

Press release

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How do we perceive mobility and what is most important to us?

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In November 2019 the networking event Hypermotion used a wide range of innovative methods to conduct surveys and elicit opinions. Participants were invited to share their thoughts and views at numerous stations throughout the exhibition hall.

The ‘Opinion Cords’ were the recipient of a great deal of attention and praise here. While they may have looked like nothing more than a nice, if rather tangled, web of coloured threads at first glance, upon closer inspection these ‘Opinion Cords’ offered a clear representation of the trends and attitudes defining the mobility transition, the utilisation of various modes of transport, digitalisation and environmental protection for the ‘Next Generation Mobility and Logistics’.



Multimodal mobility

A majority of respondents agreed that ‘Mobility should be better integrated into my everyday life’, and they were very much willing to break with their familiar habits and traditional firms in order to achieve this – particularly when it comes to our climate targets. The new generation has shown itself to be flexible and open to innovative ideas and start-ups, because it is only by working together that we can develop new solutions for sustainable mobility and logistics. In fact, respondents were willing to accept longer travel times in order to help the environment.

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Multimodality is playing an ever more important role in everyday life – for the statement ‘I change modes of transport more frequently when it gets me to my destination faster’, most of the threads run through an affirmative ‘Yes!’. This shows just how important it is that providers and users work together across all modes of transport to optimise processes and drive progress.

Digital data optimise transport planning

A majority of respondents agreed that digitalisation and frictionless data transfer are of decisive importance to the implementation and improvement of mobility services, because they believe that data that is available to all mobility service providers makes it possible to create more effective travel chains. Artificial intelligence and big data analytics were considered to be extremely important to the optimisation of transport planning and traffic management. And so the ‘Next Generation Mobility and Logistics’ is also ready to make their personal data available for all mobility service providers, particularly for their own cities and communities, in order to promote the development of fast, convenient and intelligent transport systems.

Alternative means of transport are needed

In keeping with the motto ‘learning by doing’, Hypermotion’s participants are open to new solutions even when these entail some uncertainty or risk. This is also evident from the reception given to innovative sharing approaches like e-scooters and car-sharing – they are seen as lucrative supplements, but are not yet viewed as being ready to serve as replacements to having one’s own car. Even so, when asked ‘What type of car will you be buying/leasing in 2030?’, most respondents said ‘None’, strengthening the trend towards alternative forms of transport. Even when it comes to the environment and CO2 emissions, participants believe that the greatest potential for reducing emissions and protecting the environment lies in expanding and strengthening local public transport systems and bicycle path networks, promoting car-free city centres and districts, and pursuing data-based traffic management.

Start-ups as a source of innovations

There is a huge readiness to try new solutions. According to another interactive survey asking about the biggest source of innovations, a majority of respondents said start-ups (51%), followed by small and medium-sized companies (27%), major corporations (21%) and the government (1%). Whereas the smallest organisations are credited with the greatest potential for development, when it comes to choosing who should be responsible for innovations, most preferred bigger organisations: more than half of respondents (53%) believe that the government should be more active, followed by major corporations (28%), start-ups (12%) and small and medium-sized companies (7%).



Next Hypermotion will take place from 10 to 12 November 2020.

More information is available at hypermotion-frankfurt.com

Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

Social media channels: #SayHyToHypermotion #hym20

www.twitter.com/hypermotionfair

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Hypermotion

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