



Federico Galliano
Government Relation Manager

**Zero Emission, Zero Crash,
Zero Congestion**

Car Sharing Campout – Paris 14th-15th October 2019

A World in Continuous Change



“We are moving from an industry that, for 100 years, has relied on vehicles that are stand-alone, mechanically controlled and petroleum-fueled to ones that will soon be interconnected, electronically controlled and fueled by a range of energy sources”

“I believe the auto industry will change more in the next five to 10 years than it has in the last 50, and this gives us the opportunity to make cars more capable, more sustainable and more exciting than ever before”

M. Barra, General Motors CEO (2016)

What is driving the change?

Megacities

28 Megacities today with
> 10 Million people

Megacities will increase
to 41 by 2020

Sustainability

People are increasing
focus on sustainability
and quality of life

Infrastructure

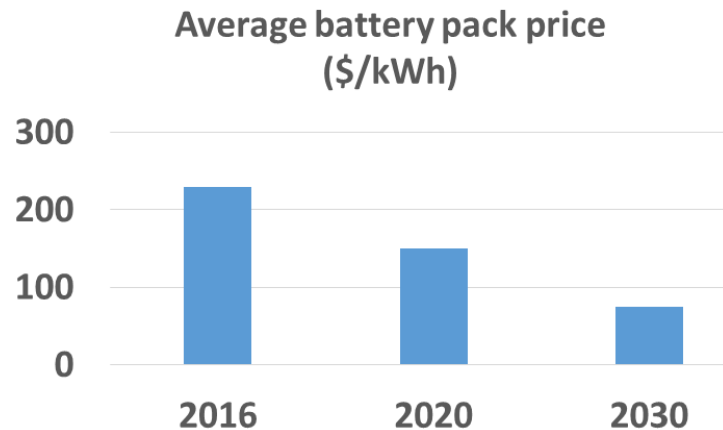
Building more roads
will not solve our
problems

Urban consumers

Consumers want
efficient, flexible,
convenient, integrated,
safe and affordable
personal mobility
solutions

Towards a full electric future

- Battery price will achieve **competitive price** soon
- Electrical propulsion system vs. Internal combustion engine has **1/100** moving parts
- Need to apply a **circular economy** approach to ensure that **well-to-wheel** is **sustainable**



Automotive is evolving

● **Propulsion**

● **Connectivity**

● **Services**

From
**Transportation
Means**

To
**Technological
Platform**

From
Ownership

To
Shared



Sharing is no more a trend only

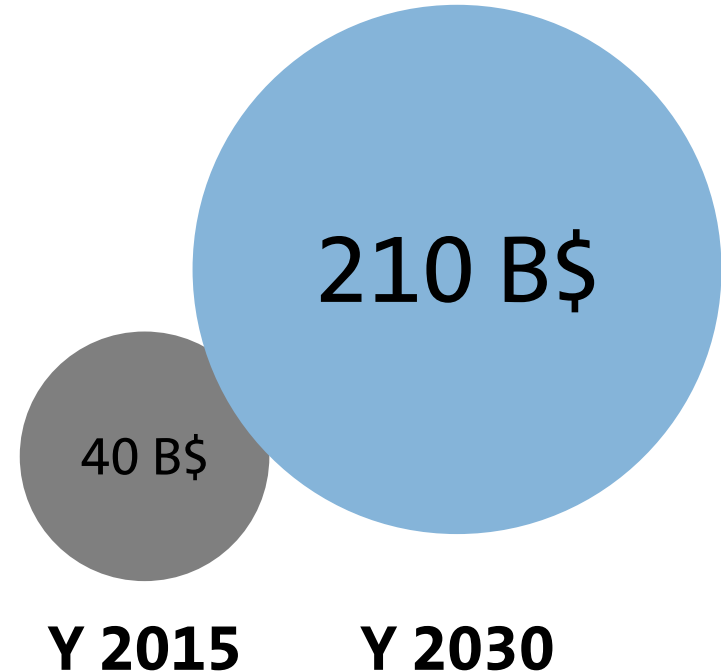
No one owning cars anymore?

The answer is **NO**



But sharing will **consistently grow** and become a more **sustainable** way to move

Turnover forecast



Next big step will be automated drive

- **Transportation efficiency improves**

- **Better connectivity with 5G will enhance user experience**

- **V2X will be the key**





4 pillars for safer, simpler and better ways to move
forward

●
CONNECTIVITY

●
AUTONOMOUS

●
SHARING

●
ELECTRIFICATION

One last thing....

How do we achieve all of this?

- Need to apply a **multidisciplinary approach**: regulations, ethics, local authorities. All are key contributors to flawlessly introduce this **paradigm shift**
- Requiring new **standards**, a **framework** for autonomous testing, sharing deployment and update of urban **mobility plans**
- Leveraging projects such STARS that is developing **policy toolkit**



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