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Future use of Zero Emission Regional Air Mobility

PowerUp Session | Eindhoven Airport | October 5th 2023

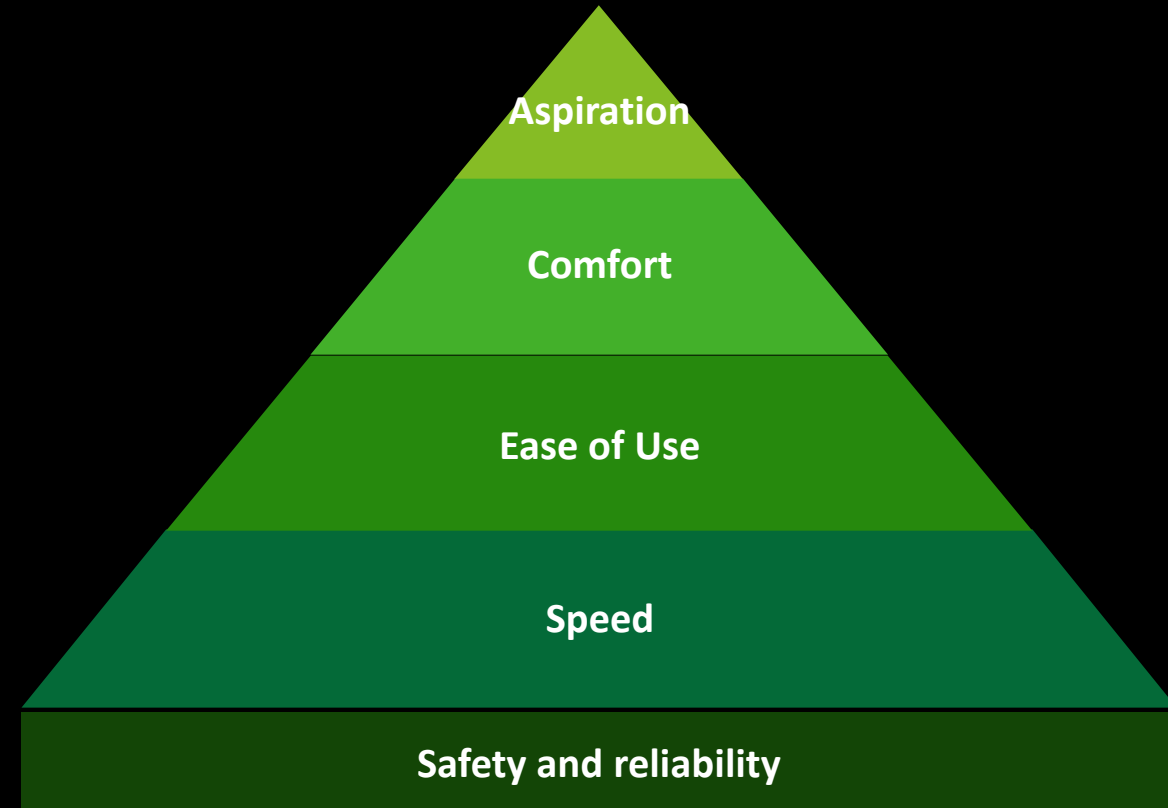
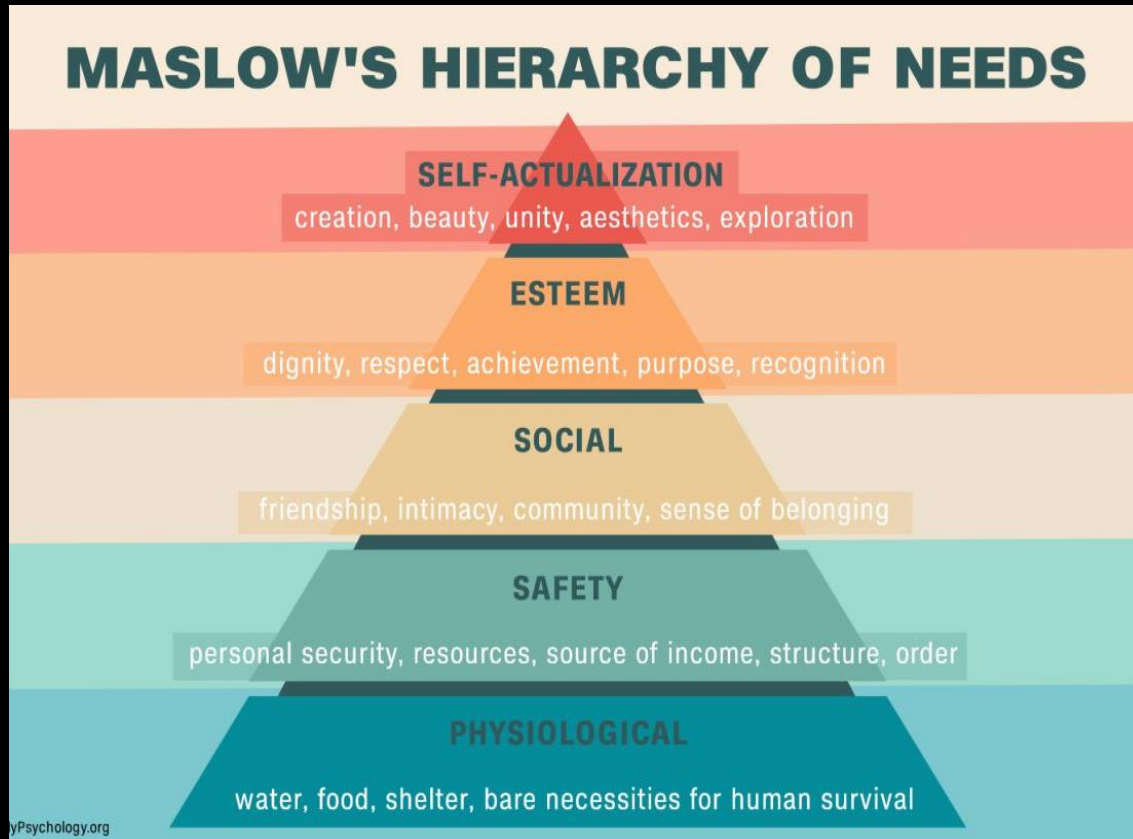


**MAKING AN
IMPACT THAT
MATTERS**
since 1845



Robert Jan ter Kuile
Director Future of Mobility
Lover of Regional Air Mobility

Traveler needs, inspired by Maslow, based on research



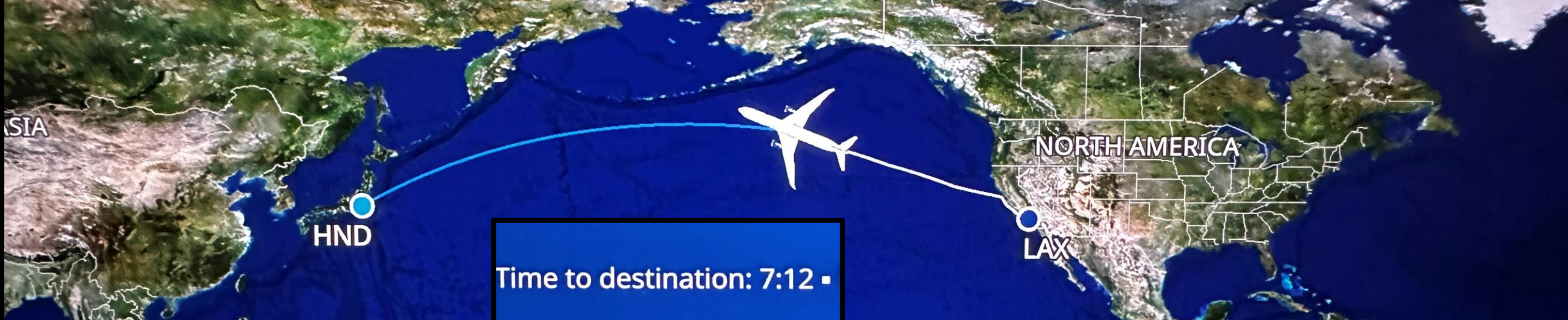


Safety and reliability

Time

Status

GO	7:00PM	CANCELLED
N	7:22PM	CANCELLED
ORK	7:30PM	CANCELLED
ULLES	7:45PM	CANCELLED
	8:01PM	DELAYED

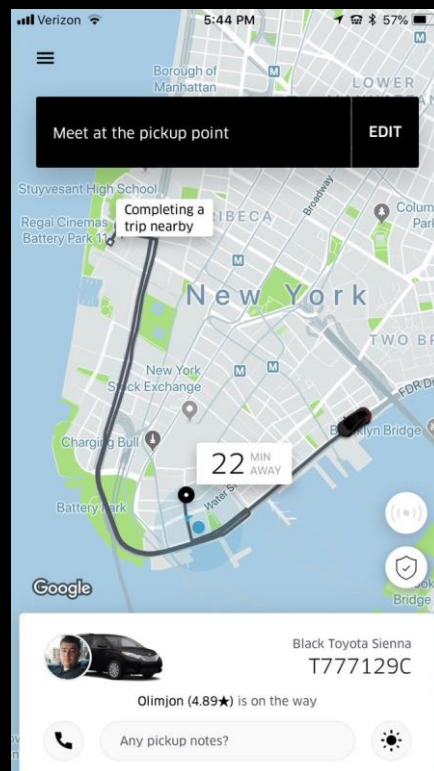


Actual travel time is only part of the story

Pre- departure checks



Waiting



Transfer to next mode



Speed



Ease of Use

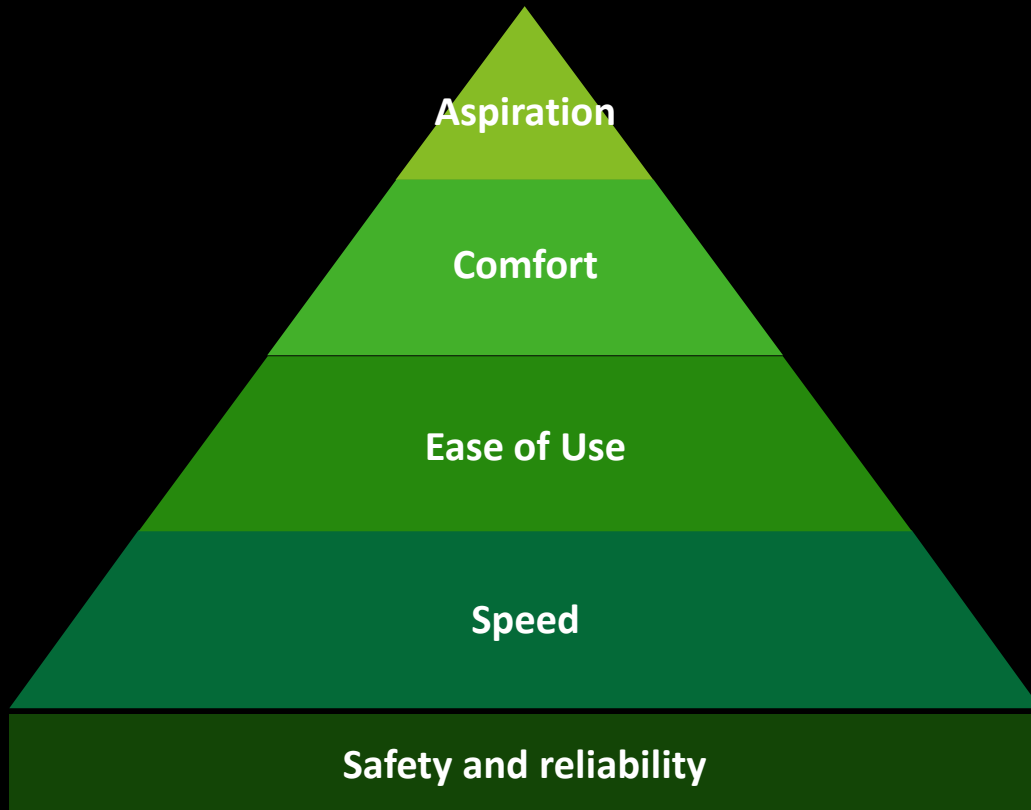


Comfort



Aspiration

Conclusion: build the pyramid from the bottom up, create enough scale for regular service end make sure cost and value measure up to the alternative



Safety first

Safety and reliability are crucial from the Minimum Viable Product



Time is of the essence

Door to door travel time is your key differentiator, frequency or availability is a part of it and requires scale



Scale is brought by ease of use

Ease of use and comfort are necessary if you want to reach an audience beyond RAM lovers



Be the best alternative on each specific route

In the end it is a comparison of the pyramid and cost for each available mode, important to make the comparison for different potential routes



Cost will be the biggest challenge

Electric planes will be small, hydrogen will need their own fuel infrastructure, both carry substantial cost



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