Customer Perspective.

“My understanding of mobility is being able to choose the most suitable mode of transportation depending on the situation. This gives me freedom and flexibility. I can easily live without a car but not without a smartphone.”

Company Perspective.

The number of cars registered to people under 29 years of age dropped from 15% in 2009 to 8% in 2019.

Source:
Bain & Company (2019)
Relationship between millenials and car ownership
n=2700 Millenials in Italy, Germany & UK