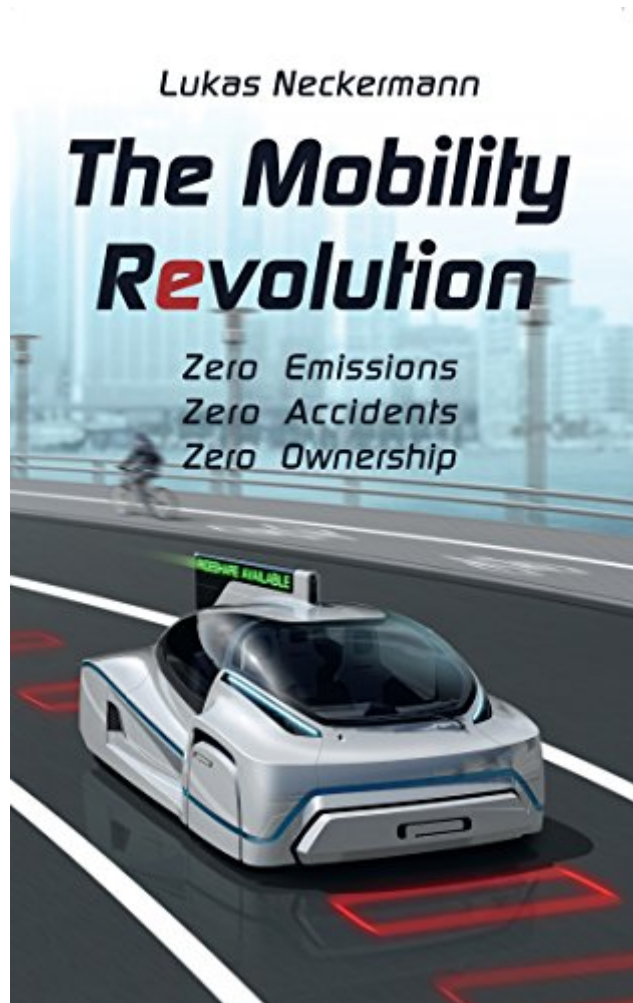


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# The Mobility Revolution: Zero Emissions, Zero Accidents, Zero Ownership



## Synopsis

A must-read for anyone interested in the future of the automobile industry, our cities, and the way we live. This book coins the term 'Mobility Revolution' and is a summary of the 'three zeroes' that are defining the future for the automobile industry: Zero Emissions, Zero Accidents and Zero Ownership. Electric, autonomous and shared vehicles are beginning to transform the way we live, work, and move about in our increasingly urban environment. The impact goes well beyond the automotive industry and its suppliers. Public transport, utilities, construction, logistics, financial services companies and even your local café will need to think and operate differently. The magnitude of the change is as significant as Gottlieb Daimler and Henry Ford's transformation of our cities 130 years ago, when cars replaced horses. Lukas Neckermann describes a revolution that is coming much sooner than we think. Based on countless interviews, 'The Mobility Revolution' is highly current and thoroughly researched, whilst also fun to read. It is an eye-opener to a new world that awaits us.

## Book Information

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## Customer Reviews

First, before getting into any criticism, this book does a good job of covering the potential inherent in

the shifts to automated vehicles and new vehicle propulsion systems. Mr. Neckermann identifies a large range of possible directions that may impact the way we drive. The problem with the book is that it does not look particularly closely at the challenges inherent in this transformation. The author provides a biased view, going so far as to suggest that "automotive manufacturing is becoming as redundant as the horseshoe maker". The book includes long sections running through hosts of initiatives, prototypes, and start-ups, but the fact is that technology is the least concern in this transformation. We have had electric, hydrogen, and automated driving technologies for decades. The challenge is how to deploy these technologies in a chaotic, unpredictable environment dominated by human beings. Comparisons with air travel are worse than useless; they are misleading. Cars do not operate in controlled spaces occupied by perhaps a dozen other craft, each operated by pairs of highly trained pilots, and maintained continuously by professional ground crews. Road traffic is an intensely human, social environment where the rules of the road often matter less than anticipating what other road users may do based on experience (see *Traffic* for an excellent analysis).

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