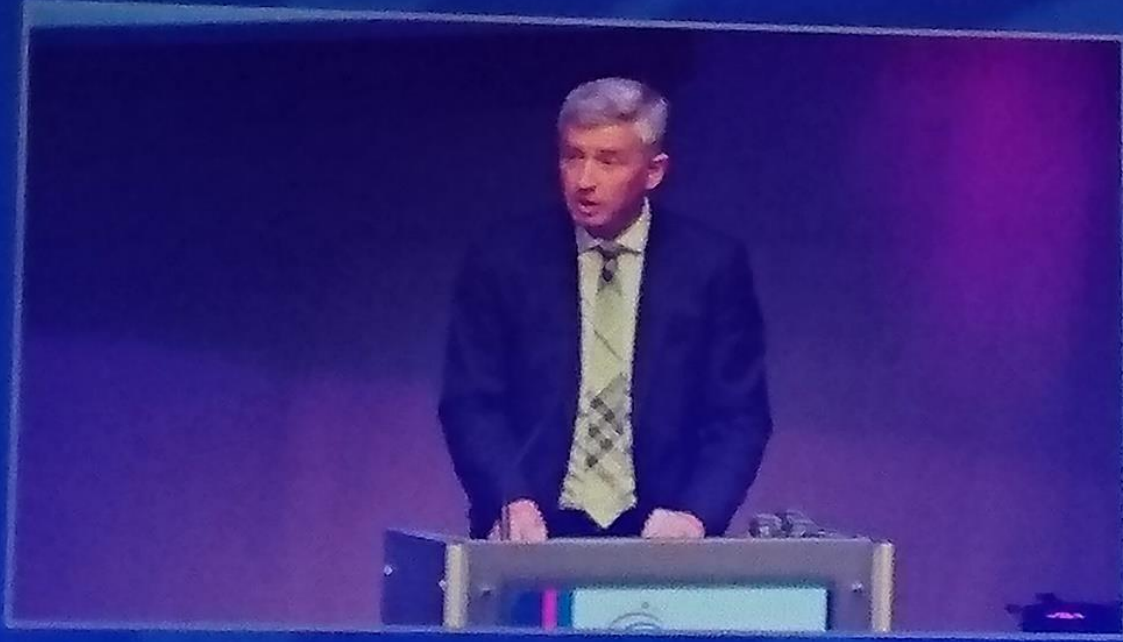


Helsinki♥MaaS

Sami Sahala, 24.01.2018

**FORUM
VIRIUM
HELSINKI**



"Three priorities

- Mobility as a Service
- Cooperative and automated driving
- ITS for freight and logistics"



Opening of ITS Europe Congress 6th June 2016



Paul Kompfner  @therealkompf · Jun 27

EC Commissioner Cañete tells FIA cocktail they need smart technologies and MaaS to meet climate and energy targets. And it won't be easy...



1

FIA Region I President, Thierry Willemarck said, "We think Mobility as a Service, the on-demand delivery of a variety of transport options in a single monthly subscription, has an important role to play in improving transport sustainability, along with efficient targets for CO₂ reduction post 2020."

Within
H2/2014:

> 300
articles

Dozens
of
Radio
TV
Keynotes
etc

What it would take for cities to eliminate the need to own a car

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

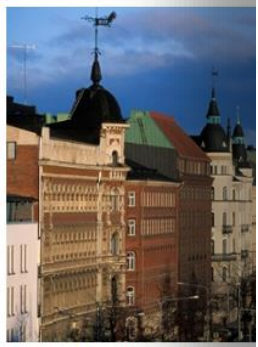
• Should we ban cars in city centres?

Adam Greenfield
theguardian.com, Thursday 10 July 2014 15.20 BST
Jump to comments (176)



APP FOR THAT. PHOTOGRAPHER: OLIVIER MORIN/AFP/GETTY IMAGES

Millennials Want Apps, Not Cars



Urban mobility, rethought ... Helsinki, F

The Finnish capital has announced a "mobility on demand" system by 2025 – one that would have any reason to own a car

Helsinki aims to transcend conventional public transport by encouraging people to purchase mobility in real time. The hope is to furnish riders with a well-coordinated that it becomes

PREVIOUS STORY
Scientific journal retracts 60 papers linked to fraudulent peer-review ring

NEXT STORY
Beats is giving gold headphones to Germany's victorious World Cup team

Finland's largest city wants to replace cars with apps

New system would integrate all the city's public transit and private rideshares into one app

By Carl Franzen on July 14, 2014 09:37 pm Email @carlfranz

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A 24-Year-Old Transport Engineer Is About To Free Her City From Car Ownership

ROB WILE AUG. 4, 2014, 7:32 AM 96,810 65

By now it's become clear that Scandinavians and Nordic nations do a lot of things better than other countries. They have the smallest gender gaps, among the highest test scores, and the lowest levels of inequality.

Now, they're set to rub their transportation superiority in our faces.

Finland's capital, Helsinki, is about to launch a program that could virtually eliminate car ownership and give its residents the ability to plot an on-demand commute from their phones.

It's mostly the vision of Sonja Heikkilä, a 24-year-old Helsinki transportation engineer.



Sonja Heikkilä.

Finland's Capital Private-Car Ownership in 10 Years

Melissa Hellmann July 11, 2014

Are you paying attention, rest of world?

Finland's capital, Helsinki, is launching its entire transportation system by integrating several different modes of transport to potentially make cars obsolete

and like a far-removed, but Sonja Heikkilä's master thesis on a new model, says that adults nowadays are concerned about

ABI Research Forecasts Global Mobility as a Service Revenues to Exceed \$1 Trillion by 2030

London, United Kingdom - 12 Sep 2016

Share: [in](#) [f](#) [t](#)

Mobility as a Service (MaaS), which provides aggregated, single account, on-demand multimodal transportation services in a seamless and convenient way, is quickly gaining momentum. ABI Research forecasts global MaaS revenues will exceed \$1 trillion by 2030. Its anticipated disruptive impact on traditional transportation modes like car ownership, buses, trains, aviation, taxis, and rental cars is stirring up not just the automotive but also the entire transportation industry.

“Driverless technology, through the Car as a Service, or CaaS, paradigm, will be the defining factor for the success of on-demand mobility, offering consumers the possibility to summon transportation on the fly,” says Dominique Bonte, Managing Director and Vice President at ABI Research. “MaaS will result in more environmentally friendly transportation through the deployment of fleet-based, alternative powertrain vehicles and reduced congestion through improved utilization rates of available resources.”

Autonomous operation will eliminate the need for paid drivers, cut insurance costs, increase utilization rates to more than 70%, and enable Over the Air-based self-servicing and preventive maintenance. This will drive down the total variable cost per mile to a level that significantly undercuts the cost of car ownership and enable MaaS ecosystem development. Vehicle-to-Grid, demand-response charging of electric powertrains and the economies of scale of fleet-based deployments will further enhance this.

The MaaS ecosystem will breed a competitive environment full of dynamic transportation marketplaces, public private partnerships, and aggregators moderating and managing supply and demand according to government policies and frameworks. While the multimodal character and complex interdependence of different transportation models is at the heart of MaaS, CaaS models will remain the dominant contributor to on-demand mobility through 2030.

Bicycle rental revenues will remain small. And Transit as a Service—on-demand buses and driverless shuttles—and Aviation as a Service—autonomous passenger drones and flying cars—models will only start to become significant by 2025 and 2030, respectively. But rail-based and other fixed route and fixed schedule transit will become part of the MaaS paradigm, as well, with digital technology and open platforms allowing seamless and automated multimodal routing and single account billing.

“MaaS will fuel economic growth through lower transportation pricing,” concludes Bonte. “But it will have to overcome resistance from both private and public entrenched players before it begins to progress. Pioneers like MaaS Global and the public-private MaaS Alliance, with smart mobility leaders Xerox and Siemens among its members, are paving the way for this new uber paradigm to gain a foothold.”

These findings are from ABI Research’s [Mobility as a Service](#). This report is part of the company’s [Enterprise IT & OT Convergence](#) sector, which includes research, data, and analyst insights.

Contact ABI Research

[Media: Interview the Analyst](#)

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25 Oct 2016

As a customer you make a contract with one commercial operator, who provides you all the services chosen by you. Terms of contract may vary, and are up to you and your operator to negotiate

Hiilijalanjälki
Carbon footprint

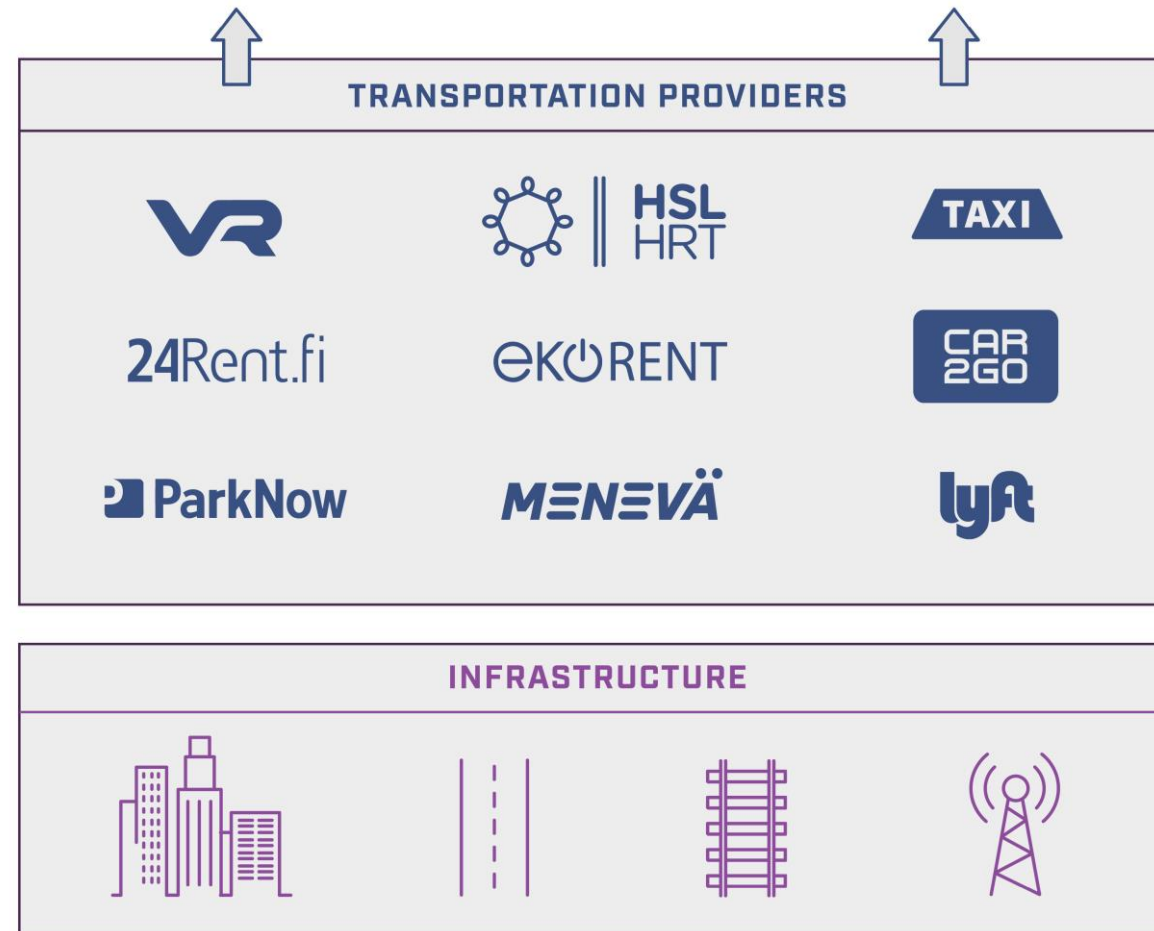
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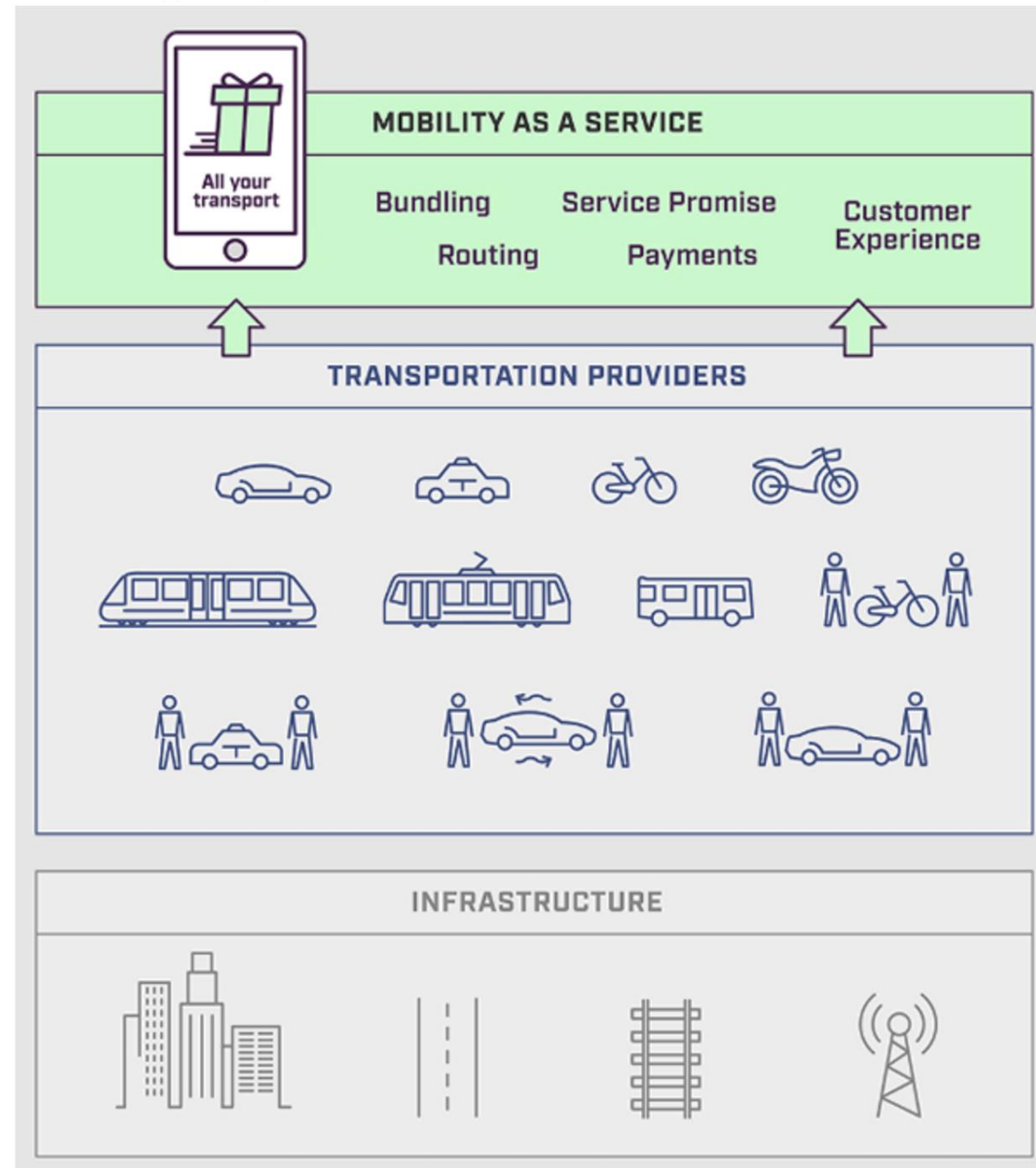
Mobility as a Service

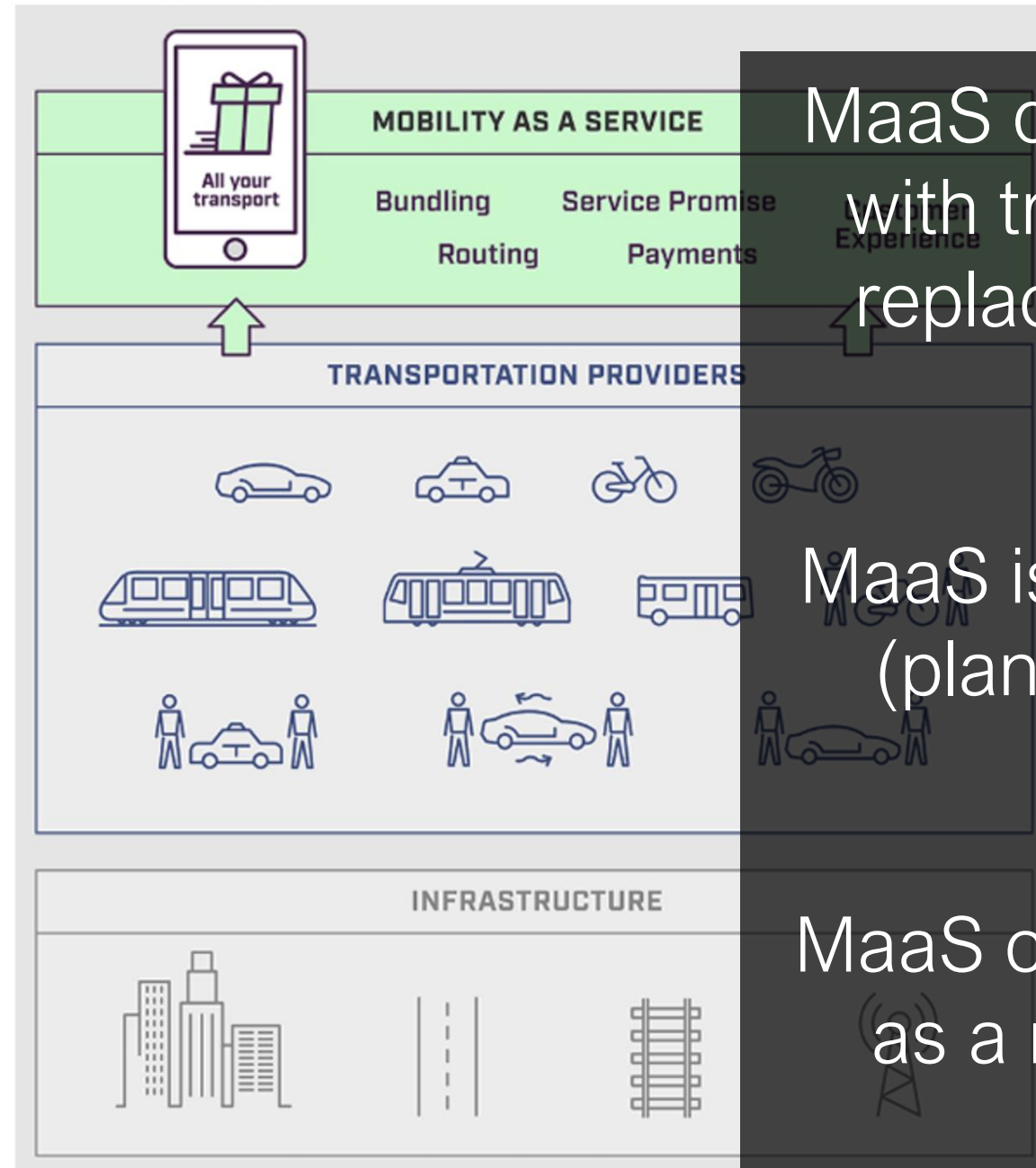
Introducing a new player: "Mobility operator"



We need a new layer of Mobility Operators







MaaS does not compete with transport, will not replace any transport service.

MaaS is a way to access (plan, buy, use) ALL transport

MaaS can be considered as a new extra sales channel

From one week:

Our MaaS product ... is now available in Helsinki

“We’ve been doing MaaS for 30 years, we had joint ticket for busses and tram already 1986”

MaaS platform provider [X]...
Our award winning vehicle rental
management technology



From one week:

"We've been doing MaaS for 30 years, we had joint ticket for busses and tram already 1986"

MaaS platform provider [X].
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CAR LEASE SCHEME





An easier way to get from A to B

– with all mobility options in your hand

9th April 2016
Johanna Taskinen



With Tuup going about your daily business becomes **as easy as jumping in your own car**



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All mobility options are included: urban transit, intercity bus & train, car rental & sharing, city bikes and Kyyti

KYYTI:

Kyyti on demand ride service is flexible, convenient and affordable

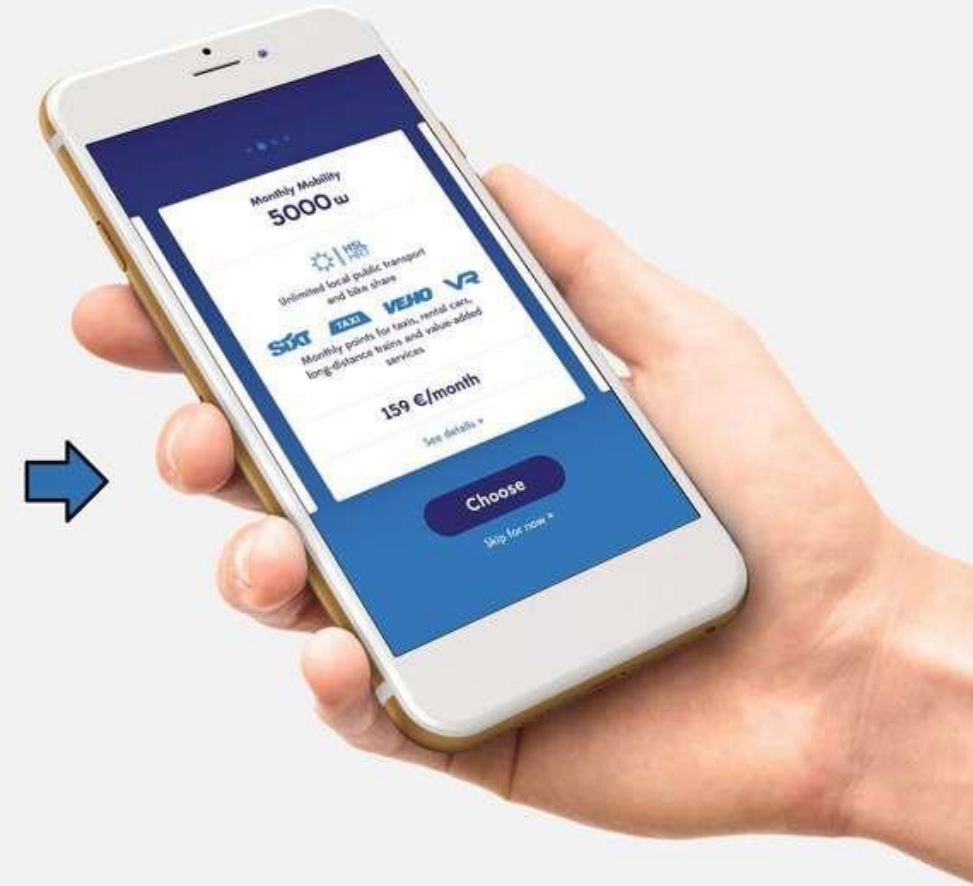
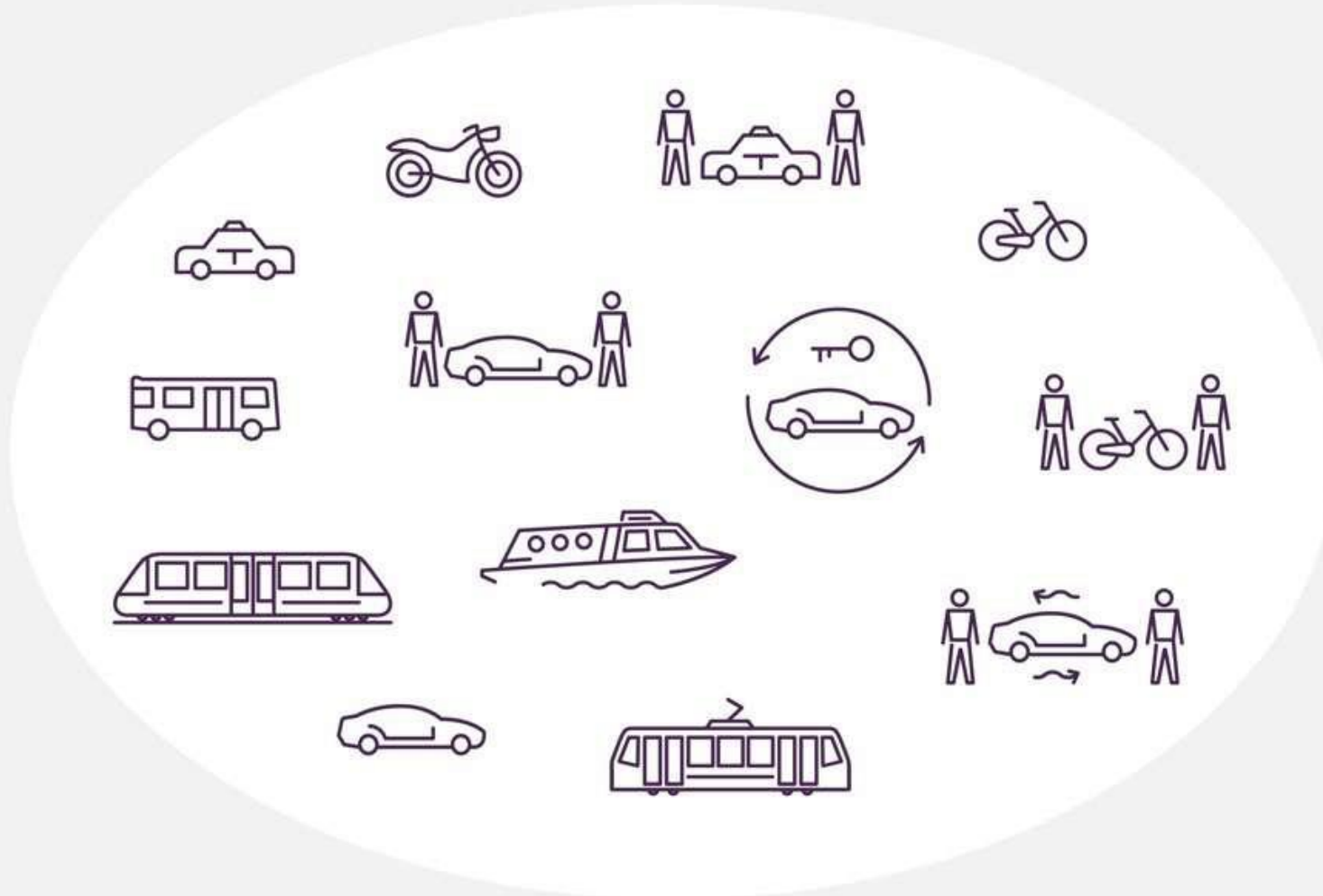


Tuup

Mobility as a Service – The Netflix Of Transportation

What if all transportation
was converged...

...and tailored to your need
as monthly packages?



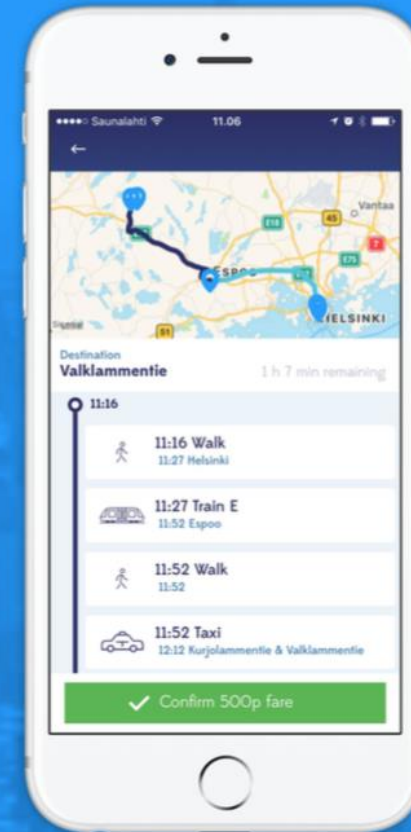
Monthly subscription for all transportation



All your mobility needs in an easy subscription.



Plan trips combining any mode of transport.



What we need is:
**BEHAVIOUR
CHANGE**

with sticks and
CARROTS
by providing
BETTER CHOICES

Maas
to make it as easy as possible to use
something else than your own car

Kiitos, Thank you !

sami.sahala@forumvirium.fi