

# **THE URBAN CHALLENGE TOWARDS A SHARED AND MULTIMODAL FUTURE**










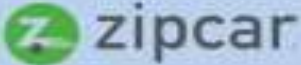


Driving the Future Platform – European Parliament

Greg Archer

Clean Vehicles Director

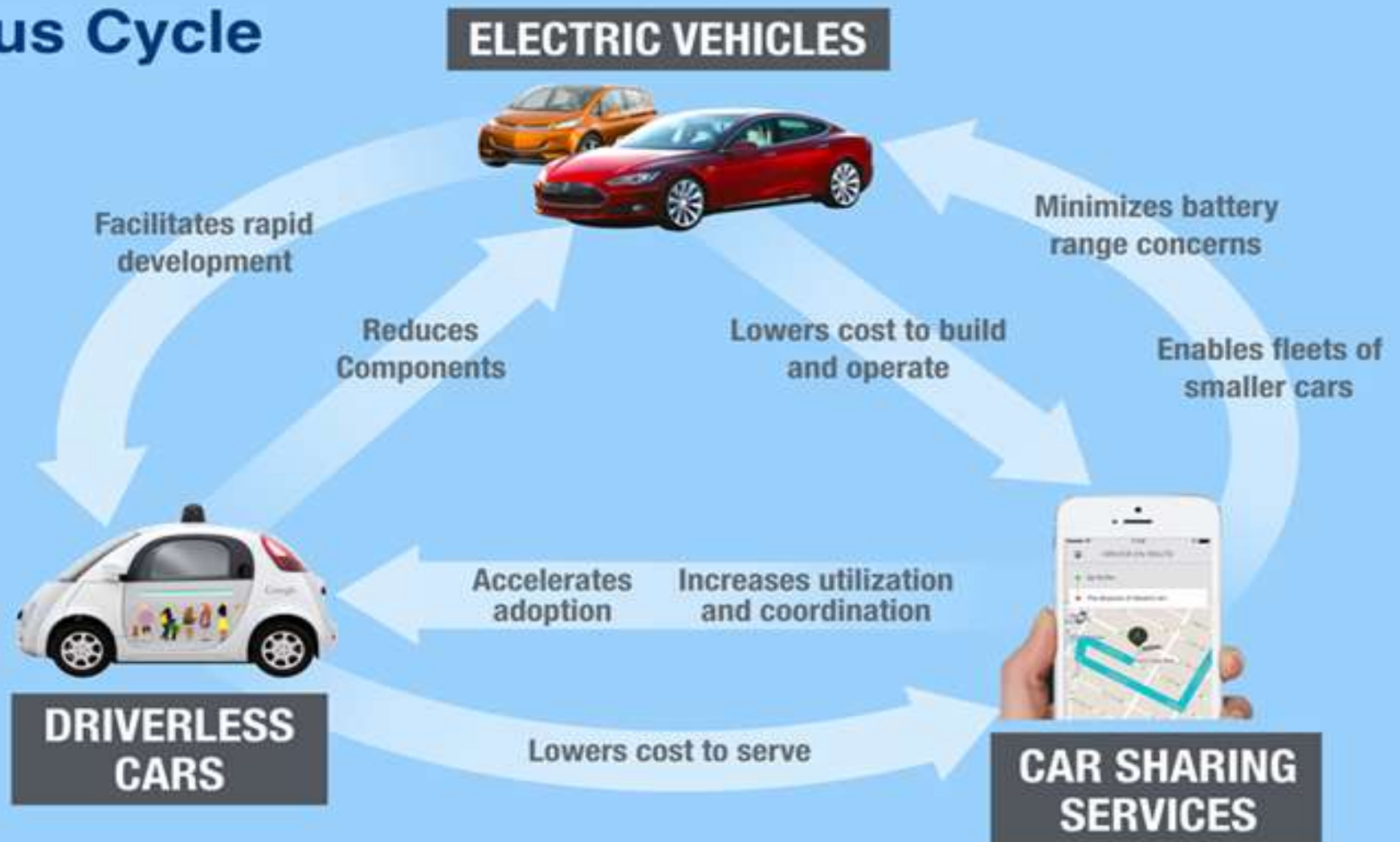
20th November 2018

# Personal mobility must be transformed in many ways

	Car dominated	Large & heavy	Engine powered by oil	Largely owned	Taxes on fuel	Driven & dumb
2015						
	Co-modal	Rightsized -smaller & lighter	Electric motors	Mainly accessed	Charges on use	Connected & driveless
2040						

# 3 REVOLUTIONS IN MOBILITY MUST BE INTEGRATED TO DELIVER SUSTAINABLE MOBILITY

## A Virtuous Cycle



# AUTONOMOUS CARS MUST BE ELECTRIC AND LARGELY SHARED

	Emissions MtCO2 eq	Vehicle Kms Gkm	Impact
Automated, personal engined cars	-59% to +74%	+51% to +106%	Uncertain emissions, traffic hell
Automated, personal electric cars	-97%	+51% to +106%	Clean congestion
Automated, shared electric cars	-97%	+6 to -26%	Low emissions, less traffic

# HOW DO WE ELECTRIFY CITIES?

## The problem



## The solutions



# SHARING MUST BE MORE ATTRACTIVE THAN OWNERSHIP

Vehicle & road taxes

Space prioritisation

Removing local  
barriers

Customer centred

Integrated ticketing

Data sharing

# WHAT FUTURE DO WE WANT?



HELL

Heaven

Car dominated  
Polluting congestion  
Private, autonomous  
Single tickets  
Operator focused

Co-modal  
Electric shared  
On demand autonomous  
MaaS  
Customer centred

