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

The Finnish capital hopes to launch a transport network integrated with a car-sharing system by 2025. The aim is to transform ideas into a well-coordinated system that is accessible to everyone.

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.

Helsinki aims to transform ideas into a well-coordinated system that is accessible to everyone.

Finland's largest city wants to replace cars with apps

A new system would integrate all the city's public transit and private ridesharing services into one app.

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 push their transportation superiority in their 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.
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 CaasS, 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 Bonne, 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 economics 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, CaasS 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 Bonne. “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.
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.
We need a new layer of Mobility Operators

TRANSPORTATION PROVIDERS

VR  HSL  TAXI
24Rent.fi  ÖKORENT  CAR2GO
ParkNow  MENEVA  lyft

INFRASTRUCTURE


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
“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

Our MaaS product ... is now available in Helsinki
From one week:

“...we’ve been selling 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...

Our Maas product ... is now available in Helsinki

(YET ANOTHER) JOURNEY PLANNER

CARE LEASE SCHEME

INTEGRATED PT TICKET

BACK OFFICE FOR CAR RENTAL
With Tuup going about your daily business becomes as easy as jumping in your own car

A comprehensive route planner including all mobility modes and services with pricing and emission rates.

Finding, paying for and using mobility services is quick and easy.

A travel plan optimised for your daily agenda based on your preferences.

Control over the total costs and effects of your mobility choices.
B2C value proposition: Tuup offers you multi-modal daily traveling and Kyyti On demand rides in one app

Alternative mobility services are easy to find, compare, book and pay

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

Kyyti on demand ride service is flexible, convenient and affordable
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
What we need is: BEHAVIOUR CHANGE with sticks and CARROTS by providing BETTER CHOICES to make it as easy as possible to use something else than your own car.
Kiitos, Thank you!

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