Shared Mobility: How New Businesses are Rewriting the Rules of the Transportation Game

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Why did we select this research?

This study from Roland Berger Strategy Consultants discusses the dramatic growth in shared mobility in cities. It discusses the drivers for this development, the four growth areas (car sharing, bike sharing, ride sharing and shared parking), and discusses mobility solutions from new and emerging providers.

Reference

Freese, C., Schönberg, A. T., & Horstkötter, D. (2014). Shared mobility-How new businesses are rewriting the rules of the private transportation game. Roland Berger Strategy Consultants, München. Retrieved from: https://www.rolandberger.com/media/pdf/Roland_Berger_TAB_Shared_Mobility_20140716.pdf