



PRESS RELEASE

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Ricardo webinar to highlight how to account for consumer preferences in MaaS innovations

Following the publication of its white paper *Consumer preferences in a world of smart, connected mobility* and in response to customer requests, Ricardo Strategic Consulting is arranging a free webinar to be hosted at 11.00 EST [16.00 UK time] on Thursday 23 May, to further explore important topics raised for the future successful development of mobility as a service (MaaS) innovations

In the coming years, the citizens of larger and more affluent 'megacities' – with populations exceeding 10 million – will be faced with a proliferation of mobility options based on fresh innovations in both technology and service. Understanding the likely future demands and aspirations of the early-adopter base in such urban environments is crucial when considering the potential commercial viability of future innovations in mobility.

The webinar will explore Ricardo's methodology for characterizing likely preferences for MaaS innovations, which is based on a range of personae representative of the likely future generations and their likely income levels at the target date of planned implementation. The presentation will draw upon the approach used in a recent in-depth project to understand the future mobility demands of the city and banlieues of Paris, as was described in detail in the recent white paper. For this study, a number of personae representative of the wider population were created, and used to help understand how

consumers consider multiple viable mobility options for their journeys, and how they base their decisions on both rational and emotional factors. The approach can be particularly powerful in understanding the consumer psychology of potential earlier adopter communities for new transport innovations, ranging from electric vehicles either in personal or shared use ownership, to 'mobility as a service' products.



In the Paris study, consumers in a 5-10 year time horizon were found to be more selective than those of today when making journey choices, a trend considered likely as a result of the increasing proliferation of transport options, an increasing value placed upon the experiential aspects of journeys, and greater social pressures to make environmentally sensitive choices. Despite the wide variety of differing consumer needs, a increasing requirements for connectivity and a seamless journey was found to be a common theme among almost all consumer profiles.

To request registration for the free webinar to be hosted on 23 May, visit:

<https://attendee.gotowebinar.com/register/2647499053697276172?source=PR>

For those who have yet to download a copy of the white paper *Consumer preferences in a world of smart, connected mobility* on which the webinar will be based, this can also be downloaded free of charge from the Ricardo eStore:

<https://estore.ricardo.com/topics/connected-autonomous-vehicles/consumer-preferences>

Potential delegates for this webinar may also be interested in the forthcoming Ricardo conference, 'Advanced Mobility 2025', to be hosted at The Dearborn Inn, Detroit, on June 18-19, 2019. For registration at the conference and for updates on the agenda, visit www.ricardo.com/AM2025.

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NOTES TO EDITORS:

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Ricardo Strategic Consulting (RSC) is a part of Ricardo and is one of the world's leading management consultancies serving the automotive & transportation industries. RSC offers a comprehensive portfolio of management consulting services, advising global leaders on high-impact global strategic issues and solving operational problems at every stage of the value chain. Our capabilities include services in the following service lines: design optimization and cost reduction, technology strategy, mergers and acquisitions, growth strategy, market intelligence, operations strategy, organizational management, procurement strategy, new product development, and sales and marketing.

Media contacts:

Taylor Lee
Ricardo Strategic Consulting
Tel: +1 734 394 3866
E-mail: taylor.lee@ricardo.com

Anthony Smith
Ricardo Media Office
Tel: +44 (0)1273 382710
E-mail: media@ricardo.com