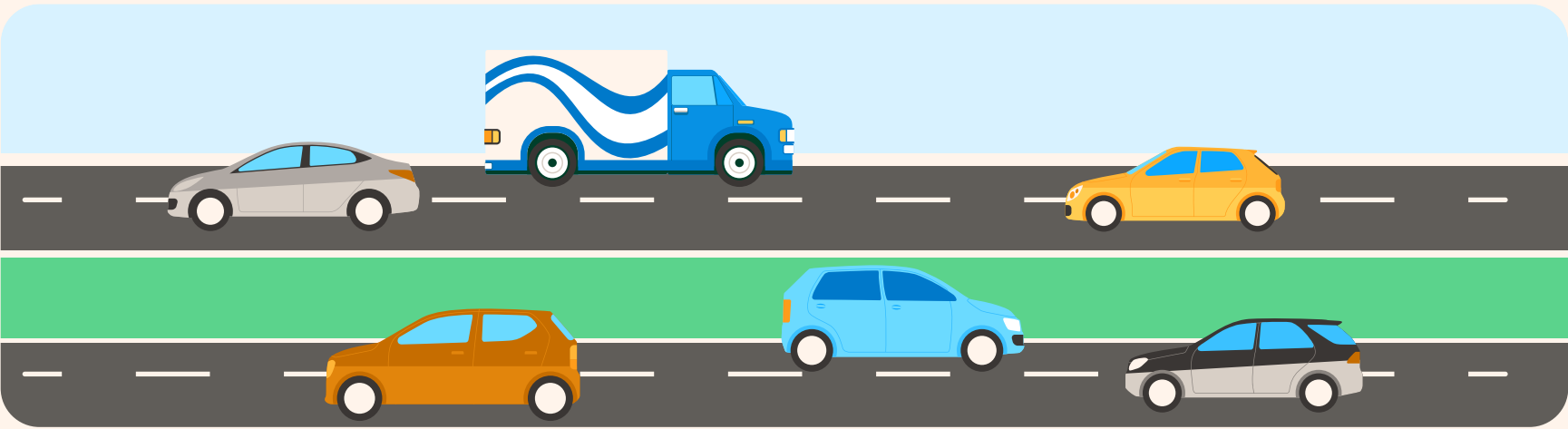


From traditional mobility to smart urban mobility

Smart urban mobility transforms travel to make it **more efficient, sustainable and tailored to citizens' needs**.

Traditional mobility

For decades, cities have been designed around the **private car**, creating new urban challenges.



Key features

- Predominance of the private car as a means of transport.
- Transport systems that are poorly connected to one another.
- Limited information on traffic, routes or service availability.
- Mobility management based on historical data rather than real-time information.



Impact on cities

- More congestion and longer journey times.
- Increased pollutant emissions.
- Higher energy consumption.
- Reduced ability to adapt transport to citizens' needs.

Smart mobility

Smart urban mobility integrates **technology, data and connected infrastructure** to improve the way people get around.



Key features

- Use of sensors, IoT and digital systems to collect real-time information.
- Connectivity between vehicles, users, public transport and urban infrastructure.
- Application of artificial intelligence and data analytics to optimise traffic.
- Integration of different modes of transport into more flexible solutions.



Impact on cities

- Reduction in traffic congestion and journey times.
- Lower environmental impact.
- Greater safety and accessibility.
- A better mobility experience for citizens.

Mobility of the future

The future of mobility lies in creating **urban ecosystems that combine technology and sustainability** to improve quality of life.



Key features

- Greater electrification of transport.
- Development of autonomous vehicles and advanced systems.
- Use of artificial intelligence
- Consolidation of Mobility as a Service (MaaS).



Impact on cities

- Cleaner and more efficient cities.
- More accessible transport, tailored to each user.
- Reduced reliance on private cars.
- Data-driven urban planning to improve people's lives.