

# Sustainable automobility.

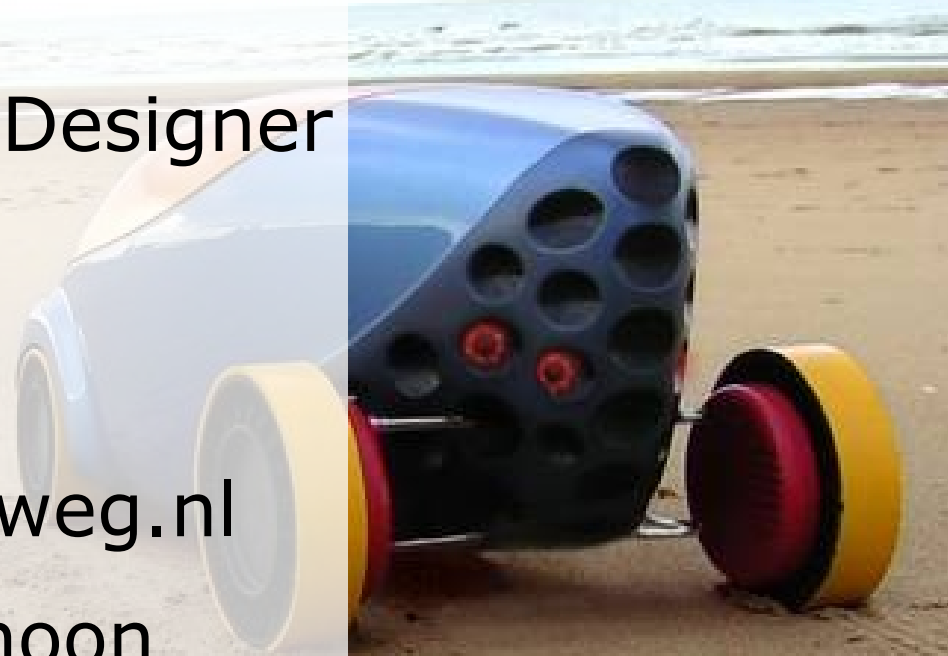
The rise of the comobilist

# In this presentation

- About myself
- Sustainable?
- The Art of the Context
- Your c,mm,n future (2020)
- Your c,mm,n mobility

# About myself

- Ir. Jacco Lammers (1981)
- Petrolhead and Industrial Designer
- 2005: winner MCD
- 2006: c,mm,n TU Delft
- 2007: blogger at [groenopweg.nl](http://groenopweg.nl)
- Sinds 2004: SundayAfternoon



# Sustainable?

Sustainable development is:

- Ecologic
- Social
- Economic



# The Art of the Context

oldskool  
design  
thinking



# The Art of the Context

“...when you’re designing a new car for production,  
never, never copy the opposition”



# The Art of the Context

Family car?

Yuppies car?



# The Art of the Context







controlled networked society



people want to have control  
city centers are closed

economizing sustainability



environment becomes economic



cars make distance irrelevant (being at home in your car)  
status from owning to using / result - expectation = satisfaction  
safety as perception

A blue-tinted photograph of a damaged car, likely a sedan, with significant front-end damage. The car is parked in front of bare, dark trees. The text 'icon car' is overlaid in large, white, lowercase letters. The word 'icon' is positioned above 'car', and the 'o' in 'icon' is partially obscured by the car's front end.

icon  
car

# A New Holy Cow?



# Mobility concept: c,mm,n

FIT in 2020:

- Open-Source development
- Remanufacturing
- Focus on mobility services



# A different ball game

Develop for services

- Blueprints online
- Open source licence
- A whole new playground
- Controlled Networked Society



# Remanufacturing

Optimise service:

- Low value depreciation
- Less costs in use
- Economizing Sustainability

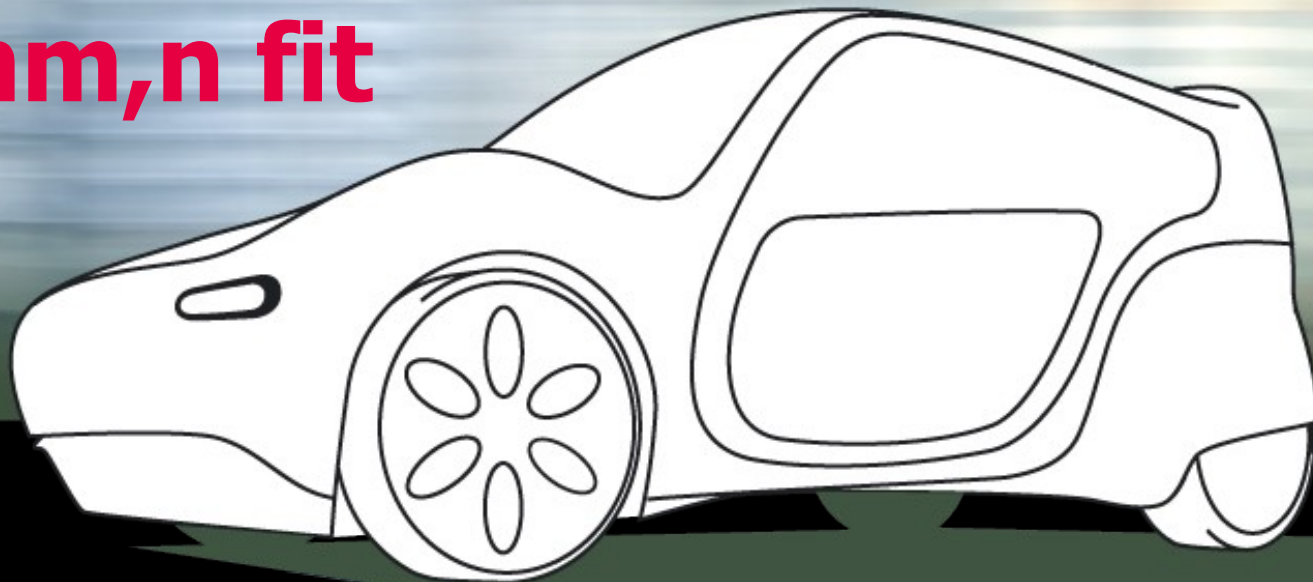




# A day in 2020



**c,mm,n fit**



Every three years a 'new car'

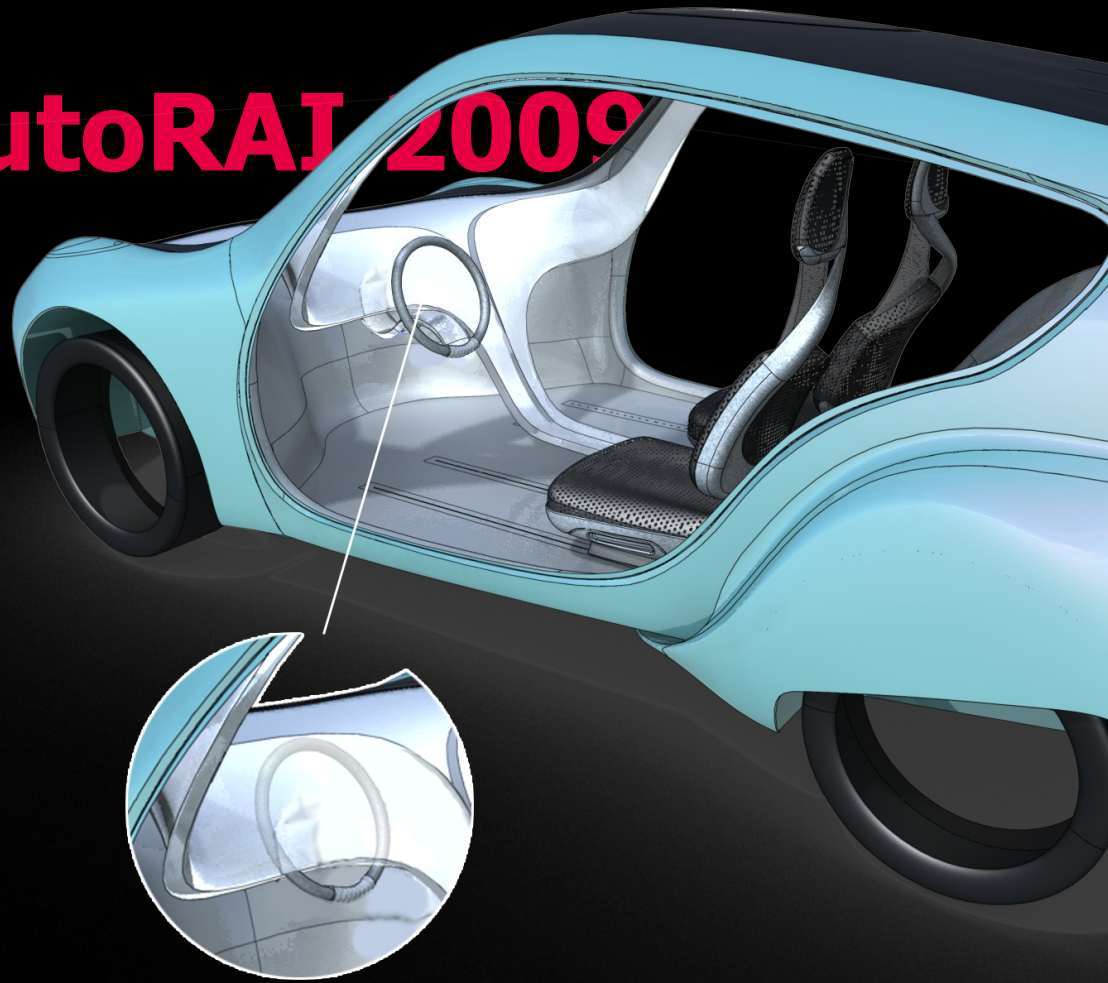
Total cost of ownership: -25%

Ecologic 'footprint': -25%



# c,mm,n on the AutoRAI 2009

- River display
- Electric powertrain
- Lamp post charger
- ...and more



# c,mm,n future

- Goal: proof of concept: summer 2009
- Look at [www.cmmn.org](http://www.cmmn.org)
- Questions? Mail [jacco@cmmn.org](mailto:jacco@cmmn.org)
- Come visit garages
- ...and help get c,mm,n in production