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SHIFT Automotive 2019: "The status quo of current mobility solutions is not an option for the future"

Zipcar founder Robin Chase to address SHIFT Automotive

Robin Chase, the co-founder and former CEO of Zipcar - which laid the cornerstone of the sharing economy, will speak at SHIFT Automotive during IFA 2019 to outline how cities have to change as new technologies revolutionise the world of transport. In her talk on September 10, Chase will argue that the key elements of the Future of Mobility are visible already, but that policy choices will determine whether cities will be places that we want to live in or hope to avoid. Held alongside IFA Berlin, SHIFT Automotive is a two-day convention that explores how new technologies are changing the way we work, live and drive

Robin Chase is a serial transportation entrepreneur: she is a co-founder and former CEO of Zipcar, the world's leading carsharing network, as well as co-founder of Veniam, a network company that moves terabytes of data between vehicles and the cloud. She has recently co-founded her first non-profit, NUMO, a global alliance to channel the opportunities presented by new urban mobility technologies to build cities that are sustainable and just. She sits on the boards of the World Resources Institute and Tucows, and serves on the Dutch multinational DSM's Sustainability Advisory Board.

Chase lectures widely and has received many awards in the areas of innovation, design and environment, including the prestigious Urban Land Institute's Nicols Prize as Urban Visionary, Time's 100 Most Influential People, Fast Company's Fast 50 Innovators, and BusinessWeek's Top 10 Designers. Chase graduated from Wellesley College and MIT's Sloan School of Management, was a Harvard University Loeb Fellow, and received an honorary Doctorate of Design from the Illinois Institute of Technology.

SHIFT Automotive – held on September 10 & 11, 2019 at IFA Berlin – brings together start-ups and tech giants, car manufacturers and city planners to explore how the latest technologies are shaping the way we live, work and drive.

Chase will be speaking alongside industry leaders such as Francesca Bria, until recently the Chief Technology Officer of Europe's smartest city Barcelona; Sarah-Jayne Williams, the Director of Smart Mobility at Ford Europe; Jay Ward, who is not only the creative director of the Cars franchise at Pixar Animation Studios but also an automotive consultant; plus top experts from Fujitsu, Axa, Daimler's Smart, 2getthere, Easymile, Celeris, the Singularity University and many more.

SHIFT Automotive – a joint venture of IFA Berlin and the Geneva International Motor Show – believes that the Future of Mobility will be determined not by concept cars but human factors. That's why the convention will explore questions such as: Can we design smart mobility-as-a-service solutions that work not just for industry, but individuals and society? Will sustainable technologies overcome the chicken-and-egg problem of demand and infrastructure? And in a world of autonomous vehicles, what happens to the joy of driving?

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