Be prepared or be disrupted

Shaping the mobility of the future: How self-driving cars will impact integrated railway companies

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SMART PRODUCTS FOR AUTOMATED TRANSPORTATION
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Intermodal competition is increasing. Customer requirements and mobility behaviour are changing.

From purchase to pay per use
Autonomous trucks will ease and cut costs for End-2-End Services

(Semi-)autonomous trucks
«Road Trains»
Allowed in Germany, USA
Decreasing costs, flexibility
2016/ NL: Truck Platooning

Connected Cars
“The Smartphone on Wheels Evolution”

Uber wants to dominate the automated transport sector
$680 Mio for OTTO, Start up for automated trucks & Matchingplattform
Cooperation with OEMs
The potential impact may not only influence passenger transport, but also freight transport, planned infrastructure investments and property development.
Selfdriving cars are more than just vehicles—adress all layers of the automated transport system.
Focus: «Mobility as a Service, AV just one part of the game!"
Automated Transport System (Passenger Transport): from value for money to value for time

Vehicle on-demand
Available on demand, depending on commute length, number of commuters; Taxi-like or Shuttle
Flat rate, monthly billing

2040: 14% / 28% / 75% Avs
53% shared AVs

Trip distance:
40/100/320 km by AVs

Peer-to-peer sharing
Personally owned vehicle are shared within a peergroup, so as to increase net utilization of vehicle over the lifespan

Part of the public transport seamless multimodality through Public-Private cooperative efforts; Vehicle ownership is primarily B2B or B2G

First-/Last-Mile Commuting
Shared AV can arrive at start of journey coordinates, drop the user at the destination and drive itself to a designated bay or parking lot, or pick up the next customer
Autonomous Vehicles will leverage seamless D2D-Travelling: Hubs as essential asset
AV are about platforms, not cars

Integrated, intermodal, digital platform solutions: searching for cross-sectoral service partnerships
What we offer....

5 Mio. customer base

Popular, strong brand: quality, reliability, „Swissness“

Knowledge of local market and local lifestyle

Swiss pass solution: 1 card, >200 partners

customer information and mobility provider throughout Switzerland

Mobility hubs in cities & rural areas as key asset

Well established partnerships with cities, cantons and other public transport operators

- Mobility Aggregation platform
- High competence in innovation and managing complex systems

Open-minded, skilled team to find solutions – not problems!
Looking for partnerships...

SBB’s interests as service provider in an Automated Transport Systems

Mobility as a Service solutions, based on mixed collaborative mobility

Cross-sectoral Partnerships for customized services (like Mobility & Health, Mobility & Environment,...)

Market Test for customized services of combined mobility (AV as First/Last-Mile-Feeder)

Intelligent Billing & Contracting Solutions (e.g. Blockchain)

Solutions for dynamic multimodal traffic management
We are shaping the mobility of the future – simple, personal, integrated.

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