

BMW
GROUP

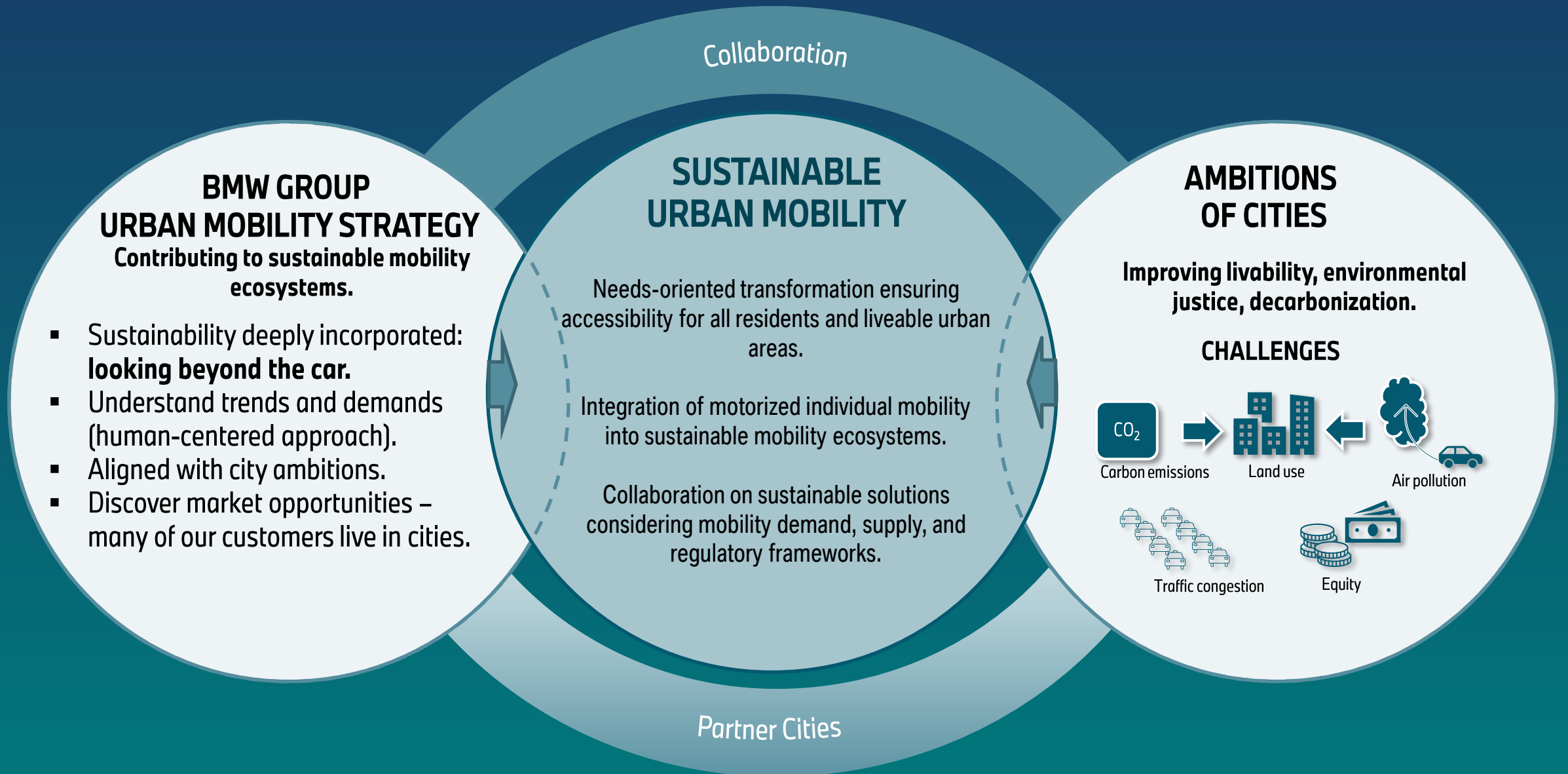


SHAPING SUSTAINABLE URBAN MOBILITY. TOGETHER.

RWTH MOBILITY MEETUP – AACHEN, JANUARY 11TH 2024.

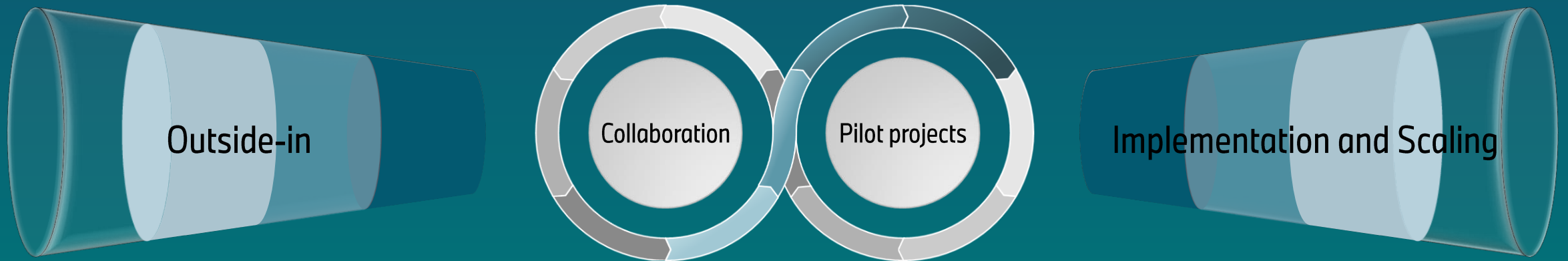
Frank Hansen
Lead Strategist Sustainable Mobility | BMW Group

WE SHAPE A SUSTAINABLE FUTURE OF MOBILITY. TOGETHER.

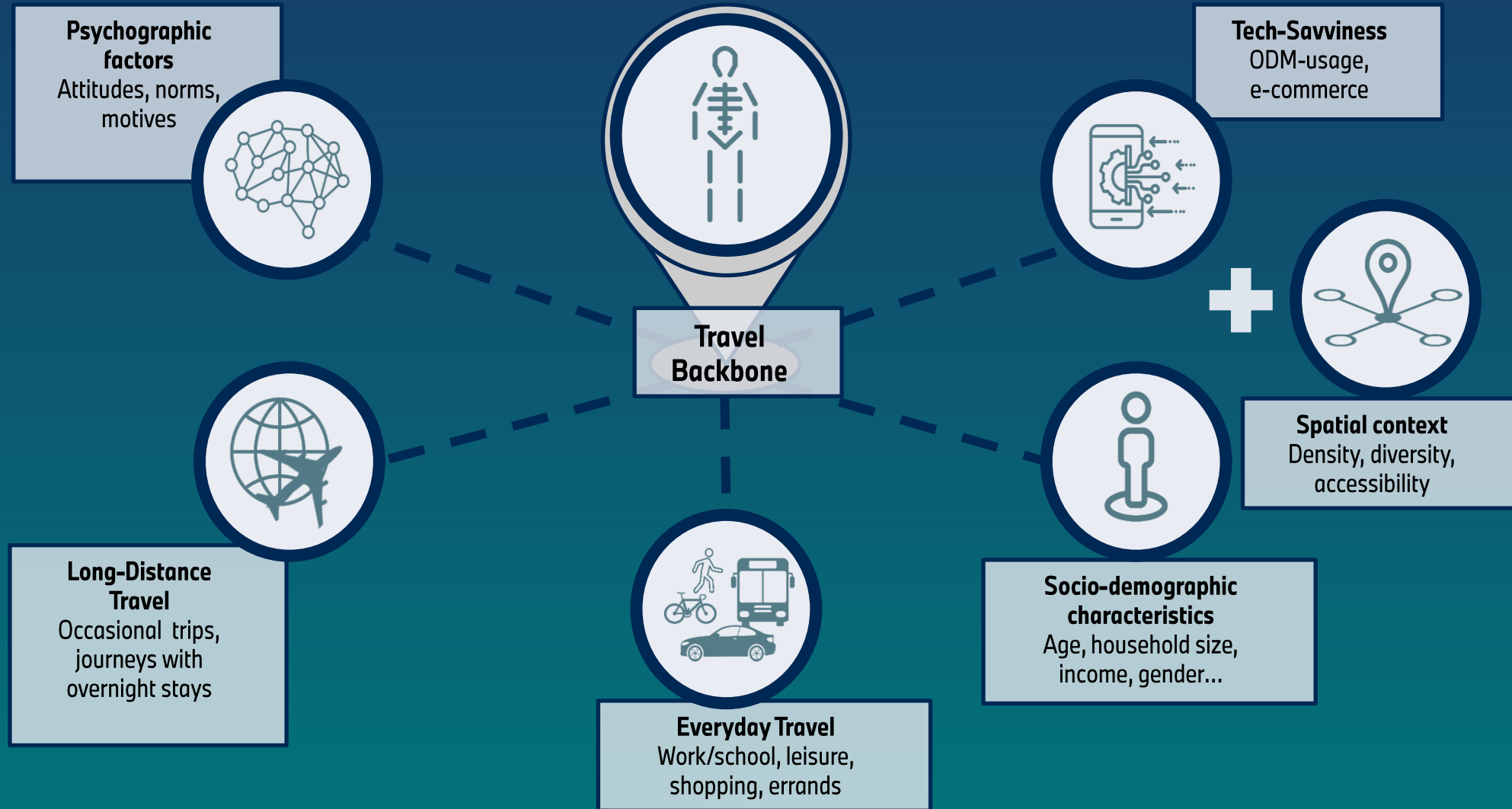


WORKING TOGETHER WITH CITIES TO CREATE POSITIVE CHANGE.

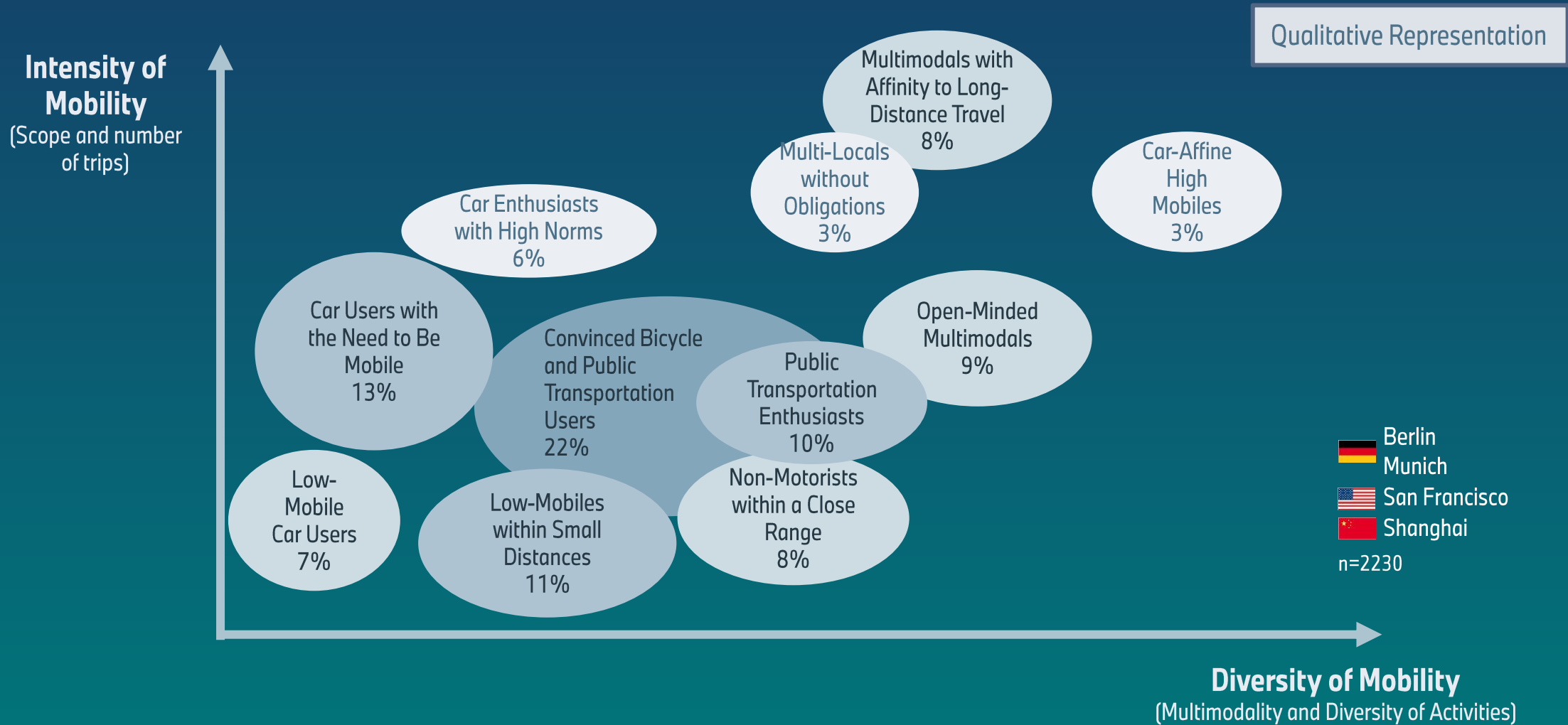
OUR COLLABORATION MODEL:



OUTSIDE-IN: HOW TO ANALYSE MOBILITY NEEDS AND POTENTIALS FOR TRANSFORMATION - THE TRAVEL BACKBONE SURVEY.



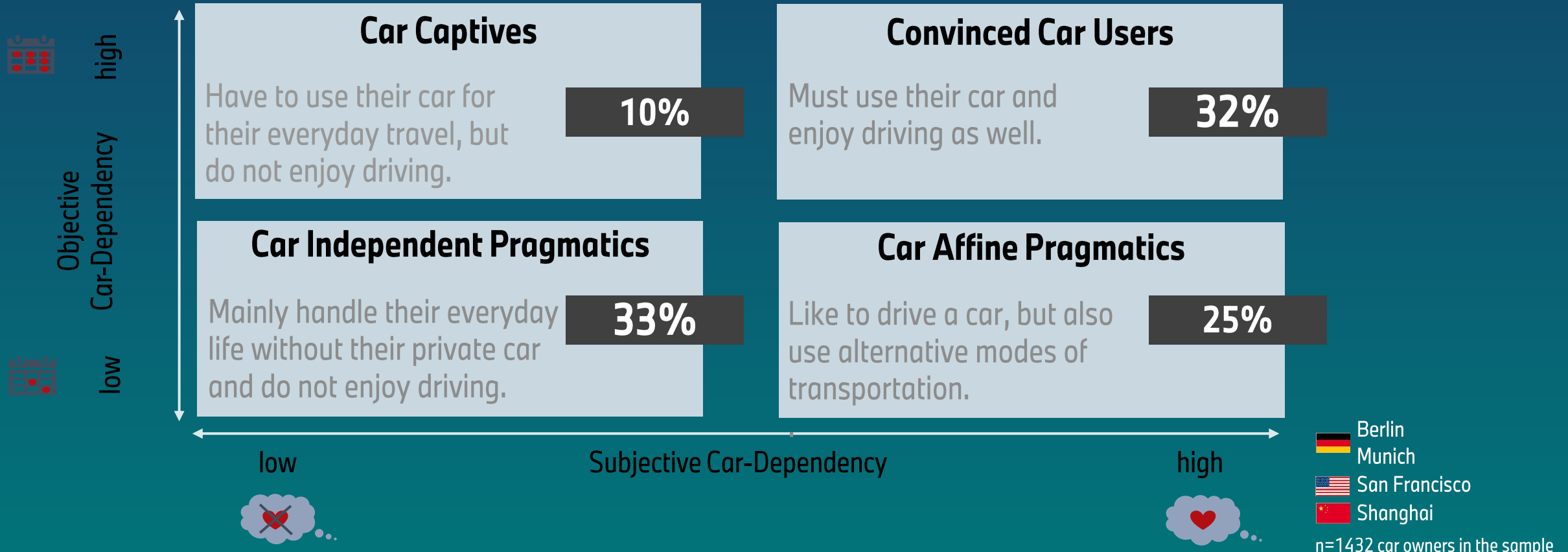
OUTSIDE-IN: RESULTS OF TRAVEL BACKBONE STUDIES. MOBILITY NEEDS ARE VERY DIVERSE. URBAN MOBILITY TYPES.



OUTSIDE-IN: RESULTS OF TRAVEL BACKBONE STUDIES.

ONE THIRD OF URBAN CAR OWNERS COULD GET RID OF THEIR PRIVATE CAR. LESS THAN HALF RELY ON THEIR CAR.

Types of Car Owners in Cities



REALIZE POTENTIAL: COOPERATION WITH PARTNER CITIES.



Advancing a sustainable mobility ecosystem



Supporting a car-dependent city to become sustainable



Multimodality for liveable neighbourhoods



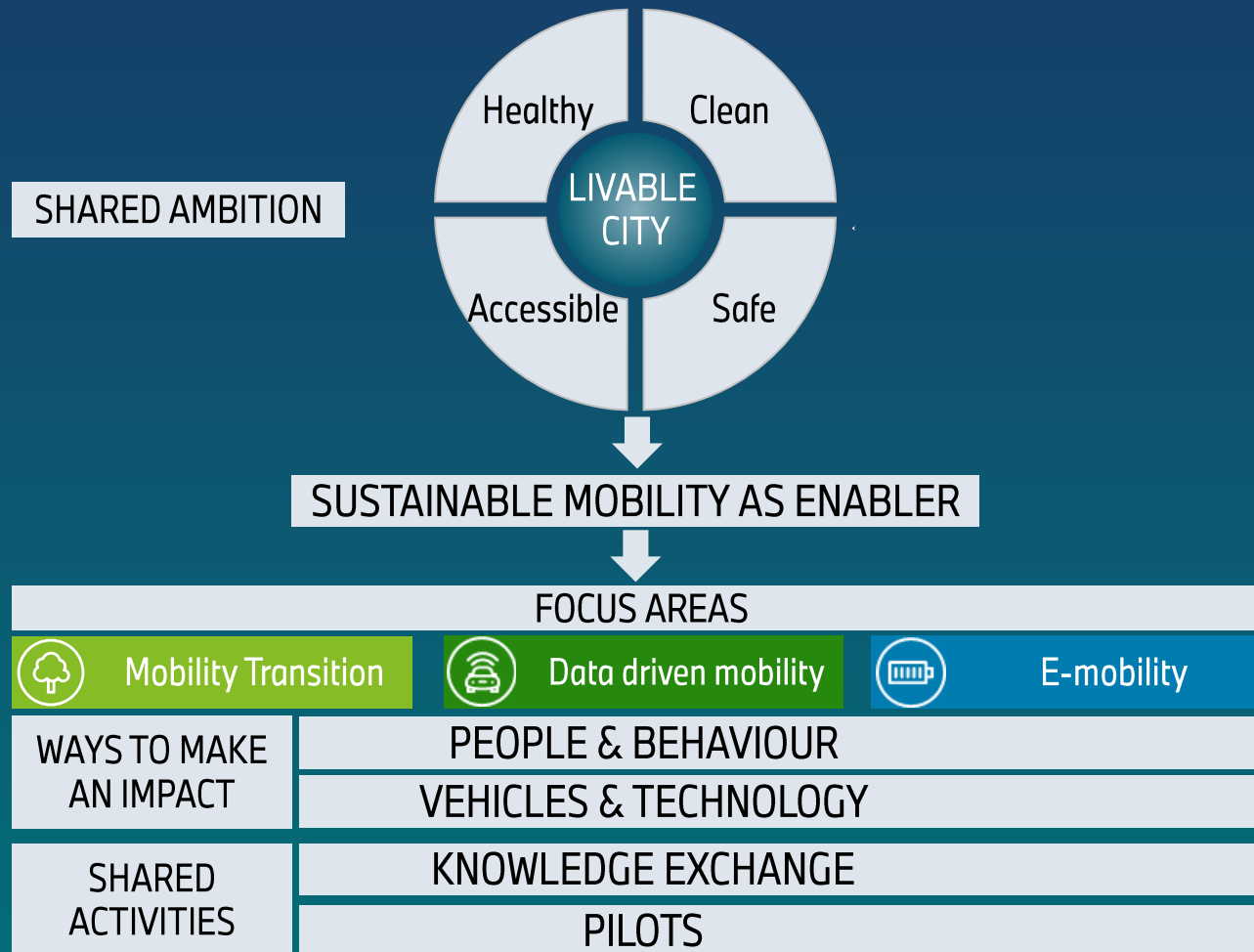
Digital solutions for a rapidly growing mobility demand



Rotterdam



ROTTERDAM – MEMORANDUM OF UNDERSTANDING AS STRATEGIC FRAMEWORK.



In the MoU the partners have agreed on the joint effort to increase the livability in Rotterdam through mobility transition, data driven mobility and e-mobility by mutually facilitating pilots and knowledge exchange.

REALIZE POTENTIAL: EXAMPLE ROTTERDAM. EXAMPLES OF CURRENT PILOTS.



Pilot

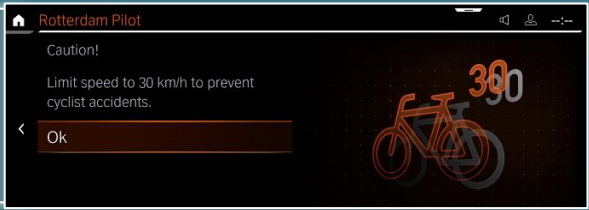
Characteristics

UI Example



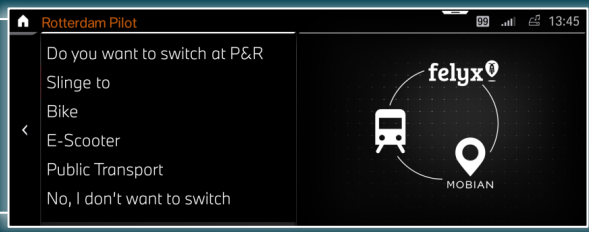
Safe Drive Zones

Speed hint with cause when entering a defined zone



Smart City Travel

- Suggestion to change mode on P+R
- Booking of bike/scooter/metro out of the car



< Back

SUSTAINABILITY | 04.11.2021 | 5 Min.

CREATING LIVEABLE CITIES.

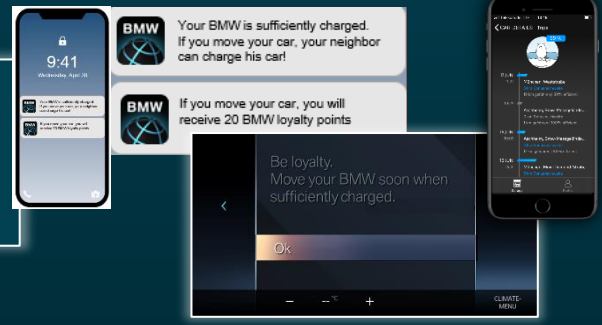
The BMW Group and the City of Rotterdam join forces up to 2027 to work on creating so more liveable. Rotterdam will become a blueprint for urbanity worldwide.

Cities account for around two percent of the earth's surface. However, they are home to almost five billion people today – and the trend is upward. Cities come together in the confines of conurbations. That has consequences for the environment. For more than 70 percent of global greenhouse gas emissions. This makes them important for climate change. Clean, emission-free inner cities contribute greatly to global climate protection. New technologies

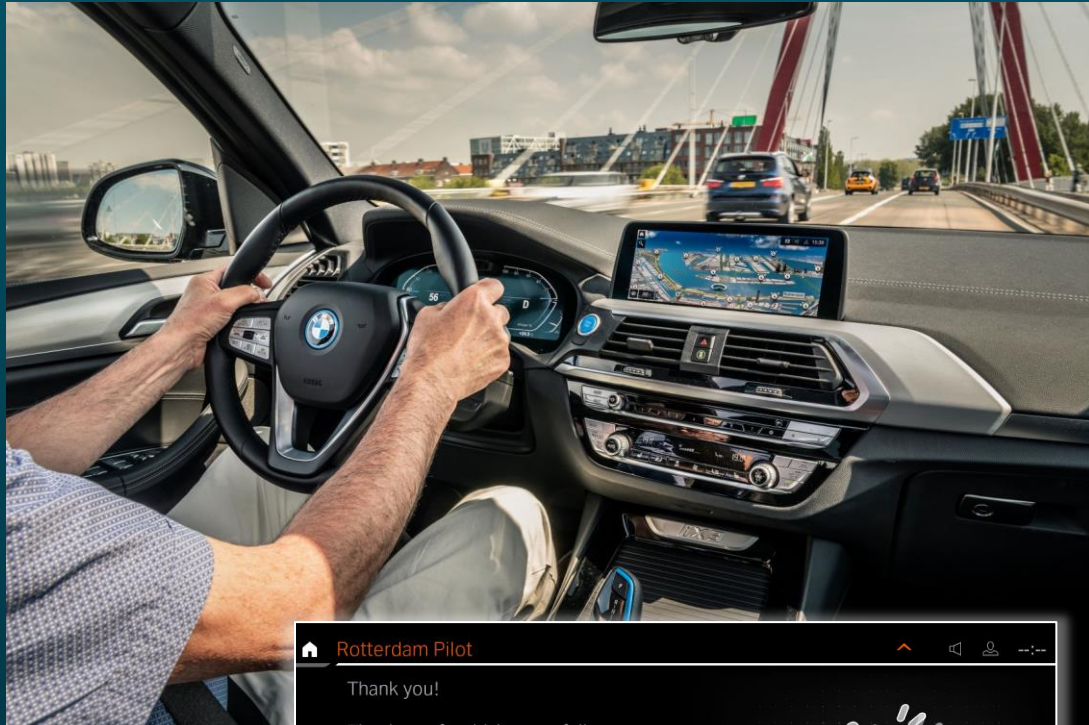


Charge&Repark

Notification on smartphone when car is sufficient charged + alternative parking spot offered



ROTTERDAM PILOTS. SAFE DRIVE ZONES.



Rotterdam Pilot

Thank you!
Thank you for driving carefully.

Ok

Rotterdam Pilot

Caution!

School area:
be aware of unpredictable crossings.

OK

Rotterdam Pilot

Caution!

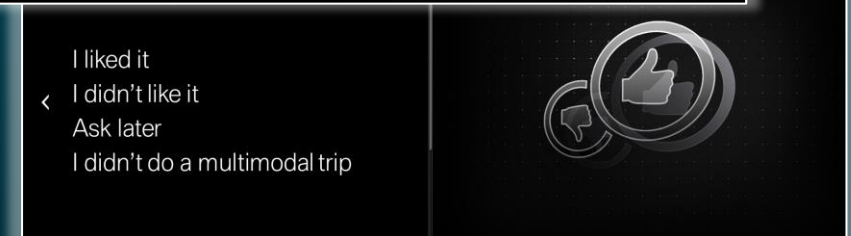
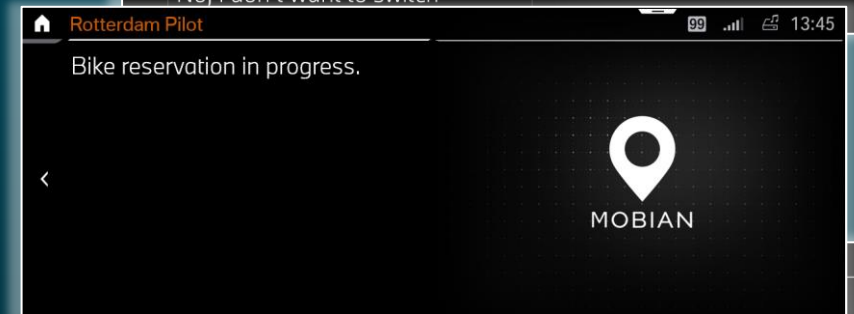
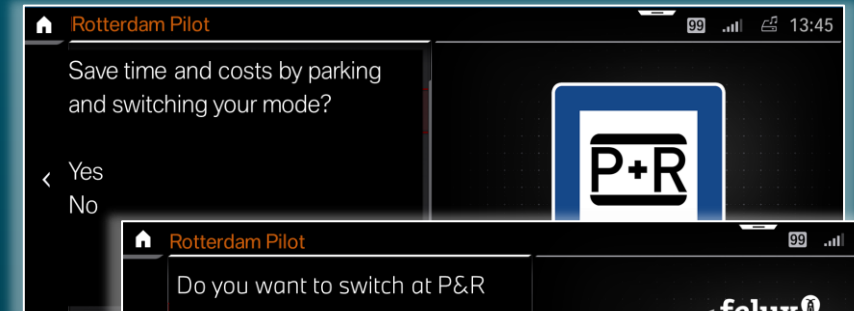
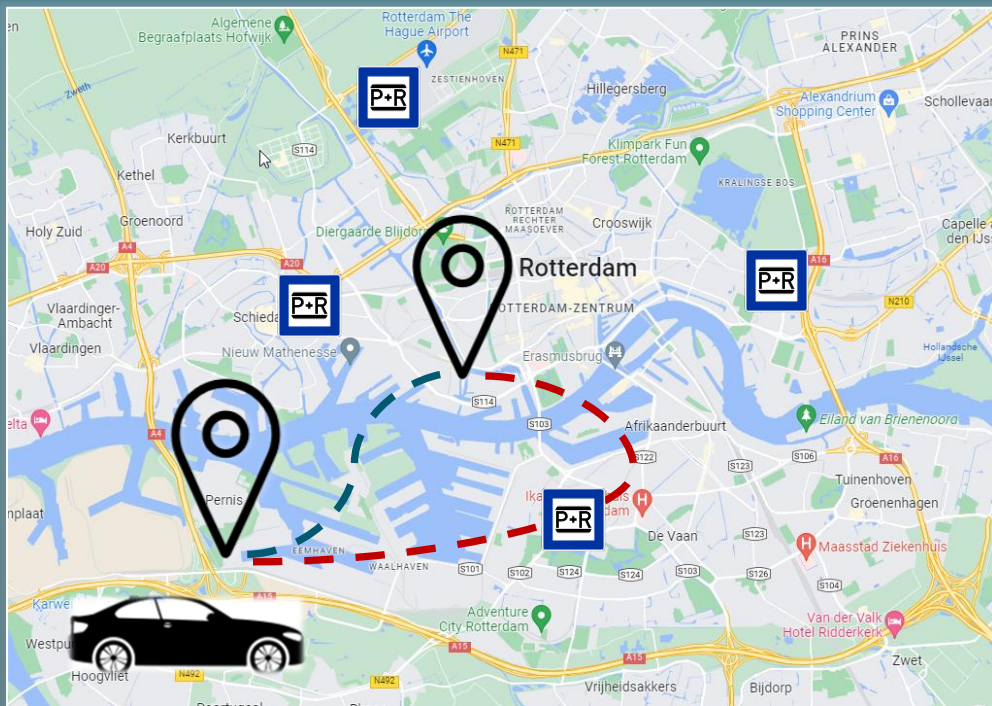
Limit speed to 30 km/h to prevent
cyclist accidents.

Ok

ROTTERDAM PILOTS. SMART CITY TRAVEL.

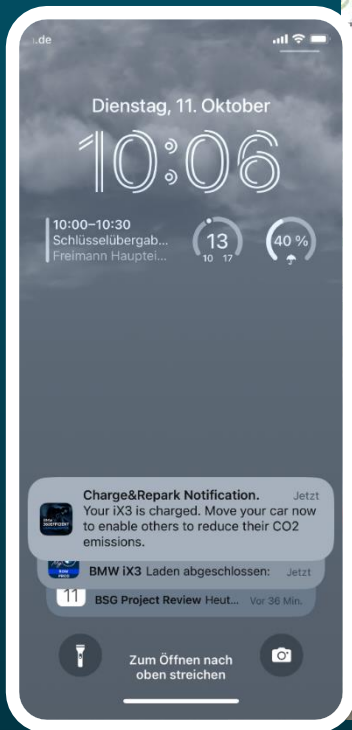
Navigation active &
destination City of Rotterdam

Spontaneous in-car or planned
with IOS App

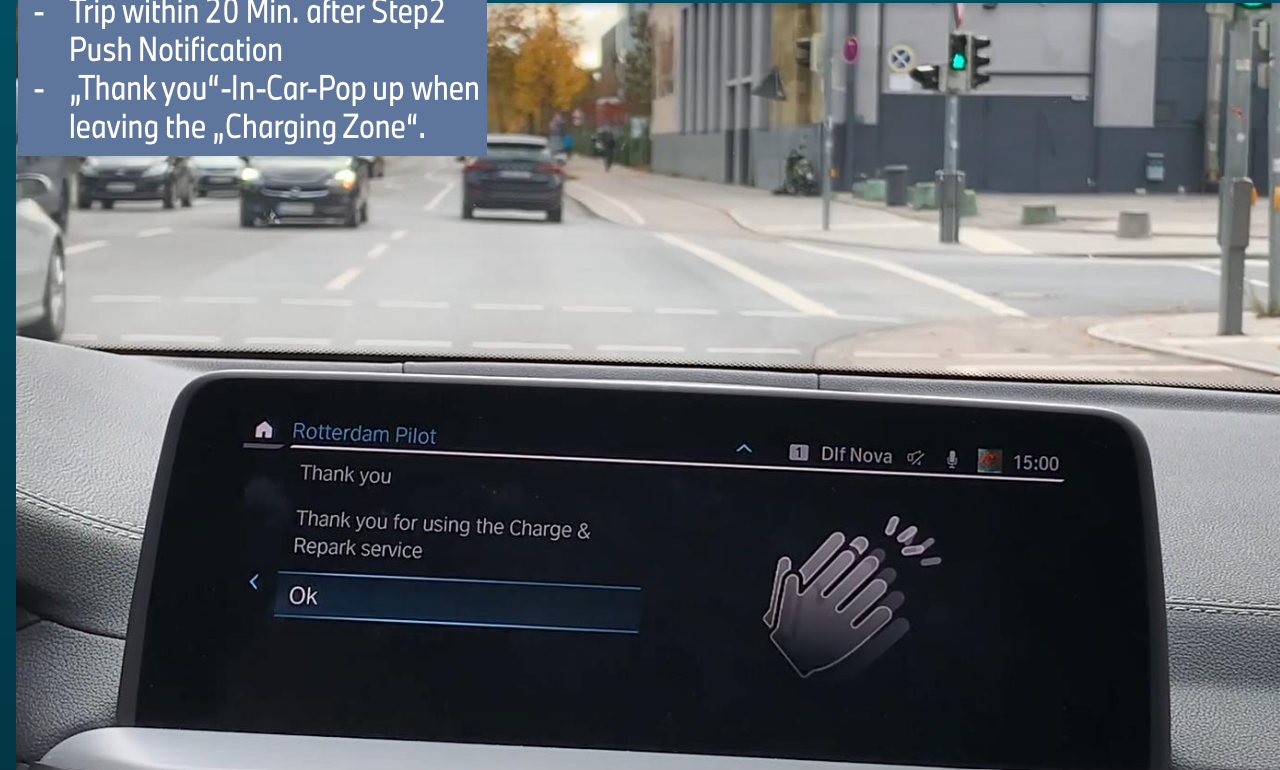


ROTTERDAM PILOTS. CHARGE & REPARK PILOT.

Public Charging:
Car is almost fully charged.

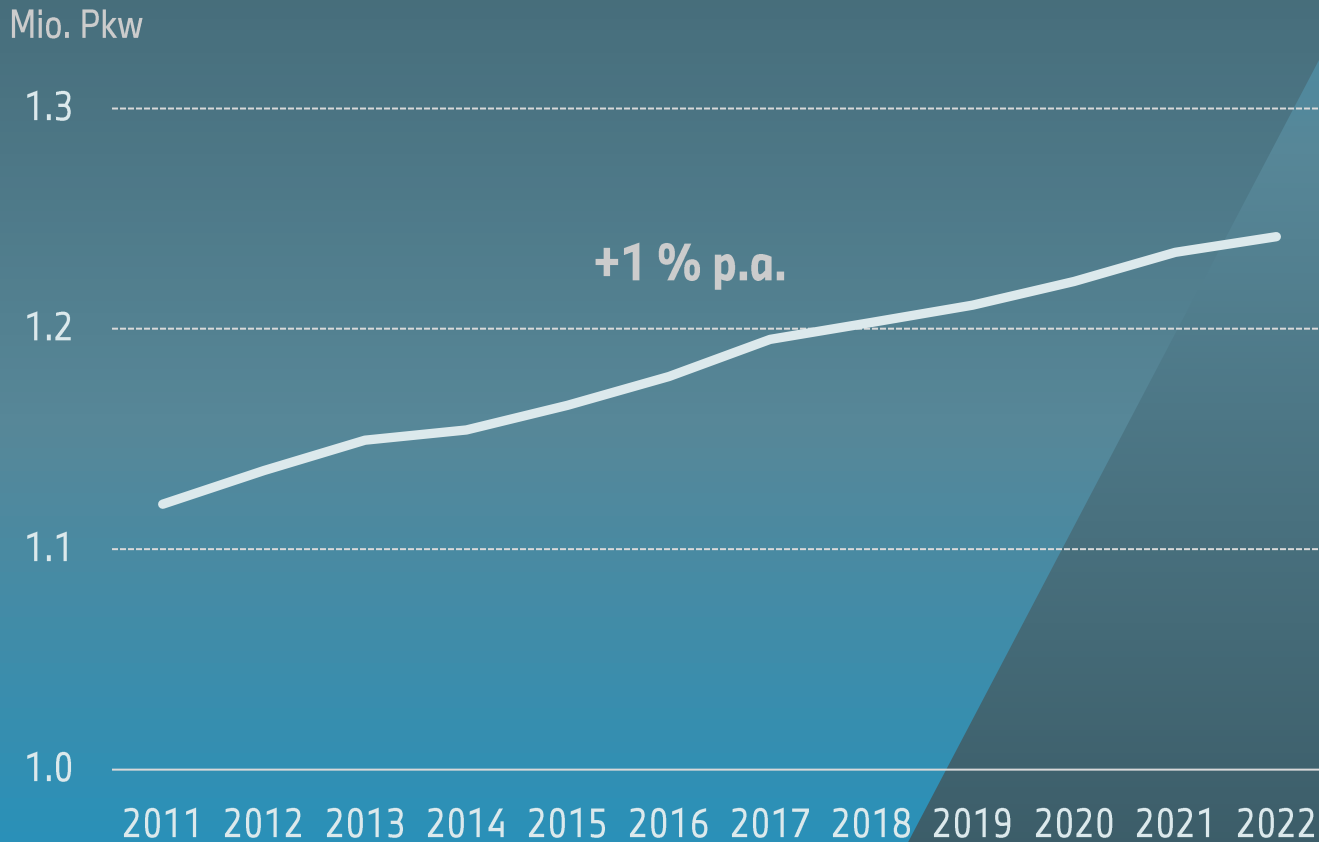


Feedback:
Customer has reparked the car.
- Trip within 20 Min. after Step2
Push Notification
- „Thank you“-In-Car-Pop up when leaving the „Charging Zone“.

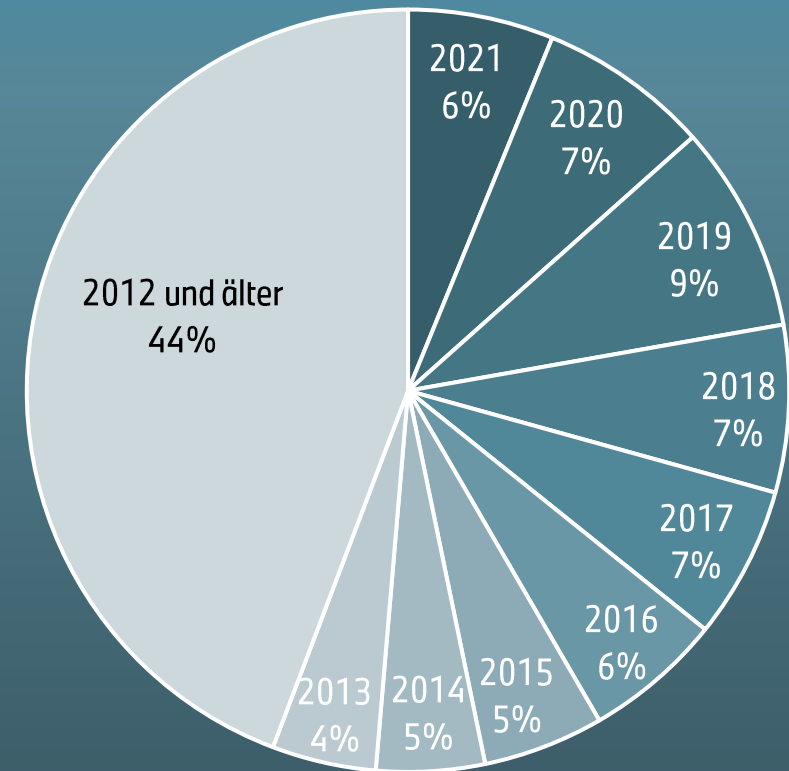


BEISPIEL BERLIN. OUTSIDE-IN: PKW BESTAND WÄCHST UND ÄLTERT.

Entwicklung PKW-Bestand in Berlin



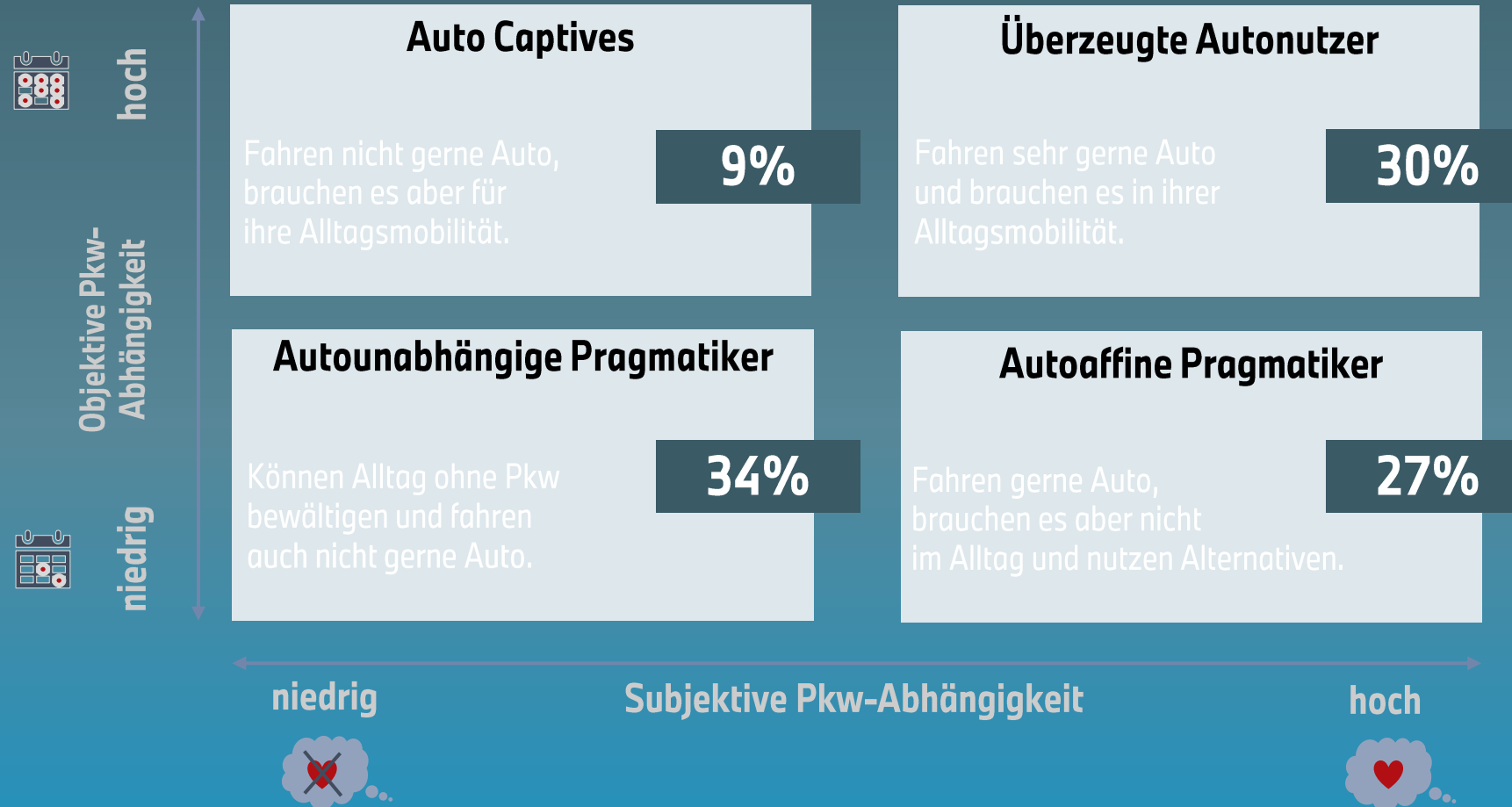
Altersstruktur PKW-Bestand in Berlin



SO SIEHT DAS AUF DER STRASSE AUS. SCHNAPPSCHÜSSE AUS BERLIN.



OUTSIDE IN, MOBILITÄTSSKELETT BERLIN: MEHR ALS DIE HÄLFTE DER BERLINER AUTOBESITZER BRÄUCHTE IM ALLTAG KEIN EIGENES AUTO. KNAPP DIE HÄLFTE IST AUF EIN EIGENES FAHRZEUG ANGEWIESEN.



REALIZE POTENTIAL: DAS PROJEKT NEUE MOBILITÄT BERLIN.

Flächenknappheit und Mobilitätsbedürfnisse in einer wachsenden Stadt adressieren und in Einklang bringen.

Zusammenhänge zwischen Mobilität, regulatorischen Rahmenbedingungen und lebenswerten urbanen Räumen aufzeigen.

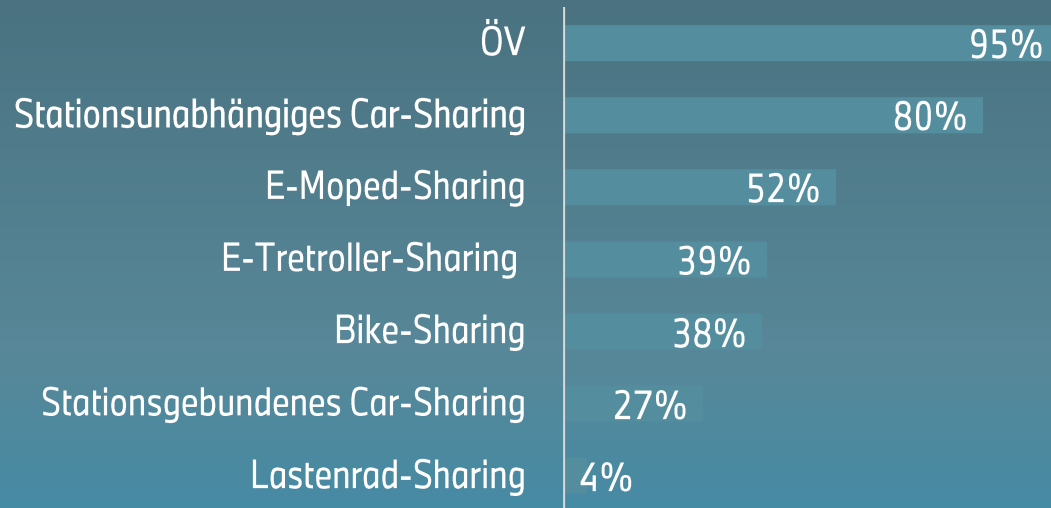
Transformation und nachhaltige urbane Mobilität erlebbar und schmackhaft machen.

Gestaltungsspielräume für nachhaltige Mobilität erarbeiten und gemeinsame Zielbilder entwickeln.

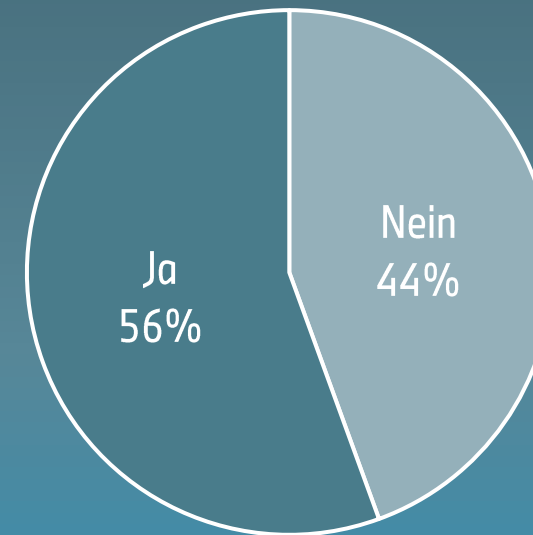


AUSGEWÄHLTE ERGEBNISSE AUS DEN KAMPAGNEN „SCHLÜSSELERLEBNIS DEINE FLOTTE“ 2019 UND 2020.

Von den Teilnehmer*innen genutzte Mobilitätsangebote aus dem Gutscheinpaket*



Frage nach der Teilnahme: „Können Sie sich vorstellen, Ihr Auto abzuschaffen?“*



30 % der Teilnehmer haben ihren privaten Pkw direkt nach Beendigung ihres Aktionsmonats abgeschafft.

*n=91 aus 2019 und 2020, Quelle: TU Berlin / Neue Mobilität Berlin.

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VIELEN DANK FÜR DIE AUFMERKSAMKEIT.

Frank Hansen
Lead Strategist Sustainable Mobility | BMW Group