



Mobility as a service



INVESTIGATION BY **LEE WOODCOCK**

With smartphones becoming more and more prevalent and technology playing an ever greater role in helping us with our daily routines, the transport sector is starting to go through significant change. One key emerging trend is the increasing use of access to transport options, such as car sharing or bike hire, and the move by a number of major players such as Daimler, Ford and BMW, to offer new services to customers that are a radically different business model to solely making and selling cars. But what does it really mean for us? I caught up with leading experts in the market to get their views.

Neil Ross Principal Policy and Strategy officer, West Midlands Integrated Transport Authority

The increasing use of smart technology in personal mobility

Above: today's travellers are better informed and connected than ever before

Right: could cars of the future interact across junctions without reliance on traffic lights?



brings with it significant potential to improve and enhance people's lives. However, as we in the strategic transport planning sector plan for the future we need to ensure we can accommodate the increasing number of smart vehicles and in time fully

autonomous smart vehicles.

This poses some fundamental questions for us. We will, for instance, even need traffic lights? Could cars of the future not simply interact with each other across junctions without the need to stop? That could reduce



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Contributors



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Digitisation is sweeping across all market sectors and in its wake is opening up new ways of thinking that have not been witnessed since the birth of industrialisation

Digitisation opening up ways of thinking at a pace not seen since the birth of industrialisation is changing how businesses operate and how people communicate and travel

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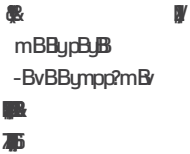
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Multi-modal solutions are essential for future mobility

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