Urban Air Mobility
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• Enabling efficient and effective mobility in urban areas is a key challenge.

• Transportation needs and expectations of European citizens are increasing with regard to sustainability, reliability, affordability and efficiency.
  - This trend is to accelerate with the intensifying urbanisation and the formation of so called “mega cities”.
  - At the same time, technological innovations and new business models offer great potential for new approaches to urban mobility with Urban Air Mobility (UAM) being one of them.

• The reason behind the EIP-SUM-AC UAM Initiative is to contribute to bringing urban mobility into the third dimension – the airspace (flying vehicles).

• It needs to be acknowledged that focusing on urban areas alone will not solve all mobility issues. Thus, a more **systemic approach to urban mobility** requires considering not only mobility **within** cities (intra-city) but also **between** cities (inter-city) at shorter ranges or less popular routes not covered by typical commercial airliners.
Airbus is currently working on a wide spectrum of **UAM-enabling** technology and business initiatives:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
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<tbody>
<tr>
<td>Altiscope</td>
<td>Simulation environment to support and accelerate UAM regulatory framework</td>
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<td>Voom</td>
<td>UAM flight services successfully launched in early 2017 in São Paulo, Brazil</td>
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<td>CityAirbus</td>
<td>eVTOL demonstrator (multi-passenger; Q4 2018)</td>
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<tr>
<td>Vahana</td>
<td>eVTOL demonstrator (single-passenger/cargo; Q1 2018)</td>
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<td>Skyways</td>
<td>Autonomous package delivery through a ‘systems-of-systems’ demonstrator in Singapore (Q1 2018)</td>
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Objectives

• The UAM Initiative offers a forum for diverse stakeholders already involved, or to be involved, in urban- and urban air-, mobility at intra-city and inter-city level.
  ✓ Example stakeholders may include, but are not limited to, cities, citizens, manufacturers, operators, infrastructure providers, insurance companies, real estate, etc.

• The expectation from this multi-stakeholder approach is the bringing together of the relevant communities to jointly work on:
  ✓ sharing innovative ideas.
  ✓ increasing public acceptance, and
  ✓ accelerating UAM market uptake

SMART MOBILITY in SMART CITIES:
WALK. RIDE. DRIVE. FLY.
‘How do you want to commute today?’
• The UAM Initiative will steer its activities on smart mobility initiatives interfacing, or enabling UAM by addressing topics around the following four (initially, and not limited to) parallel thematic pillars:

1. **UAM interfaces with public transport** *(incl. existing and future setups)*

2. **Mobility as a Service** *(e.g. mobility platforms, seamless mobility, cybersecurity, insurance, legal, transport operations)*

3. **Ground infrastructure for UAM** *(e.g. real estate stakes and initiatives to support UAM such as dedicated UAM landing pads and integration to multimodal networks hubs, advanced communications-IoT)*

4. **ATM/UTM concepts for UAM and its integration in view of single sky operations**

*It is envisaged that the above activity pillars will involve and mobilise the relevant European innovation stakeholders including the pertinent start-ups and SMEs ecosystems.*
The UAM Initiative is led by **Airbus** as a global leader in aeronautics, defence, space and related services with revenues of €67 billion and a workforce of around 134,000 (2016).

Airbus is working on different concepts for urban air mobility and is **actively engaging** with cities and other stakeholders.

**Type of stakeholders sought to engage:**

- Smart cities across Europe as principal partners for developing **city-centric** pilot demonstration projects

- From **technology, industrial** and **service** sectors such as aerospace, aviation, telecommunications, insurance, banking and investments, real estate, public transportation authorities/associations/operators, mobility research and academic institutes/universities, environmental agencies, urban planning, etc.

- Established and new members of existing initiatives across **EIP Action Clusters** (e.g. New Mobility Services (SUM), Small Giants, Urban Platforms, Business Models, Finance & Procurement, etc.) and other **related work at EC level** (e.g. exploratory and applied research projects, pilot projects etc.)
| **First Phase**  
**Q4, 2017 – Q2, 2018** | Inform about & Engage on demonstration projects  
Create and involve a multi-stakeholder community around each committed city to define a demonstration project for smart mobility featuring UAM. |
|--------------------------|-------------------------------------------------|
| **Second Phase**  
**Q2, 2018 – Q1, 2019** | Define & Prepare demonstration projects  
Develop, qualify and articulate UAM business and service concepts towards integrated urban mobility solutions as part of a detailed demonstration project proposal. Decide on GO – NoGO based on partners’ commitment, project attractiveness and financing raised and secured. |
| **Third Phase**  
**Q1-Q4, 2019** | Run & Conclude demonstration projects  
Organise execution of the actual demonstration projects across cities/regions. Derive lessons learnt from each demonstration project and make recommendations for a UAM deployment strategy and roadmap. |
| **UAM Initiative Dissemination Events**  
**(in Q1, 2020)** | Achievements & Way Forward |
• benefits of joining the UAM initiative:

✓ Access to European forum on UAM (networking, partnerships, etc.)

✓ Participate in cutting-edge projects – mix of technology+business+usability that will have a real impact in shaping the future of urban mobility

✓ Framing of future project proposals and visibility towards EC and possible funding/support mechanisms

✓ Potential quicker market uptake of business models of respective stakeholders
Want to join?

 ✓ Contact us:

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