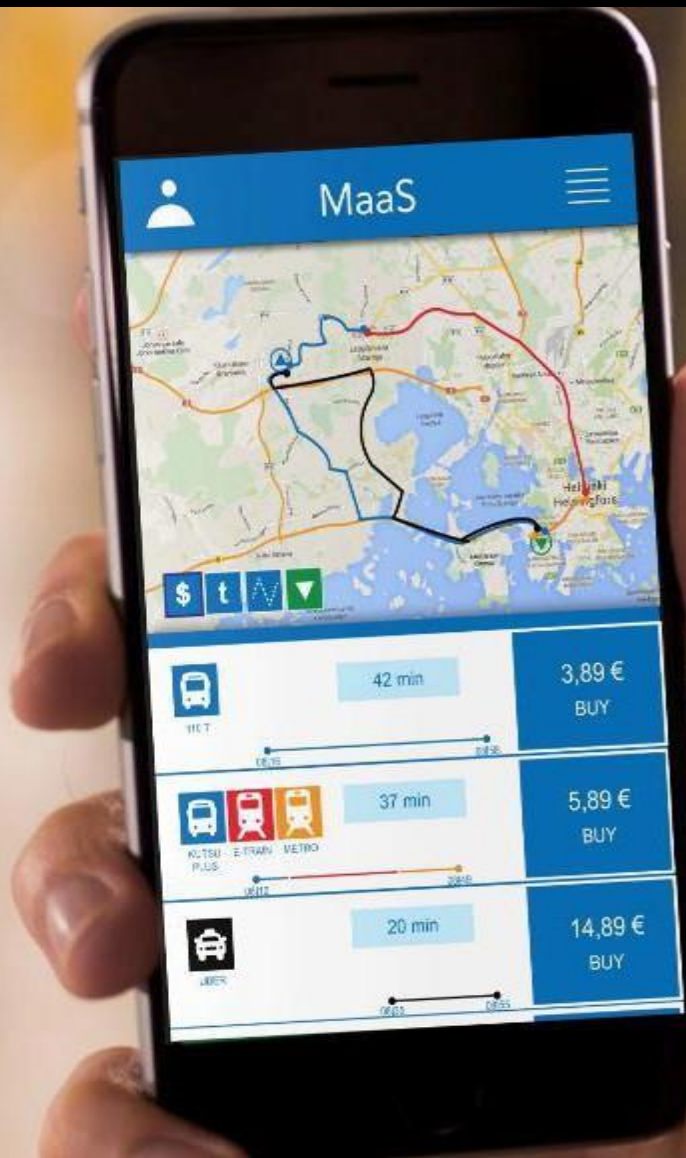


**Corina de Jongh**

**Mobility as a Service**

(met dank aan Sampo Hietanen  
CEO, ITS Finland)

WHAT IF ALL  
TRANSPORTATION  
WAS  
CONVERGED...



... AND TAILORED  
TO YOUR NEED AS  
MONTHLY  
PACKAGES



# Mobility as a Service is the Spotify of Transport



## Urban commuter package for 95 € month:

- Free public transport in home city area
- Up to 100 km free taxi
- Up to 500 km rental car
- Domestic public transport 1500 km

## 15 minutes package for 135 €/ month:

- 15 minutes from call to pick up by shared taxi
- EU wide roaming for shared taxi at 0,5 €/km
- Free public transport in home city,
- Domestic public transport 1500 km



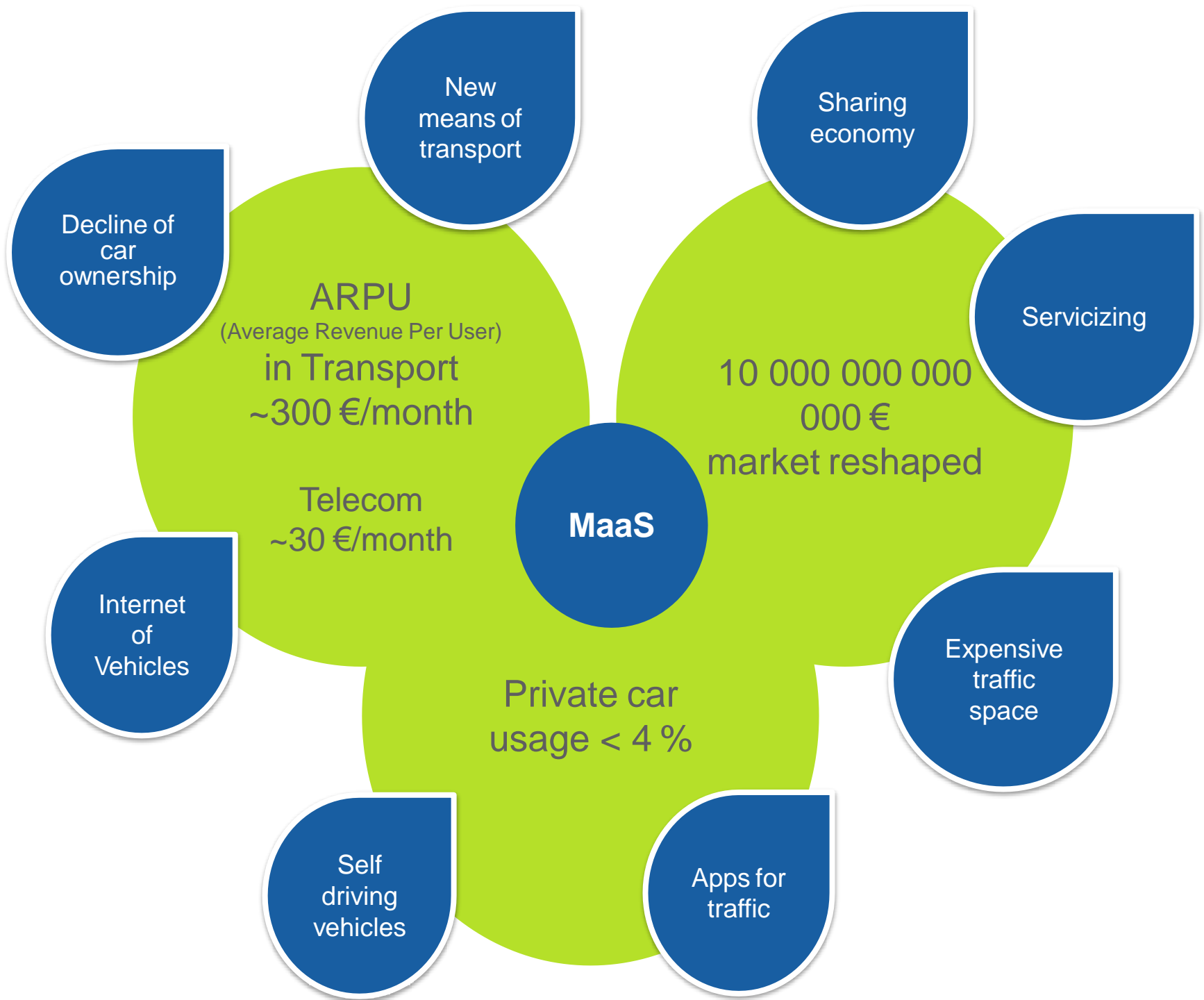
## Business world package for 800 €/month:

- 5 minutes pickup in all EU
- Free taxi in home city
- Lease car and road use
- Taxi roaming worldwide

## Family package for 1 200 €/month:

- Lease car and road use
- Shared taxi for all family with 15 minutes pickup
- Home city public transport for all
- Domestic public transport 2 500 km

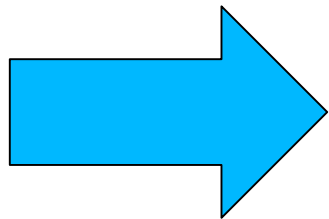




# Digital tsunami is hitting transport sector

Four key technologies as enablers

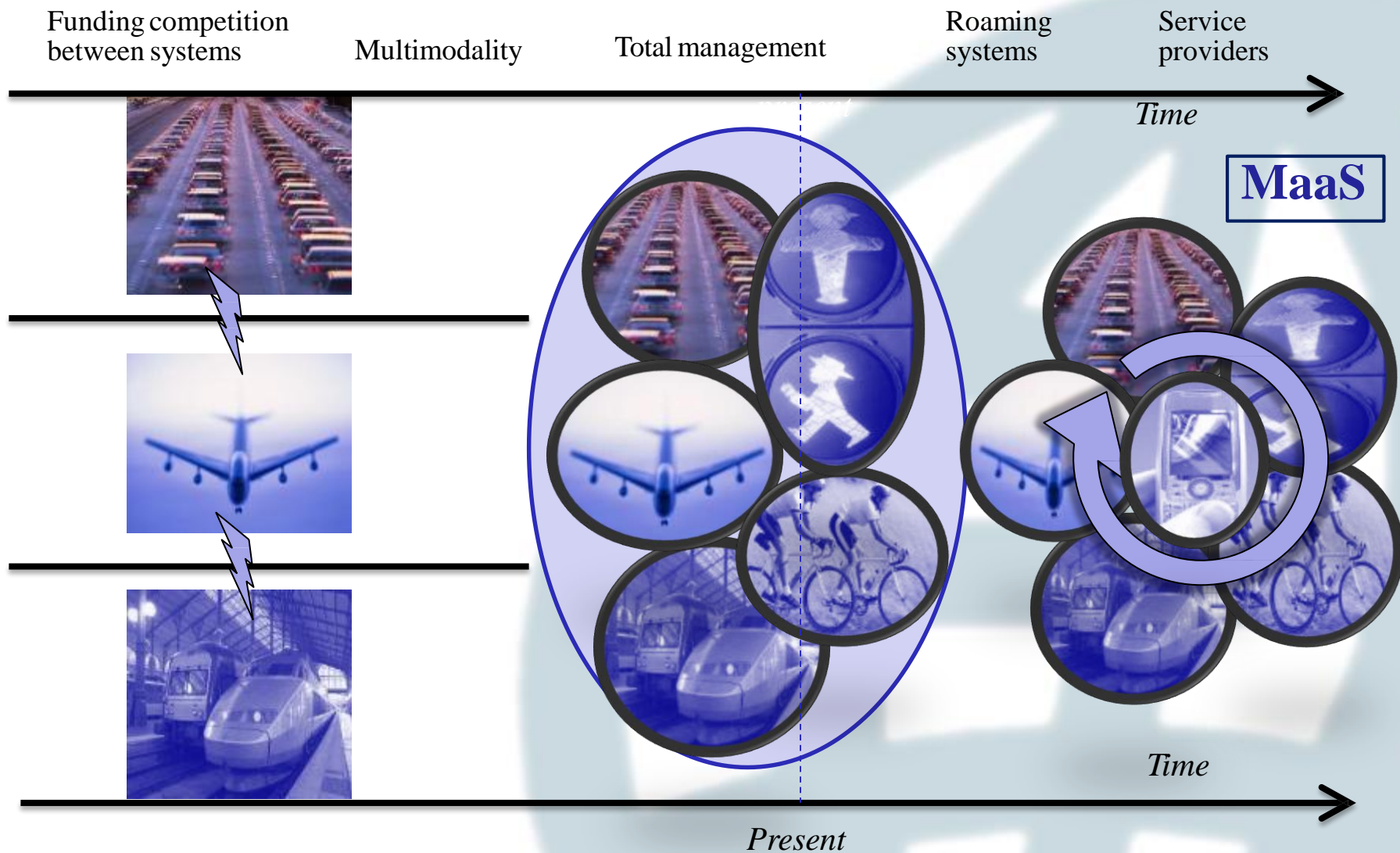
- Mobile broadband
- Positioning
- Smart phones
- Automated vehicles



Internet of traffic



# From silos to roaming



# MOBILITY AS A SERVICE FRAMEWORK

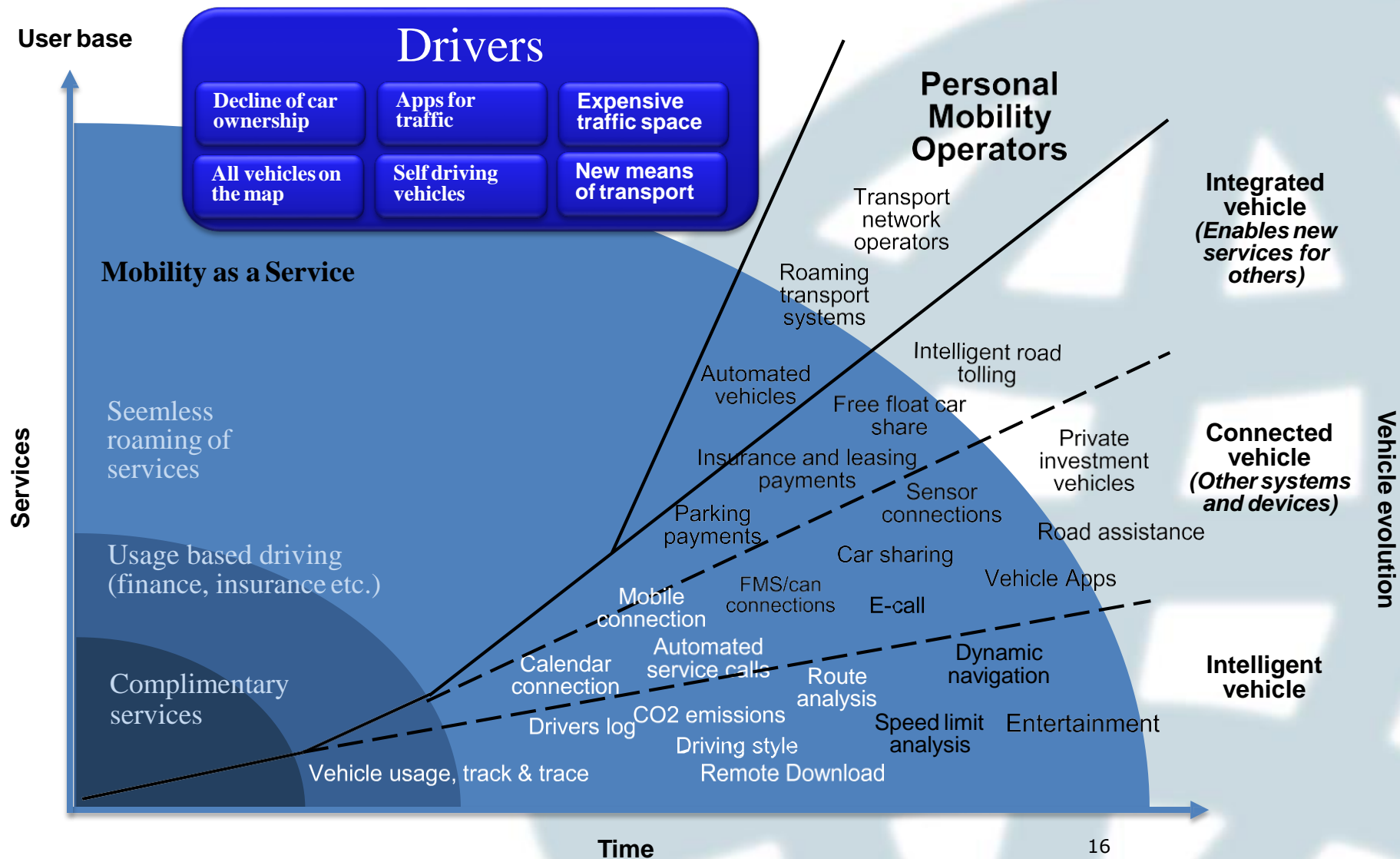


## MY MOBILITY SERVICES





# A chance for good level of service without car ownership



# Transport systems will become consumer business

## THE AIM IS HERE

### SERVICE PROVIDERS (INTERNATIONAL BRANDS)

- Combinations for target groups
  - Different packages for targeted groups
  - Clearing for transportation, networks and services



Mobility as a service, MAAS

### TRANSPORTATION PROVIDERS

- Vehicles, public transport, rentals, parking, taxis, ride shares, car shares etc.

Transport as a service, TAAS

### NETWORK PROVIDERS

- Planning, investments, maintenance



Infrastructure as a service, IAAS

ALL FUNDING DIRECTLY  
FROM END USERS

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## *It's all about SLA*

# It's easy



## We make it easier



Symbols: MobiGo

# MaaS.fi

Mobility as a Service





Robert Jan ter Kuile

Hoe speelt ov hier op in?

Ron Bos

Mobiliteitsarena  
en rollen veranderen

Wijnand Veeneman

reageert