

Press release

A survey of experts predicts that mobility services will drive the biggest change in mobility. Progress requires networks

Berlin, September 11, 2019

“What will have the most impact on mobility over the next five years?” The majority of respondents to a survey of international mobility experts see mobility services as the strongest driver of change. This was the finding of a study conducted by the management consultancy evenson, published in conjunction with the German Association of the Automotive Industry to coincide with the IAA.

The experts' focus is therefore not on any individual technology, but on a concept driven by data, automation, and connection. At the same time, Mobility as a Service (MaaS) calls for intensive cooperation between many representatives from the private, public, and political spheres.

New players take on a bigger role than established companies.

A key role will be played by newcomers such as start-ups and, in second place, established companies. According to experts, however, the latter may also have a hindering influence – if they wish to protect existing business models, for example. The role played by the users themselves is unique: Consumers are the only group to appear in the top three of both the supporting and potentially hindering factors.

Insight: The future belongs to the network.

The group of experts from the New Mobility World has identified a total of five trends for the next five years.

“What they all have in common is that they can only be achieved with people and cooperation. Instead of individual approaches to technology, it requires the convergence of technologies. Instead of the focus on unicorns, it requires the collaboration of all stakeholders – from industry players to urban planners. Instead of the abstract beauty of a concept, the superior user experience is the paramount guarantor of success,” says Dirk O. Evenson, analyzing the findings of the survey.

“When it comes to sharing information and collaborating, innovation platforms like the IAA are fertile soil for progress, especially when ecosystems and value chains are redefined,” says Dr. Martin Koers, managing director of the VDA, the organizer of the IAA. “The findings of the survey give us encouragement as we head towards the new IAA, with new content, target groups, and formats. The New Mobility World has made a key contribution to this in conjunction with the evenson team.”

About MaaS, Mobility as a Service

Mobility as a Service describes the shift from private means of transport (e.g. privately-owned cars) to a combination of public and private mobility services (e.g. public transport, rental bikes, and car sharing). Ideally these services can be booked and paid for via one standard portal (such as an app). The aim of MaaS is to increase the efficiency of the entire mobility system, especially in urban regions.

About the study

The experts were surveyed in the run-up to the IAA Conference, the European platform for the mobility of the future. Together with the New Mobility World, collaboration throughout the entire ecosystem of new mobility is promoted through dialogue, networks, and presentations. The experts are drawn from the speakers, partners, and other members of the international ecosystem that has been established through the NMW.

Graphics and further details can be found at evenson.de.

About evenson

evenson are consultants for progress: We use behavioral economic approaches to develop ideas and drive change and innovation. Our concepts and projects achieve lasting results. evenson has been developing the New Mobility World since 2016 and this year is also developing the IAA Conference for the German Association of the Automotive Industry.

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



■ Rank 1 ■ Rank 1 ■ Rank 1

Technologies & concepts, actors, enablers: ranking, top 3 box score. Potential inhibitors: checkbox, up to 3.