

# How COVID-19 has forged friendship between MaaS and the personal car



2020 threw us a curveball. Long-established patterns of travel by public transportation were upset by fears of transmitting contagious infections. Besides reducing miles traveled, many consumers elected (Covid infection proof) solitary modes of travel. Personal car and all two-wheeler variations gained in popularity.

So a setback for MaaS? It appears to be, with the current focus on MaaS on shared micromobility options and public transport. That brings to light an opportunity in our MaaS approach; we travel generally more than 70% of our miles by car, yet we have not found a way to broadly include the personally owned car into the MaaS playing field. The numbers speak for themselves.

In NL, we have fewer than 10.000 vehicles in shared car services. Yet total personal vehicles registered exceeds 9,5 million. So the market penetration of these services is still very modest, to put it mildly. Used car, bicycle, and motorcycle sales spiked, putting new pressure on parking spaces in cities and further congesting our streets. What is holding us back including the personally owned car into MaaS? Many would say it has something to do with data.

What is holding us back including the personally owned car into MaaS?

All discussions about the data-sharing structures for personal cars appear in gridlock. OEMs dominate the extraction of data from cars. And NL is in no powerful position to change this. Consumers, presumably the owners of such data, have no say in the matter. Vehicle data is a wild west territory that consumers and politicians don't yet dare to touch for numerous reasons but mainly because of lack of knowledge and fear of unpredictable outcomes. Privacy concerns and cyber threats are sufficient to keep any unwanted visitors / potential spoilers of the party out of the data kitchen.

The one sector that draws attention for its point of view is the Right to Repair movement of independent auto parts makers and the independent maintenance and repair industry. According to a recent FIA report<sup>1</sup>, the European aftermarket, the segment of the automotive value chain that keeps the vehicle on the road after it has been sold, serves around 320 million passenger vehicles and light commercial vehicles, generating a value of over €240 billion per annum.

1. The Automotive Digital Transformation 2019: [https://www.fiaregion1.com/wp-content/uploads/2019/03/The-Automotive-Digital-Transformation\\_Full-study.pdf](https://www.fiaregion1.com/wp-content/uploads/2019/03/The-Automotive-Digital-Transformation_Full-study.pdf)

FIA goes on to estimate that by 2025 a potential loss of €15 billion for independent stakeholders; or 12% of their current annual market volume will occur. A further increase of the loss is expected by 2030 when all vehicles are connected, and the independent market will have eroded to such an extent that €33 billion is potentially lost. Guess who foots this bill? Consumers will have to carry the burden of a spend increase by €15 billion in 2025 or an additional 9% compared to today.

So data extraction and ownership has to be reconsidered. If no action is taken, the vehicle data gridlock puts us in an unpleasant situation and withholding the opportunity to add the personal car to MaaS. This is a wake-up call for Europe to armor up and join the battle for MaaS.

Now is just the right time to act as we are facing new entrance of big tech companies in the car industry. When Apple comes to market with its iCar in 2024 it is reasonable to expect a user experience that is different from the way we experience cars today. If the music industry can serve as an example, then the possibility of an entirely new shared mobility ecosystem may be what is awaiting us.

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In contrast to the music industry a one-winner-takes-all is not desirable. We aim for an open ecosystem with access to all stakeholders. The cooperation between multiple actors demands the exchange of information. In order to successfully create an ecosystem, alignment between all parties upfront is essential. We better prepare than repair.