



Mobility
Sweden

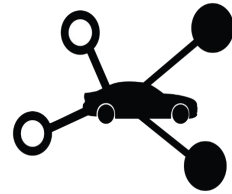
Shared mobility is gearing up

Mattias Bergman

We have to do
more...



Cleaner



Shared

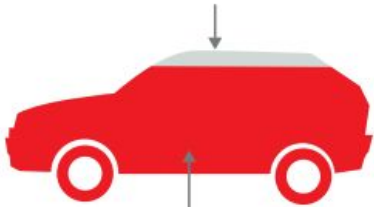


Safer



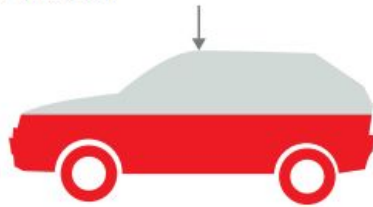
The shared economy is creating a more efficient use of our vehicles

Private car will be utilized only **7%**



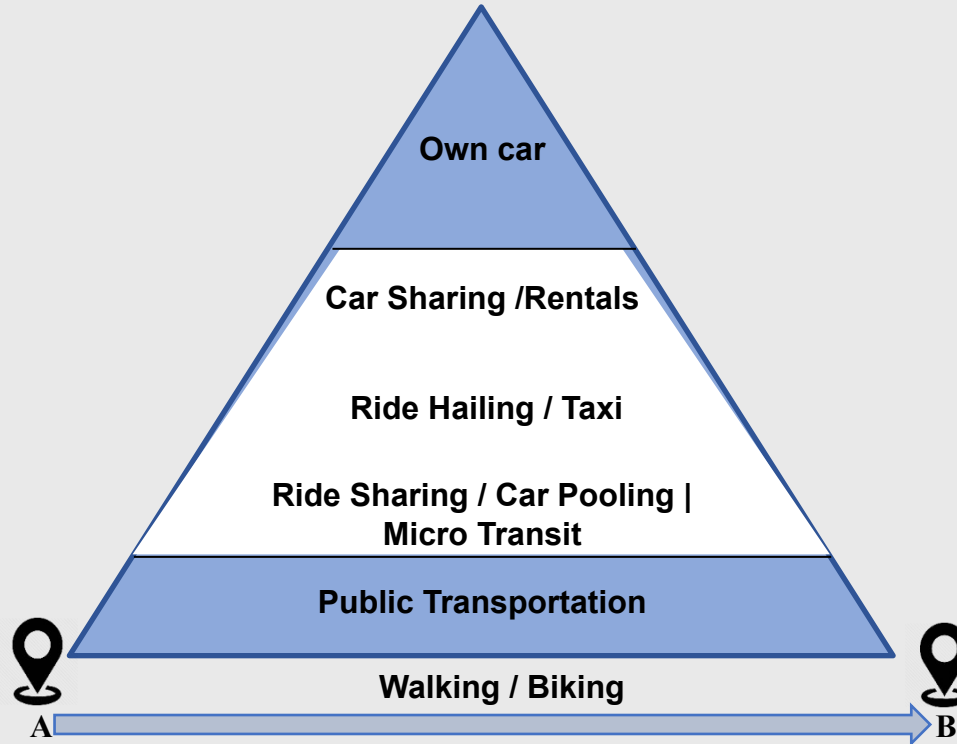
Typical private car spend **93%** of its time parked

Car sharing can realize **40-60%** of the utilization

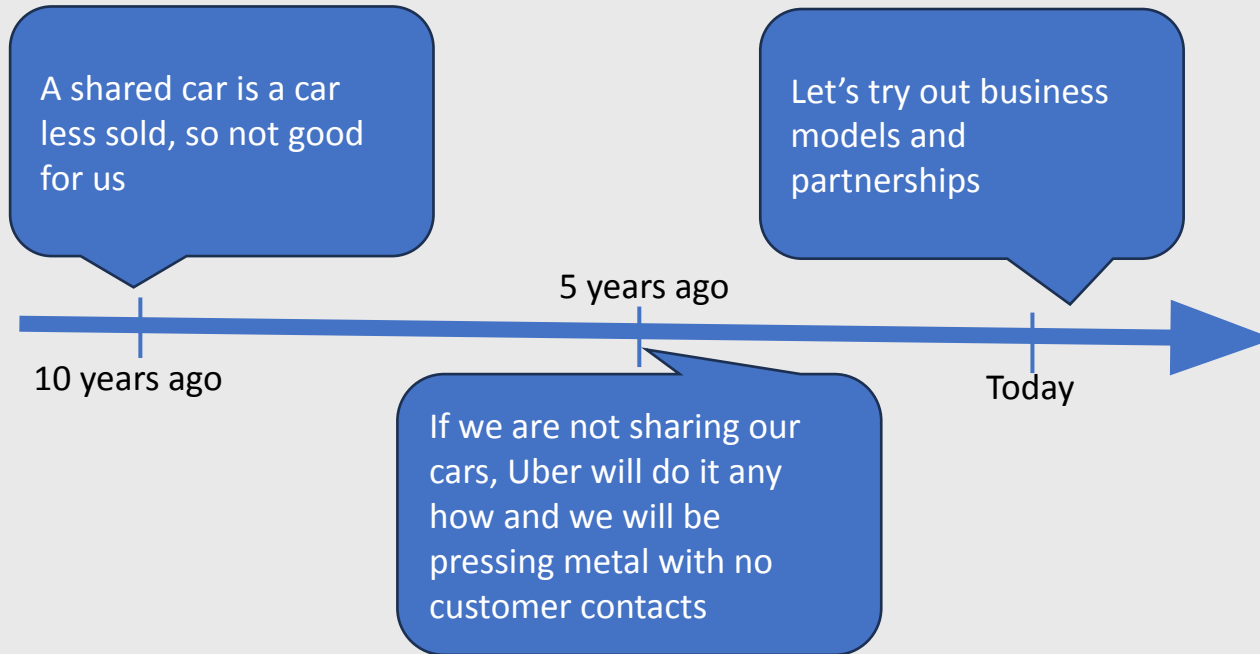


- Higher utilization reduces congestion and emission downtown
- Useful promotion point to bargain for government support

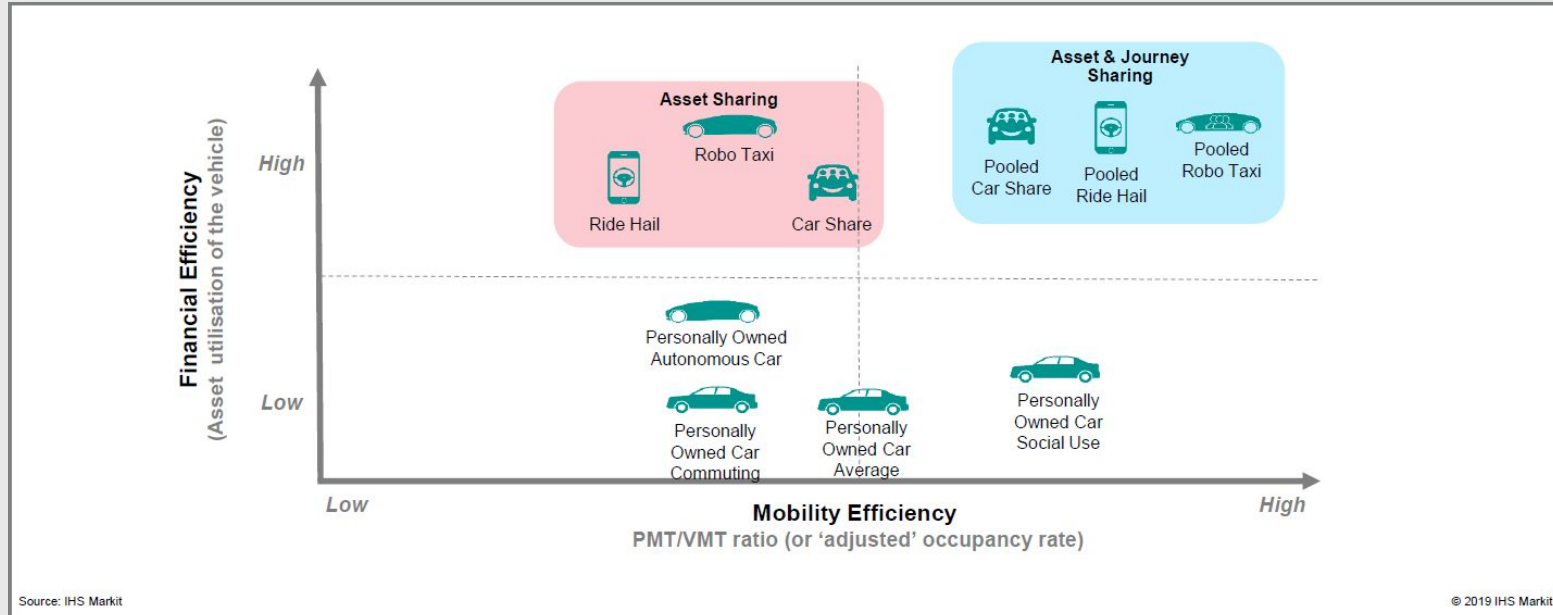
Mobility is about moving people or goods from point A to B. There are plenty of options



The industry state of mind transformation



Technology is driving the new business models for shared mobility



How to increase the speed?

- Need to change a customer behavior
- Increased supply will increase the freedom of choice
- Not competing on the same terms
 - Cost of parking
 - Tax deductions
 - Incentives



A long-exposure photograph of a night sky filled with star trails, creating a sense of motion and time. The trails are in various colors, including white, yellow, and blue. The background is a dark blue gradient. In the foreground, there is a dark silhouette of a mountain range and a body of water reflecting the light from the sky.

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