



**XXIVth WORLD
ROAD CONGRESS**
Mexico City 2011

How the auto industry adapts to new mobility demands in large metropolitan cities

Christoph Huss

- BMW Group
- Vice President Development Abroad,
Type Approval and Traffic Management

• christoph.huss@bmw.de



Mobility challenges in Megacities

The world becomes urbanized



Today already more people live in urban areas than in rural areas.

In 2030 it will be more than 60% of the world population.



Challenges and opportunities for the automotive industry

New mobility demands in metropolitan cities

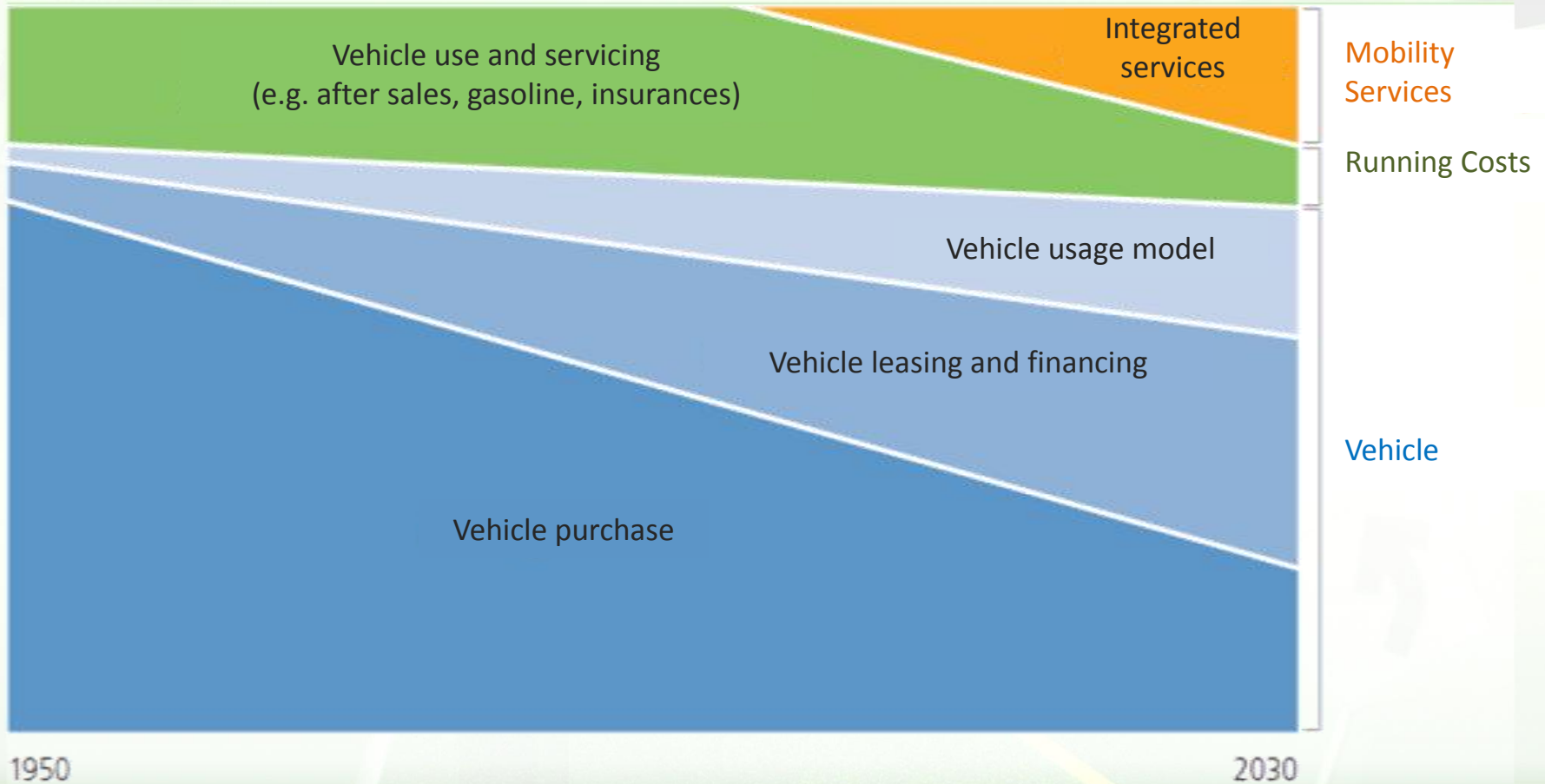
Makrotrends

	Urbanization and Globalization
	Connectivity
	Regulation and Sustainability
	Comfort
	Change of Preference
	Individualisation
	Demographic Change

Subtrends

<ul style="list-style-type: none">• Increasing global mobility demand• Complex multi and intermodal travel routes• Growing megacities
<ul style="list-style-type: none">• New technological advancement allows integration of different traffic modes
<ul style="list-style-type: none">• Growing ecological awareness• Increasing restrictions to enter cities (charging zones, parking management)
<ul style="list-style-type: none">• Growing time pressure• Increasing comfort expectations
<ul style="list-style-type: none">• Changing status symbols• Less emotions concerning cars• Using instead of owning
<ul style="list-style-type: none">• Liberalization and segmentation of society• Growing niches and customer segments
<ul style="list-style-type: none">• Aging of society• Income disparity

Future automobile technology Value migration in customer spending

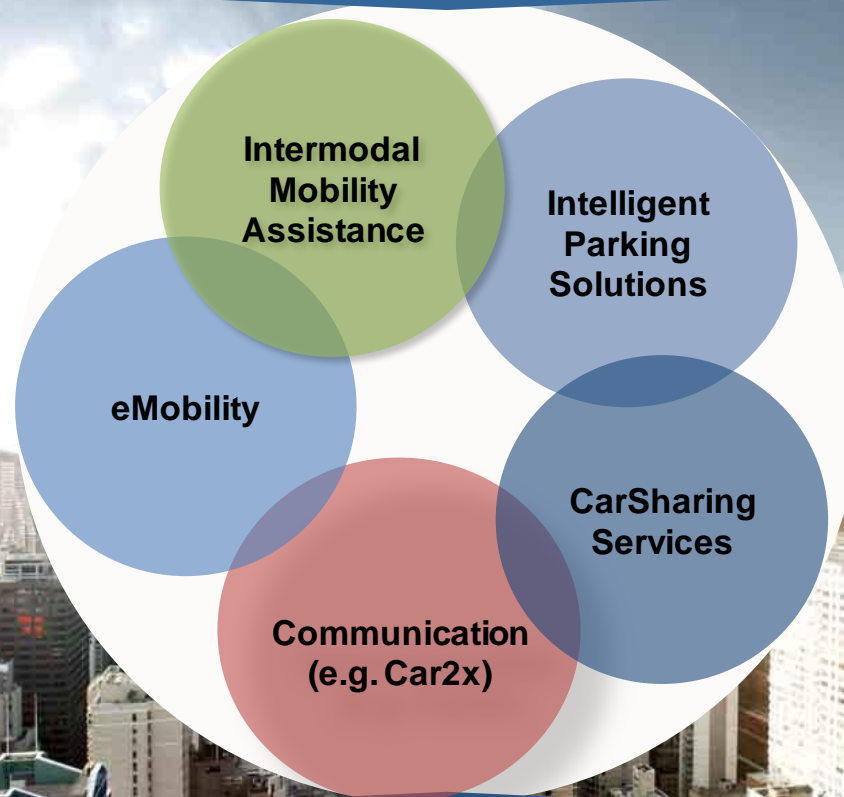


The car is only part of the overall Network BMW ConnectedDrive



Future automobile technology Opportunities

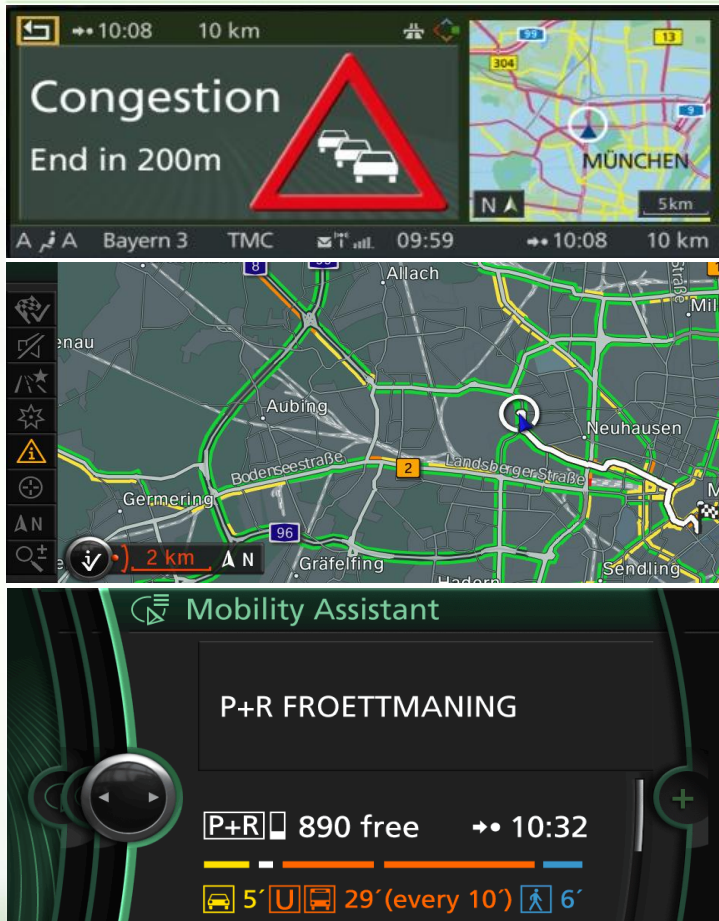
...new challenges and opportunities for automotive industry



...increasing constraints in urban mobility
and that not only since today

Intermodal Mobility Assistance

Travelling with maximum flexibility



- Real Time Traffic Information (RTTI) for current information of the traffic situation nearby.
- Dynamic Routing for Flexibly respond to current traffic situation.
- Flexible and hassle-free intermodal route guidance is taking all possible travel options into account.

Intelligent Parking Solutions

Innovative parking services



Reisen - 1/4 12:00 TP

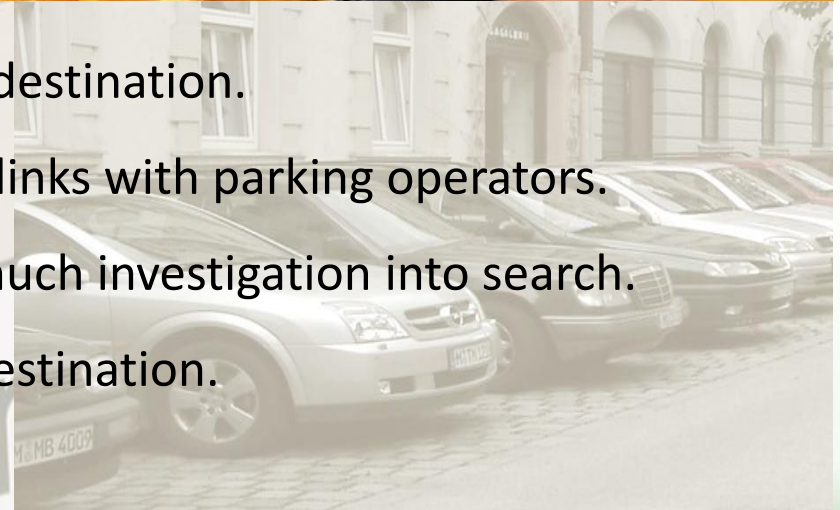
Trefferliste MÜNCHEN

Symbolbeschreibung

A) Marienplatz (P7) 0.2km	21 / 256	●
B) Am Hofbräuhaus (P4) 0.3km	71 / 200	●
C) Rieger-City (P5) 0.3km	151 / 406	●
D) Schranne (P8) 0.3km	53 / 183	●
E) Tiefgarage vor der Oper (P3)	44 / 427	●



- Information about parking at destination.
- Always up to date because of links with parking operators.
- Hassle-free parking without much investigation into search.
- Direct navigation to parking destination.
- Mobile2Car function.



Car Sharing

Individual, flexible mobility on demand



Register

One-time 29 € registration payment



Find, drive, done

Pick-up and drop-off everywhere



One rate

29 cent per minute



All inclusive

Parking, gas and insurance included

E-Mobility

New challenges in alternative drives



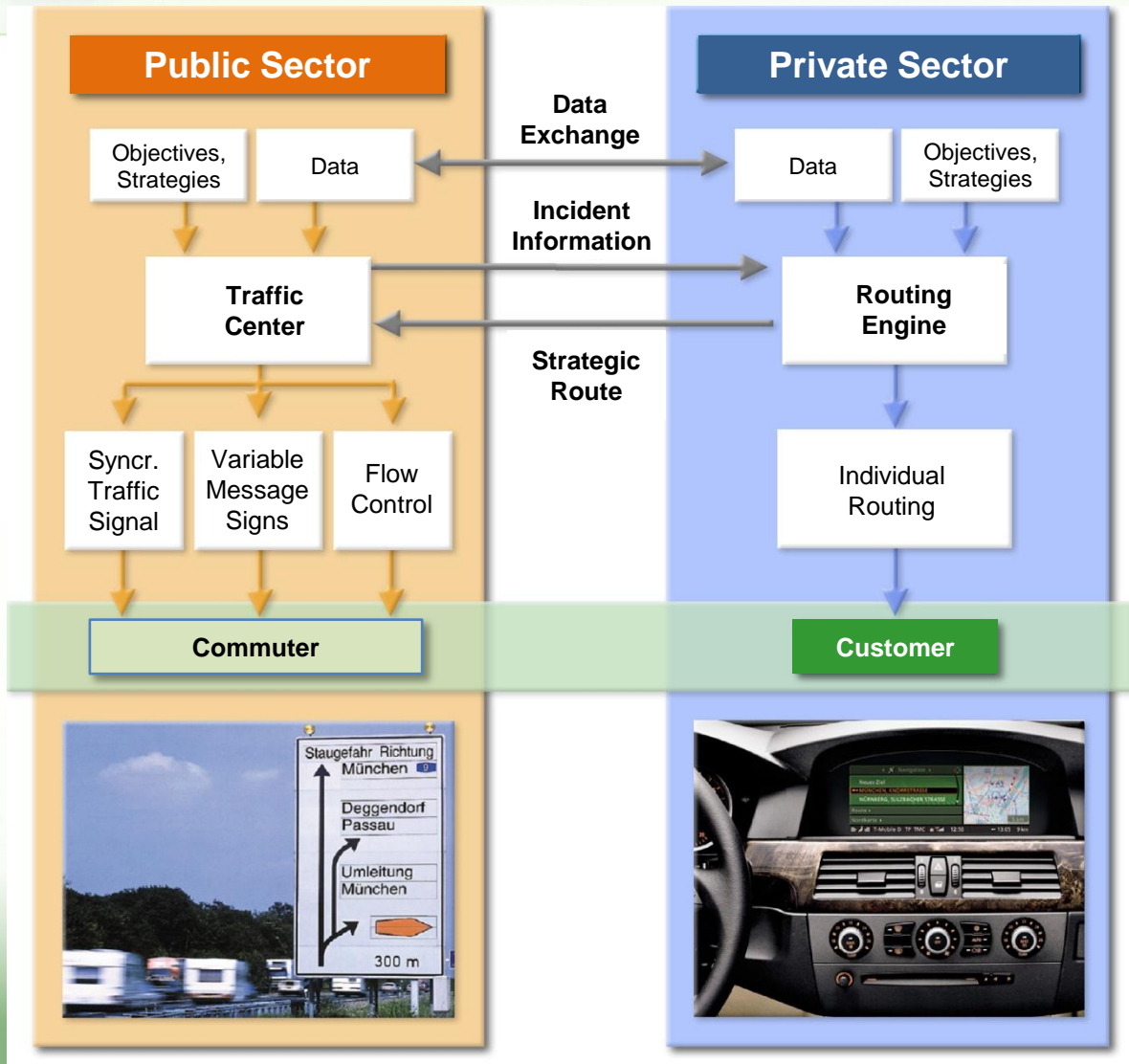
- Charging status at any time by mobile application.
- Intelligent, scheduled charging.
- Intelligent power management.

The future of mobility - intermodality

Prerequisites for developing mobility services



Public Private Cooperation Traffic Management and Navigation working hand in hand



Cooperation Innovations instead of restrictions

Future Mobility Requests on mobility Basic conditions



Mobility Research



Traffic Information



Traffic regulation



Bike traffic strategy



Road safety

Urban Mobility



Mobility services



Traffic control



Public transport strategy



Parking management

Since 20 years BMW and Munich are in cooperation regarding solutions for traffic management in the metropol area of Munich.

Thank you for your attention

