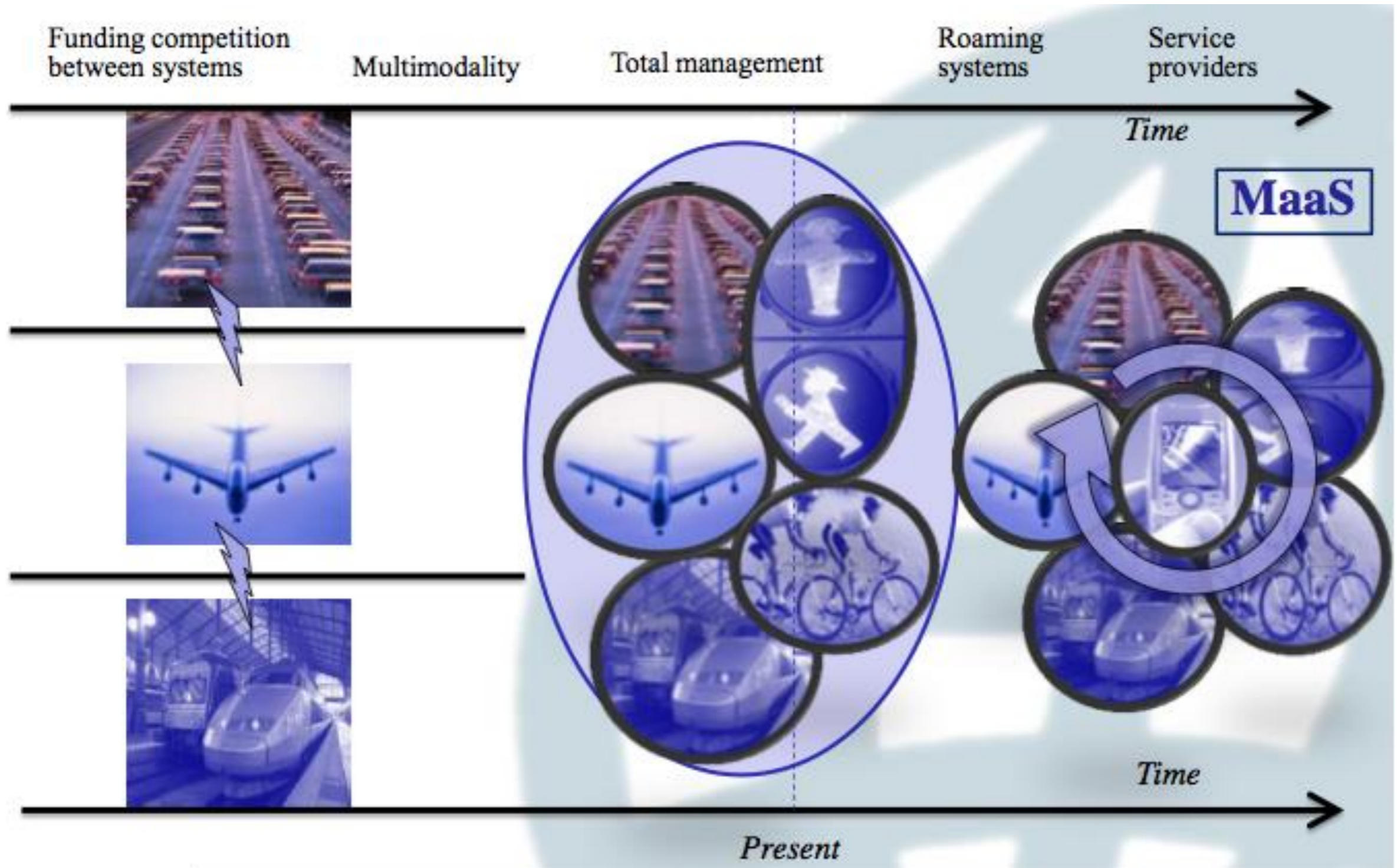
Hours – How does
the day of a user
look like?



Lifecycle –
What needs and
necessities the phases
of life bring?

Calendar – How
does the year of the
user look like?

Van silo's naar roaming in mobiliteit



WHAT IF ALL
TRANSPORTATION
WAS
CONVERGED...



... AND TAILORED
TO YOUR NEED AS
MONTHLY
PACKAGES



Transport



Urban commuter package for 95 € month:

- Free public transport in home city area
- Up to 100 km free taxi
- Up to 500 km rental car
- Domestic public transport 1500 km



15 minutes package for 135 €/ month:

- 15 minutes from call to pick up by shared taxi
- EU wide roaming for shared taxi at 0,5 €/km
- Free public transport in home city,
- Domestic public transport 1500 km



Business world package for 800 €/month:

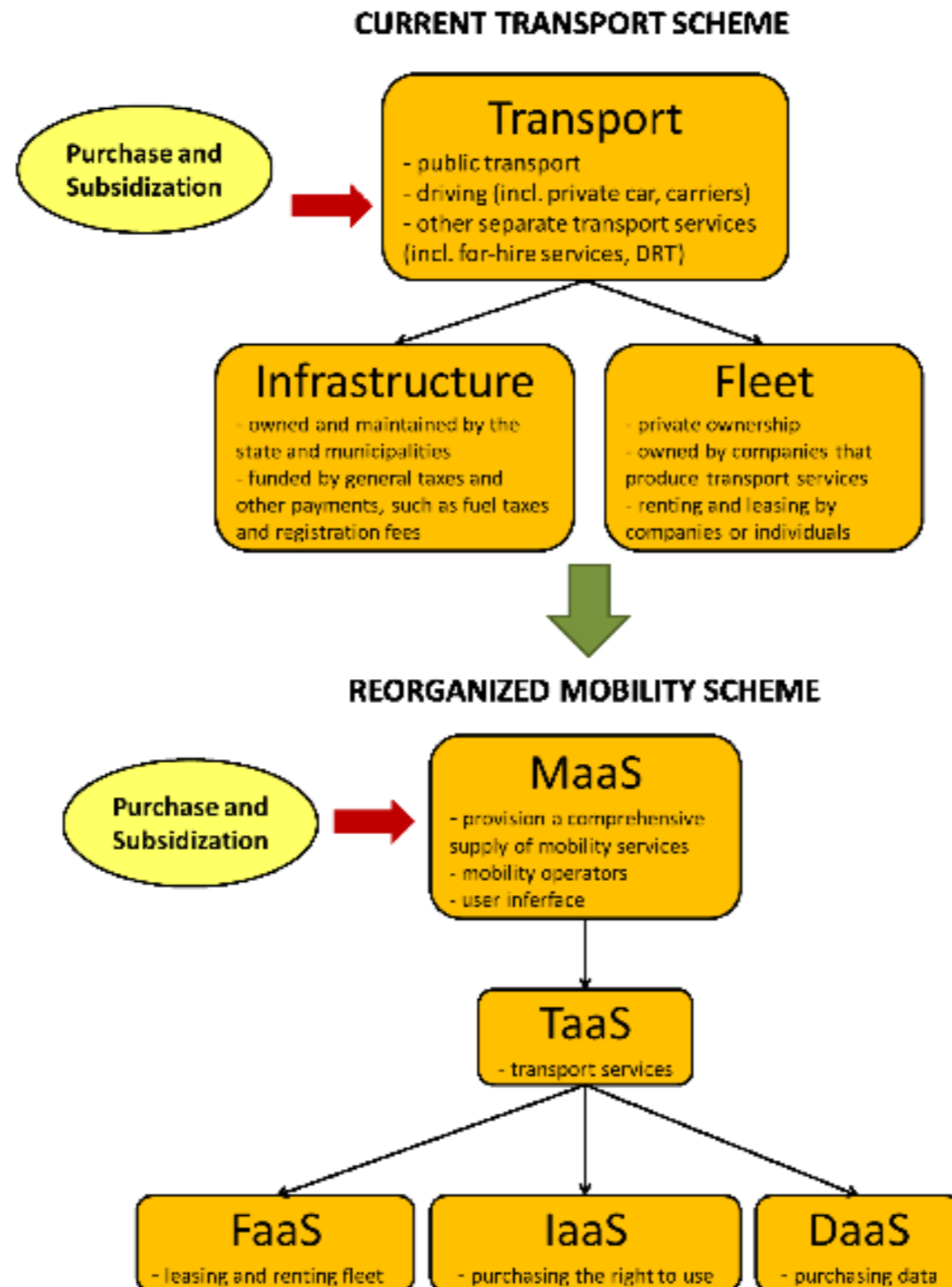
- 5 minutes pickup in all EU
- Free taxi in home city
- Lease car and road use
- Taxi roaming worldwide



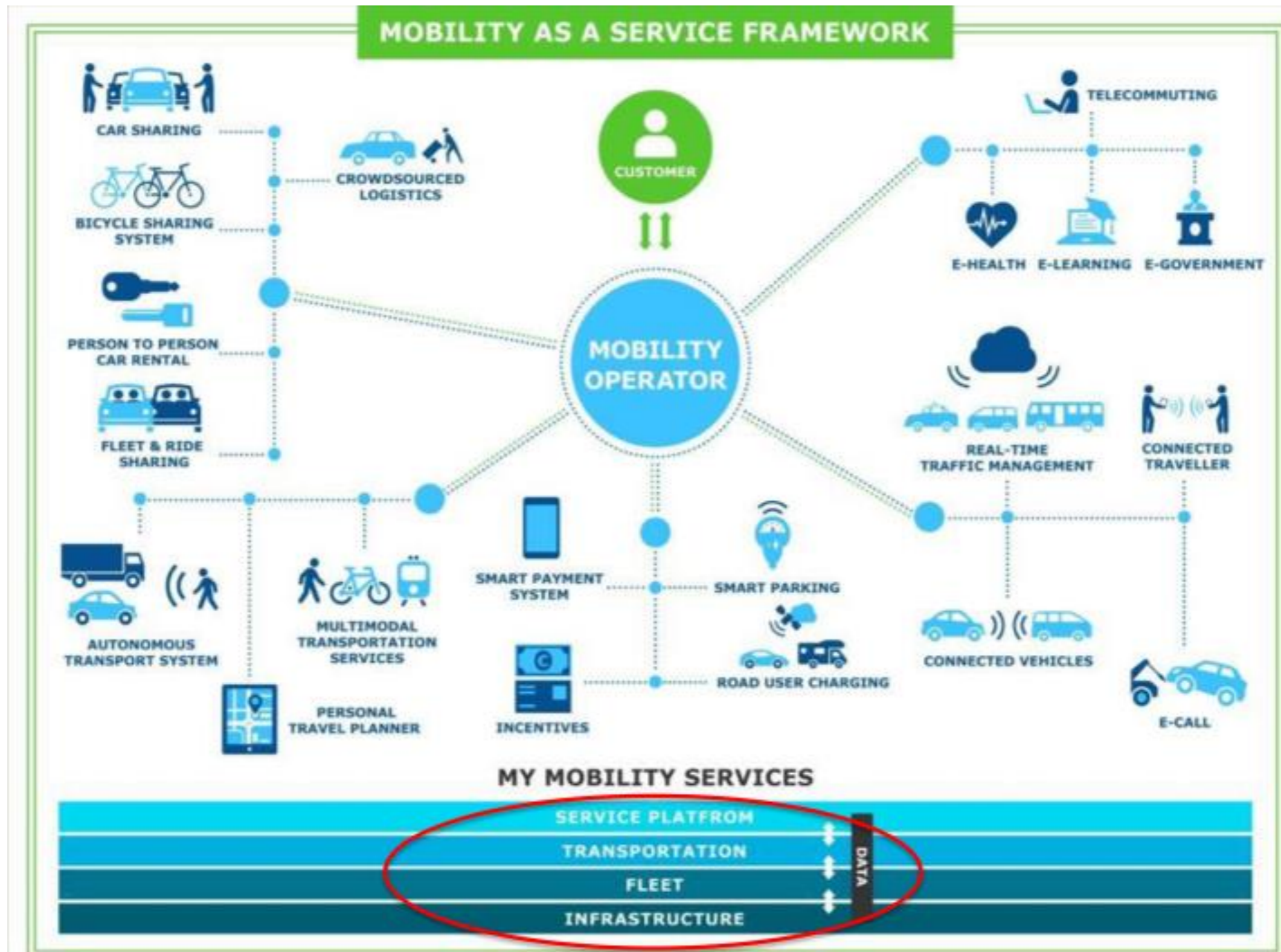
Family package for 1 200 €/month:

- Lease car and road use
- Shared taxi for all family with 15 minutes pickup
- Home city public transport for all
- Domestic public transport 2 500 km

transitiemodel

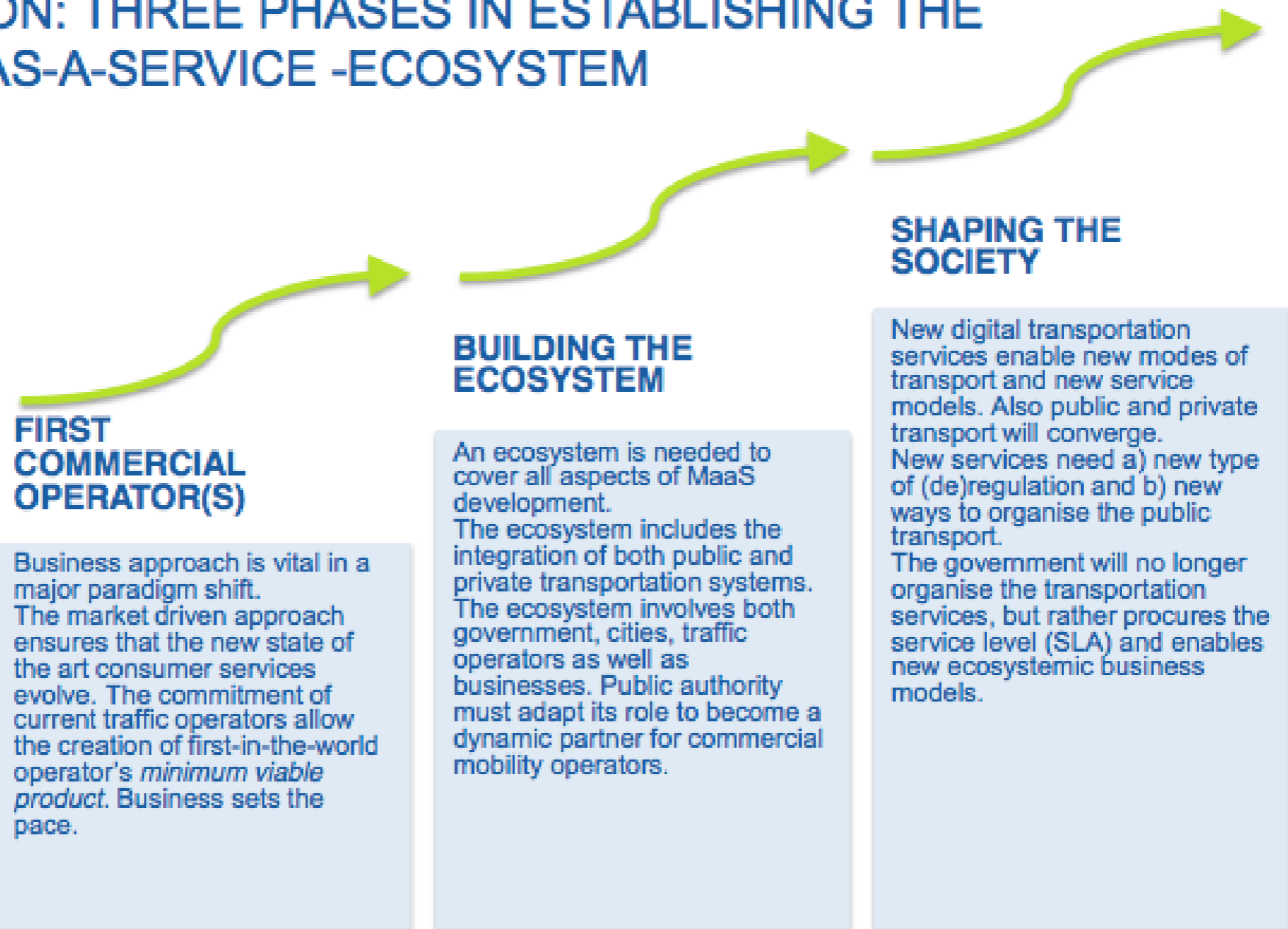


Integrator



Realisatie van MaaS: Visie Finland

MAAS VISION: THREE PHASES IN ESTABLISHING THE MOBILITY-AS-A-SERVICE -ECOSYSTEM



GOVERNMENT
ROLE

Embrace, co-finance, support
key players, international
visibility

Involve, enhance, promote,
activate the SME's, export
activities

De-regulation, market driven
public procurement

Economische realiteit van MaaS

- Shift naar service-economie
- Creatie van een mobiliteitsmarkt
- Stel dat het transportbudget van een gezin in 2017/2018 10% bedraagt dan wordt verwacht dat MaaS hiervan 2% zal uitmaken en enkel zal groeien
- Shift in businessplannen (bijv. huurauto's)
- Iedereen kan aanbieder zijn
- Momenteel veel investeringen gaande in services (routeplanners, boekingen, applicaties,...)

Dank u voor uw aandacht

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