RINSPEED

Shaping The Future of Urban Mobility

Tomorrow Becomes Reality Today

Innovation Day
Swiss Real Estate
Zürich - September 3rd, 2019

Forty-Two Years of Creative Innovations

How does that work? What does it take?

Rinspeed

Introduction to Rinspeed

Founded by Frank M. Rinderknecht in 1977 following his passion for individual mobility. In the early 80s, Rinspeed was one of the initiators of the - at that time - not existing tuning and customizing industry.

In 1995, Rinspeed introduced their first concept car at the Geneva Motor Show.
Since 2008, Rinspeed is fully dedicated to the future of mobility.

Rinspeed Overview

Profile

- Leading independent concept car and prototype builder
- Advanced sustainability and mobility concepts and ITS
- Innovation sparring and consulting
- Communication and networking
- Cutting-edge think-tank and mobility lab
- Worldwide unique positioning

Mission

- Forty-two years of start-up thinking and acting
- The passion for customer needs
- Innovative, disruptive and holistic approach
- Trend scouting and trend setting
- Out-of-the-box and move borders
- Thought leadership
- Think tank

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Pioneering & Achievements

- 1977 : Introduction of the Turbocharger
- 1982 : Steering wheel with integrated buttons
- 1984 : Mobile office
- 1999 : X-Tra-Lift
- 1999 : Play-Boxx (Rear Seat Entertainment)
- 2001 : Promotion of "Green" - "Sustainable"
- 2005 : Promotion of mat and white colors
- 2005 : HMI (drivers assistance system)

- 2007 : Downsizing and Light-weight
- 2008 : Autonomous driving experience
- 2010 : Intermodal mobility
- 2011 : Connectivity
- 2012 : Expandable and modular mobility
- 2013 : Increased efficiency in mobility
- 2014 to 2019 : Interior design and changes for autonomous driving

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Concept Cars

Some of The Twenty-Five Unique Visions (1995 - 2019)

Some of my "Rules"

Do

- Think out of the box
- Even fly to the moon (at least with your thoughts)
- Allow guidance from your guts
- Accept meanders
- Work in a team
- Allow failure, but preferably fast
- Think customer centric
- Ease pain points and or create added value with your ideas

Do not

- Do not set too many deadlines
- Think short term
- Take the credits for you
- Create to much admin and processes
- Listen to the constant nay-sayers
- Give up, you then give-up yourself (but don't be stubborn)

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Problems and the Solutions

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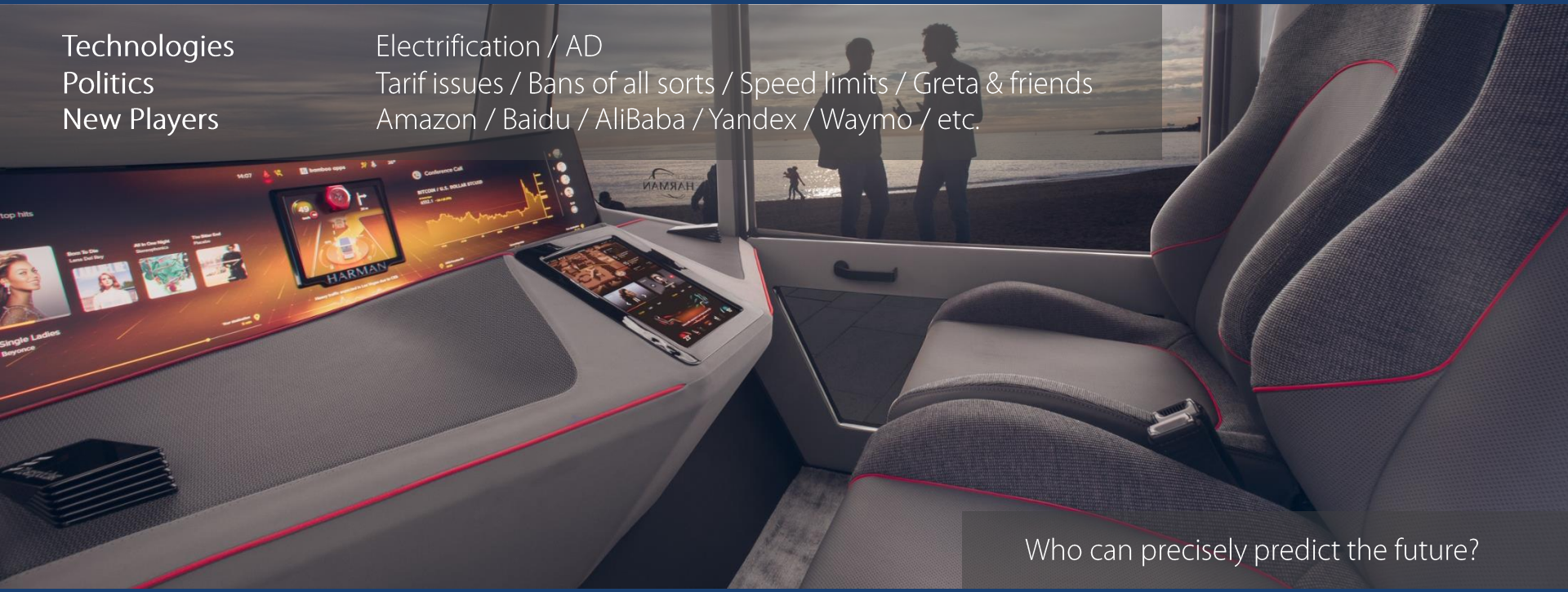
Statement

Level 5 Autonomy will not only change the type of vehicles used, but also will redefine their usage and the corresponding business cases.

But when do we see Level 5 in reality?

Game Changers

Technologies	Electrification / AD
Politics	Tarif issues / Bans of all sorts / Speed limits / Greta & friends
New Players	Amazon / Baidu / AliBaba / Yandex / Waymo / etc.



Who can precisely predict the future?

Market Considerations

Basic Problems

- Congestion
- Pollution
- Efficiency
- Urban Mobility Politics
- Cabin interiors (not transformable)
- Public or 3rd party transportation (not viable, affordable)
- Sharing equals loss of time, comfort and convenience, requires "re-programming" of many customer

- Traditional OEM Conservation and Hesitation (endangered business model)

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Robotaxis

True solution?

- Application 1 : Dedicated line city transportation providers
- Application 2 : Free float transportation providers

- But how about the customers expectations, fears and hang-up's? What are the pain-points solved or what experience do they create?

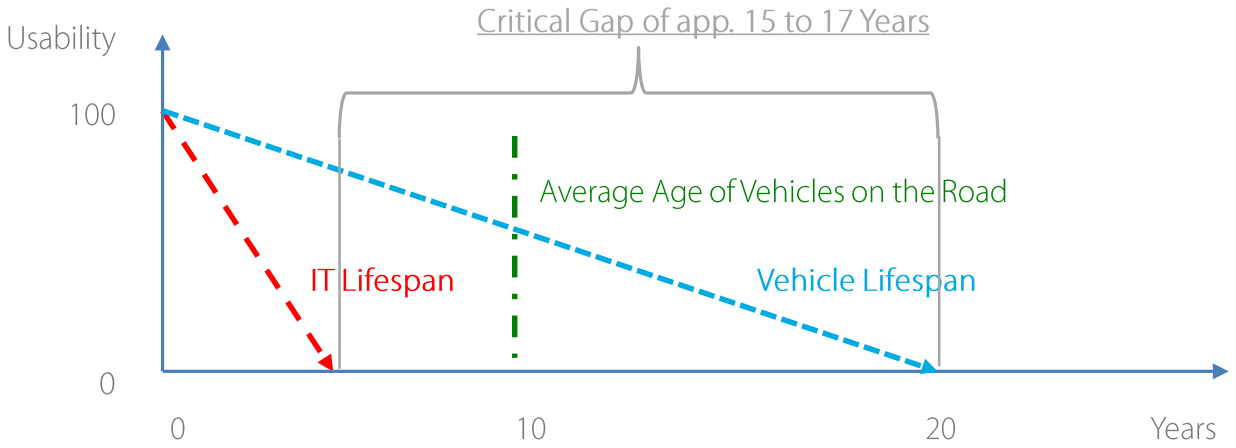
Battle of Life-Spans

Yesterday, today and tomorrow

- According to the German authorities, the average age of an automobile is at 9 years. Its life span ends at the age of 18 years. It is determined by its mechanical components
- What do you do with a PC, laptop, smartphone or pad which is 9 years old?

- And now? What is the impact on the automotive industry?

Life-Spans IT versus Mechanics



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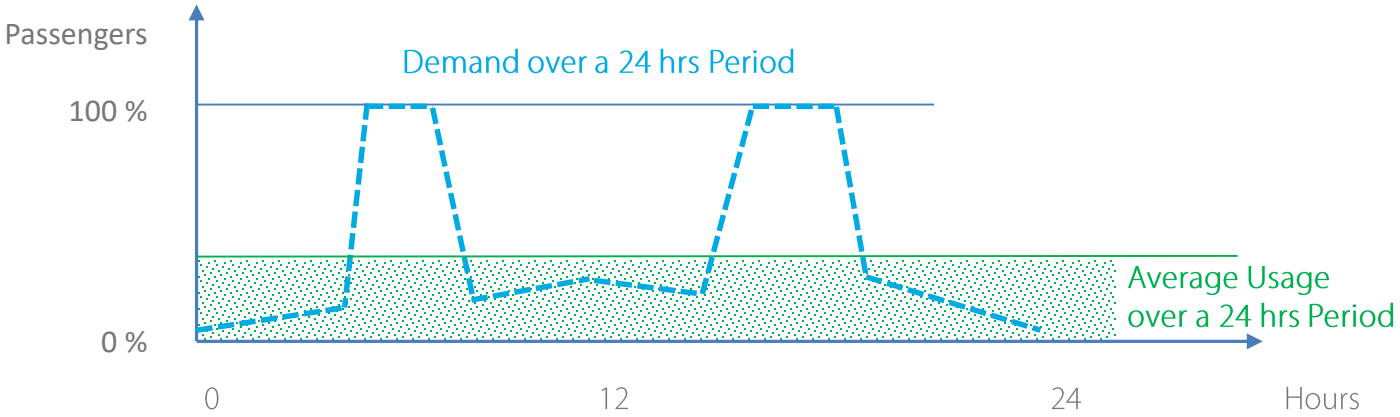
Vehicle Usage - Passengers

Weekdays



Project Description

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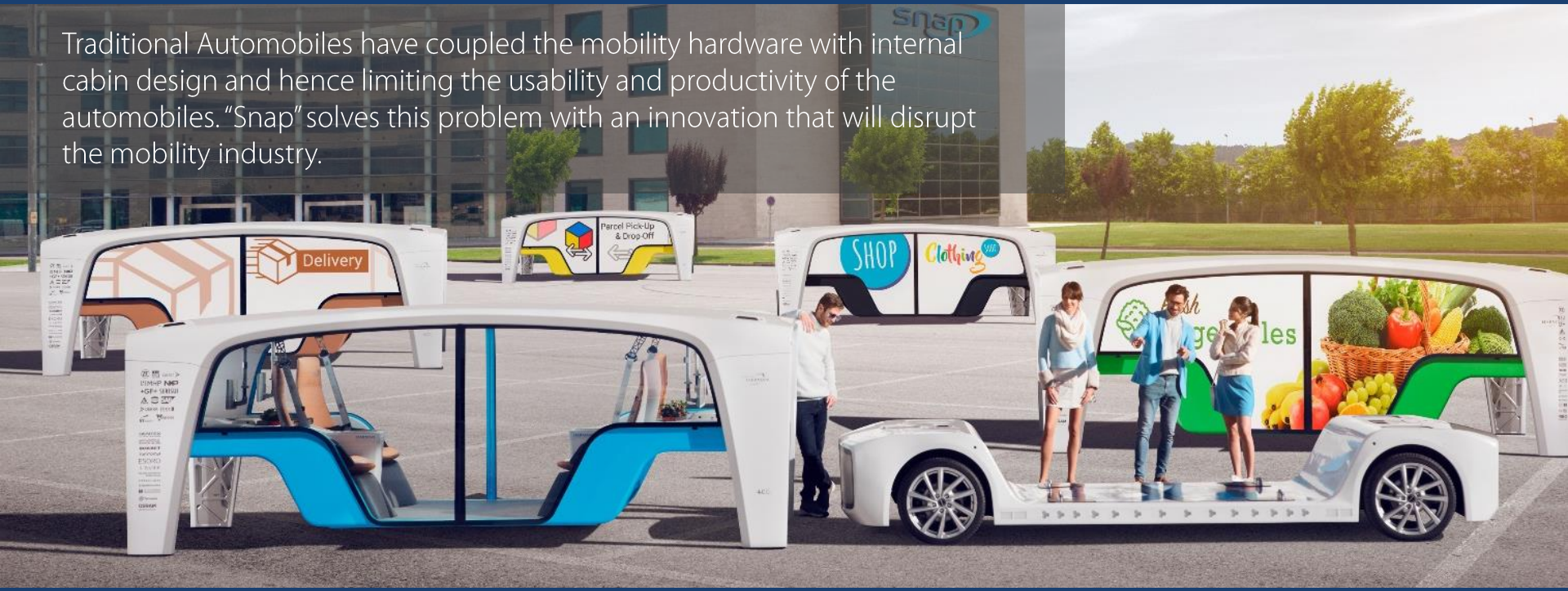
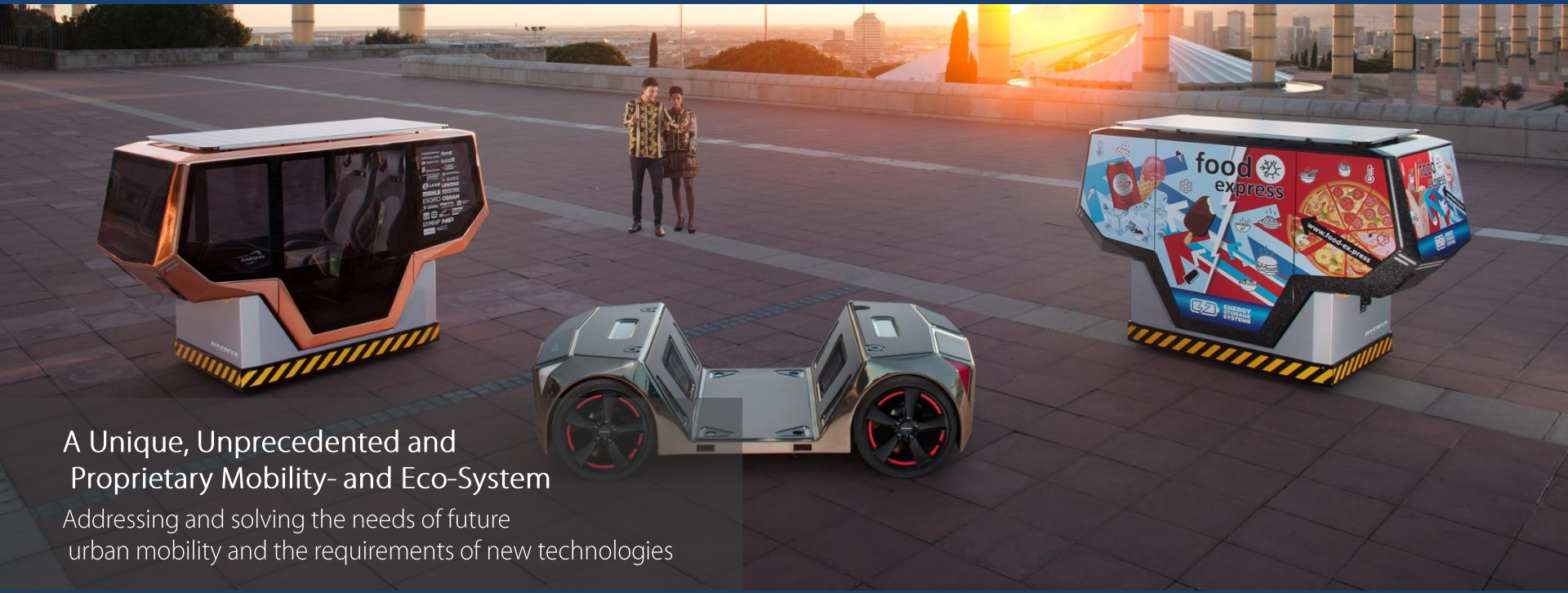
“Snap” - Pioneering Modular Visions

Traditional Automobiles have coupled the mobility hardware with internal cabin design and hence limiting the usability and productivity of the automobiles. “Snap” solves this problem with an innovation that will disrupt the mobility industry.



“microSNAP” - Last Mile/Express Deliveries



A Unique, Unprecedented and Proprietary Mobility- and Eco-System

Addressing and solving the needs of future urban mobility and the requirements of new technologies

Stationary "Snap" Usages

Disrupting the existing usages, services and sharing models of automobiles, challenging robotaxis
Creating exciting new services, great experiences and sustainable values

Snap Eco-Systems

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Snap Eco-System - Overview

Snap Eco-System - Skateboard + Pod

- Open to any "Skateboard" supplier and/or operator
- Allowing new vertical industries to enter the "mobility" market

- Open to any "Pod" supplier and/or operator
- Allowing new vertical industries to enter the "mobility" and stationary market

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Scalability Approach

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Foundation

Unique Tier 1 and 2 Partnership Model and Eco-System

- Learnings, learning, learnings
- Joint development
- Cutting edge technology implementation
- Exchange of test results, experience and data
- In-depth knowledge base
- External customer viewing and trials
- Product development and implementation
- Positioning and communication

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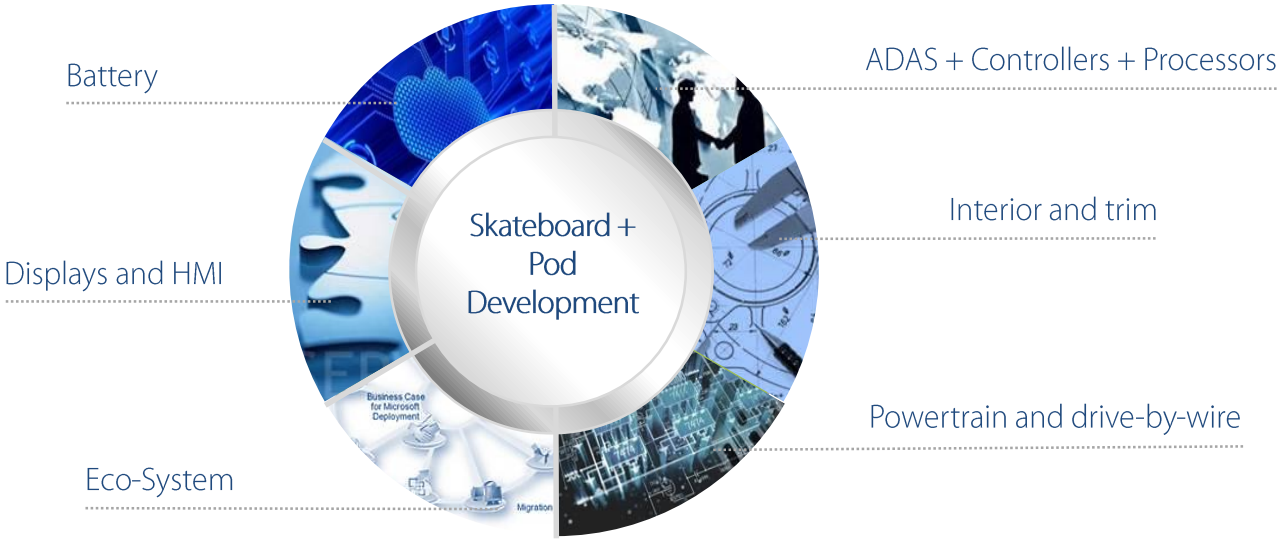
Tier 1 and 2 Partnership Eco-System

Overview of Partner Domains (not terminatory)



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Industrial Pod Swapping Exploitation

Robotic / Automated Systems or ?

Possible Business Models

"Apple Approach"
Owning the major component(s), create satellite ecosystem

"Amazon Approach"
Create open marketplace

"Google Approach"
Build software platform that powers "Snap" extracts all data for the users and monetizes data and delivers ads in the "Pods", open source the design of hardware

Above and combined Uber/Lyft Approach
Create platform for fixed units

Staged Approach
Go step-by-step with the development and growth of the eco-system

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Key Messages

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Key Messages for Urban Mobility

"Mobility as a Service (MaaS)" = *Merging of Passenger Services and Supply Chains*

- Convenience
- Experience / Customer centric
- Ease of Use
- Affordable TCO
- Scalable

But also thinkable

- Disruptive Approach ("Free Mobility" like "Free Shipping")
- New Constellations (Cities as "Mobility Owners")

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“microSNAP” Video

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