

# Mobility disrupted

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**Bla Bla Car**

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# Cars

**2nd largest individual  
investment**

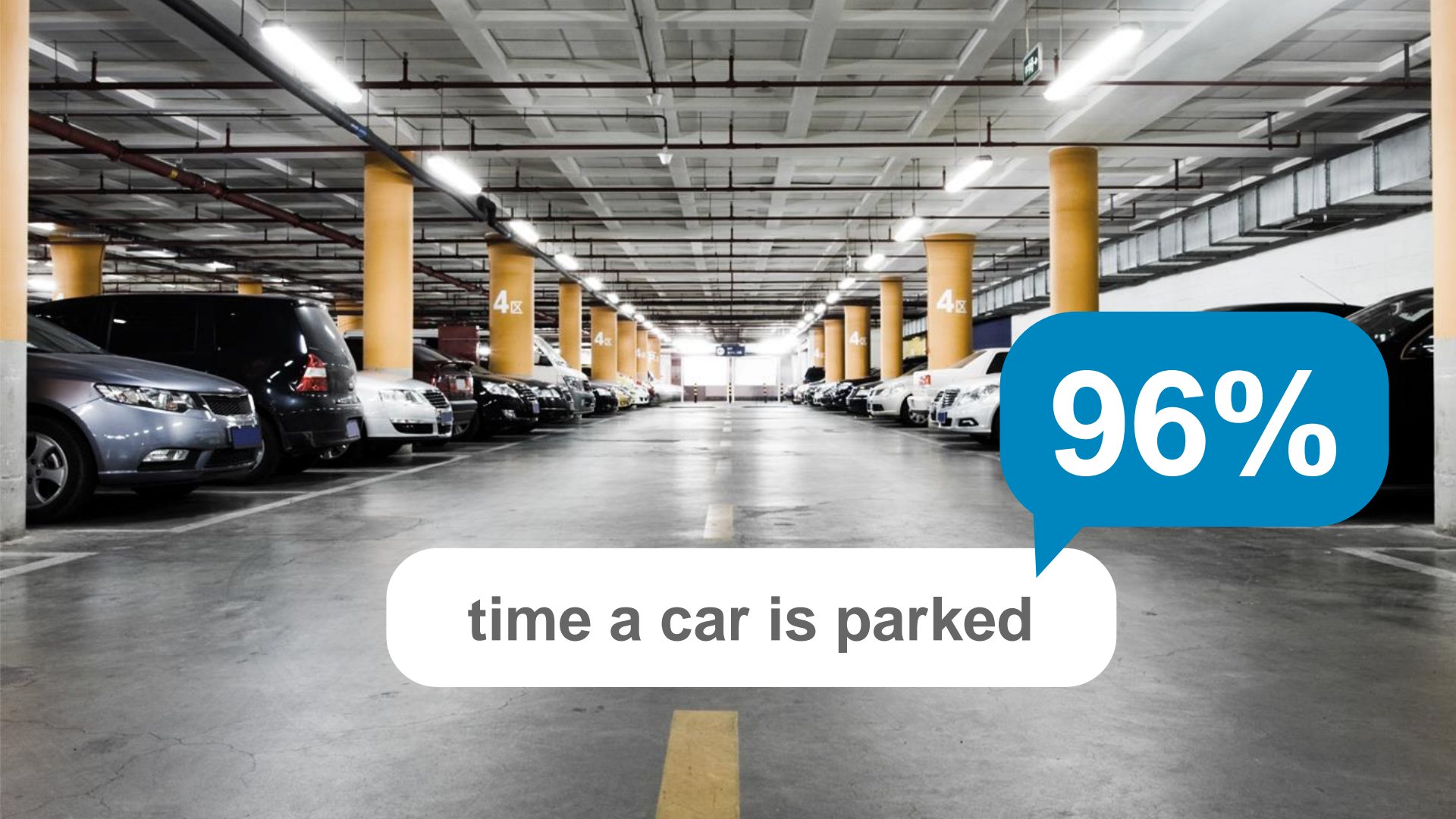
**yet  
underutilized,  
time-consuming,  
dangerous  
and polluting**



**20%**

of average income  
spent on cars





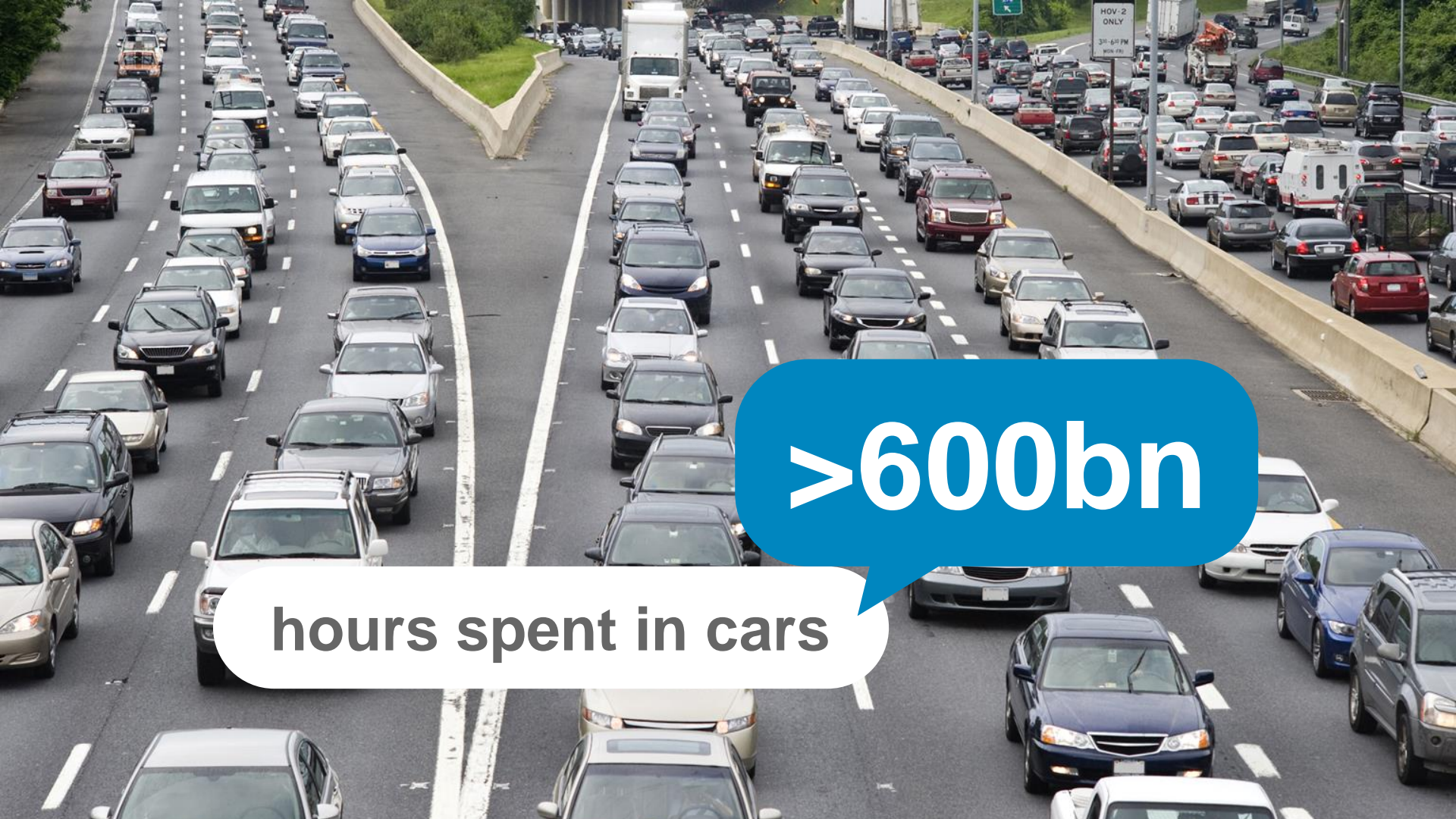
**96%**

**time a car is parked**



1.7

**car occupancy rate in Europe**



**>600bn**

**hours spent in cars**



**n.1**

**cause of death for  
people between 15-29**





**45%**

**global oil demand**

WHAT  
ARE  
WE  
DOING?



**Roads are the most dense  
transport network**



# From



Underutilized

Expensive

Time  
consuming

Dangerous

Polluting

# To



Shared

Affordable

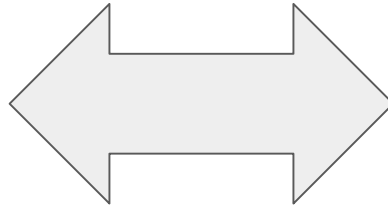
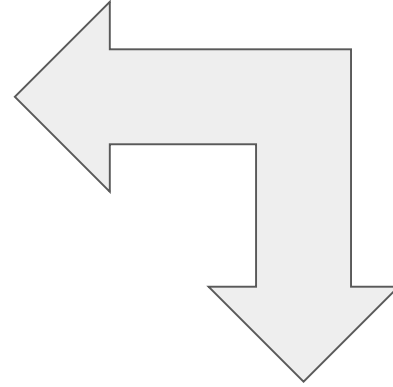
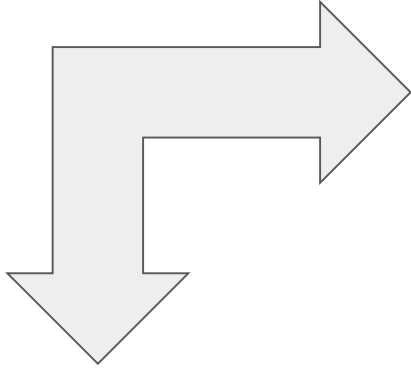
Convenient

Safe

Green



Shared



Electric

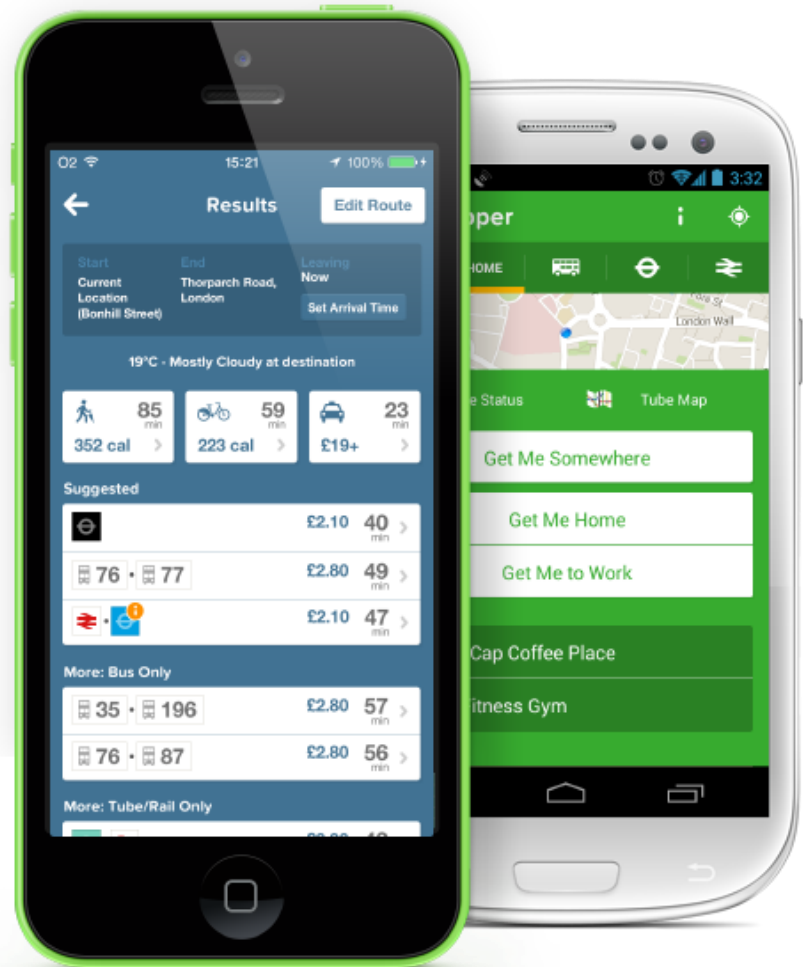


Autonomous



**Owning a car in city centres  
is becoming obsolete**

Public transportation  
and on-demand  
services are just one  
click away





**76%**

**trips between 100 - 800km  
are done by car**





**Bla Bla Car**

**Carpooling reduces cost of driving and provides access to an affordable, friendly and direct travel solution**

**What does this mean for the car industry?**





From vehicles sold...

90m  
cars

X

€16k  
unit

=

€1.4tr

2% of GDP



16tr  
km

X

€0.5/  
km

=

€8tr

... to km driven

13% of GDP

**Reinventing  
parking spaces...**



**Putting 600bn  
hours at work...**



TOYOTA



TESLA

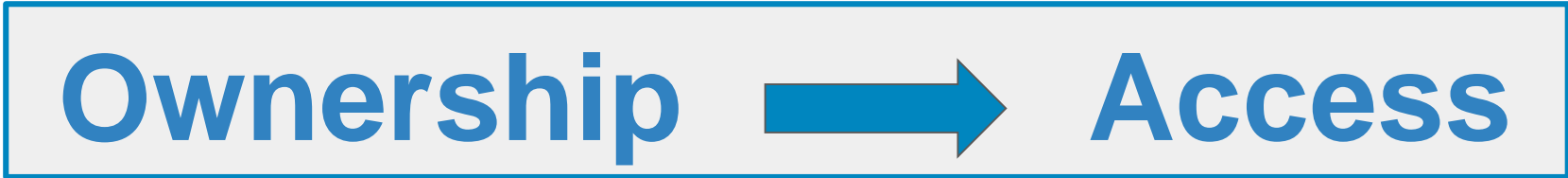


滴滴出行  
滴滴一下美好出行



UBER

Bla Bla Car



dyson

Google

lyft

Yandex



...



**Bla Bla Car**

**Join the ride!**