

SHIFT | MOBILITY

presents the latest trend study

MIND-SHIFT

A Compendium on Future Mobility,
Circularity and New Urbanism



pressrelations
knowledge discovery

Study Design

This study presents current and brand-new topics in the field of Mobility & New Urbanism. The selection is based on the trend and topic early recognition method **FirstSignals® by pressrelations.**

All selected individual topics were bundled into the following thematic trend clusters:

1. E-Mobility
2. Software & In-Car Tech
3. Mobility & Sustainability
4. New Urbanism
5. Logistics

The decisive **currency for the evidence of the findings** is not only market data, but above all **media awareness**

The Big Picture

ITEM 20 Long-term Top Issues 02-21 – 02-22

01 E-Mobility

843k

↑ +79%

02 Mobility and Sustainability

435k

↑ +196% (EN) ↓ -52% (DE)

03 Charging Infrastructure

276k

04 Mobility and Digitization (181k) +800% (DE) +2,000% (EN)

05 Alternative Drives (179k)

06 Autonomous Driving (173k) -51%

07 Hydrogen and Mobility (166k) +177%

08 Climate Neutrality and Mobility (150k)

09 MaaS (Mobility as a Service) (137k) +288% (DE)

10 Car Sharing (122k) +425% (EN)

11 Mobility and Software (110k) +1480% (EN)

12 E-Trucks / Pickups (85k) +44%

13 Transport Turnaround (42k)

14 Smart Cities (38k)

15 Range (33k)

16 Last Mile Logistic (25k)

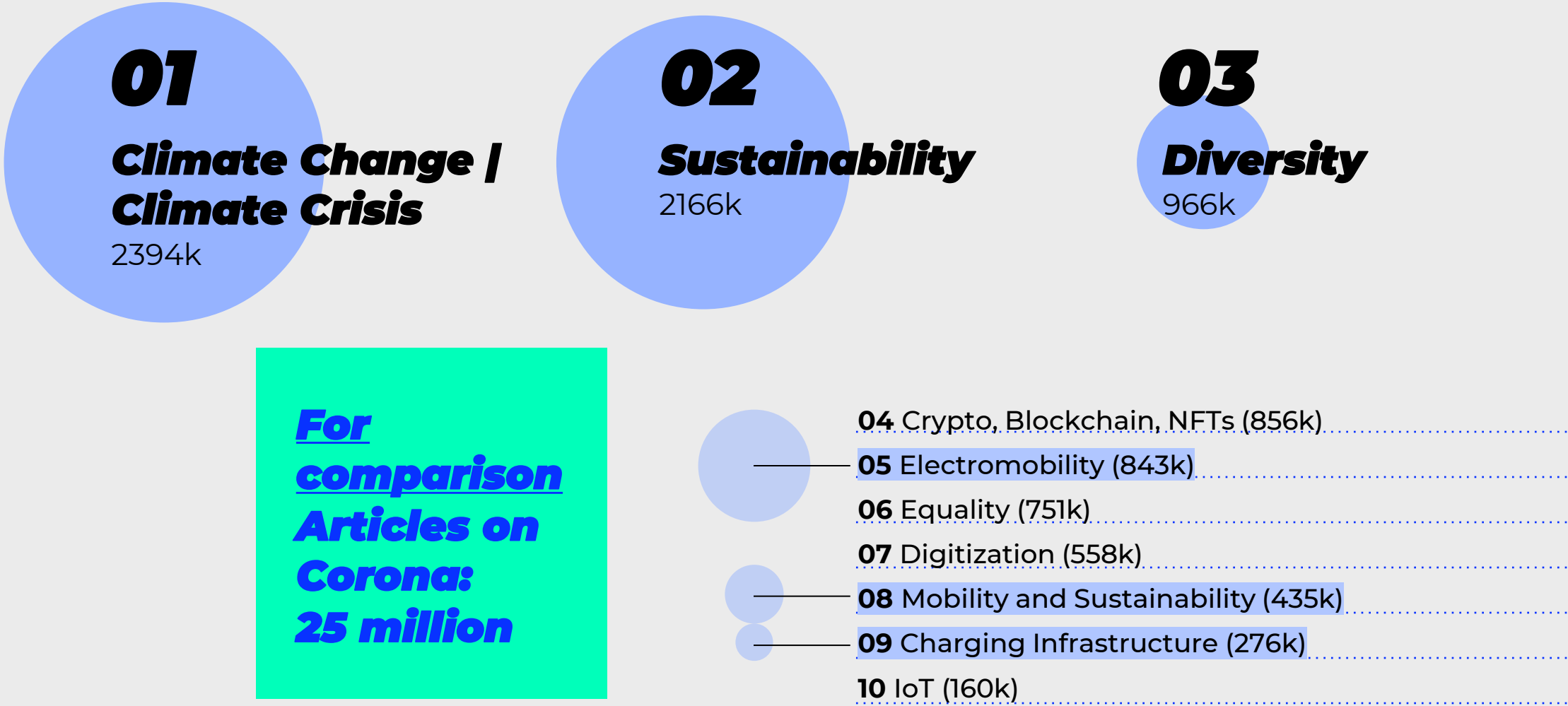
17 E-Fuels (25k) +127%

18 The Livable City (23k)

19 Delivery drones (13k)

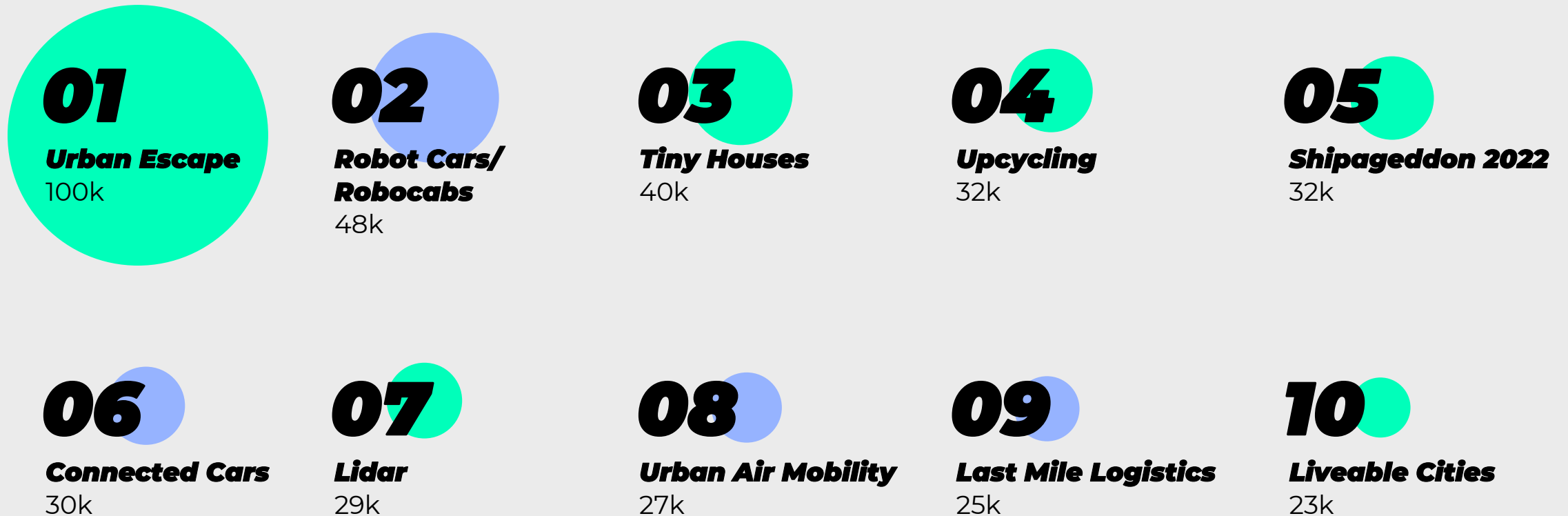
20 Autonomous Driving Level 4/5 (7k)

TOP 10 Top Topics Overall Last 12 months



The New and Trending Topics 2022

Total trend topics by item quantity



Based on a media panel of approx. **15,000 German/English online sources**. So-called "news slingers" without their own editorial department were not taken into account. For the data collection, the topics presented were queried **in all different spellings** and **including synonyms** and terms closely related in content. Therefore, each topic represents a **content-consistent query cluster of terms**.

Management Summary Editorial Classification Trend Topics

01 E-Mobility



This area basically revolves around three topics: The **central topic is a charging infrastructure** that can cope with the explosive growth of the e-mobile market. While a new market worth billions is emerging around fast-charging stations with expensive **DC technology** based on the old principle of gas stations, according to **Wired**, urban planners are calling for as many urban charging points as possible with inexpensive but slow **AC technology** in order to make better use of the cars' long idle times for charging. Other hot topics include **new battery technologies** for **faster charging times** and, somewhat surprisingly, **a new class of mini EVs**, which seem to be outstripping the popular e-SUVs in terms of media response but also in sales statistics.

02 Software and In-Car Tech



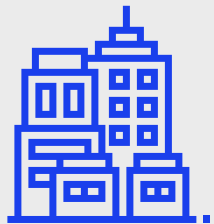
The technological revolution in vehicles is now taking place in the interiors – with comprehensive **infotainment offerings** that are fantastically designed. According to consultancy **Oliver Wyman**, they are becoming a key selling point. Although **Mercedes' Hyperscreen** caused a sensation, German manufacturers have some catching up to do here – especially in **China**. Another factor for future viability is **software and hardware from a single source** that controls everything from safety and infotainment to driving assistance – updateable and available by subscription. New competitors such as **Sony** and **Apple** are waiting in the wings, the latter being the "most dangerous company" for the automotive industry according to **former Mercedes Tech board member Sajjad Khan**.

03 Mobility & Sustainability



Circularity, i.e. new circular economy concepts such as **cradle-to-cradle**, became hype against the **backdrop of global raw material shortages**, international protectionism and a **supply chain crisis**, especially in the automotive and construction industries. Here, the concept is driving a materials revolution. Either recycling on a large scale or **bio-based materials** are to be used. The automobile industry is working hard on **battery recycling**, which should soon make 95% of a battery recyclable. Until then, used batteries will be given a **second life as electricity storage for** peak loads in energy grids.

04 New Urbanism



The focus is on three **urban planning paradigms**: the **Smart City**, against the backdrop of a significant migration to the countryside, the **Livable City**, and **Climate Adaptation Strategies** to protect cities against **overheating** in particular. Currently, the biggest problem is that all three approaches are complementary, all unleash an enormous innovation dynamic, but are hardly thought of holistically. Meanwhile, the construction industry is offering **innovations to combat the housing shortage** in the form of **tiny houses**, **serial construction** and **3D printed houses**.

05 Logistics



Quick Commerce and the **Instant Economy** will **decentralize last-mile logistics** and greatly increase delivery intervals. Numerous **micro-depots**, **pick-up stations** and **micro-shops** are emerging. The 3.5-ton truck is increasingly unsuitable for this, which is why the future belongs to innovative **cargo bikes** and **delivery robots**. At the same time, there will be sharp new **conflicts over the use** of bike paths and the available urban space.

Contact



The FirstSignals® method – finding future topics before they become trends

FirstSignals® finds new topics and trends. To this end, experienced analysts evaluate content- and opinion-rich articles from **top global media** for new "buzzwords" on a daily basis. In addition, a qualitative panel of top online media is evaluated, which have also established themselves as media beacons with excellent editorial teams. All media titles represent editorial focuses in the areas of business, society/politics or technology.

Request full study now:

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