

# GBD'S EUROPEAN NEW MOBILITY SURVEY 2016

HOTSPOTS

LEGISLATION

WHO WILL WIN THE  
**NEW MOBILITY** RACE?

COOPERATION

CITIES VS. RURAL AREAS

EUROPEAN VS. U.S. START-UPS

INTRANSPARENCY

**200+** MOBILITY EXPERTS

**9** BUSINESS SECTORS

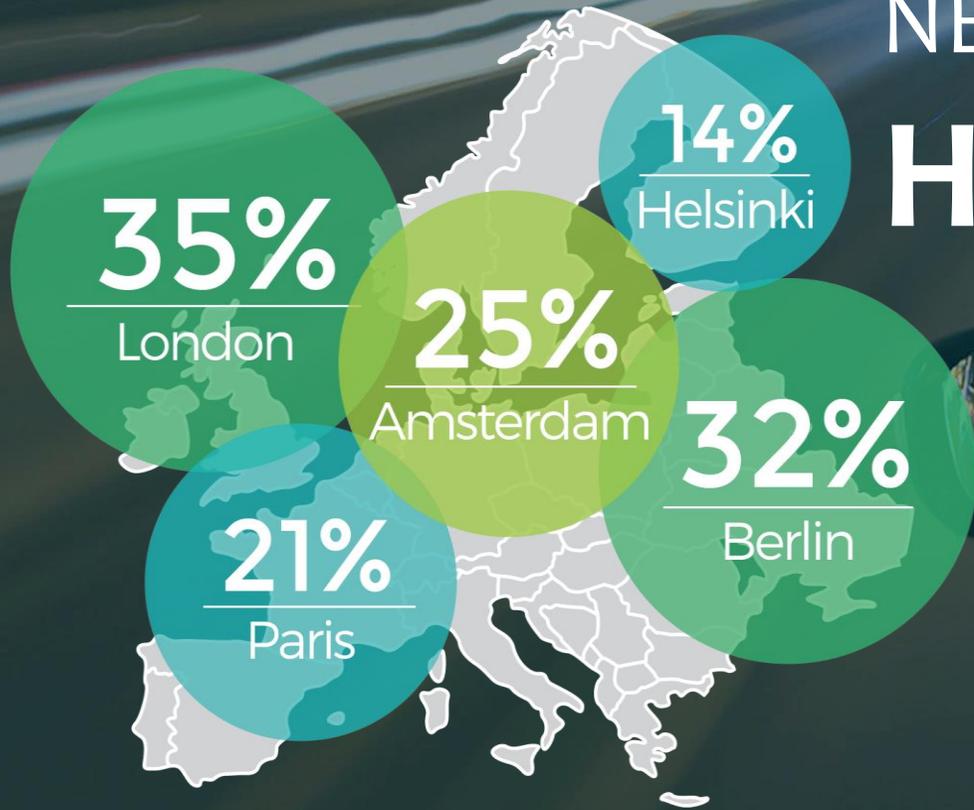
**8** EUROPEAN COUNTRIES

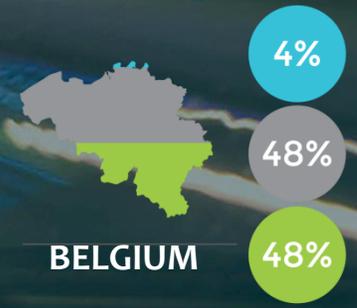
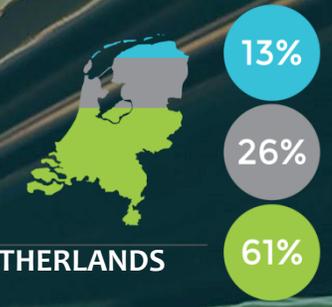
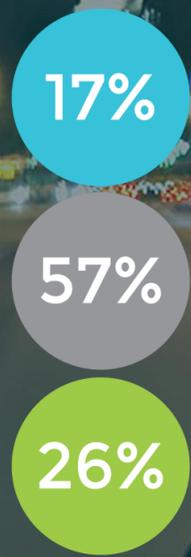
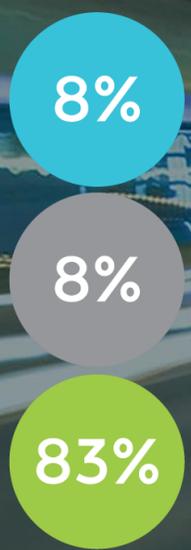
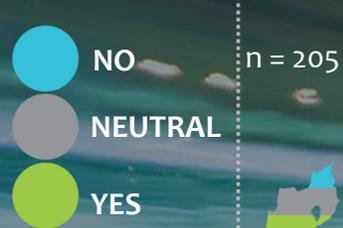
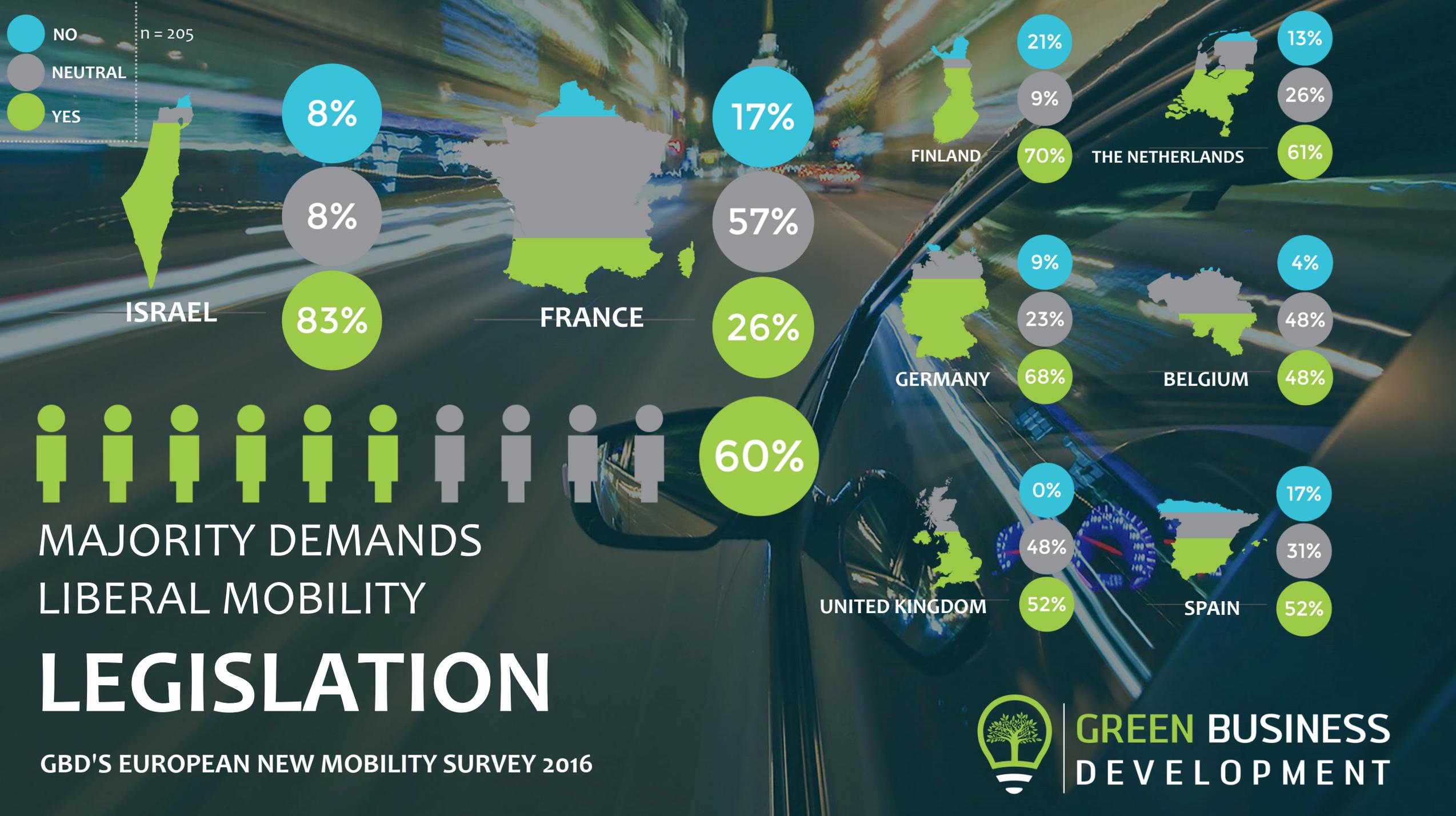


**GREEN BUSINESS DEVELOPMENT**

n = 173  
Multiple responses allowed

# NEW MOBILITY HOTSPOTS IN EUROPE

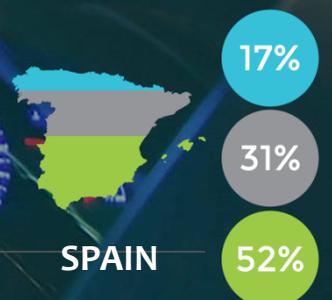




MAJORITY DEMANDS  
LIBERAL MOBILITY

# LEGISLATION

GBD'S EUROPEAN NEW MOBILITY SURVEY 2016



**GREEN BUSINESS  
DEVELOPMENT**

n = 157  
Multiple responses allowed

## PUBLIC TRANSPORT AGENCIES



90%

PTAS SHOULD EXTEND  
COOPERATION AND JOINT  
VENTURES WITH START-UPS

24%

PTAS SHOULD DEVELOP OWN NEW  
MOBILITY SERVICES

n = 162  
Multiple responses allowed

## AUTOMOTIVE INDUSTRY



78%

THE AUTOMOTIVE INDUSTRY  
SHOULD EXTEND COOPERATION  
AND JOINT VENTURES WITH START-  
UPS

36%

THE AUTOMOTIVE INDUSTRY  
SHOULD DEVELOP OWN NEW  
MOBILITY SERVICES

# COOPERATION WITH START-UPS IS CRUCIAL

GBD'S EUROPEAN NEW MOBILITY SURVEY 2016



**GREEN BUSINESS  
DEVELOPMENT**

# CITIES FIRST!

n = 161



84%

NEW MOBILITY START-UPS WILL FOCUS PRIMARILY ON CITIES



77%

START-UPS CONSIDER RURAL AREAS TO BE A NICHE MARKET



**GREEN BUSINESS**  
DEVELOPMENT

# EUROPEAN NEW MOBILITY START-UPS AHEAD OF U.S. COMPETITORS

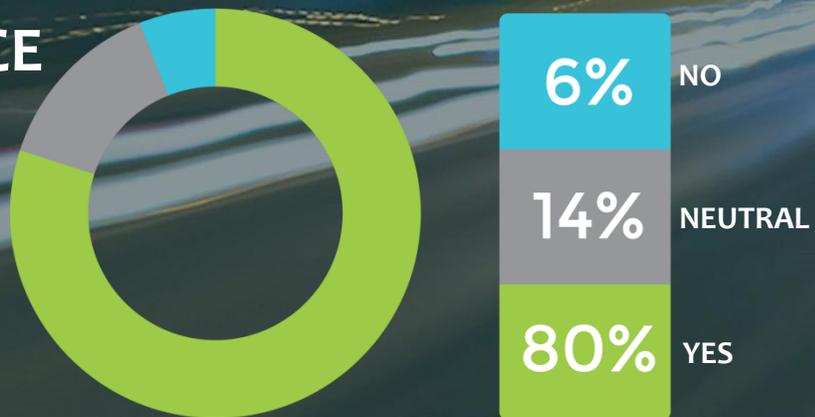
n = 163  
Multiple responses allowed



**GREEN BUSINESS  
DEVELOPMENT**

n = 165

ONLY A FEW START-UPS WILL SURVIVE THE NEW MOBILITY RACE



EXPERTS WERE HESITANT TO IDENTIFY THE MOST PROMISING START-UPS

n = 206  
Multiple responses allowed

EXPERTS NAMED < 120 PROMISING START-UPS



# INTRANSPARENCY

ABOUT WHO WILL BE LEADING THE NEW MOBILITY RACE

HUENEWALDT@GBD.GREEN



**GREEN BUSINESS DEVELOPMENT**