

CITIES FOR MOBILITY,

June 2, 2014



Antoine FERAL

***Strategic anticipation and
Sustainable development - Michelin***

Fostering a better life
through sustainable mobility



The way forward?



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- *Much less energy consumption and GHG emissions
- *New functionalities

But also...

- energy diversification (for ICEs & electric powertrains)
- better road safety
- adaptation to urbanization
- ICT development & interconnectedness
- new business models for new ways of life & new economic conditions



‘clean, safe, connected’
...and still affordable

•Food for thought



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71g CO₂/km on the
Shanghai 2007 roads
with a modified
Logan !



- Less than 30g CO₂/km in
the Monte Carlo rally 2009
with a Michelin
demonstrator !

- Breakthrough technologies are already there !
Motorized Wheels for EVs



• *PSA-BB1*
Urban RWD EV prototype

- 4 seats, L: 2,50m
- 0-30 km/h : 2,8s
- Autonomy: 120km
- Mass: 600kg
- Max speed: 90km/h
- $P < 15 \text{ kW}$

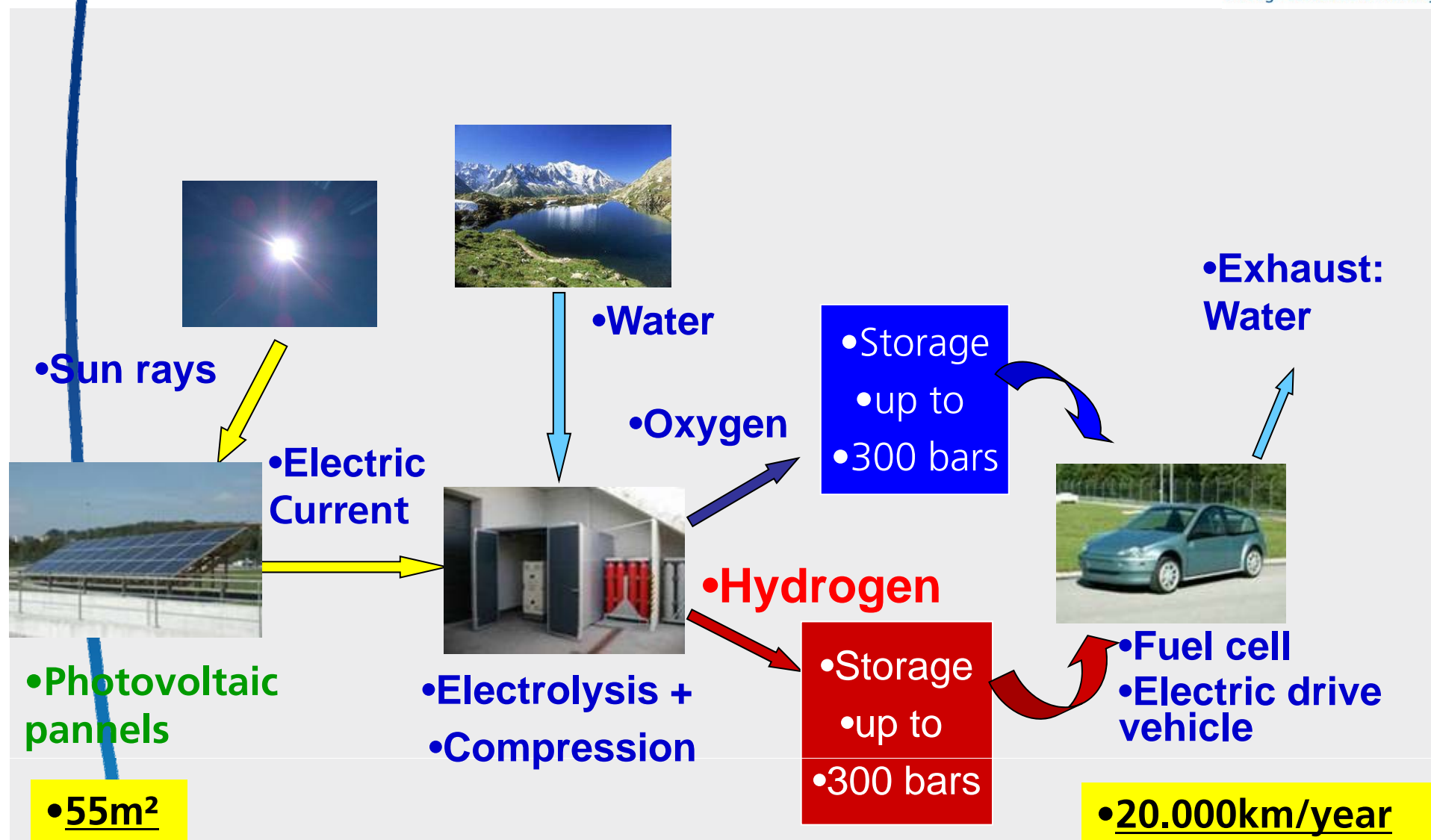
Fuel cells



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Food for thought



An ambitious set of objectives and a clear timeline are required.

- ➡ ZE mode mandatory by 2030 in cities?
- ➡ Average GHG emissions 50g CO₂/km by 2040?
- ➡ Road transport CO₂ emissions halved by 2050?

**NO DOGMATIC POSITION –
BUT COOPERATION !!!**

What is challenge bidendum for ?

Solutions for the growth of mobility

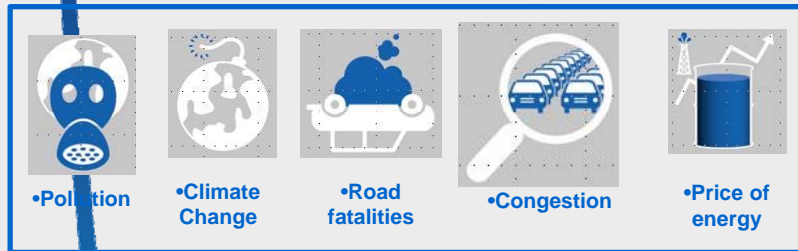


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•Global Trends



•Global IssueS



•Urgent to act



•Solutions exist

•to foster a better life
through sustainable
mobility



Bring together
international public
and private mobility actors
with a view to promote

•*Innovation in mobility at the heart of
growth & urban well-being*



•Multi modal
transport



•Connectivity



•Clean
vehicles



•Shared
transport



Private companies

Medias

Pub

Academics &
research

As socia

•For Growth &
urban Well-Being



The place to be with A format globally hailed by participants

(In Berlin, 95% very satisfied or satisfied)

1 • Technical tests and rallies

Stringent technical tests and rallies to analyze the performances of each technology

2 • Ride & Drive and Demonstrations

Where people who attend the event can test for themselves and observe first hand the progress made possible by new technologies

3 • Innovation Center

Where industrialists, research institutes and other organizations present their latest innovations



4 • Prospective Workshops

Where mobility experts debate societal, technical and regulatory developments at global level

5 • Conferences & Leaders Forum

Where political and business leaders provide a global view of the stakes and possible progress for a sustainable mobility

6 • Meeting with Students & the General Public

Where a selected public, in an open event configuration, can discover these new technologies

THE PLACE TO BE FOR A MAJOR VISIBILITY OPPORTUNITY



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6,000 professional
from 80 countries

650 journalists
from 40 countries

10,000 people
during the public days

800 university students



Dozens of political leaders
and public administrations top executives

(Berlin 2011 key facts)

4 rallies

More than 300
vehicles

70 booths in the
Innovation Center

50 conferences &
workshops

Around 100 international
companies

Where DOES THE 12th Edition takes PLACE?

Chengdu (CHINA), 11-15 November 2014



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•Active on smart city concept

- **Metropolis of 15 million people**
Capital of Sichuan, in western

- **4th largest city in China**

- **Large automotive industry plants**
(Volvo, VW, Toyota, Geely, Hyundai...)

- **Strong support from Chinese authorities**

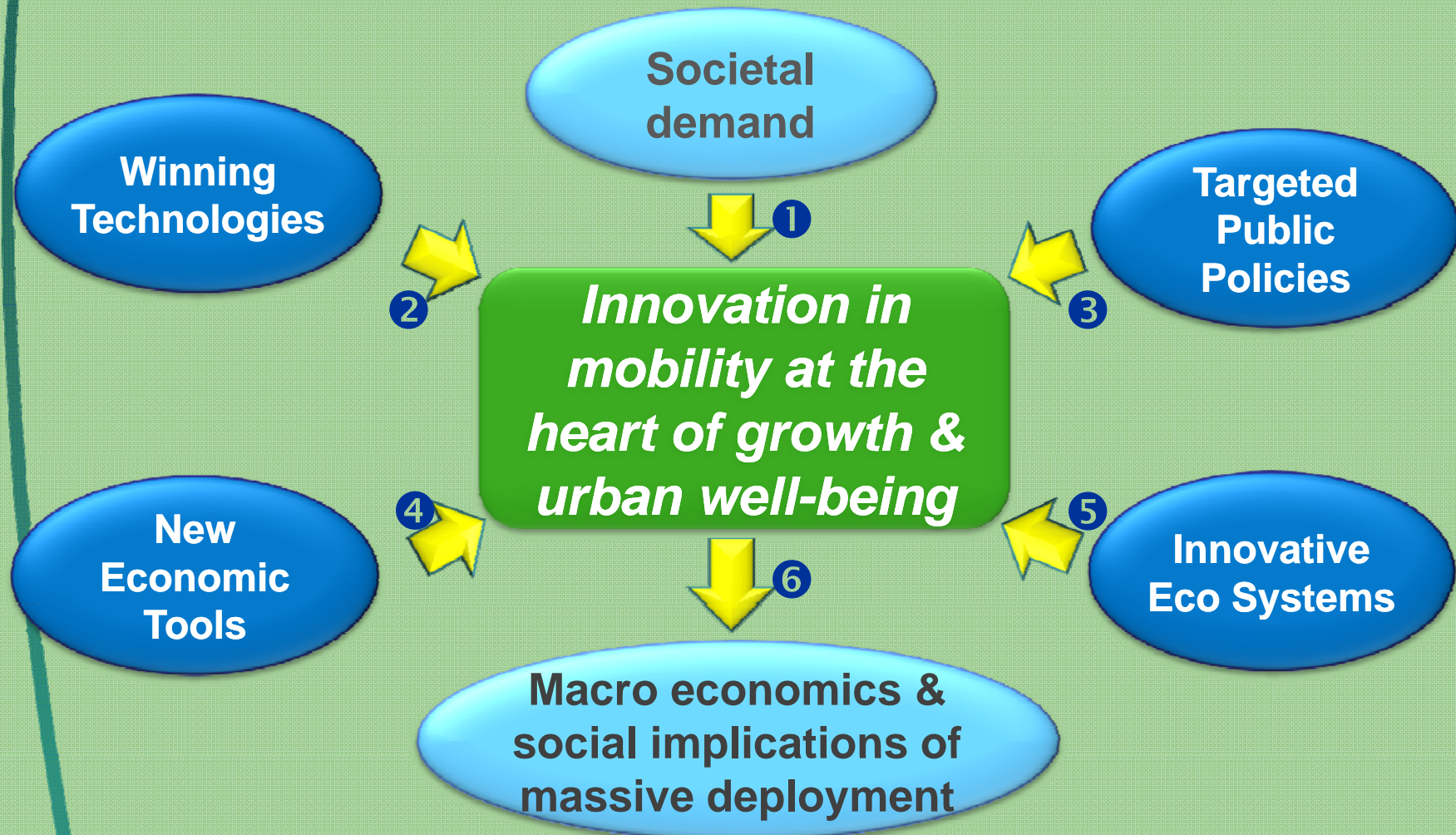
- **("Go-West" strategy)**

- **a strategic and business place oriented city**

Building & Sharing Knowledge:
a methodological approach focusing on
an umbrella theme and 6 fields of study



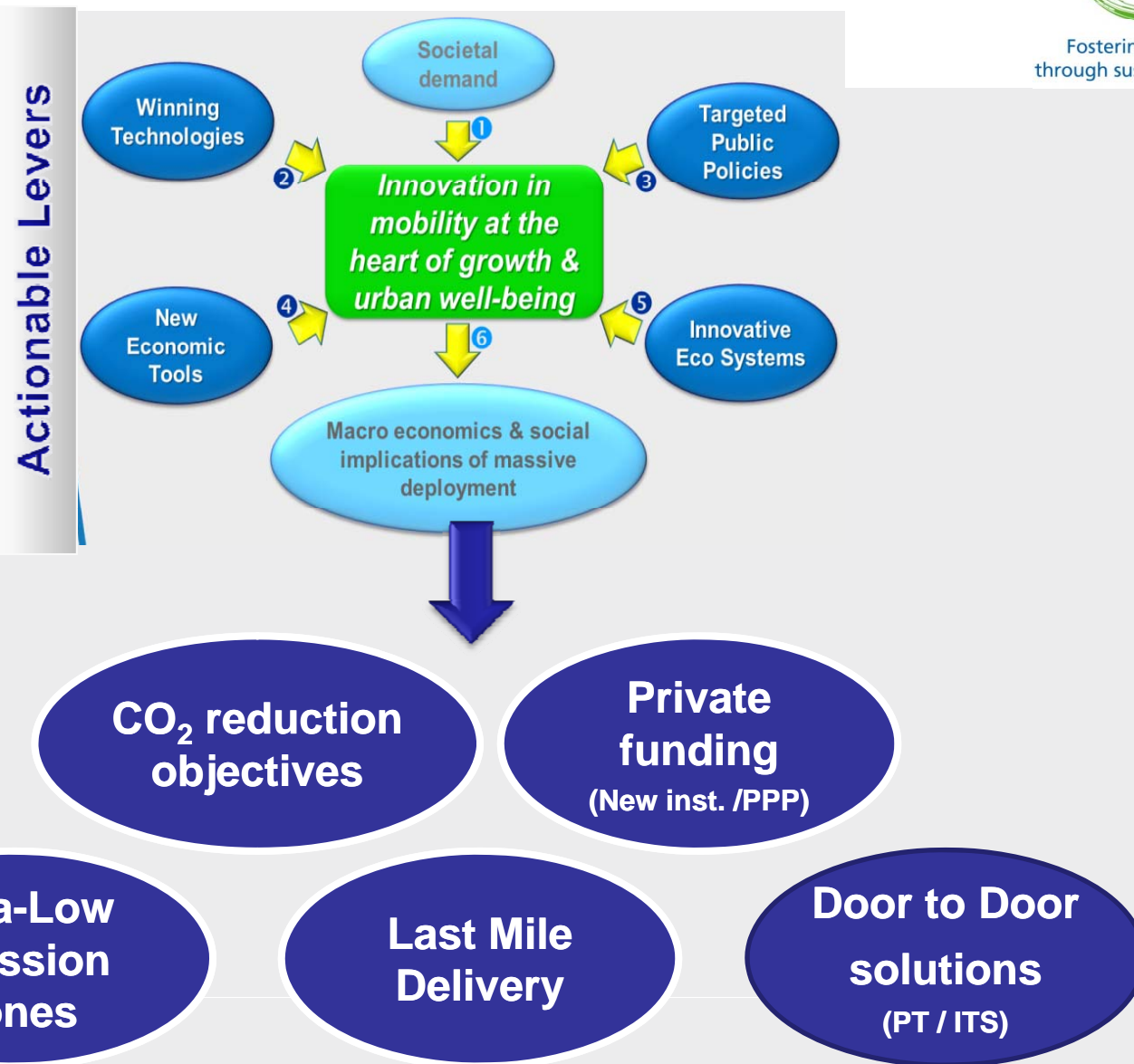
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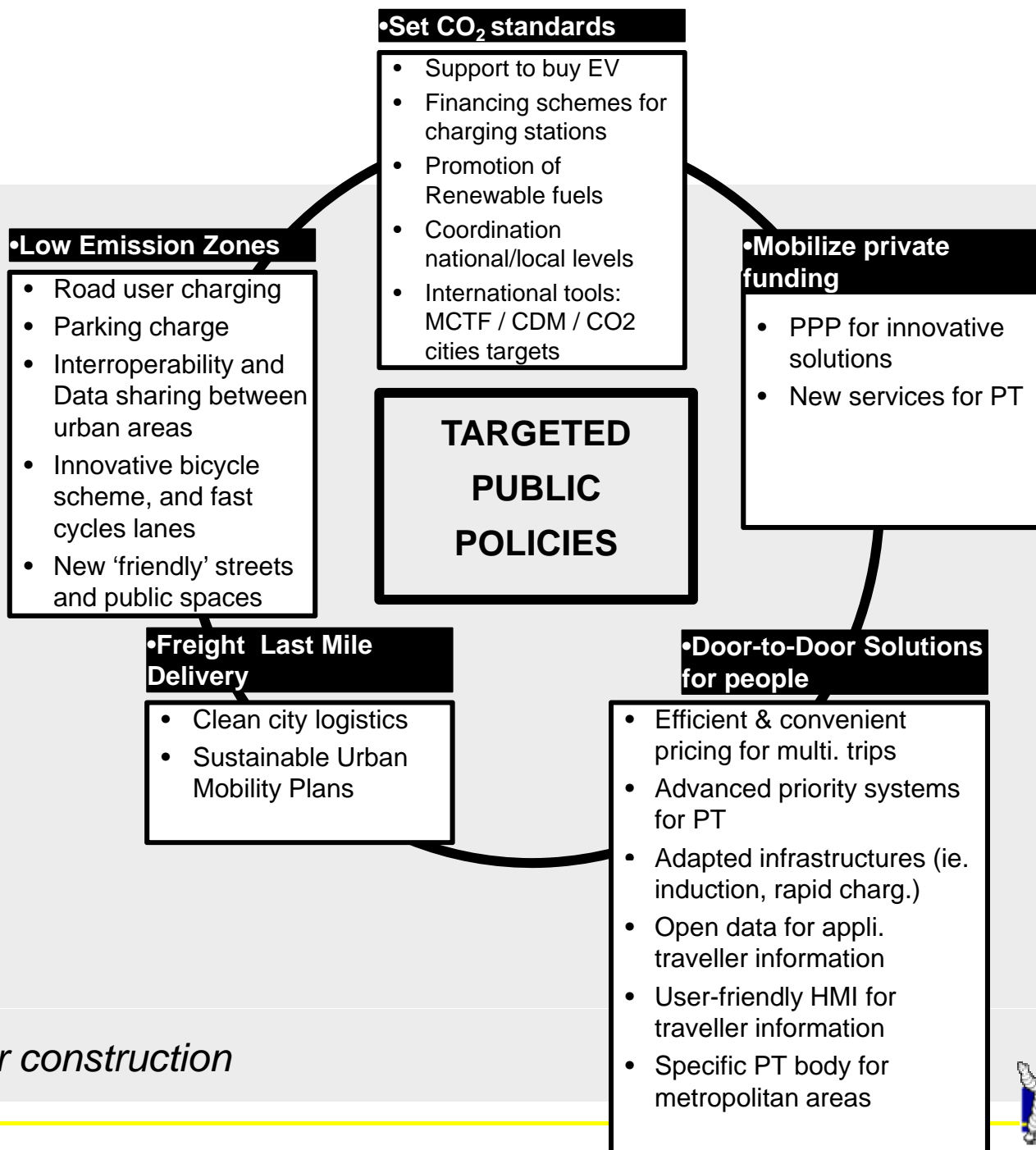


Challenge Bibendum core themes



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•*Under construction*

● THANK YOU FOR YOUR ATTENTION !



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From Stuttgart ... to Chengdu (November 11-15, 2014)



www.challengebibendum.com

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