

# MOBILIZE

BEYOND AUTOMOTIVE

Press release

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## BLABLACAR, MOBILIZE, RATP ET UBER JOIN FORCES FOR SUSTAINABLE MOBILITY BY LAUNCHING THE "MOBILITÉ360" PROJECT



- **Four major mobility players are jointly publishing a manifesto on Urban Mobility in which they lay out a common vision for future mobility**
- **Within “Mobilité360,” BlaBlaCar, Mobilize (Renault Group), RATP and Uber leverage their complementary expertise to offer simpler, greener, more sustainable and shared mobility solutions to cities and citizens.**

As a result of a collective reflection initiated within the "Mobility360" project, BlaBlaCar, Mobilize, RATP and Uber, supported by the Boston Consulting Group, are co-signing a manifesto on urban mobility in which they share their common vision, method and commitments for the development of sustainable and optimized mobility, addressing the needs of users, cities and operators.

Considering the recent proliferation of new mobility services and the lack of dialogue between operators and public authorities, these four major mobility players have built together a new vision of urban mobility based on four pillars:

- Having a positive environmental impact by reducing pollution caused by transportation systems, and reducing the carbon footprint of service fleets and operations
- Promoting optimized use of public spaces and improving quality of life by fostering cities that are more welcoming and less congested

- Ensuring all users have access to mobility services by developing affordable and accessible offers
- Improving user experience by providing a safe, reliable, and easy-to-use transportation system

Bringing together a wide range of expertise, members of "Mobilité360" intend to study the creation of new infrastructures to foster the adoption of green and shared transportation. They also wish to explore the development of first and last mile on-demand shared mobility services, as well as complementary services to ensure service continuity during off-peak hours, including at night. In the short term, "Mobilité360" partners would like to launch an experiment allowing citizens to test a diversified, more flexible, and greener mobility offer.

In order to achieve their goal, "Mobility360" project members are calling for a more collaborative approach, based on a common and organized dialogue between operators and public authorities, an encouraged and supervised sharing of information and expertise, and the co-construction of innovative mobility solutions.

The manifesto of urban mobility brings to life BlaBlaCar, Mobilize, RATP and Uber's commitment to work together to transform current urban mobility systems and develop, in a collaboration with public authorities, a rich and innovative offer for all travelers towards decarbonized cities that are more prosperous and inclusive.

To discover all 10 objectives of the "Mobilité360" project and the 13 associated actions: [The Urban Mobility Manifesto](#). (in French)

*"The automotive world is changing. Users are looking for flexible mobility solutions, and cities are willing to reduce the car's footprint. Mobilize is a committed player in this transformation of the industry. We are also looking forward to participating in the 'Mobilité360' project and working with partners to support and optimize sustainable car usage while reducing its environmental impact,"* says **Clotilde Delbos, CEO of Mobilize**.

*"Accelerating together the energy transition of urban mobility is one of the founding pillars of the 'Mobilité360' project. This collective project will enable Uber to bring new solutions to cities and users and is fully in line with our sustainability strategy and our goal of having 50% electric vehicles by 2025 announced a few months ago,"* notes **Laureline Serieys, General Manager of Uber in France**.

*"There is incredible potential to draw from the capabilities offered by cars driving with empty seats. Every day, there are 17 million lone drivers on the road, that's almost 40 million available spaces! With the 'Mobilité360' project, we want to make carpooling a true shared transportation option on a large scale,"* says **Nicolas Brusson, co-founder and CEO of BlaBlaCar**.

*"The manifesto we are carrying today is in line with Groupe RATP's approach to position itself as the preferred partner for smart, human and sustainable cities, open to transformations and new ideas, and attentive to the necessary changes of their urban model. This is why we will bring our expertise to provide public authorities with all the tools they need to make cities more sustainable, more inclusive and more enjoyable,"* says **Marie-Claude Dupuis, Head of Strategy, Innovation and Development at RATP Group**.

#### **About the "Mobilité360" project**

The "Mobilité360" project is a reflection and working group created by four major players in urban mobility: BlaBlaCar, Mobilize, the RATP Group and Uber, supported by the Boston Consulting Group.