



46TH ASECAP STUDY & INFORMATION DAYS

New Mobility Services From Cars to People

Grand Hotel Union, Ljubljana, Slovenia
6-8 June 2018

www.asecapdays.com

*Filipe Coelho
Brisa*



Organized by





Brisa

Our world is evolving



Structural changes in our business



ECONOMICS &
DEMOGRAPHICS



BEHAVIOUR



TECHNOLOGY



DECARBONIZATION

CHALLENGES ... WHICH ARE OPPORTUNITIES

We are moving too

From the Infrastructure Era to the Mobility Era



PEOPLE ARE INCREASINGLY DEMANDING, DISCIPLINED AND RATIONAL IN THEIR MOBILITY CHOICES

Moving with two key drivers in mind

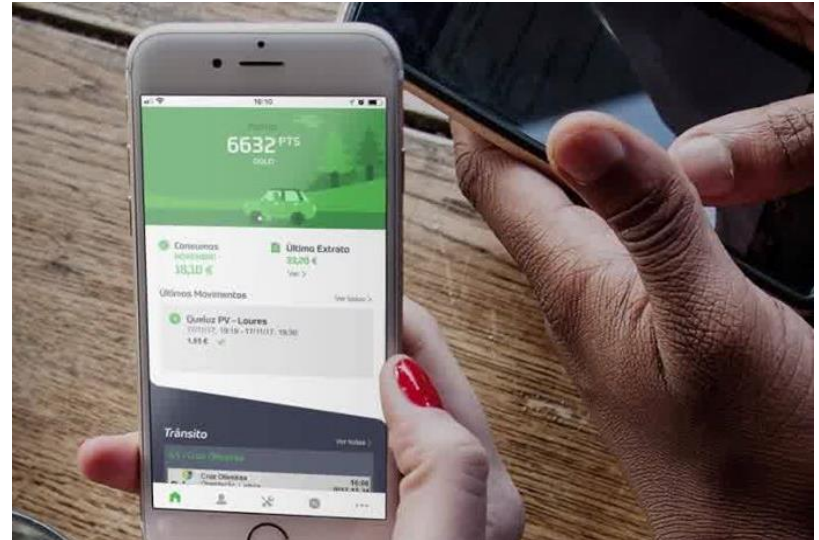


From the Infrastructure Era to the Mobility Era

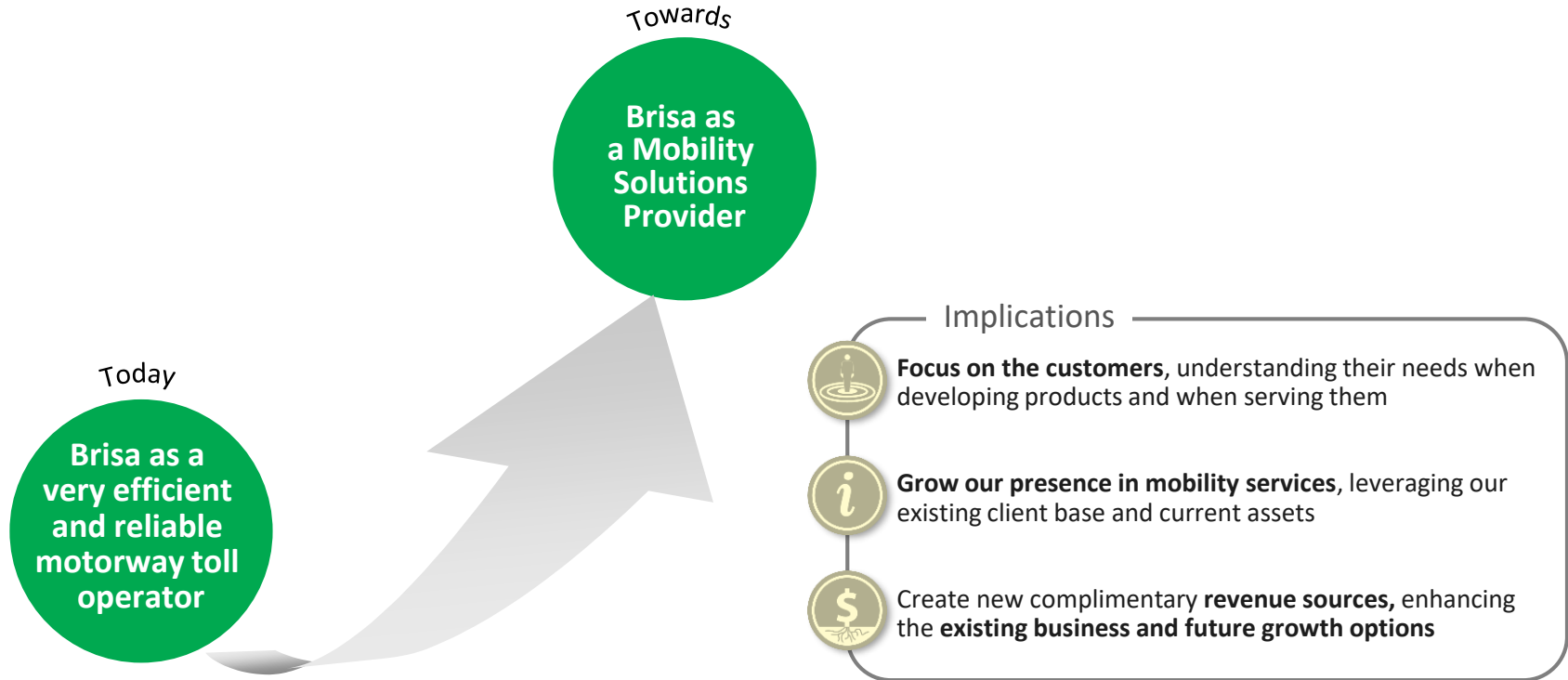
EFFICIENCY-FOCUSED SERVICE PROVIDER



CUSTOMER CENTRIC ORGANIZATION



Moving with clear vision and implications



Delivered through the Via Verde
Ecosystem

Leveraging the Via Verde Brand



B2C Mobility Brand

Beyond tolls and payments



Environment

Movement

Technology

Swift

free as a bird



Going from Cars to People

New approach

From transactions to behaviours



From the onboard unit

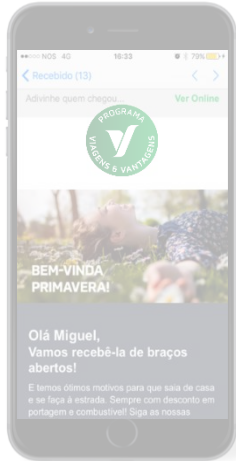


... to the App

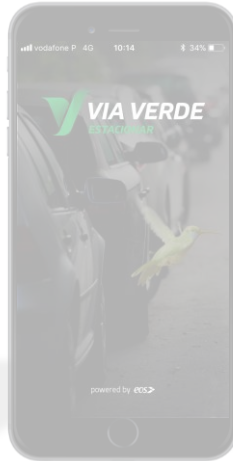
With a consistent Mobility ecosystem



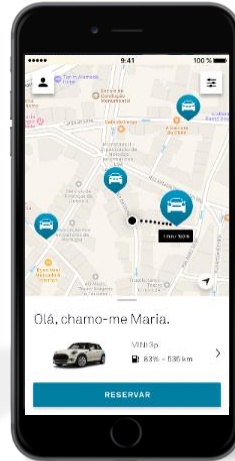
New Mobility Services



Via Verde



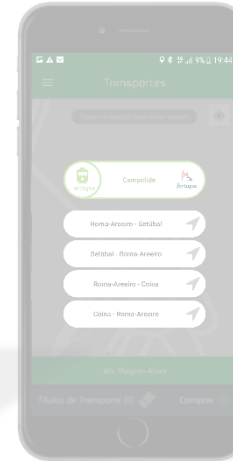
Estacionar
Parking



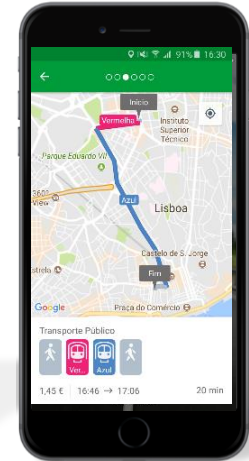
DriveNow
Car Sharing



Boleias
Car Pooling



Transportes
Public transport

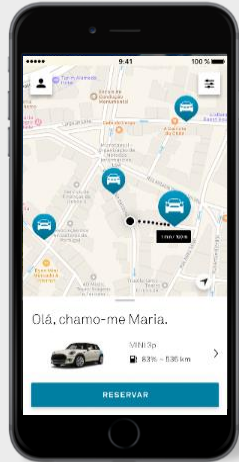


Planner
Planning

Mobility ecosystem highlights



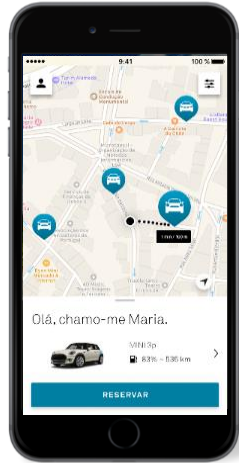
DriveNow



Mobility ecosystem highlights



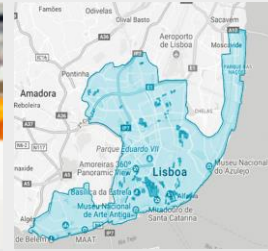
DriveNow



211 cars



**Price from
29 cent/min**



Lisbon



100% Digital



All included



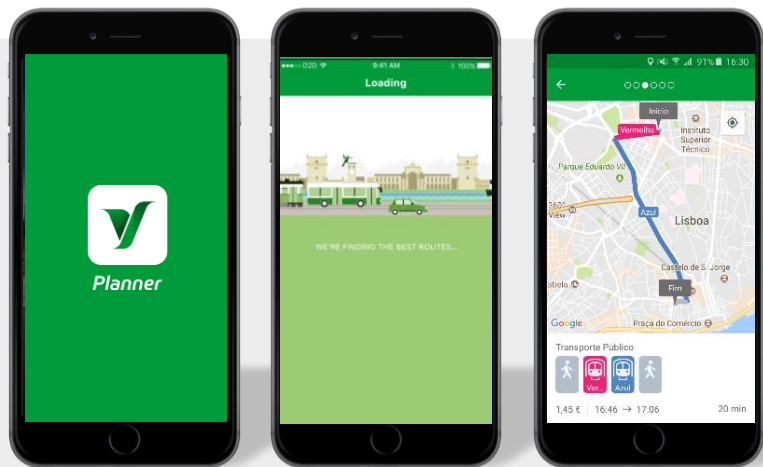
Operated by Brisa

Leveraging local know-how and payments experience

Mobility ecosystem highlights



VV Planner



Planner

Seamless mobility services platform



Search a trip
find the best way to go from A to B



Book a trip
prime gateway to select the best option



Integrated platform
connect in one platform all mobility services





CLICK HERE TO [WATCH](#) THE VIDEO



Thank you

