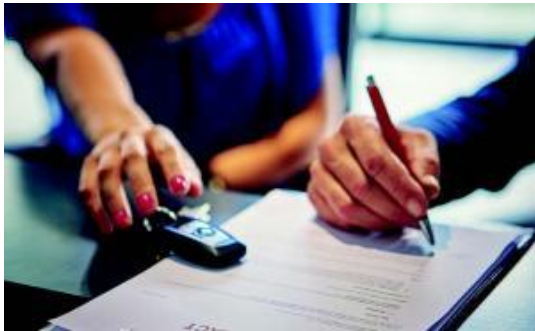


Transportation-as-a-Service Business Models



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Description

Transportation as a service business models are beginning to take hold in customers minds and are changing the way transportation assets are owned, operated and managed. The business models supporting transportation are starting to change as more and more players are providing pay per use structures with ride, bike, scooter, car sharing services becoming more common.

Examples

Ride-sharing services like Uber, Lyft, Via, Gett, etc. are relatively well established but the business model is extending into transportation vehicles outside of just cars. Micro-mobility providers of electric and non-electric bicycles include Citibike, Mobike, Ofo, Lime or electric scooter companies include Bird, Spin, Lime, Skip, etc. Providers of full-size gas and electric motorcycles include eCooltra and ioscot. Car rental companies like Hertz and Avis are beginning to allow rentals by the minute or mile in specific urban centers and other locations. Manufacturers are testing out new ownership models like Audi on Demand, Care by Volvo or Porsche Passport which gives members access to 22 models of Porsches for \$3,000 per month.

Ford is trialing an entirely new business model with its autonomous vehicles, the components including ride-hailing, fleet management, deliveries, and digital content. Ford will make its \$4 billion bet on autonomous vehicles pay off by using these new business models. For those who do continue to own and maintain a vehicle, Turo allows you to rent privately owned vehicles with renters' insurance provided by Liberty Mutual.

What's Next

The first movers to provide charging infrastructure along travel routes will have the ability to shift traffic patterns and create a network advantage. The first mover advantage will be similar to how the development of the interstate highway system created an economic boom for certain towns but took it away from towns that became bypassed.

Tags

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