

5 answers about 5 years from now

What global experts say about the
mobility of tomorrow

5 answers

According to our experts...

1. Mobility as a service will have the largest impact in the next 5 years.

The range of applications and services that we already see today are believed to have the largest impact, trailed by the enabling technologies of electrification and automation.

2. Newcomers will shape the future more than incumbents.

Corporations and regulators come in second and third, respectively. But, in contrast to startups, these groups are also seen to potentially have a negative impact.

3. Progress lies in technology – and in people.

Tech takes top position. But in second place for enabling factors, the experts emphasize something decidedly non-tech: Consumers will ultimately choose the winners – and losers.

4. Regulators and infrastructure provide the necessary conditions.

But if they don't, they become the paramount inhibitors to progress. Regulation and infrastructure locking us into the status quo is overwhelmingly seen to be the biggest risk.

5. The time for action is now – collectively and personally.

When asked about their contribution as well as insight, the majority of experts called for collaboration and collective action, and pledged changes in their personal mobility behavior.

5 years from now

Progress is choosing the potential of tomorrow over the comforts of today – and to keep pushing for that potential to become reality.

As makers of the New Mobility World and IAA Conference on behalf of VDA, we've created a global community of innovators, thought leaders and decision makers, all shaping the future of mobility.

Our joint goal:

The mobility of tomorrow will be cleaner, safer, more sustainable, whilst also being more convenient and providing for a better living for everyone.

We asked these experts: “How do we get closer to that goal – not in the distant future, but within the next 5 years? What – and who – will make a difference by 2024?”

These are their answers.



evenson are consultants for the human side of progress: Via behavioral economics, we develop ideas to facilitate change and innovation, and we create concepts and projects to deliver lasting results.

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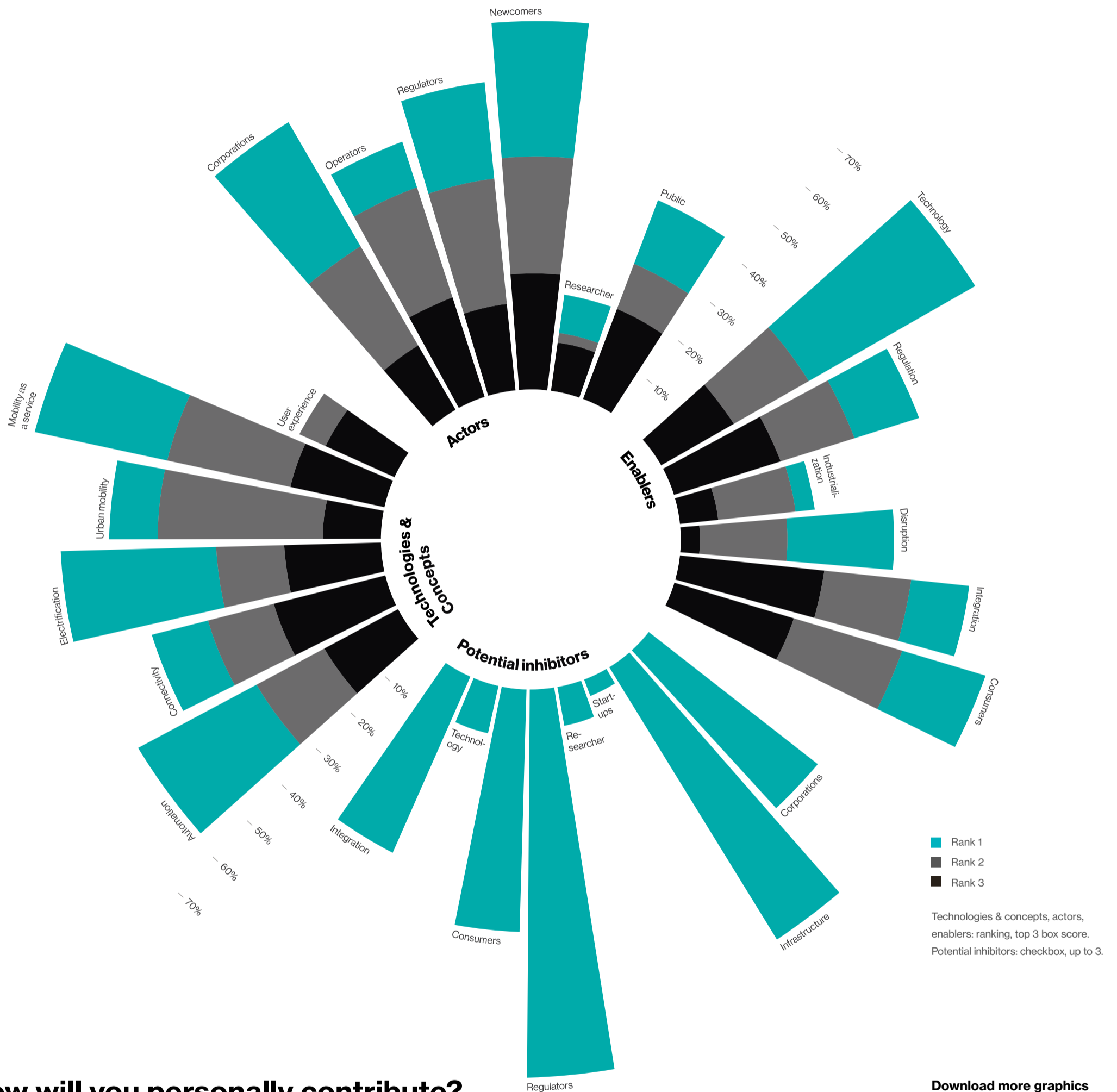
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The mobility of tomorrow: What – and who – will make a difference?



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“I really hope that we all learn to trust more in the user.”

Julia Holze, Head of Product Marketing, Siemens Mobility

“We’ve got to work together, ...”

Michael Rüffer, CTO Verkehrsgesellschaft Frankfurt (Germany)

“The biggest challenge in the next few years will be to define the roles and the responsibilities of the regulator, industry, start-ups, investors and the academy.”

Orlie Dahan Executive Director, EcoMotion

“I will bike to work.”

anonymous

“We will only create a change if all players in the ecosystem work together.”

Lena Bödeker, COO, Simple Mobility

“Behavioral change”

anonymous

“Work for collaboration and openness.”

anonymous

“Public and private collaboration is a key, trigger mindset change, ‘walk the talk’.”

Edina Sewell, SAP

“The scale of overhaul necessary in the mobility industry can only be successful if all parts of the industry work together. I’m not confident that cooperation will happen within the necessary time frame.”

anonymous

“Walk.”

anonymous

“Clean power may be more urgent than the driverless vehicle.”

Yang Bin, Deputy Chief Engineer, GWM

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