

Session Title: Smart Consumers

Name: Joe Pattinson

Position: Head of Mobility Services, BMW China

BMW Group is already a leading premium provider of individual mobility and has been working in the field of shared on demand mobility for many years. In his presentation Joe Pattinson, Head of Mobility for BMW in China, will give some examples of how BMW has worked with cities in Europe and the USA to jointly learn about requirements for urban mobility in a way that benefits the city and its inhabitants. Joe will explain some of the challenges as well as share some of their experiences and findings.