Dal Mobility al Lifestyle, il futuro è "as a Service"

EY Building a better working world

DIGITAL DAYS

AHK Deutsch-Italienische Handelskammer
Camera di Commercio Italo-Germanica

Mobilità

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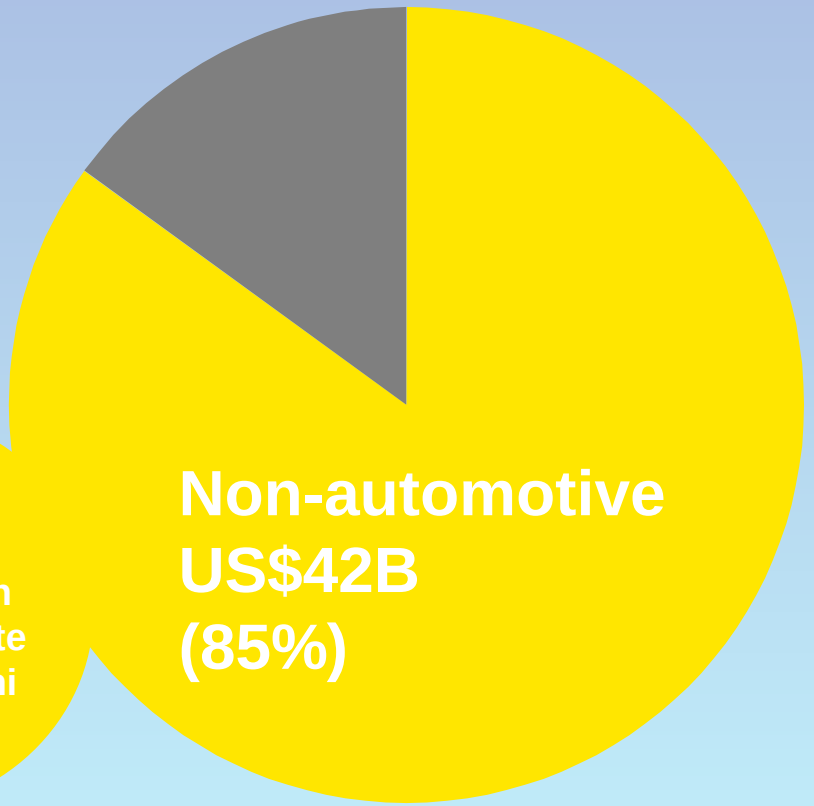
Investimenti in mobilità

Automotive
US$6.9B
(15%)

US$48.9B di investimenti in mobilità durante gli ultimi 5 anni



Non-automotive
US$42B
(85%)

Tech companies **US$19.2B**	**46.0%**
Engineering conglomerate **US$12.5B**	**29.0%**
PE/VC **US$9.8B**	**22.5%**
Electronics **US$120M**	**1.0%**
M&E **US$100M**	**1.0%**
Telecom **US$22.5M**	**0.5%**

Source: EY Analysis

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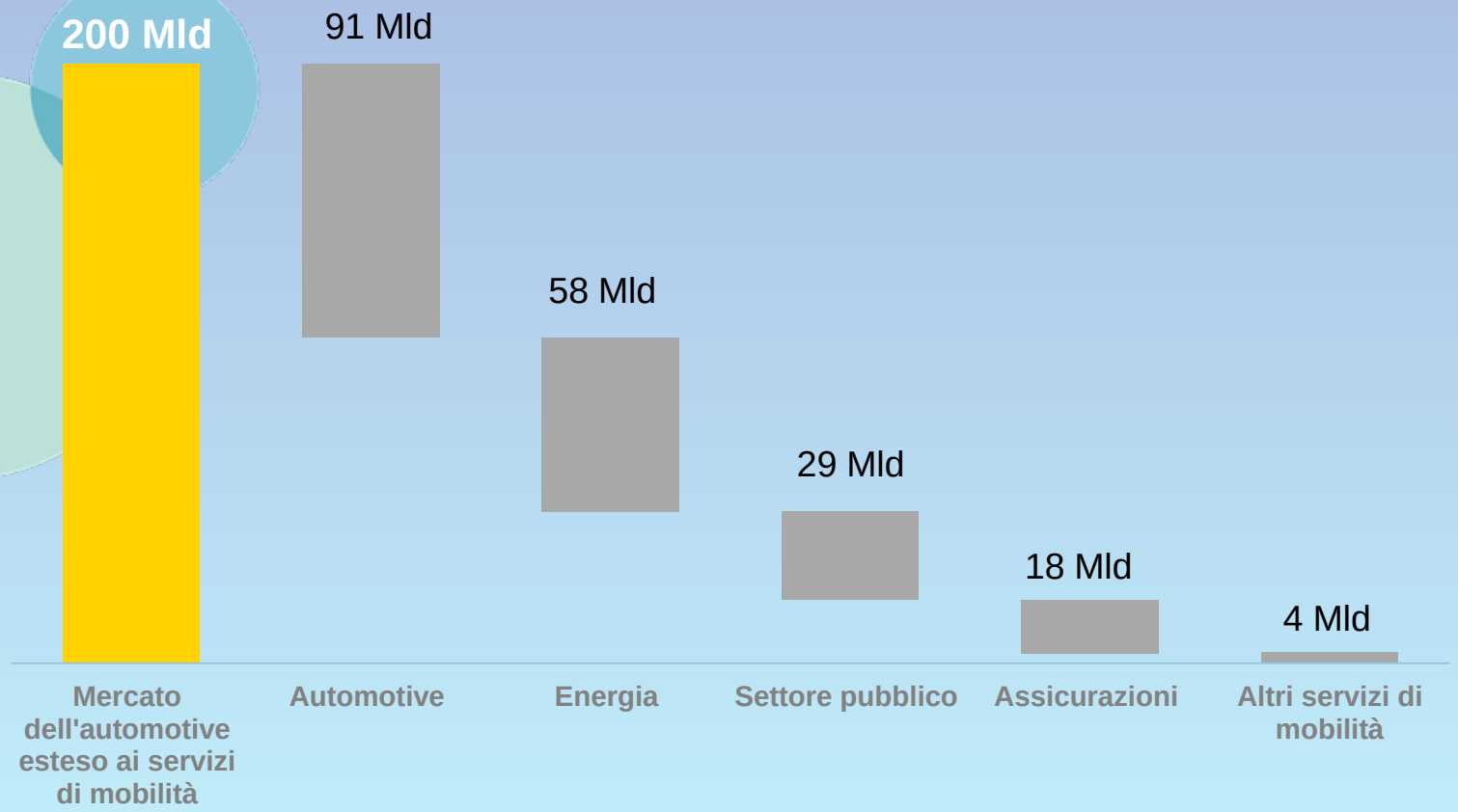
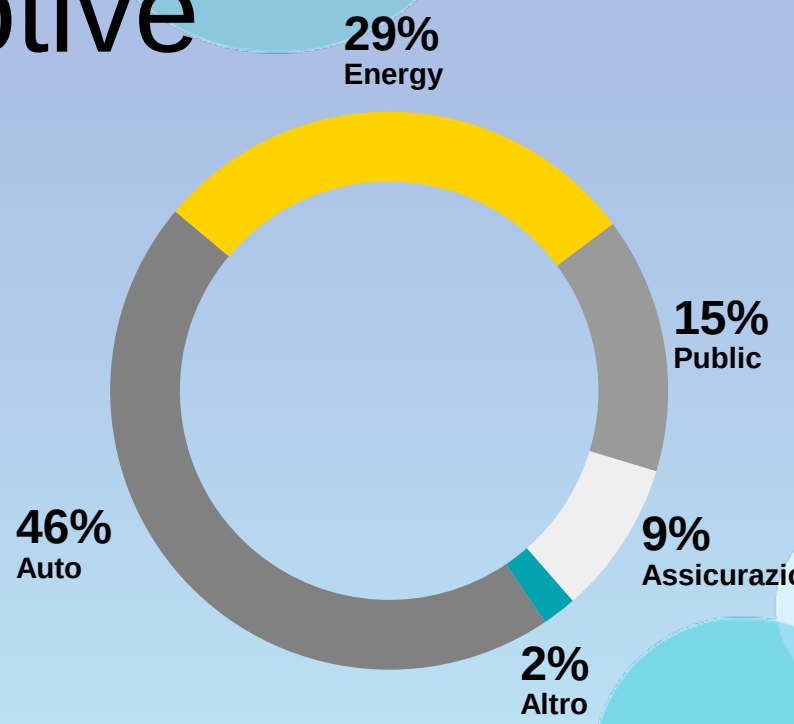
Mercato esteso dell’automotive





Source: EY Research 2018
Altri servizi di mobilità: media, medical, altro

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Trends e principali esperienze di mobilità

Mega Trends

- Urbanizzazione
- Rischi Ambientali / Congestion
- Sharing e Data Economy

Consumer Trends

- Always-on
- Esperienza Integrata
- Time saving

Tech Trends

- Internet of Things (IoT)
- Elettrico
- Artificial Intelligence (AI)

Nuove Esperienze

Condiviso

Intermodale

On-Demand

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Connesso, Autonomo e Elettrico

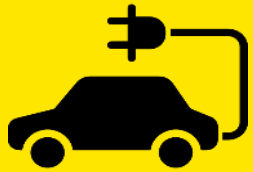
Veicolo Connesso

2020 **l'80%** delle **auto** vendute in Italia sarà connessa e capace **di scambiare dati con l'esterno V2X**

Veicolo Autonomo

Oggi **il 95%** degli **incidenti stradali** sono causati da **errore umano**.

2050 **2X** del **tempo** passato nel **traffico**

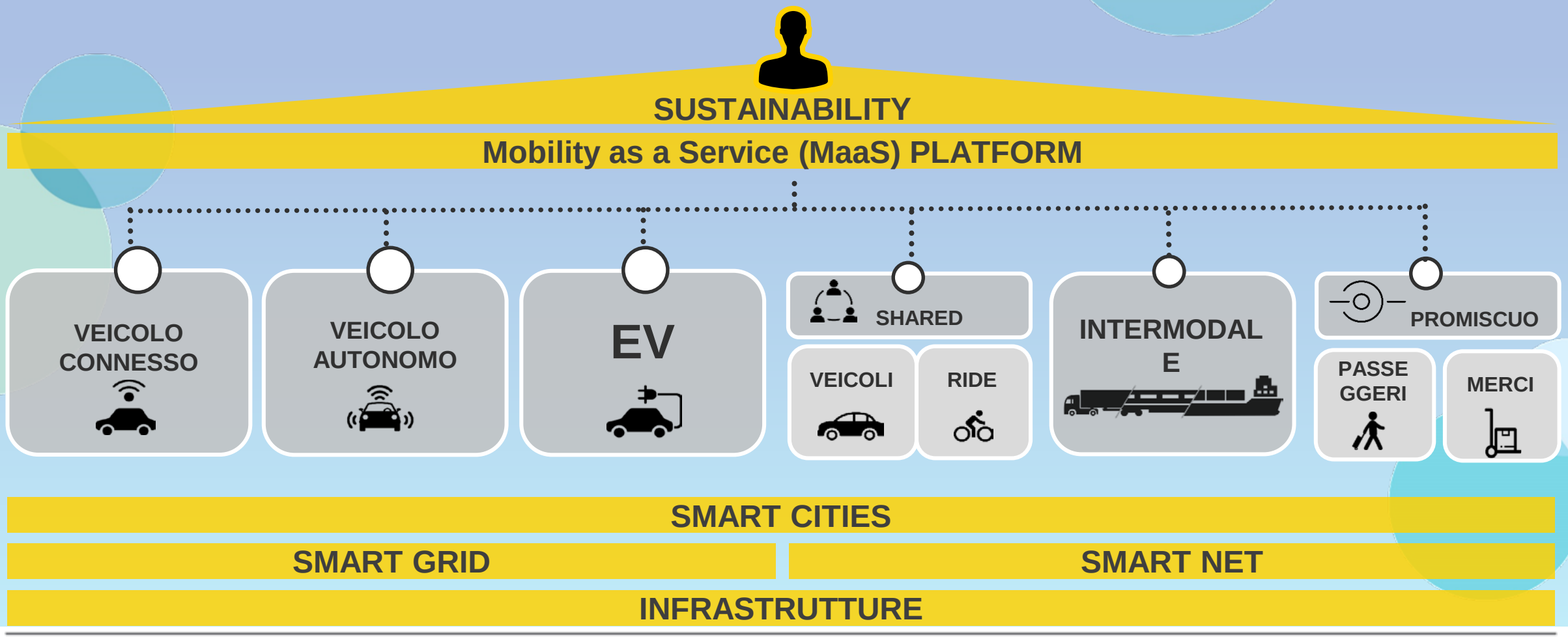


Veicolo Elettrico

2030 il **prezzo** delle **auto elettriche (BEV)** arriverà ad essere competitivo con quelle motori a combustione

Source: EY Analysis. Ricerche ed interviste a SME

Framework della nuova mobilità



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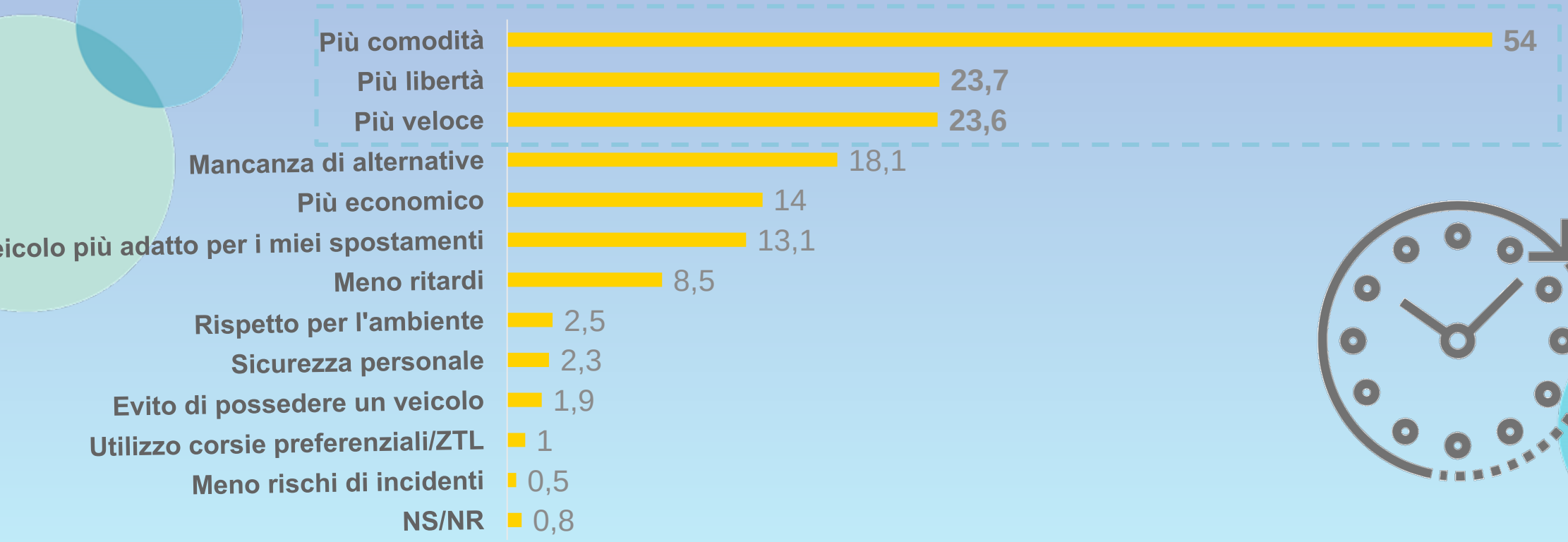
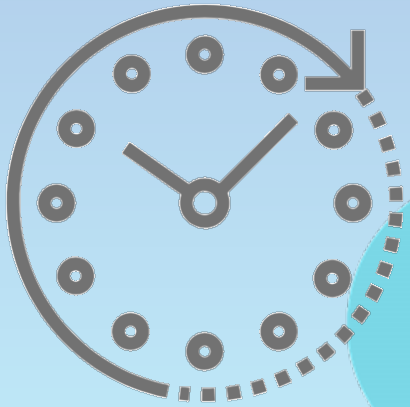
I driver di scelta del mezzo sono comodità, libertà e tempo





EY Survey: Campione statistico di sesso misto, prvoeniente dalle 14 citta metropolitane con età predominanete compresa tra 25 e 64 anni

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Dallo spazio al tempo

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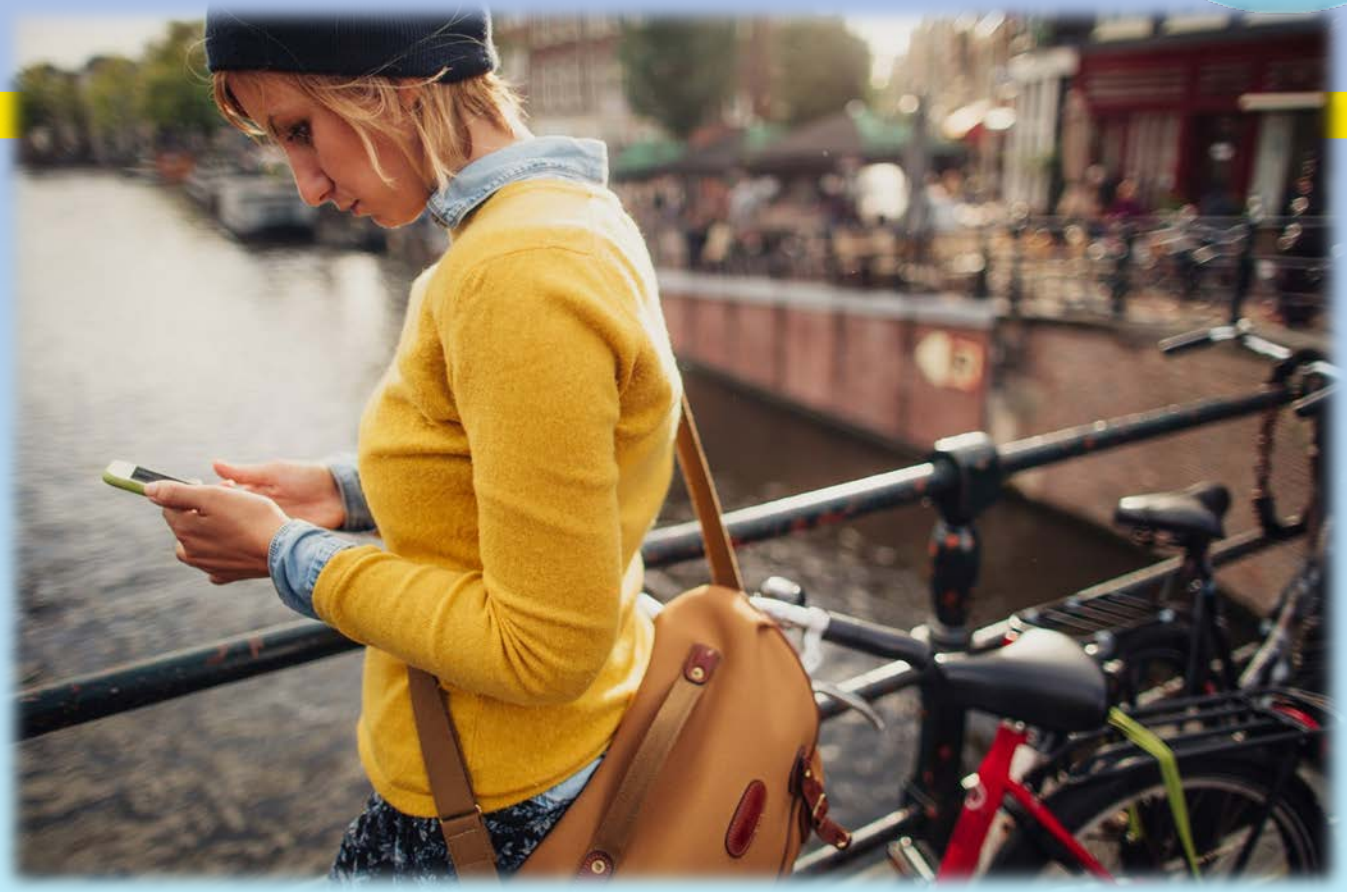
Life as a Service

Mobility as-a-Service



Life as-a-Service