Mobility as a Service
The End of Car Ownership?
Krista Huhtala-Jenks / MaaS Global Ltd
@KristaHJwork @WhimHQ @maas_global
What would it take for you to give up your own car?
From Ownership to Experience
Mobility offering to fit to individual’s **changing** mobility needs
The world’s first unlimited travel package including payments

whim to go
Pay-as-you-go.
Download for free from whimapp.com

whim urban
Unlimited Public Transportation and Bikes.
Taxis max 10€ per ride (within 5 km radius).
Fixed fees for rental cars with unlimited mileage, starting at 49€ per day.

whim unlimited
All modes of transportation, for all your needs, with unlimited usage, all month long.
Price less than car ownership.
1. Complete set of mobility

It’s all about choice.
2. Technical readiness

We ain’t working for the paper industry.

www.maas-api.org
3. Working together

Looking for that serious relationship?
Global roaming network by 2020
How can markets evolve?

**Winner takes it all**

- Private Car
- Bike Sharing
- Car Rental
- Bus
- Train
- Tram

**Public Transportation takes it all**

- Private Car
- Bike Sharing
- Car Rental
- Bus
- Train
- Tram

**Open Ecosystem**

- Private Car
- Bike Sharing
- Car Rental
- Taxi
- Bus
- Train
- Tram

**Mobility as a Service (Aggregators)**

**Transportation Providers**

- Private Car
- Bike Sharing
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It is mobility ecosystem, not ego-system

Winner takes it all

Public Transportation takes it all

Open Ecosystem

Mobility as a Service (Aggregators)

Transportation Providers
Act on Transport Services

Better and more agile services

SERVICES
MaaS operators, apps, platforms, etc.

Data utilisation and regulation

DATA
Enabling digital services: APIs, open data, MyData

Deregulation, market access, competition

Transport and communications networks
Thank you!

Krista Huhtala-Jenks
Ecosystem Manager
+358 759 3718
krista.huhtala-jenks@maas.global

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