Webinar MaaS after COVID-19:
Perspective from the automotive industry

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About FEBIAC

Who we are

- Federation of Automobile & Two-wheeler industries
- Belgium & Grand-Duchy of Luxembourg
- Mandated by importers/NSCs and OEMs (manufacturers)
- Cars, motorcycles, vans, trucks, buses, mobility service providers
- Affiliated with VBO/FEB, VOKA, BECI, UWE, ITS.be, OICA, ACEA, ACEM etc

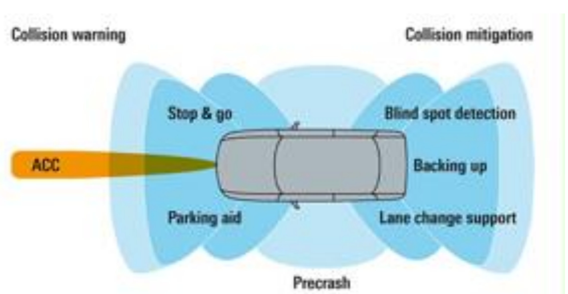
What we do

- Brussels Motor Show (auto/moto/mobility)
- Statistics, registration and mobile vehicle data analysis
- Policy department
- Interest representation, communication and training

#WE ARE MOBILITY by FEBIAC

An industry in transition

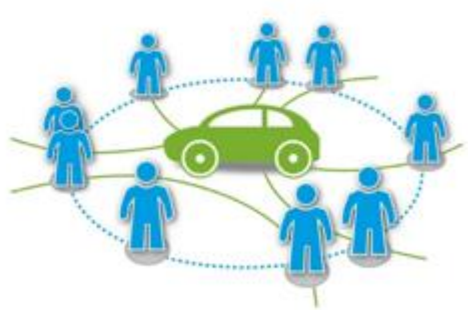
Environment



Automation

Connectivity

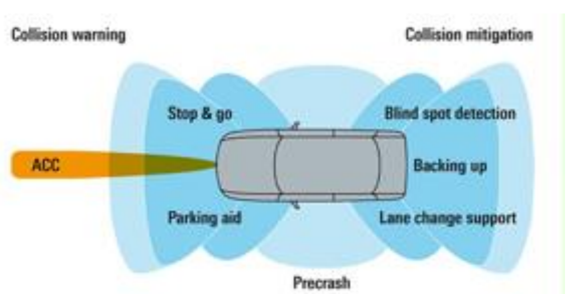
Sharing economy



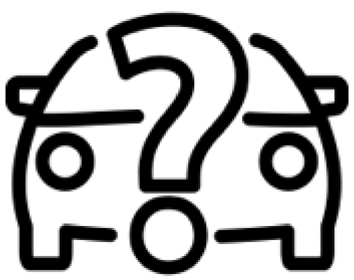
Multimodality

An industry in transition (2)

Environment

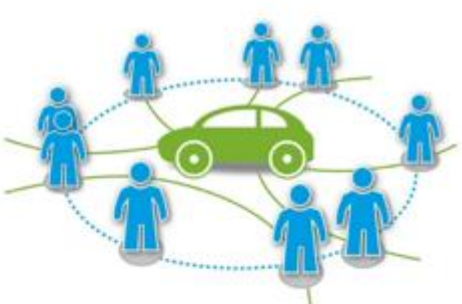


Automation



Connectivity

Sharing economy



Multimodality

What will mobility look like after COVID-19?

Some short term observations with long term effects?

1. Acceleration of disruptive digitalisation (eg videoconferencing)
2. Flexible working conditions (eg homeworking)
3. Increased demand for individual / tailor-made transport solutions for people & goods

Post-COVID-19:

- Increased potential for MaaS and TaaS (goods)
- How do we make MaaS sustainable (economically, socially, environmentally?)
  - From individual apps to ecosystems

**Disclaimer: these predictions are based on assumptions, not facts!*

MaaS – perspective from the automotive industry

Automotive industry:

1. Top R&D investor in Europe (60 bln EUR/year)
2. Moving from product to service (+ product)
   – Customers who buy/lease vehicle, increasingly buy service add-ons
3. Vehicle as digital services platform
   – Vehicle – app connection
   – Beyond mobility and transport

Next step: development of mobility ecosystem through cooperation and integration

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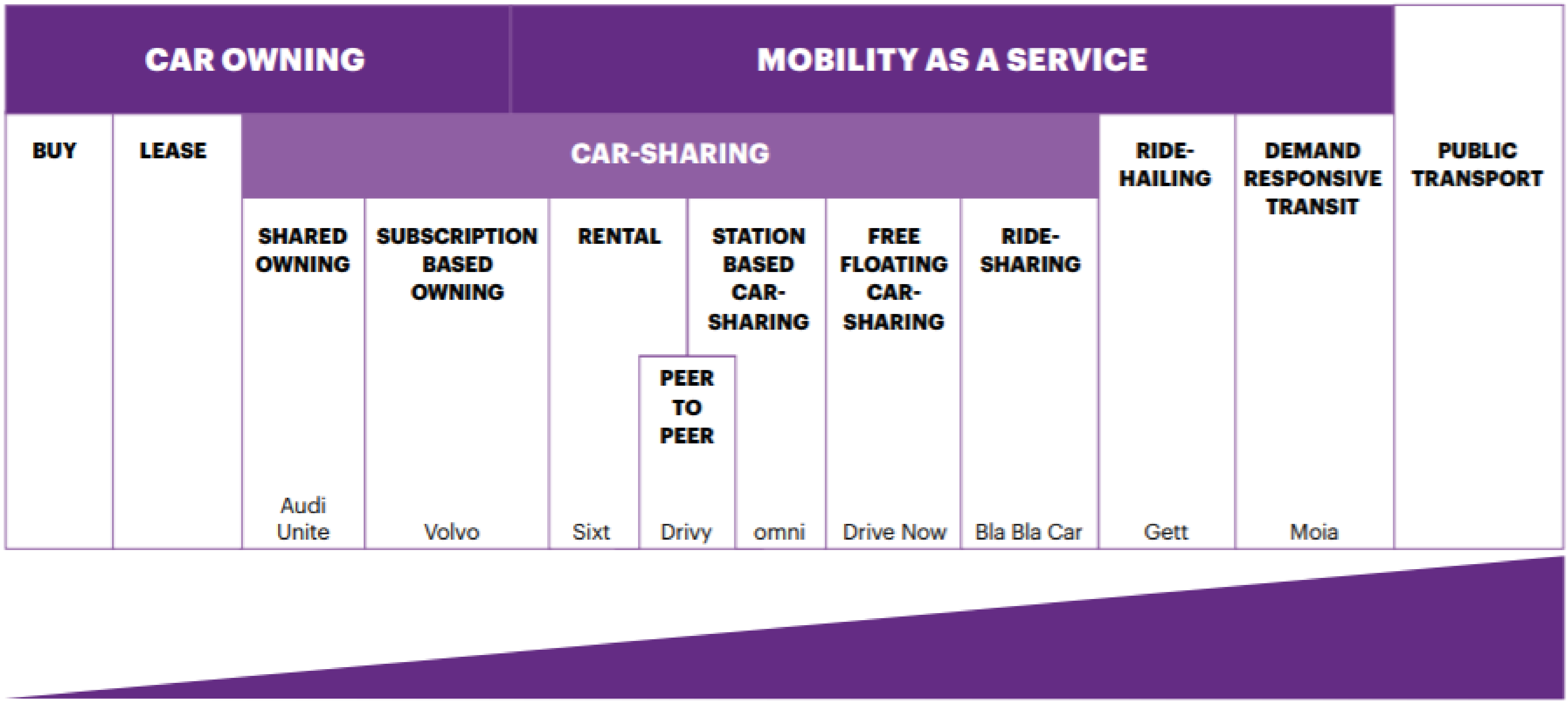
Fields of play: Mobility services OEMs could explore



FROM OWNING TO USING

Source: Accenture

https://www.accenture.com/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Dualpub_26/Accenture-Mobility-As-a-Service.pdf#zoom=50

MaaS – perspective from the automotive industry

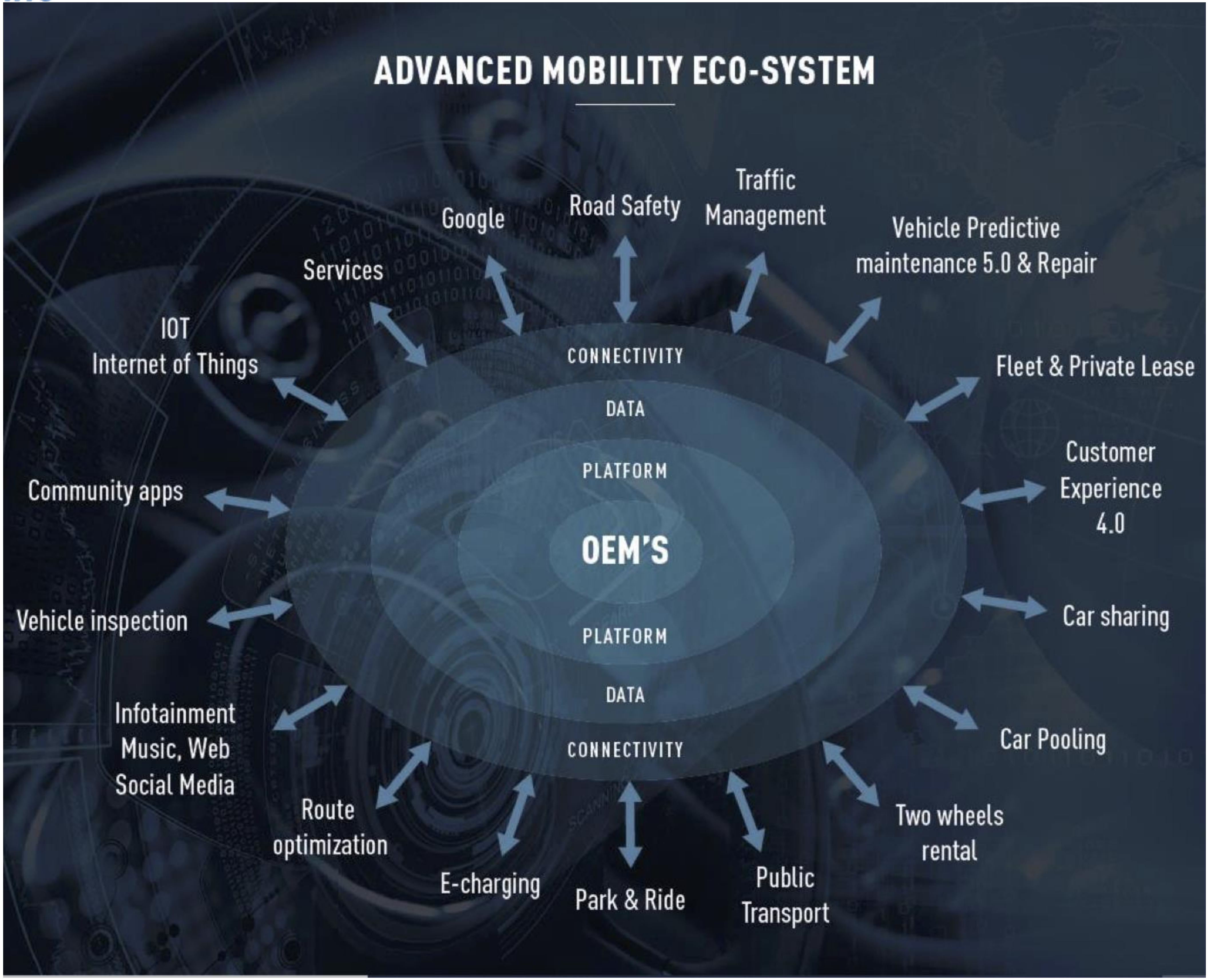


Illustration:
Daimler & BMW JVs for new mobility services

CHARGE NOW for charging
REACH NOW for multimodal services
FREE NOW for taxi ride-hailing
PARK NOW for parking
SHARE NOW for car-sharing

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MaaS – Perspective from the automotive industry

Final considerations for a successful MaaS / TaaS:

1. Focus on end-user needs and customer experience (vs public authority, regulator)
2. Integration of various services into platforms to develop ecosystems is key
3. Collaboration between private and public transport operators: access to data and ticketing
4. “Open” systems vs. “closed” systems: free market competition
5. Stimulate innovation: technology/mode neutral

Thank you

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