

An aerial photograph of a dense urban environment. The foreground and middle ground are dominated by a multi-lane highway and several intersecting roads, all filled with a high volume of vehicles, including cars, buses, and taxis. The traffic is moving in various directions, creating a sense of constant activity. In the background, a cluster of modern, glass-clad skyscrapers rises into the sky, their windows reflecting the ambient light. The overall color palette is a mix of the blues and greys of the buildings and roads, with splashes of green from trees and lawns interspersed throughout the cityscape.

The Future of Mobility

Opportunities & Challenges

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Global Head of Industry Solutions

Google

from managing individual modes to managing transportation networks



Google Maps Platform

from silos

to integrated decision making

from transportation that divides
to connected communities



from physical infrastructure
to digital infrastructure

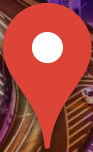
from traditional payment and funding
to disruptive business models



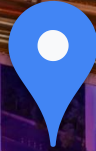
Google Maps Platform

What are your priorities today and as you architect the future of mobility?

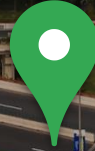
**Trip Discovery
& Selection**



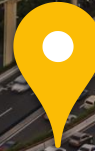
**Integrated
Payment**



**Operations &
Data Mgmt**



**Analytics &
Feedback**



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