

A nighttime photograph of a city street, likely in New York City, showing light trails from cars and buildings in the background. The text is overlaid on the image.

Mobility as a Service - The End of Car Ownership?



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Transport policy

Opinion

Stop obsessing about trains, and start using apps

Simon Jenkins

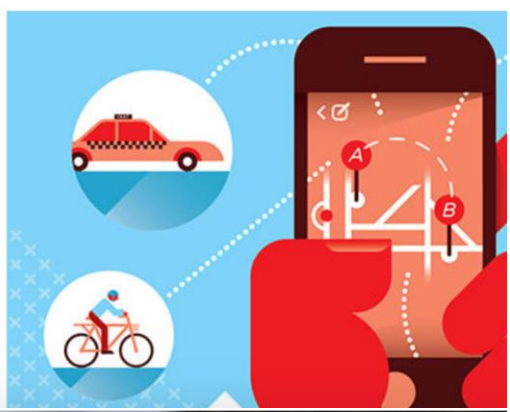
Ministers are dazzled by the idea of

Transport as a service

It starts with a single app

Combining old and new ways of getting around will transform cities

Oct 1st 2016 | HELSINKI | From the print edition



The New York Times



Science

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A Slow Ride Toward the Future of Public Transportation

Through an app called [Whim](#), MaaS Global lets customers order transportation from point A to point B and then guarantees it will provide it, using a combination of trams, buses, taxis, rental cars and car-sharing services.

"You're covered," said Sampo Hietanen, the chief executive of MaaS Global. "You can just

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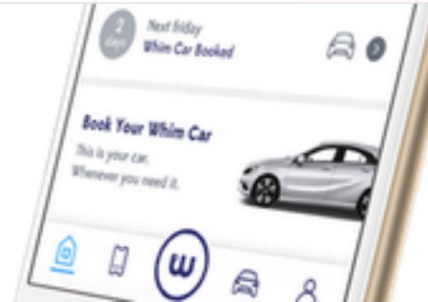
Stock market analysts and media – release of AAK's Interim report for the first quarter 2016

15 minutes package for 135 C/ month:

 Visit site

Likes 0

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Toyota opened the door – a Finnish growth company in a billion market

Posted by [Michael Marcano](#) from [talouselama.fi](#) · 6h

the Movement as a service to developing Maas Global has received giant investment from the Japanese car great giants Toyota Financial services as well as its insurance partner Aioi Nissay Dowa Insurance Company, as well as from previous investors.

the financing round the final sum will be confirmed in a couple of weeks, but the money is together already more than 10 million.

the Sum is a Finnish growth company great, in the case of early-stage seed financing round.

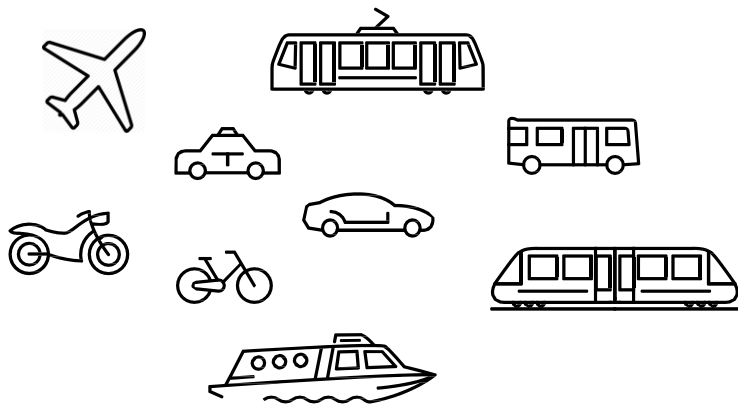
This means, for example, car rental, taxis and public transport.

Maas stands for Mobility as a Service.

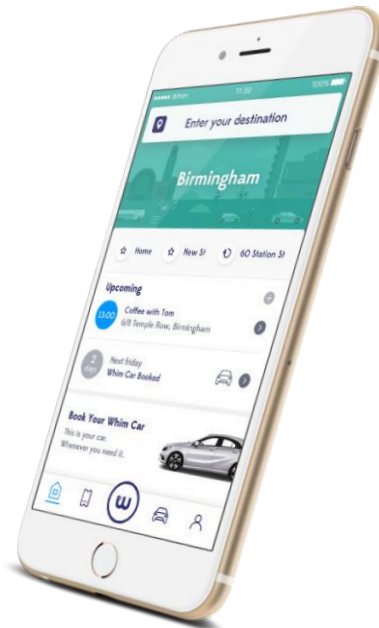
Maas Global announced last fall the services of hundreds of test users, and has now opened it to all.

Mobility as a Service – The Netflix of Transportation

WHAT IF ALL TRANSPORTATION WAS CONVERGED...



... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?



Mobility Operator to Cover All Your Mobility Needs



Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



Family package for 1 200 € / month:

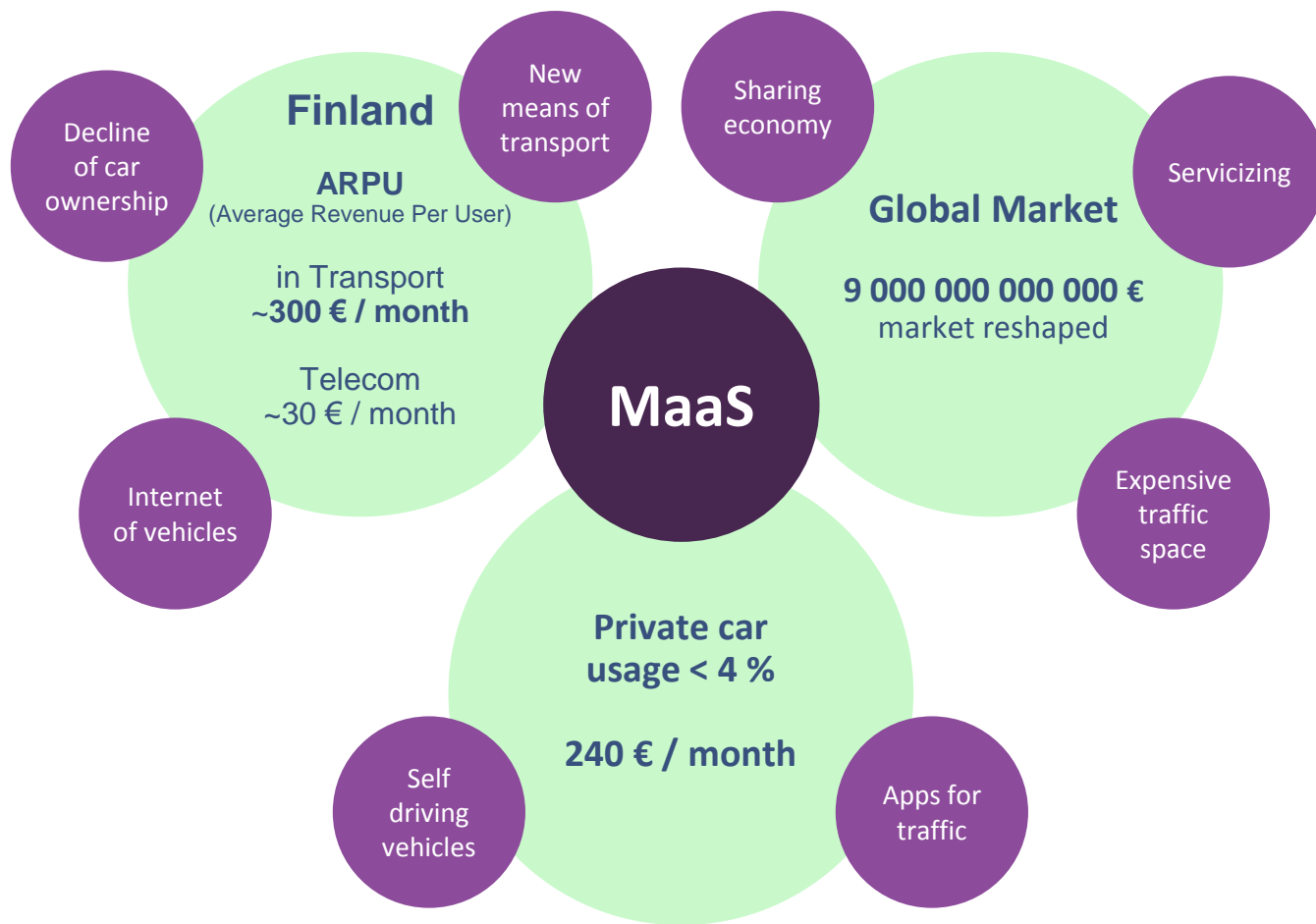
- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

Cup of tea guarantee

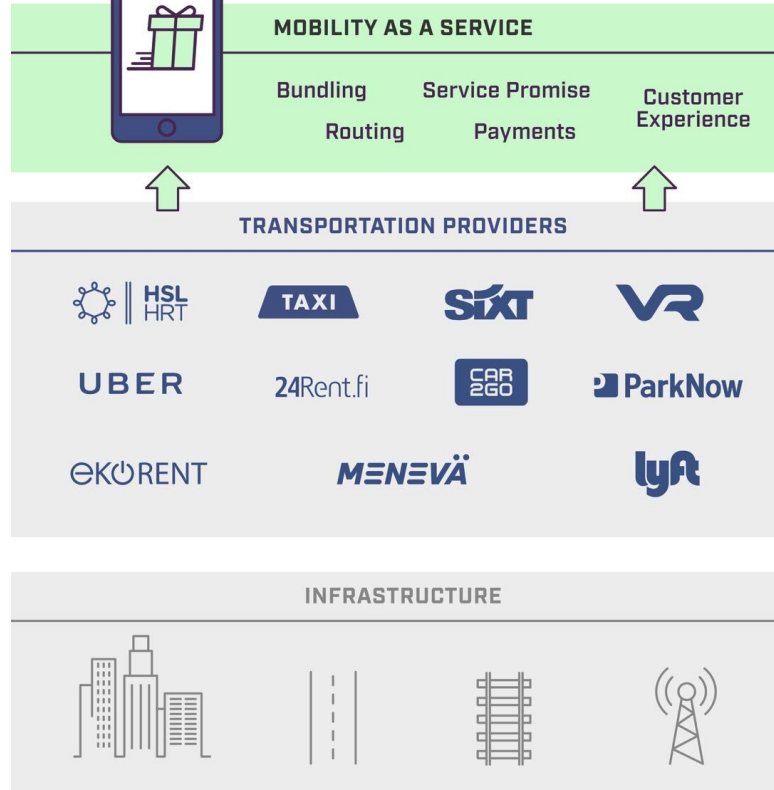
- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides



Transportation is being hit by a
DIGITAL TSUNAMI

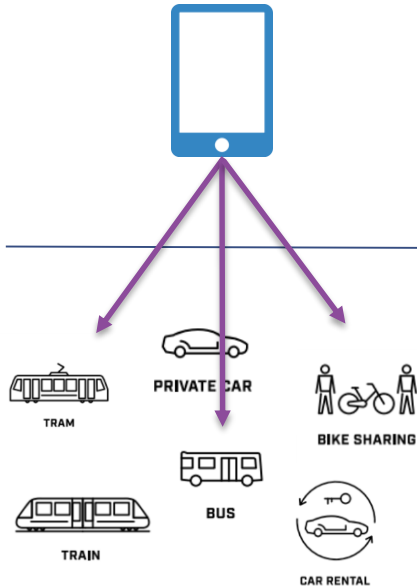


Money flows directly
from end users to the
whole ecosystem

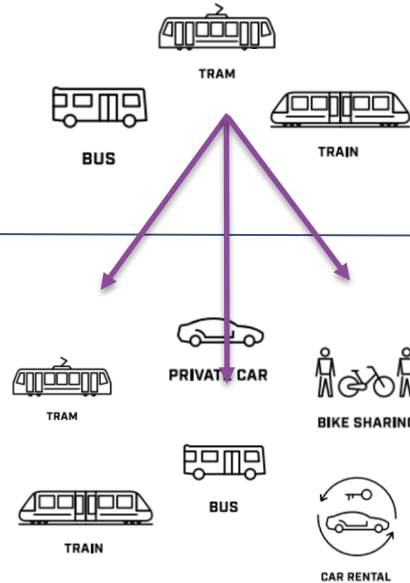


Three ways for markets to evolve

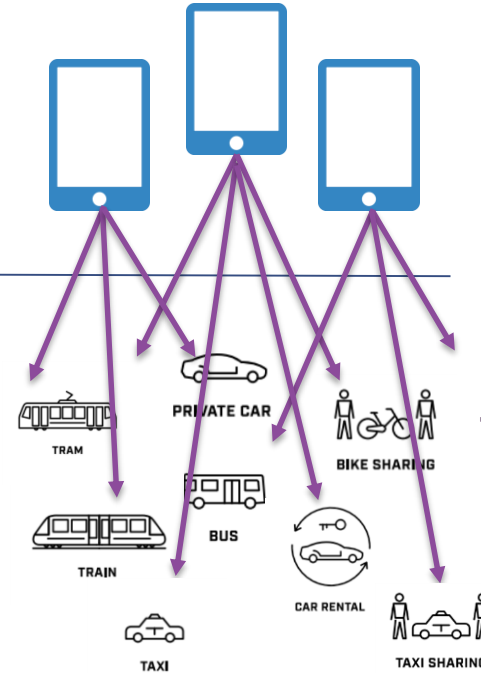
Winner takes it all



Public transportation takes it all



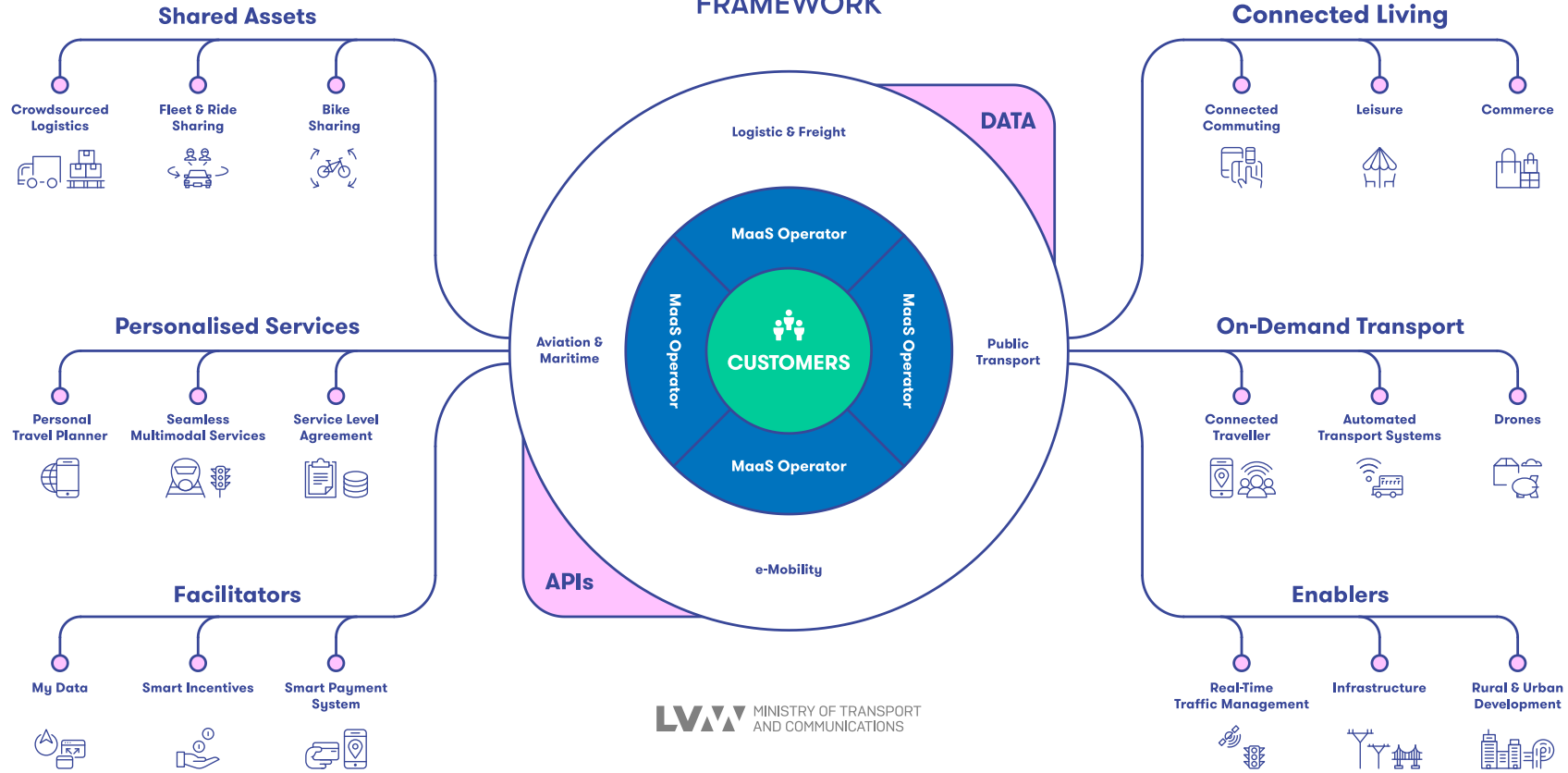
Roaming ecosystem



Mobility as a Service (aggregators)

Transportation providers

MOBILITY AS A SERVICE FRAMEWORK



LVM MINISTRY OF TRANSPORT
AND COMMUNICATIONS

"MaaS Global to revolutionize the global transportation market with **Whim**"

"THE **NETFLIX** OF TRANSPORTATION"

The Whim logo is displayed within a white rounded square. It features the word "whim" in a lowercase, blue, sans-serif font. A small red dot is positioned above the letter 'i'.