

FUTURE AUTOMOBILE TECHNOLOGY: HOW THE AUTO INDUSTRY ADAPTS TO NEW MOBILITY DEMANDS IN LARGE METROPOLITAN CITIES

Christoph HUSS
Vice-President, BMW Group, Past FISITA President
Christoph.Huss@bmw.de

ABSTRACT

While individual mobility will most likely remain in high demand even in densely populated areas, increasing congestion, CO2 legislation and changes in personal behavior have led auto manufacturers to rethink their product portfolios and put effort on research and development in urban mobility. Modern technology like smartphones and widespread availability of high bandwidth connectivity have opened the floor for new on demand, pay per use and intermodal solutions. At the same time even older generations are less hesitant when it comes to utilizing modern technology.