



Mobility Business Models

Jan | 2020
BULLETIN

MOBILITY INDUSTRY
INSIDER



FutureBridge

WHAT'S INSIDE!

Jan'20 witness players like **Honda** and **Carly** launching subscription based services in Japan and NZ resp.

Several Players received investment in Jan'20 like **Zoomcar raises \$30M** funding from Sony's venture arm, **Bolt received €50m** funding from European Investment Bank, **Park+ raise \$11 million** led by giants like Sequoia Capital and Matrix Partners

Jan'20 also saw many players developing new technologies in mobility as a service domain such as **SKF's TraX Wheel End Monitor** which can be integrated with telematics app and can help in preventive repairs of fleets and **Uber to implement pin codes to aid identify right car**

Jan'20 also saw several collaborations like **Prakriti E-Mobility partners with Ridecell** for Technology Platform, **Didi partnered with train stations** for dedicated ride-hailing pickup spots in China

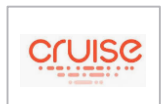
Our spotlight focusses on **Origin**: a car unveiled by Cruise which is an electric driverless car designed for ride sharing

01  **Prakriti E-Mobility** collaborates with **Ridecell**

02  **Uber** to implement pin codes to aid identify right car


03  **Toyota** launches Kinto in Europe


04  **Bolt** received €50m funding from (EIB)

05  **Cruise** reveals Origin, an electric driverless car designed for ride sharing

06  **Didi** to present electrified ride-hailing services in Mexico in 2020

07  **SKF's TraX Wheel End Monitor** integration with telematics app

08  **Honda** initiate used car subscription service in Japan

09  **Dubai** preparing for e-Parking tickets



-Expert Says-

“We believe that in the future a significant proportion of future revenue will be delivered by mobility services. We need to know how to manage fleets, so when we have robotaxis we have the in-house ability to manage those fleets”

- Tom Fux, Head of mobility, Toyota

07-January-2020

Prakriti E-Mobility partners with Ridecell for Technology Platform



Prakriti E-Mobility has announced California, US based Ridecell Inc., as its technology partner in India for its app-based EV Cab service ‘EVERA’

- Ridecell is one of the leading platform provider for shared and autonomous mobility operators
- Ridecell technology provides a comprehensive end-to-end mobility solution that allows Prakriti Mobility to quickly launch the fleet and streamline efficiencies through predictive analytics for fleet operations and maintenance

The collaboration may promote the advancement of new shared mobility services. Tata Motors and Lithium Urban Technologies also announced partnership to advance the electrification of the transport service

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07-January-2020

Uber to use pin codes to help identify right car



Uber is taking more steps to avert riders from getting into the wrong car

- In the first week of Jan , entirely all passengers in the US and Canada will have the option of providing a PIN code to their driver
- With the new feature, Uber sends a four-digit pin code to the rider. Then, before getting into the car, the rider tells the driver the pin code. if everything matches up, the rider gets a notification that says “your ride is verified.”

States have been pushing for extra safety necessities for Uber drivers following some incidents. Recently New Jersey passed a law requiring ride-hailing drivers to display ID signs on the car’s front windshield and rear window

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14-January-2020

Toyota launches Kinto for mobility services in Europe



The initial services will comprise of 4 major services as declared by Toyota

- Kinto One: leasing service by uniting vehicle, service and insurance in a single monthly payment
- Kinto Share: a car sharing service which uses a large line-up of hybrid vehicles
- Kinto Join: carpooling which links people who want to share their daily travel
- Kinto Flex: subscription-based car leasing

Many carmakers are evaluating their role when consumer’s preferences changed from owning a car to completely or partially rely on mobility service providers

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-Expert Says-

“We’ve been just as obsessed with making the Origin experience as inexpensive as possible. Because if we’re really serious about improving life, and our cities, we need huge numbers of people to use the Cruise origin. And that won’t happen unless we deliver on a very simple proposition, a better experience at a lower price than what you pay to get around today”

- Dan Ammann, CEO, Cruise

16-January-2020

Bolt received €50m funding from European Investment Bank



The European Investment Bank (EIB) is to provide Bolt with €50m (£43m) investment to help Bolt develop its technologies

- This comprises investment in current services such as ride-hailing and food delivery, as well as the development of new products
- The goal of the funding is to support Bolt’s product development and research in areas where the use of technology can progress the safety, reliability, and sustainability of its services

The 2013-founded Bolt has raised \$300 million funding so far, including from Daimler and China’s Didi Chuxing Technology Co, among others

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22-January-2020

Cruise unveils Origin, an electric driverless car designed for ride sharing



Cruise, GM’s self-driving start up, has revealed the Cruise Origin, a new autonomous electric vehicle which is meant for all-electric completely autonomous ride-sharing services

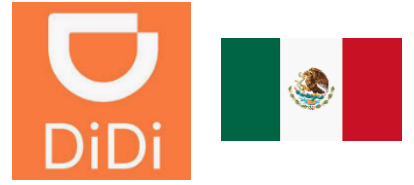
- The vehicle is a result of collaboration between GM’s start up and Honda
- Cruise also claimed that the vehicle, is modular, built to last for 1 million miles, has no steering wheel or pedals and is not a concept, but instead a production vehicle

VW had shown similar concept called Sedric which was having alike form factor that of Cruise Origin in 2018 and recently unveiled Canoo also had similar form factor like Cruise Origin

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23-January-2020

Didi to introduce electrified ride-hailing services in Mexico in 2020



Didi Chuxing (DiDi), China’s largest ride sharing platform will launch its shared electric vehicle (EV) fleet and hybrid vehicles in Europe

- In phase one of the initiative more than 700 units of EV/HVs from BYD and Renault, will be available on the app through collaboration with local leasing partners and drivers
- DiDi offers several ride-hailing, taxi-hailing, and food delivery services in Mexico, Chile, Colombia, and Costa Rica, as well as in Brazil under the 99 brand

Didi has been on global expansion drive over the last couple of years and operates in Japan, Australia and Latin America

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-Expert Says-

“The SKF TraX WEM helps prevent unscheduled downtime by carefully monitoring each wheel end’s vibration and temperature. The SKF TraX WEM not only saves money, but also lives”

- Cengiz Shevket, vice president of innovation and customer value for the Americas,SKF

24-January-2020
The SKF TraX WEM can now be integrated with telematics app



SKF’s TraX Wheel End Monitor is built to be integrated with a heavy-duty vehicle’s existing telematics system or operated as a smart mobile device application

- The sensor unit is installed on the wheels to monitor wheel-end vibration and temperature to detect any potential issues and it notify fleet maintenance and the driver in advance via wireless communication of any problems
- Commercial vehicle customers who are not using telematics providers may download and subscribe to the SKF TraX app

By identifying a likely problem in advance, fleets can escape expensive repairs, damaged reputations and traffic hazards

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28-January-2020
Honda begin used car subscription service in Japan



Honda Motor Co. declared that it has started a service allowing customers to rent a used car on a monthly basis

- Fees for renting an N-Box minivan, comprising automobile tax and insurance premiums, for example, start from 29,800 yen a month
- Honda is planning to meet the needs of people who cannot keep a car for a long period of time but are hoping to use it for a definite period

The flexibility to choose different cars when they want and to stop the subscription at their convenience is one of the reasons for opting subscription based services by the buyers and hence OEM’s like Toyota, Mahindra, Porsche etc. to name a few are entering the subscription based services

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29-January-2020
Dubai preparing for e-Parking tickets



The project will include advanced parking meters fitted with interactive touch screens that allow users to enter vehicle details and have eParking tickets issued

- The eParking tickets will be an alternative to the existing mParking, which includes sending of text messages through mobile phones.
- The procedure will disregard the necessity to display paper tickets on the windshields of vehicles. It is part of the RTA’s hard work to develop services attuned with Dubai’s Smart City initiative

The parking meters will be installed over several phases starting from Q1 2020 till the end of 2022

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SPOTLIGHT

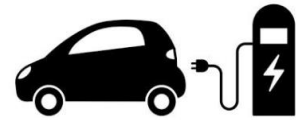


Mobility Business Models

Cruise unveils Origin, an electric driverless car designed for ride sharing



Sliding doors



Car is fully electric



Seats facing each other



No steering wheel



Lifespan 1 million miles*



Ridesharing can save \$5,000 per year*



Autonomous (~Level 4)



Modular car*

- Cruise, GM's self-driving start up, has revealed the Cruise Origin, a new autonomous electric vehicle which is meant for all-electric completely autonomous ride-sharing services. The vehicle is a result of **collaboration between GM's start up and Honda**. Cruise informed that this product is intended to be part of a fleet for autonomous ride-sharing and not for customers who are looking to buy it >>
- VW had shown similar concept called Sedric which was having alike form factor that of Cruise Origin in 2018 and recently unveiled Canoo also had similar form factor like Cruise Origin. There is plenty of competition in autonomous sharing taxis domain and companies are forging partnerships to keep up in the race. Recently Hyundai collaborated with Pony.ai and Via to provide a free ride-sharing service to the local community of Irvine, California, Daimler and Bosch partnered to offer automated Mercedes S-class sedans in the San Carlos/Stevens Creek corridor between downtown and west San Jose as a pilot project to name a few

*Company claims >>

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700