Being mobile... Remember what THAT was all about?

Personal & On-Demand Mobility constitute the largest consumer market in the world.   **Klik voor NL vertaling**

There are more cars on the road. Cars become bigger (SUV trend). More than 75% of the EU's and U.S. population resides in and around cities. Big cities stimulate micro-mobility solutions, curb car traffic.

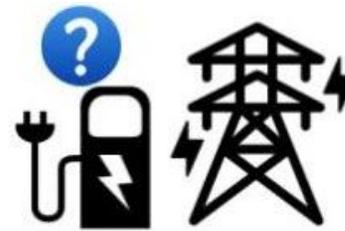## Present situation in symbols for a quick overview

Based on battery-powered, full-size cars, **TESLA** became the world's most valuable car maker.

Zero-emission, that's just ONE challenge Tesla addressed. Imagine tackling the **EIGHT** big ones.

Look, TESLA tackled this... (exploding its market value)

But not vehicle mass...

Nor grid demand...

Nor the dependence on EV tax credits...

Nor loss/lack of Fahrvergnügen...

Nor gridlock...

Nor the invasiveness of cars in cities, nor pedestrian safety

Nor autonomous operation (yet)...

Nor profitable ride-hailing.

What's more: at the moment, countries assess which industries and sectors have a chance to survive, which ones not.

If it's Green, and will actually save us money, the better. **The EU just sharpened up its Climate goals** (click).

Look, the lower the vehicle mass and drag, the fewer batteries are needed, the more affordable they are without governments subsidizing billions in EV tax credits. Hydrogen an option too. Since more people will shun away from using public transport because of the **Corona** pandemic, it is important to use road infrastructure more efficiently, to avoid getting gridlocked. Electric cars (incl. Teslas) still look like the ICE has been swapped for an electric motor. EV needs a reformat (click).

Nobody thinks of a Harley Davidson as a 'small vehicle'.

Nor is the semi three-wheeler you see here a 'small car'. It does not look like one, doesn't work like one. See it as an aviation-inspired crossover between car and motorcycle, with room for three.

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Apple iCar better be pear-shaped

Above: how a reformatted Next-Gen EV may look like - avoiding the 'small car' stigma.
Ask yourself: when the car has an electric motor and features all sorts of electronic controls,
why hasn't it gotten to the next stage: the car as a **lean, clean, green appliance-on-wheels**?

There used to be a time we didn't have a **smartphone**. For many hard to imagine. It opened up so many markets and possibilities, which simply did not exist before. Safe to say that Personal Communication is taken care of now.

It's time that Personal Mobility gets its smart-app(liance) on wheels, incl. 'driverless'.

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Going against the trend of more SUVs - FOR WHOM? 1 in 900 suffices.

The bigger the car box, the more you get boxed in. It's called gridlock. There is an unmistakable trend to curb emissions, inner city access and parking for cars, in favor of micro-mobility solutions. Cities like Paris, Berlin, London and Amsterdam think alike. Now global new car sales (pre-Corona) were around 75 million each year. This means that annually committing 1 out of every 900 prospective car buyers suffices to have a viable production. Early-adopters, singles, couples, one-child families, two-car households, urbanites, greenies, techies and ride-hail providers together already constitute a much larger group...

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Between cars and two-wheelers is where it gets interesting - a market likely bigger than '1 in a 900'

Top left: former VW CEO Piëch crawling out of a sleek-footprint vehicle he strongly advocated. Car makers have been looking into the GROWING GAP between cars and motorized two-wheelers. So far, not successfully, nor terribly motivated (the bigger the car, the bigger the profit they think). THE question of course is: can a new type of vehicle form a **Best of Both Worlds?** Offer car-like comfort and safety... and the agility, economy and fun of a two-wheeler? *Click below, and consult pages 6-7-8.*

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Former Apple CEO Steve Jobs used to say: **"Design is not just what it looks and feels like, design is how it works"**. *Let me add: "How it makes money".* Below you see why a sleek-footprint vehicle is not only able to sneak through where SUVs can't and is safer for vulnerable road users, but it's also easier to have it operate autonomously. Less costly too; an Uber or Lyft would only need to deploy one bigger car for every twenty to thirty far more efficient 3-seaters (<click). The unique 3-seater provides great ride comfort (long wheelbase), ditto peripheral vision, and crash protection unparallelled for a smaller car.

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New technology tends to influence product format. Instead of putting autonomous hard- and software in conventional cars as add-ons, reformat the car first to have it benefit optimally from autonomous technology. A self-driving vehicle can be set up like an elongated 360 degree vision motorcycle helmet.