



## **CAR OF THE FUTURE**

MOBILITY SOLUTIONS FOR THE 21ST CENTURY



**GLOBAL  
INSIGHT**



Imagine the year 2035: How will people get from point A to point B? Economic demand will exist for over three billion motor vehicles on the road. A significant increase from the 800 million motor vehicles currently in-use. But as governments enact regulations to tackle road congestion, air-quality concerns, fuel consumption, and climate change; and drivers grapple with lengthy commutes, gridlocked roads, parking issues, and fuel expenses, the market for tomorrow's automobile — or mobility solution — may be vastly different from that of today.

- What will we drive if there are three billion motor vehicles on the road?
- What impact will this have on congestion?
- If most of us live in the city (50% of us already do), will we buy cars exclusively for weekend journeys?
- Will we own cars or just borrow them from car-sharing fleets?
- Will governments enact measures to reduce vehicle ownership and use?

Regulations are already being enacted. In London and other cities, in order to reduce congestion, there is a fee for driving in parts of the city (Congestion Charge Zone). In the United States, to encourage fuel efficiency and reduce pollution, tax incentives have been available for hybrids. In Singapore, residents must bid on a restricted number of vehicle-entitlement certificates in an effort to limit vehicle ownership.

With the increasing expense of owning and growing frustration of driving, customers' desires for personal mobility may be significantly different in 2035. The car of the future may be nothing like the car of today.

### ▶ **CAR OF THE FUTURE, AN IHS GLOBAL INSIGHT SPECIAL STUDY**

IHS Global Insight and Futuribles have developed a special study that takes a close look at what the year 2035 may look like for automotive mobility. The study, entitled *Car of the Future*, provides the contextual environment and implications to help our customers incorporate plausible scenarios and assumptions into their future business strategies. As such, they may seize the "first mover" advantage and thus gain maximum profits from the transition, instead of following in the footsteps of their competitors at potentially reduced margins.

The study helps answer questions such as:

- How will mobility solutions evolve?
- Is the low-cost car a niche vehicle for emerging markets or is it the forerunner to globally sustainable mobility?
- Will investing in reduced emissions, fuel consumption, and other technologies be sufficient to put us on the right trajectory to meet the requirements of the next three decades.
- What could cause a reduction in the market for motor vehicles from the "natural demand" of three billion vehicles by 2035?
- In what industry and transactional environments will product planners be identifying opportunities?
- Who will buy and maintain these vehicles and what will be their purchase criteria?

# CAR OF THE FUTURE

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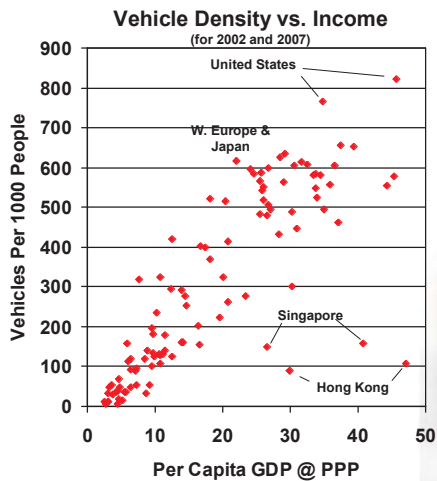
### ▶ PROVIDING YOU WITH FORWARD-LOOKING INSIGHTS

The study takes a look at the future based on three possible scenarios: Cornucopia, Business as Expected, and Disruptive. Each scenario looks at economic and regulatory factors, where and how we live (urban dweller versus rural resident), and worldwide markets at different stages of development (emerging, growth, and mature).

Within each scenario, the study will consider a whole range of mobility solutions—from the car as we know it to vehicles that collapse and are borrowed like shopping carts; from public transportation to car-sharing fleets; from electric bicycles to microcars.

The study enables clients to:

- Develop more successful mid- and long-term business and product strategies
- Justify long-range investment decisions
- Identify opportunities and threats, both technically and by markets
- Optimize their organization's approach to future developments
- Help their company achieve above-average business results in an uncertain future



**IHS GLOBAL INSIGHT AUTOMOTIVE GROUP**  
DRIVING AUTOMOTIVE INTELLIGENCE

## ▶ FOR MORE INFORMATION

For more information, please visit [www.ihsglobalinsight.com/FutureCar](http://www.ihsglobalinsight.com/FutureCar)

## ▶ ABOUT IHS GLOBAL INSIGHT

IHS Global Insight's Automotive and Energy Groups are committed to helping their customers in their planning process and to reach better and more informed business, policy, and investment decisions. We draw upon a team of over 100 experts located around the world with multidisciplinary automotive technical, market, product planning, and energy sector expertise. Our team delivers:

- Market and economic forecasts
- Technology forecasting
- Consumer understanding
  - Generational dynamics
  - Economic factors
  - Demographics
- Energy and other resource forecasts

These experts are fully supported by over 325 economists and analysts worldwide in other IHS Global Insight practices with expertise in over 170 industries and 200 countries.

[www.ihsglobalinsight.com](http://www.ihsglobalinsight.com)

## ▶ ABOUT FUTURIBLES

For more than 40 years, Futuribles has been an independent center for studies concerning the future. By taking an interdisciplinary approach, Futuribles explores current issues, the world's possible futures, and policies and strategies to consider. It has performed, among many studies:

- Structural analysis about the relationship between towns and mobility
- Scenarios about mobility in France to 2050
- Regional foresights for different countries

<http://www.futuribles.com>

## THE POWER OF PERSPECTIVE

**ABOUT IHS GLOBAL INSIGHT:** IHS Global Insight ([www.ihsglobalinsight.com](http://www.ihsglobalinsight.com)) provides the most comprehensive economic and financial information on countries, regions, and industries available from any source. IHS Global Insight's immediate and insightful analysis of market conditions and key events enables innovative and successful decision making for clients around the world. IHS Global Insight employs approximately 700 employees in 13 countries.

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