

# *Today's mobility era*

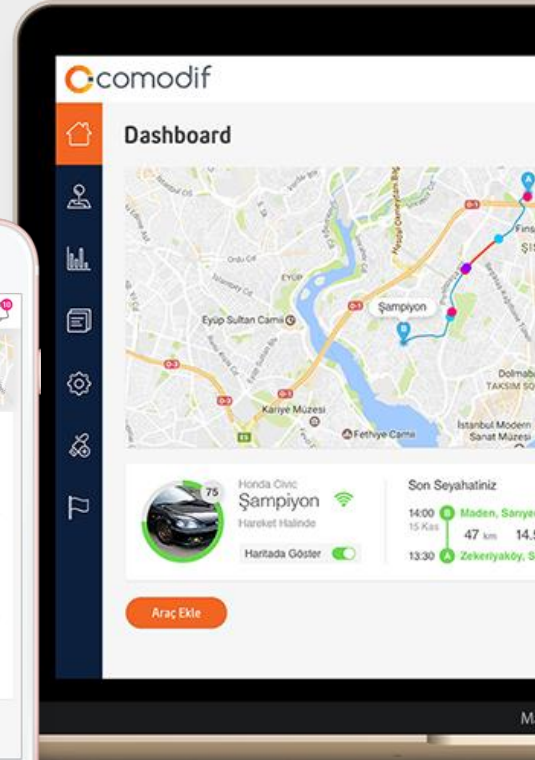
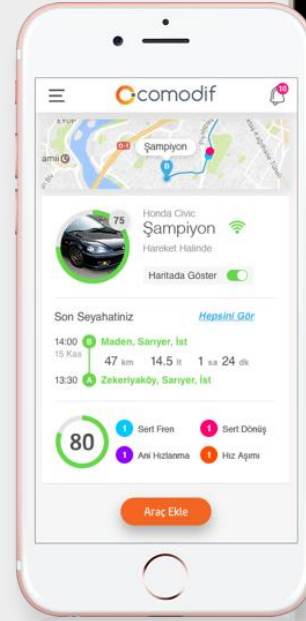
#connected, #shared, #electric, #autonomous


## *Data is the new raw material*

The human-machine interface, car condition data, and dynamic real-time geo-information will become the key control points in the redistribution of profits.



Connecting cars  
to digital life





Primary issues  
in big cities:

- Congestion
- Accidents
- Lack of parking
- Pollution

DISTANCE IN FOOTBALL FIELD LAPS  
PER KILOWATT HOUR

**GAS VEHICLE**  
0.8 miles



**3** Laps

**ELECTRIC VEHICLE**  
4.1 miles



**17** Laps

**E-SCOOTER**  
82.8 miles



**333** laps

In 1916, English socialite and activist Florence Priscilla, Lady Norman, CBE was given this Autoped as a birthday present by her husband, Sir Henry Norman. She used it to travel to her office in central London.

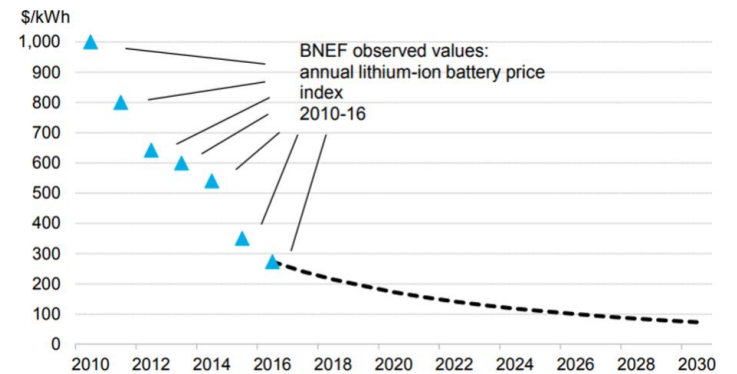
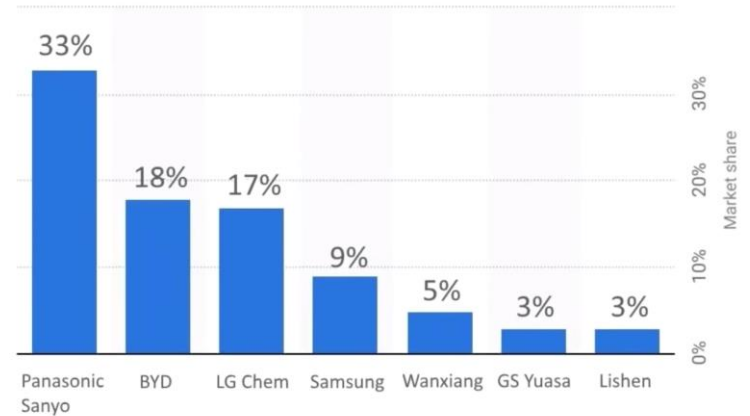
Source: <https://bit.ly/2OfomTn>



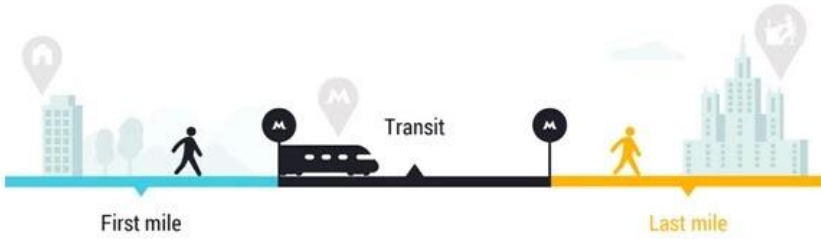
# Energy storage costs continuing to decrease (price per kWh)



## Lithium ion battery global market share



## THE LAST MILE PROBLEM



The lack of speedy transport from your starting location to the metro station and from the metro station to work pushes people to use motor vehicles

# Micromobility

New alternative for Urban Mobility



*Thank You.*

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