



How can we shape
personal mobility
for the megacity?



WS 3:

Can the automobile survive
in the megacity?

Moderator: Frank Ruff, Daimler AG

Agenda

Topic	In charge	Time
Setting the scene	Moderator	10 min
Discussion of key questions and formulation of conclusions <ul style="list-style-type: none">• Major challenges for automobiles in the megacity• Future potential for technology and system solutions• Role of politics, legislation, administration, communities	All	75 min
Summary & final discussion <ul style="list-style-type: none">• Priorities for further work and action points for stakeholders• Specific actions which FISITA and members should carry forward• Messages to government, decision makers, industry and society	All	15 min



Can the automobile survive in the megacity?

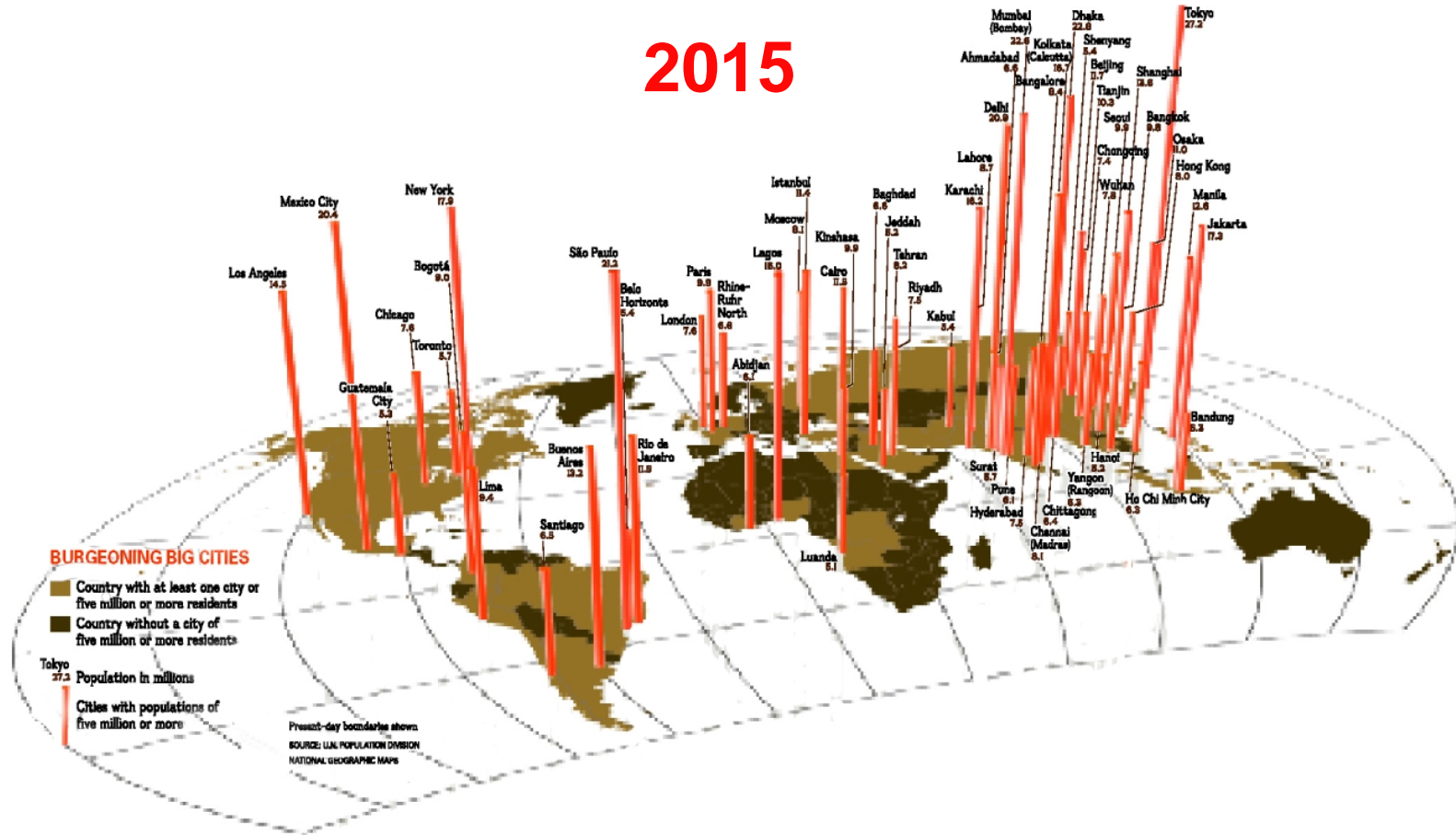
Key questions for discussion

- What are tomorrow's major challenges in megacities?
- How can the automobile survive in the megacity?
- Where should we go? Strategic directions to push forward, regarding ...
 - vehicle concepts and technologies?
 - embedding the automobile in mobility systems?
 - urban policies and planning?

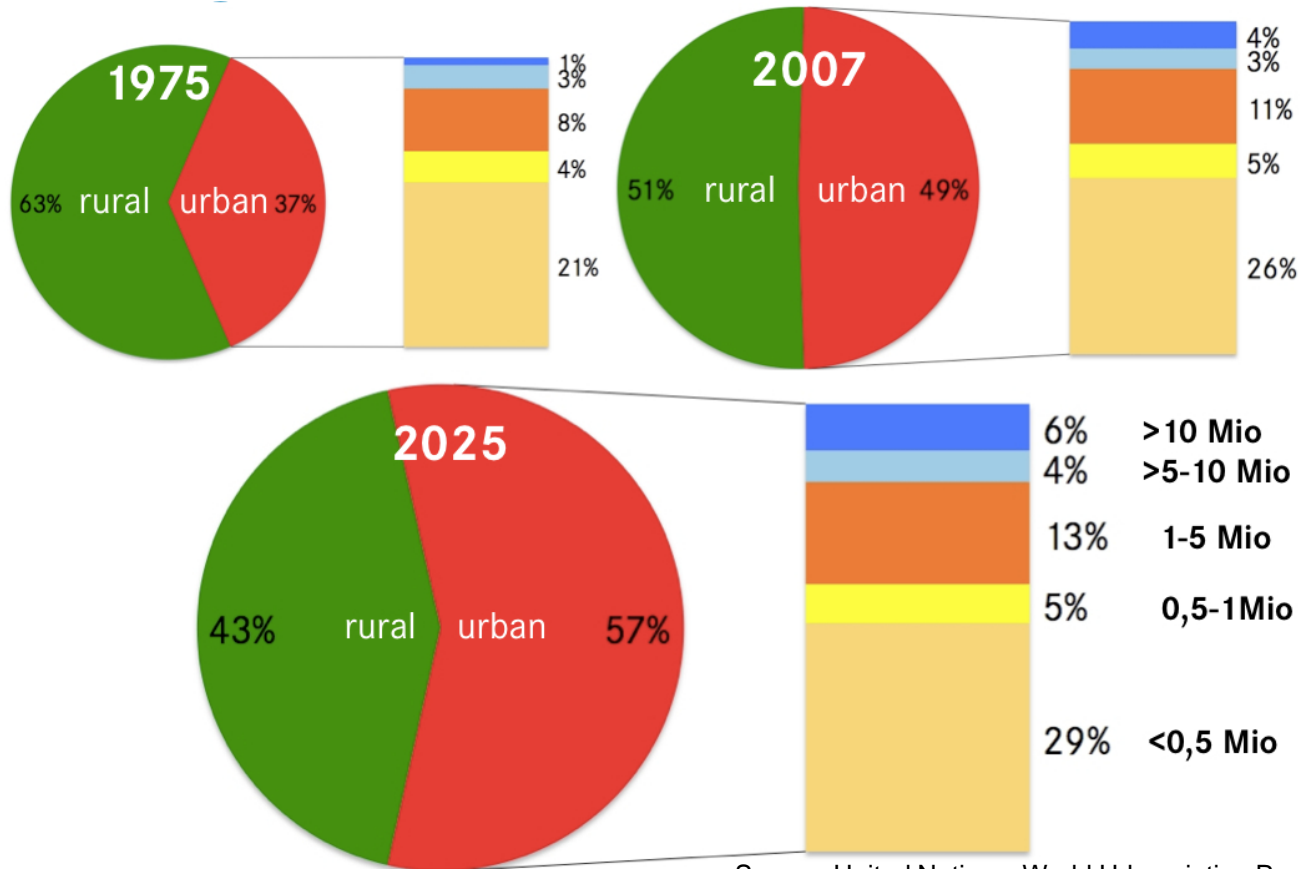


Growth of the megacities

2015



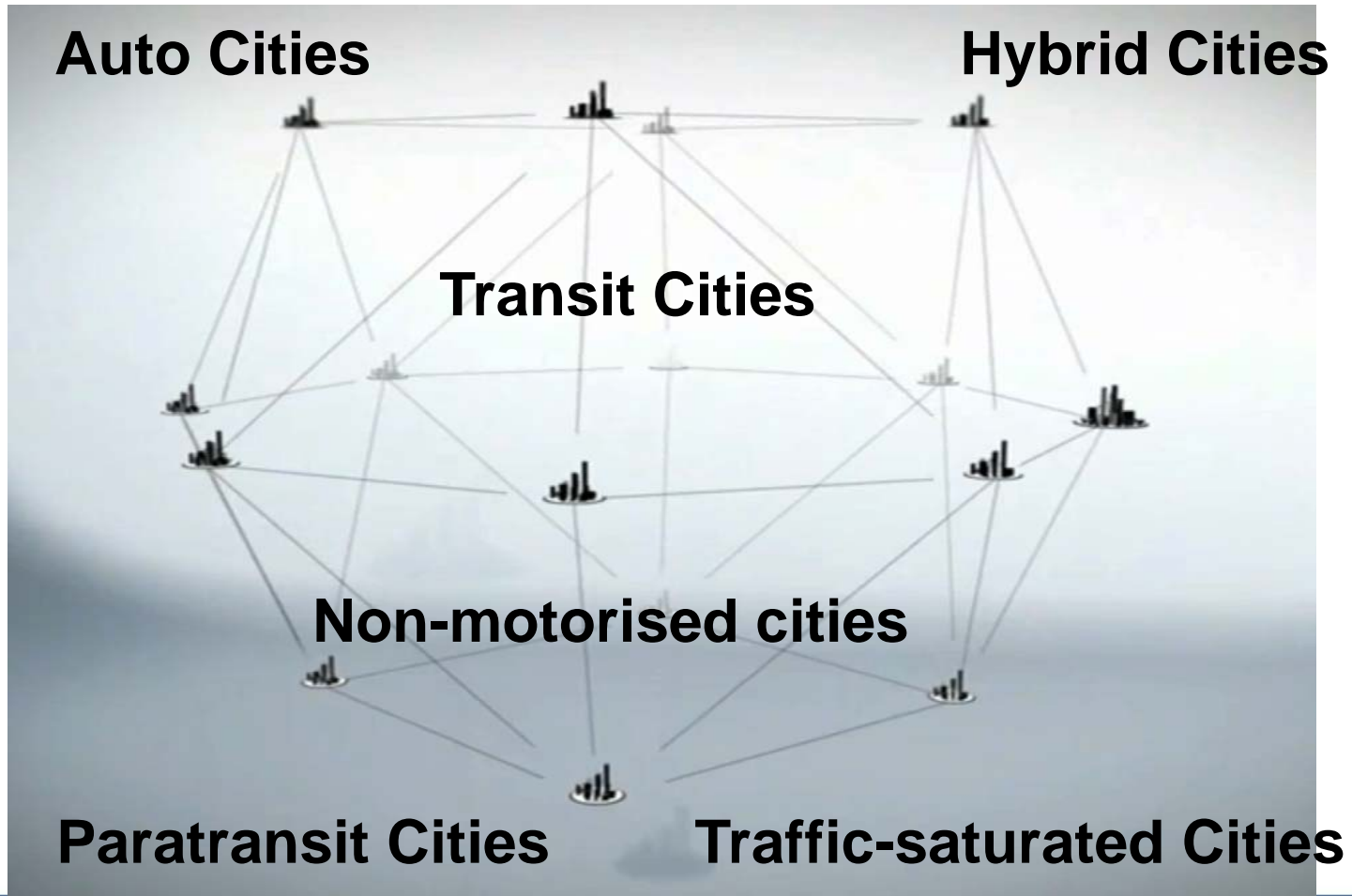
Urbanisation: the majority of urban population lives in smaller & medium-sized cities



Source: United Nations: World Urbanization Prospects – The 2007 Revision



(Mega) cities are diverse



Source of city types: Jeff Kenworthy



Cities and conditions are diverse

Mind these differences for mobility



Sources: The Urban Age Programme, iStock



Can the automobile survive in the megacity?

Key questions for discussion

- What are tomorrow's major challenges in megacities?
- How can the automobile survive in the megacity?
- Where should we go? Strategic directions to push forward, regarding ...
 - vehicle concepts and technologies?
 - embedding the automobile in mobility systems?
 - urban policies and planning?

