

Are your customers on the move?

The rapid rise of user choice in the shared mobility era

In the last 10 years, Mobility as a Service has given your customers more transportation options and control than ever before. Are they choosing you?

2009

- Public transport
- Taxi
- Car rental
- Car lease
- Car purchase

2019

- Public transport
- Taxi
- Ridehailing (Uber)
- Crowd sourced bus
- Carsharing
- Car rental
- Subscription services
- Car lease
- Car purchase

Disrupt or be disrupted

\$1 Trillion

Estimated market size for Mobility as a Service by 2030.

Mobility services will be 50% cheaper than owning a car by 2030.

50%

Ridehailing

Advantages over taxis or owning a car



Cheaper

Cleaner

More reliable

More convenient

Rapid growth

4 years

How quickly ridehailing pickups overtook taxi services

Taxi

Ridehailing

Replacing car ownership

18%

of daily ridehail users got rid of a car they owned

29%

of daily ridehail users have never had a car

Carsharing

Rapid growth

2.2 million

Number of service memberships in 2019 (North America)

~30,000

Number of dedicated car sharing vehicles in 2019 (North America)

Models shifting the rental paradigm

Free Floating (One-Way)

The car is picked up where you find it and dropped off wherever you happen to be.

Peer To Peer (P2P)

The car is rented out by the owner, and pick-up can be coordinated between both parties.

Subscriptions

Sun ★

Mon ★

Tue

Wed

Thu

Fri ★

Sat

Ultimate flexibility

Users avoid long-term lock-in and can select a different type of car – any day, for any task. ★

Other Advantages

Optimize usage

High customer satisfaction

Test drive new models

New car joy

Micromobility

New last-mile options convert new customers

By revolutionizing bike and scooter rentals, micromobility is likely to play a big role in our future cities.

Advantages



Affordable



Sustainable



Convenient



Enjoyable

A portfolio of options



A privately owned vehicle is no longer the default option. The growth of shared mobility gives people the opportunity to consider what mix really makes the most sense for their travel and budgetary needs.

RIDECCELL

Ridecell can turn shared mobility into a shared reality.

Industry disruption and advancing technology will force dealers to adapt business models to remain profitable. Fortunately, they are well-positioned to transition into the Shared Mobility future. As a dealer, you're likely to ask two key questions: Do the numbers work? Is it the right fit for my dealership?

The bottom line is that dealers are running a business. Ridecell offers a pathway to profit. With our toolkit of intelligent software, services and ecosystem partnerships, Ridecell helps companies build and operate high-yield shared mobility businesses.

See how it can be done. Download the whitepaper:

A clear road ahead: The dealer's roadmap to Shared Mobility profitability.

Source: James Carter, Vision Mobility

www.ridecell.com