Will planners or passengers design tomorrow’s transport networks?

EY Mobility Innovation Group
Mobility innovation matters

Steadily growing urbanization, new regulatory requirements and an increasing affinity of customers to new technology are driving significant change in the way we move. In fact: the future of urban mobility has gained momentum due to increasing digitalization in our social life and at the workplace. With travel times significantly increasing globally, mobility-as-a-service attracts the attention of a multitude of new and incumbent companies.

Cities invest in mobility to strengthen their competitive position, paving the way for public and private service providers to develop new business models which re-invent the transportation of people and goods. What has been a commodity has turned into a test field for new business models which compete for customers time spent and miles travelled. Service providers are competing more intensively for brand perception and customer interaction around the commute of people.

However, making money in mobility remains difficult. It requires a professional approach to be able to realize innovations with the ability to scale while adapting to the needs of different cities and partner ecosystems. Co-designing solutions together with urban partners and customer communities have become a key competence.

EY is dedicated to guiding clients from the public and private sector through the digital transformation of mobility.

Our purpose
- To build a world with no travel waiting times, no casualties, and no emissions.
- To let consumers and communities benefit more from emerging technologies.
- To reshape the travel experience whilst shrinking the world's carbon footprint.

EY is at the forefront of initiatives across the mobility value chain that make this vision become more real every day.

Benefit from our insights

Our technology, platforms and expertise accelerate the development and growth of new business models

EY joined this EU working group to help coordinate both demand and supply whilst bringing together mobility industry and city administration.

Within the EU partnership, EY
- develops reference architecture and standards for smart cities
- helps to build business cases for smart cities

EY Hackathons

Our EY Hackathons look at the entire Smart City ecosystem in collaboration with renowned industrial experts. The goal is to map out the different motivations and capabilities of stakeholders to discover new opportunities and frictions within the ecosystem.
Our Service Portfolio at a glance

Mobility Innovation Management
Business model innovation and transformation

Mobility Data Management
Mobility enabled data architecture

Vehicle Digitalization
Secure transformation to connected, automated, shared and electric business

Smart City & Smart Business
IoT-based decision making

Traffic & Transport Infrastructure
Implementation of technology and infrastructure
We co-build your mobility ventures and rethink the emerging mobility ecosystem

**Strategy**
Creating mobility business models requires innovation that stresses more diversity of thought and speed of design whilst embracing risk and failure. We help our clients to ideate, incubate and scale business models for mobility.

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**Legal**
Data and analytics will be key for mobility innovation. We help our clients keep in line with privacy laws and consider data privacy when creating new products and business models.

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**Automotive Finance**
With a focus on payment and financial aspects, we assist auto finance companies, mobility services and corporates with the development or use of smart mobility concepts and innovative car sharing models.

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**Transaction**
Partnering and buying is key for the quick growth of many mobility ventures. We support our clients to evaluate, acquire or dispose businesses. Our services cover the entire transaction life cycle from transaction strategy and deal origination, to execution and post-transaction integration.

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**Audit**
Strong, independent assurance provides critical information for investors and other stakeholders, a robust and clear perspective to audit committees and timely and constructive input to management. We provide specific audit services to our clients’ focus areas.

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