

*BlueSolutions*  
by Bolloré

What's driving the future?  
Shared mobility in tomorrow's cities



# Big cities are moving

How people get around in urban environments is changing

Curbside parking pressure

High urbanisation

Growing population

Environmental impact

Zero carbon policies

Sustainability preference



Shared-use

Electric vehicles

Mobility services

Digital products

The purpose of  
**BlueSolutions**  
by Bolloré  
is to address the  
big issues of urban  
mobility







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# One-way all electric car sharing

## Reinventing car clubs in London

### ✓ Sustainable and safe urban mobility

All Electric cars with the world safest battery technology (LMP battery are dry and cannot leak)

### ✓ Operation within the M25 in 18 Boroughs

Members shall drop their car anywhere on the [Source London](#) network

### ✓ 1,000 shared EV bays to start or end rentals

Free-up the parking curbside pressure by allowing EV owners and Bluecity to charge on the EV dedicated bays

### ✓ One-Way car sharing

Members may pick-up and drop-off a car at different locations – No need to return the car at the initial station

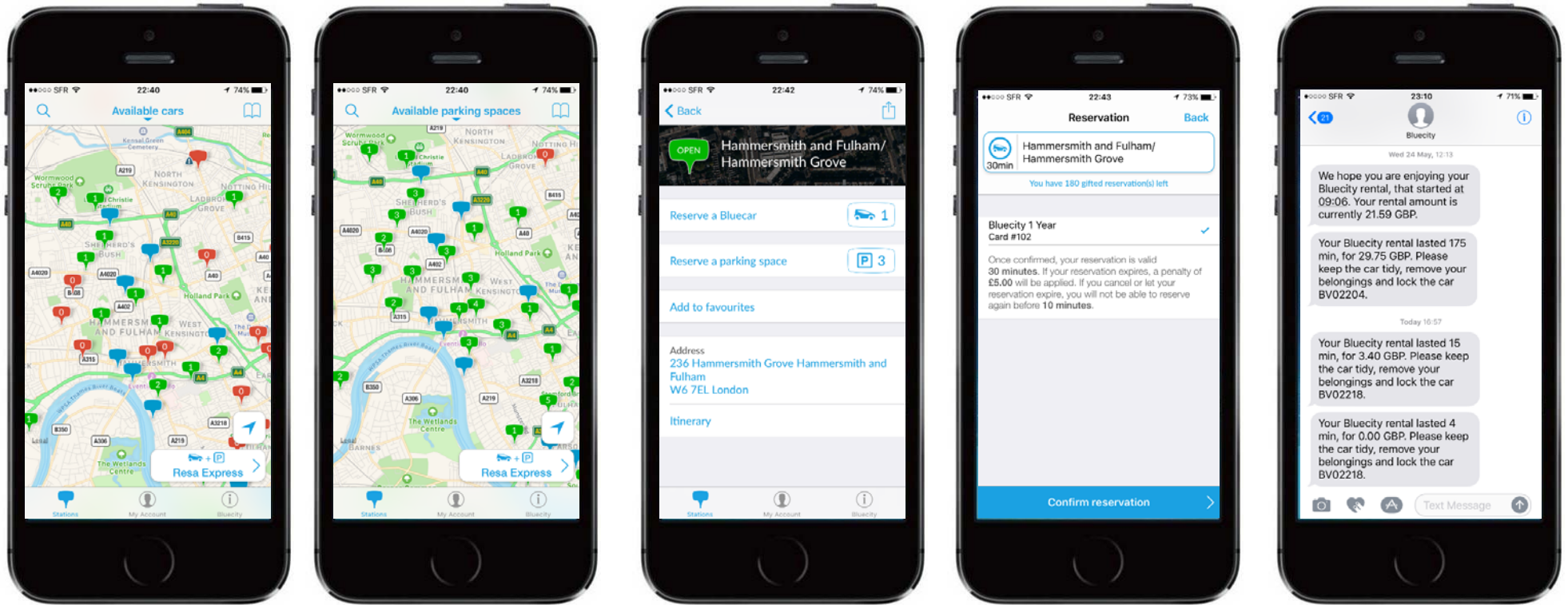
### ✓ Payment by the minute

Members only get charged for what they drive – No need to spend money to keep the car while parked

### ✓ No Monthly fee as long customer rents it once a month

Members get the £5 monthly fee back as long as they rent at least one time per month

# Bluecity is digital



Search /// Locate /// Book /// On demand services



# Launching the scheme in London

## A London first in H&F



Electrified parking bays available for everyone everywhere



All-electric car-sharing vehicles everywhere





# Bluecity is an EV enabler in London

## Electric shared-use mobility helps to grow the EV market

- Mass consumer exposure to EVs is still limited
- Incorporating EVs in shared-use mobility exposes technology to everybody
- Customer perception of EVs is influenced in a positive way as a result of exposure through car sharing
- EV car sharing users are more likely to recommend an EV driving experience to others
- Customer discovers how to use EVCP infrastructure and where they are located
- Member doesn't really care about owning a car







# Thank you

Visit [www.blue-city.co.uk](http://www.blue-city.co.uk)  
Voucher: EARLYBIRD10