

MOBILITY AS A PUBLIC SERVICE

From the car manufacturing to MaaS



ŠKODA
SIMPLY CLEVER

ŠKODA AUTO DigiLab

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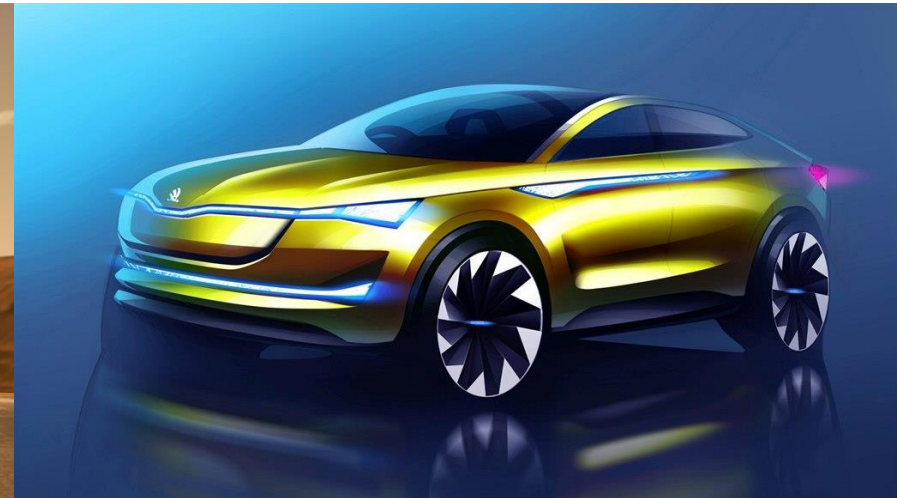
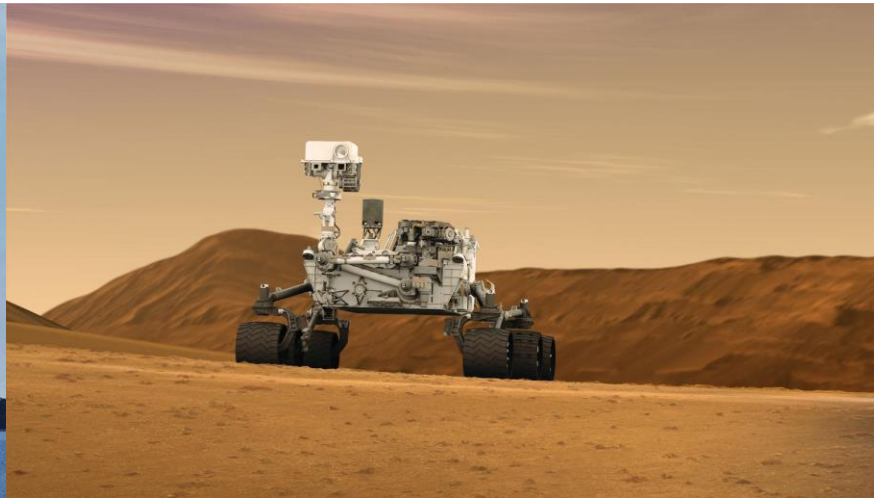
Modern mobility in numbers

Lines of SW code

145.000

2.500.000

100.000.000



OEM AS A MOBILITY PROVIDER

More secure, efficient, effective and ecological mobility

- **Cars & eCars**
constant traffic flow with Car2X (incl. Car2Car) communication
- **Smart City and CityTraffic platforms**
AI mastermind of perfectly networked city data and traffic management system in a modular **Data visualization platform**. Available for public authorities as well as for citizens
- **Parking**
easy access to available spots for parking including payment, all accessed from the car's infotainment
- **Traffic management**
online info – cars communicate with traffic lights
- **People/SmartPhone**
convenient access to all modes of transportation
- **Cars, Bikes & Scooters sharing, Shuttle on Demand**
safe and quick ride around the city in MaaS mode
- **Public transport**
online timetable with all connections available with MaaS in real time, including the payments



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DIGILAB

Where mobility, connectivity and innovations
come to life

Our vision

Mobility as a Service / SmartCity platform is a **broad and integrated** approach to improve a long-term sustainability of city ecosystems on **social, economical, and ecological levels.**



SMART CITY

Cities are a **core game changer** shaping urban mobility of the future



- City has **new customer groups**
Traditional car fans, ecologically oriented customers, **multimodal commuters**, Technology focused individualists
- City has **new partners**
Real estate developers, **Mobility providers**, Disruptive providers
- City has **ecosystem influencers**
Mayor, **Public utilities**, **Urban companies**



- **City is a new customer group**
City administrations have own, demands and expectations in, terms of urban mobility – thus they represent a new customer group with new profit pools
- **City is a new partner**
City administrations shape urban mobility through urban planning and smart city strategies – thus they are critical partners in urban networking
- **City is an ecosystem influencer**
City administrations influence cities' ecosystems through regulations and local support – thus they determine new urban mobility patterns and needs



SmartCity

Stakeholders

Citizens

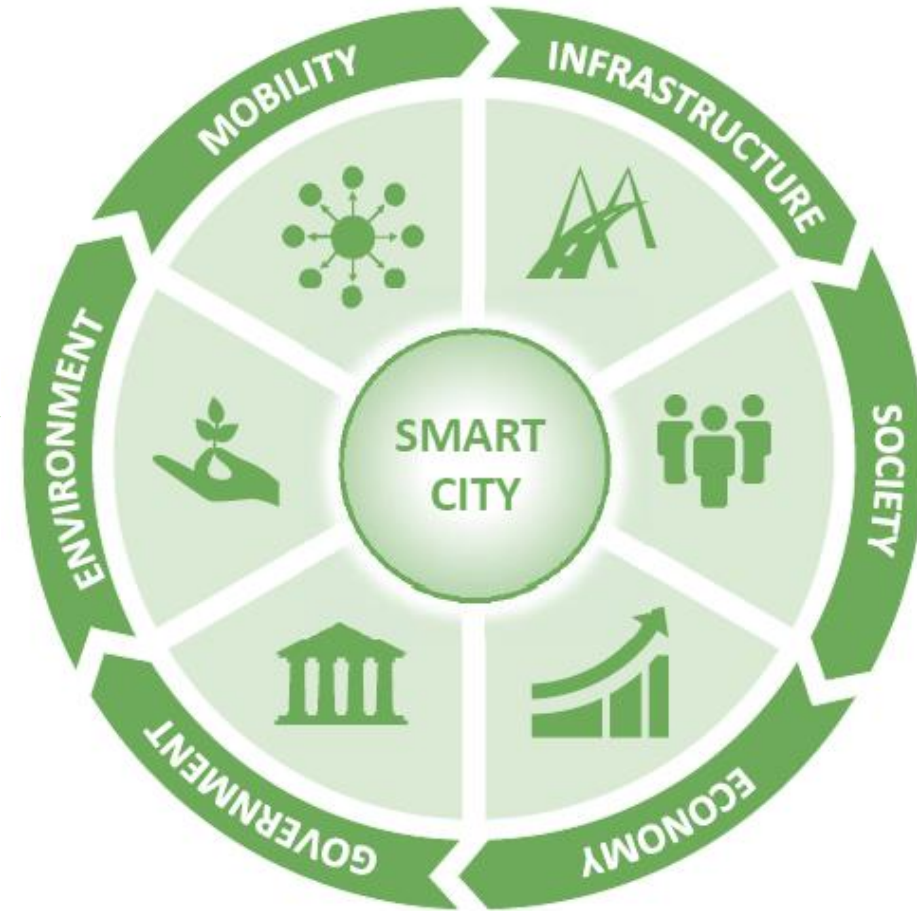
Comfort and security

Commerce

Stabile environment to generate revenue

Municipality

Managment of the city ecosystem and processes



Joint collaboration between stakeholders needs holistic approach integrating various services based on SmartCity on a common platform.

THERE ARE NEW OPPORTUNITIES

Expansion to new business fields are needed.



Shared economy

Digitalization

Big Data

Logistics

Consultation

Mobility as a service

Traffic management,
prediciton

C2C, C2I, C2X

Smart infrastructure

E-mobility

Smart parking

Our goal

To improve life of citizens and city visitors. To improve the impact of mobility and tourism on a common life and work in the city. TO BECOME THE **MOBILITY PROVIDER**, where the approach and technology really serves the needs of all stakeholders.



Should we be worried about Automotive future?

Not really, there will be more work force needed.

Production line ONE



Production line TWO



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