



PRIVATE, PUBLIC OR INDIVIDUAL?

Federation of Danish motorists



What is FDM?

A combination of general interest and commercial operation.

- ▶ Denmark's **interest organization for car owners** with 230.000 Danish families (13%)
- ▶ **Political organization:** Agenda setting, juridical support, car-owners rights, road safety, infrastructure, congestion, green transport
- ▶ **Commercial activities:** Inspections, road assistance, insurance, discounts, rust prevention and control.

From Car club to Mobility club

In 2022, FDM will be the voice of individual transport in Denmark, as well as Denmark's leading car & mobility club, providing relevant and value-creating services for its individual members on a commercial basis

Is MaaS about replacing cars?



What is MaaS for FDM?

Placing the individual at the center

Mobility *instead of* **Transport**

Humans *instead of* **Vehicles**

Usage *instead of* **Ownership**

Purpose *instead of* **Trips**

Individual mobility vs. **Transport operation**

Traditional mobility

Collective



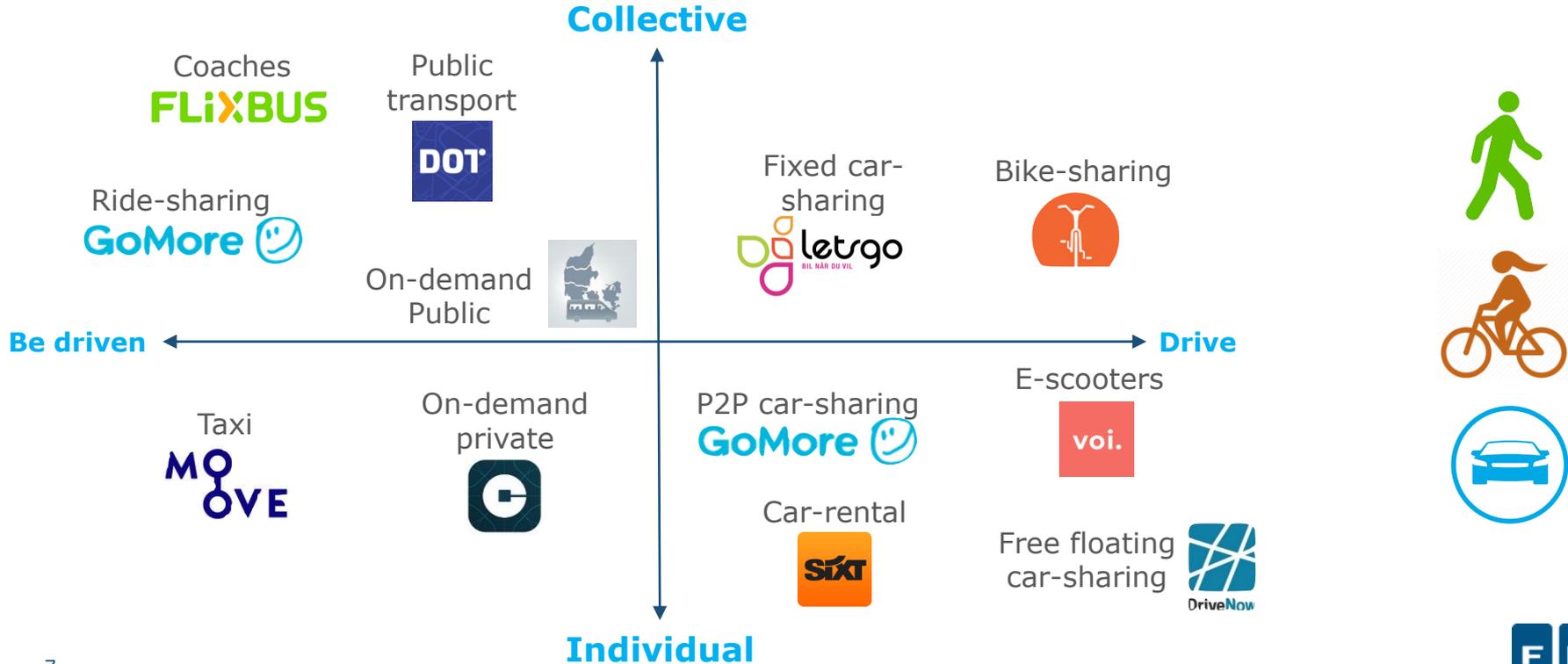
Individual



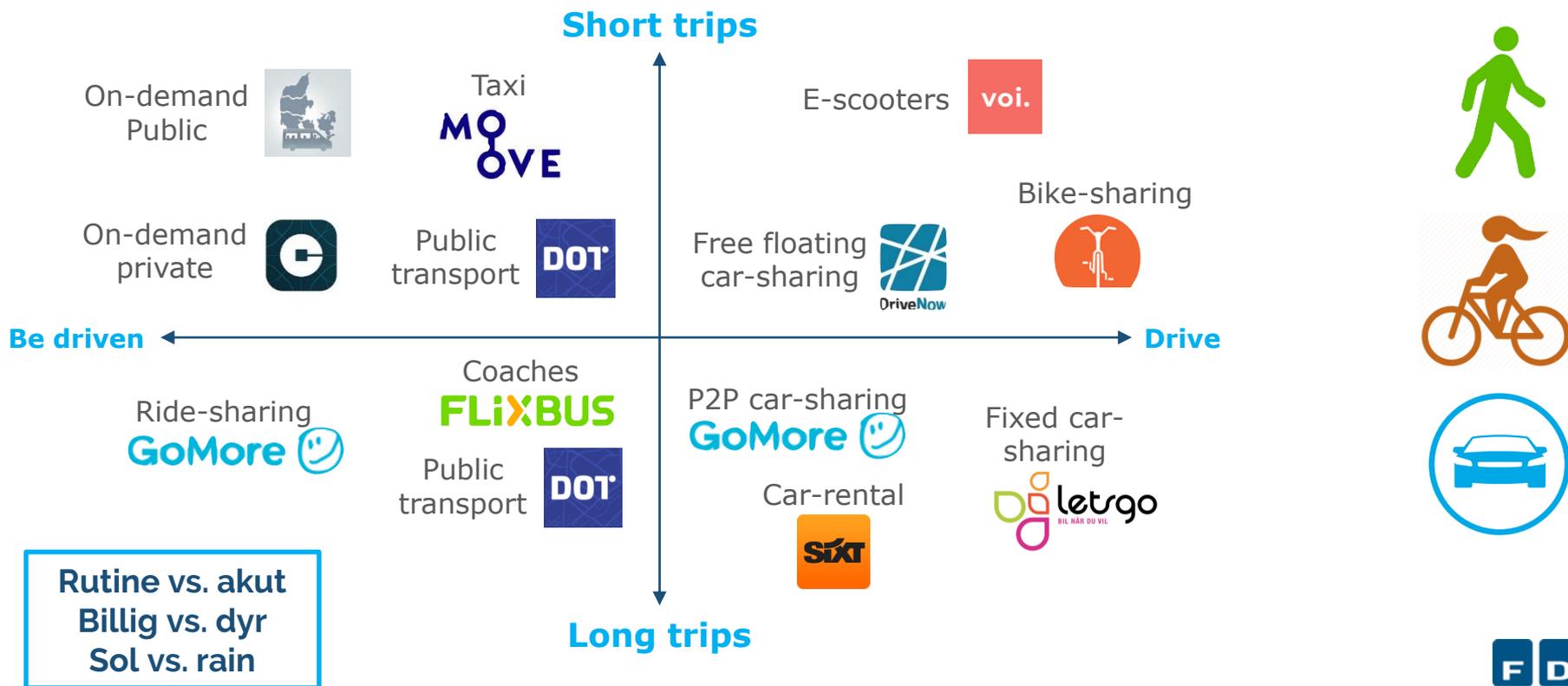
Modern mobility



Modern mobility



Purpose mobility



Business models?

1. **Telecom model**: sell more use less.
2. **Freedom provider**: all-you-can it.
3. **Combining** new mobility services with public transport.
4. **Extending** the user's world through better accessibility.

	Whim Urban 30 €62 / 30 days	Whim Unlimited €499 / month	Whim to Go Pay as you go
Public transport	HSL 30-day ticket	Unlimited HSL single tickets	Pay as you go
City bike	Unlimited	Unlimited	Not included
Taxi (5km)	€10	Unlimited	Pay as you go
Rental car	€49/day	Unlimited	Pay as you go
Car share	Coming soon	Unlimited	Coming soon

FDM & Aarhus Municipality

Commuters in large companies



City-bike
Last-miles



Taxi
One-off



Carpool
Commute



Train
Commute



Carpool
Intercity



Bus
& lightrail
Commute



E-scooters
Last-mile

Offering a better way to commute through combining carpooling and other services

Why do we do it?

- ▶ **Remain relevant:** Promotion of interests for individuals
 - Increase of the tax-free threshold for carpooling.
 - Opening for retailing of public transport tickets.
- ▶ **Reduce congestion** and parking problems.
- ▶ **Reduce pollution** and CO2 emissions.
- ▶ **Help all mobility users** like we're helping car-owners since 1909.



Private, public, social or a Mix?

Mix. The user does not care.

**Thank you for
your attention!**

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