

# A MaaSive shift in the auto industry

As the automobile sector radically moves to connected, autonomous sharing and electricity-powered modes of vehicles, mobility is no longer about bringing people to places. It's about bringing places to people.

But is the auto sector ready to embrace Mobility as a Service (MaaS)?

## Megatrends in Mobility

**70%** fewer passenger vehicles are manufactured each year<sup>1</sup>

The size of the U.S. vehicle fleet will drop from 247 million in 2020 to 44 million in 2030.<sup>1</sup>



**30%** of miles driven from new cars sold could be shared mobility<sup>1</sup>

With this in mind, one out of three new cars sold could potentially be a shared vehicle as soon as 2050.<sup>1</sup>

**68%** of the world's population is projected to be in megacities, making driving impractical<sup>2</sup>

Today, 55% of the world's population lives in urban areas, a proportion that is expected to increase to 68% by 2050.<sup>2</sup>

## Steering Change, Driving Impact

**4.6** metric tons of CO<sub>2</sub> are created by a single car each year<sup>3</sup>

Fewer cars on the road will lower the 8,887 grams of CO<sub>2</sub> emitted by the average vehicle per gallon of gas.<sup>3</sup>

MaaS will reduce energy demand by 80%<sup>4</sup>

It will also reduce tailpipe emissions by over 90%<sup>4</sup>

Shared mobility will lead to both energy and cost savings



**\$9,122** annually  
**\$720** monthly

Average cost to own a car in the US<sup>4</sup>

Cost-per-mile projections for 2025

**\$.30**

autonomous taxi<sup>7</sup>

**\$.59**

privately owned vehicle<sup>6</sup>

**\$1.35**

Uber<sup>5</sup>

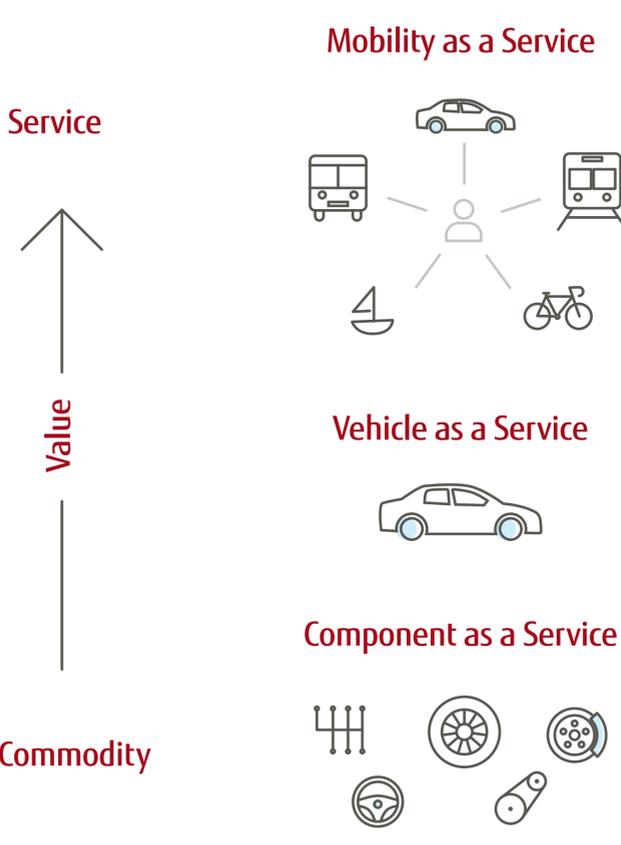
## Consumers at the Wheel

"The shift to MaaS and smart mobility was already happening and will only accelerate as a result of the COVID-19 health crisis. As consumers become accustomed to working from home and ordering goods and services to their doorstep, the industry is no longer dictating the pace of change. We are entering a more virtual world and the automotive industry needs to embrace this in order to diversify revenues and prepare itself for a new consumer experience model."

—Paul Warburton  
Vice President & Head of Connected Automotive and Mobility  
Fujitsu America, Inc.

## Full Speed Ahead

The "New Stack" positions MaaS for the highest profit potential and we'll see manufacturers and part suppliers decline to commodity-based services.



## The Future of Mobility Rides on a Services Model

At Fujitsu, we believe the future of mobility will be defined by the organizations that form new ecosystems, linked by digital technologies, to co-create a human-centric mobility society.

Learn more about how Fujitsu is helping the auto industry move from Point A to Point B by reading our interview in Forbes:

Ready, Set, Go

Sources:

<sup>1</sup><https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/disruptive-trends-that-will-transform-the-auto-industry>

<sup>2</sup><https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html>

<sup>3</sup><https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle>

<sup>4</sup>[https://static1.squarespace.com/static/585c3439be65942f022bbf9b/59f279b3652deaab9520fba6/1509063126843/RethinkX+Report\\_102517.pdf](https://static1.squarespace.com/static/585c3439be65942f022bbf9b/59f279b3652deaab9520fba6/1509063126843/RethinkX+Report_102517.pdf)

<sup>5</sup><https://www.jdpower.com/business/resource/mobility-disruptors-ride-hailing-services-price-better-be-right>

<sup>6</sup><https://newsroom.aaa.com/tag/driving-cost-per-mile/>

<sup>7</sup><https://ark-invest.com/research/autonomous-taxi-model>