Are your customers on the move?

The rapid rise of user choice in the shared mobility era

2009

- Nublic transport Naxi Car rental Na Car lease
- 🔖 Car purchase

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?

10

2019



Disrupt or be disrupted

Estimated market size for Mobility as a Service by 2030.

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

Ridehailing

Advantages over taxis or owning a car Cheaper

Cleaner

More reliable

More convenient



Rapid growth



How quickly ridehailing pickups overtook taxi services

Ridehailing

Replacing car ownership

FOR SALE

Taxi

18%

of daily ridehail users got rid of a car they owned of daily ridehail users have never had a car

Carsharing



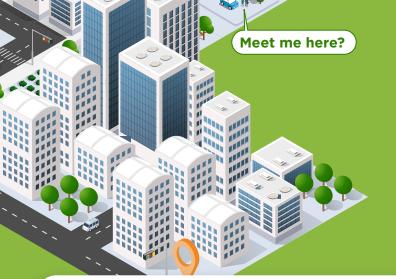
Rapid growth **2.2 million**

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)

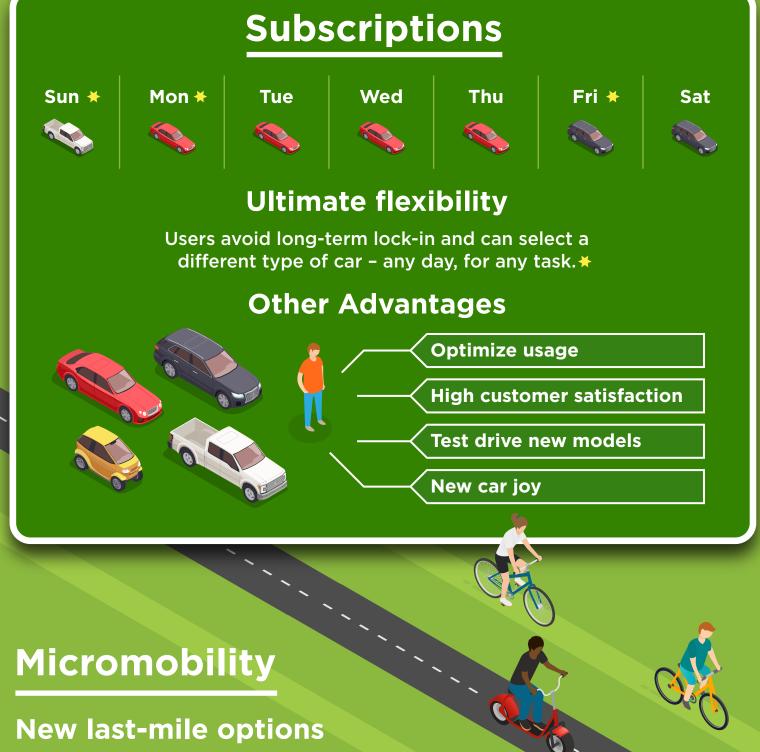
The car is picked up where you find it and dropped off wherever you happen to be.



1

Peer To Peer (P2P)

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



convert new customers

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

Advantage



Advantages





Affordable

Sustainable

Convenient

Enjoyable

•••••

A portfolio of options

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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.



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