CoMoUK

THE SHARED TRANSPORT CONFERENCE 2026

SESSION 2

The future of car and lift sharing

11:15 AM – 12:30 PM

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LONDON

Carpooling : A key enabler in accelerating the mobility transition

Shared Transport Conference
London, 25th March 2026

mobilityways

Our Credentials

Performance

Reducing vehicle trips, vehicle miles driven, tackling single occupancy private car travel

Experience

Delivering sustainable travel initiatives for 25 years

Tech-enabled

Commitment to continually invest in tools to support **travel behaviour change**

Innovation

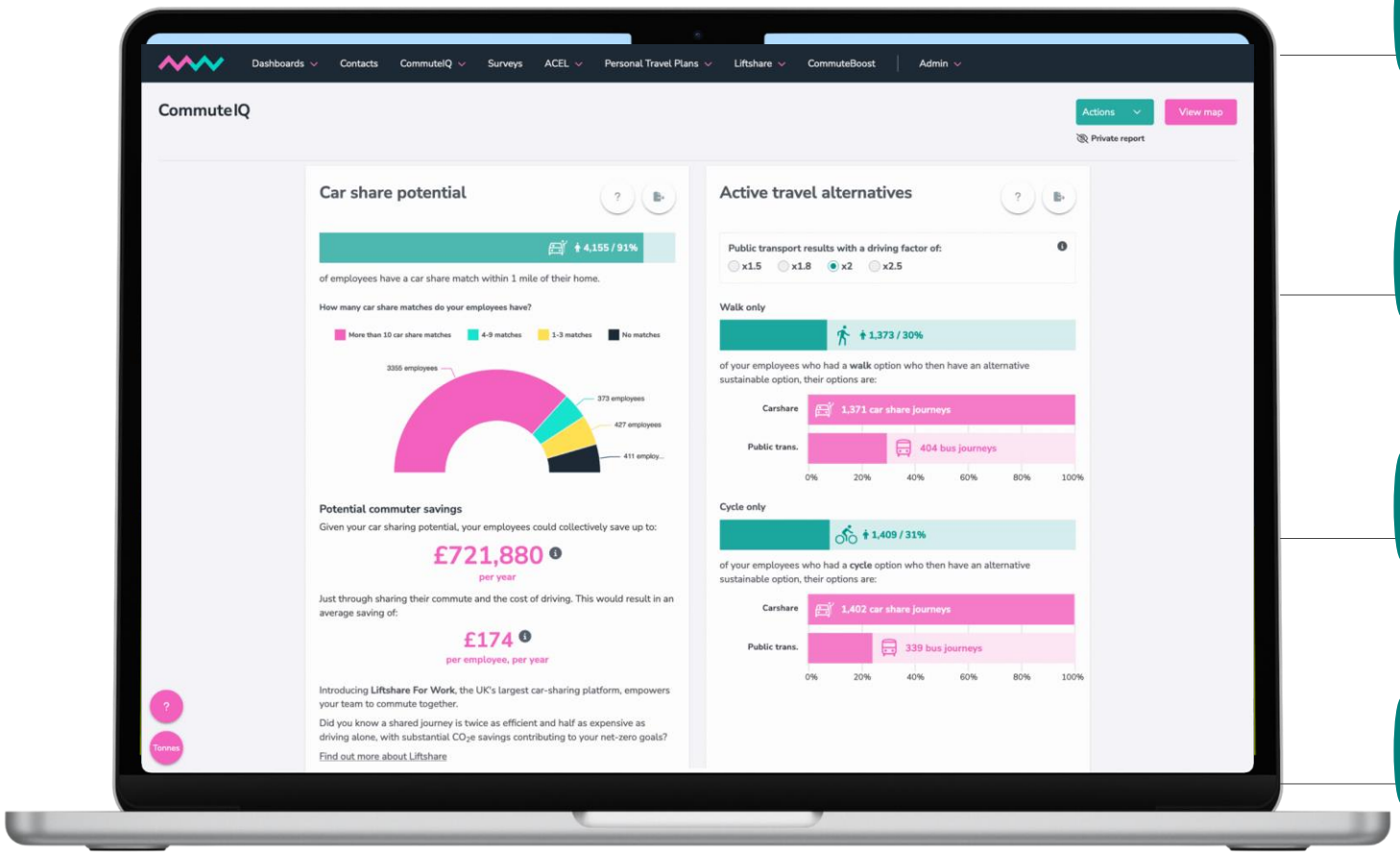
Recognised through multiple awards including 2024 King's Award

Heathrow
BBC
AMERICAN EXPRESS
AWE NUCLEAR SECURITY TECHNOLOGIES
nationalgrid
CGI
bp
PROLOGIS
Esso
NHS
M&G
University of BRISTOL
Gloucestershire COUNTY COUNCIL
Admiral
BT
ocado
NHS SCOTLAND
LONDON CITY AIRPORT

mobilityways

Mobilityways Dashboard

Track your progress towards net zero, access all your commuter emissions data in one place.



CommuteIQ®

Interactive reports and maps allow you to explore real-world sustainable commuting potential.

Travel Surveys

Build, send and review employee travel habits, preferences and sentiment.

Commute Emissions

Calculate your commuter emissions and monitor modal shift and behaviour change.

Real-Time Dashboards

Monitor and administrate uptake of Liftshare, CommuteBoost & Personal Travel Plans.

Mobilityways App

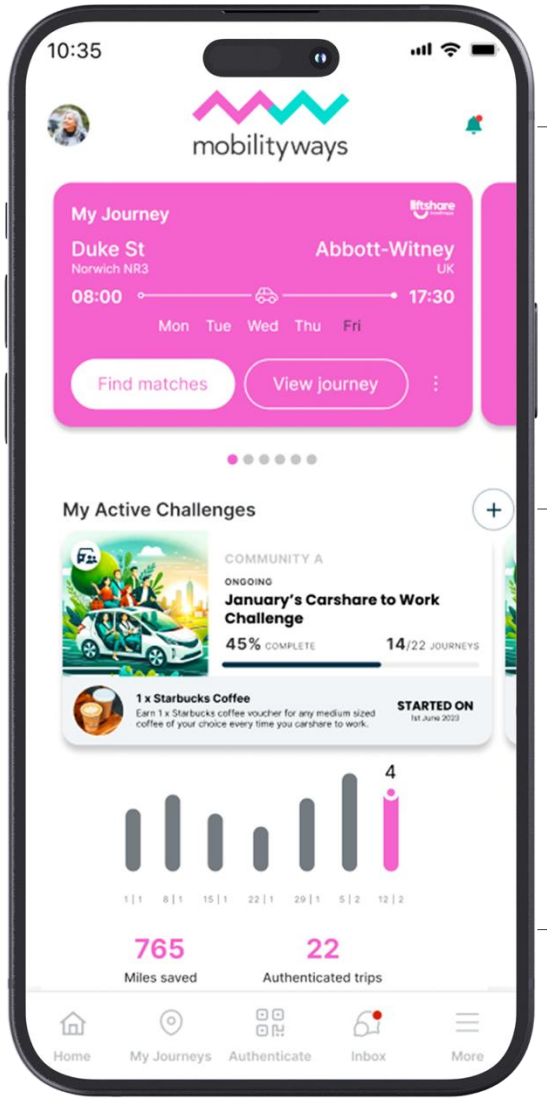
The unified employee gateway to zero carbon commuting

EMPLOYEE BENEFITS

- Employees download for free on Android and iOS and log into your branded community.
- Privacy is built in – give your team confidence that their location cannot be monitored by you.
- Auto-logging ensures your team don't have to remember to manually record each journey.
- Individuals can monitor their own impact on the planet by viewing their miles and CO2 savings.

Download on the App Store

GET IT ON Google Play



Liftshare For Work

Facilitate carpooling, by matching colleagues based upon shift patterns and home locations.

CommuteBoost®

Reward employees for sustainable commuting by creating challenges for public transport, active travel and carpooling.

Personal Travel Plans

Highlight the individual sustainable commute options available to each of your team.

mobilityways

Thoughtful Driving partnership

Did you know that more than 85% of car commutes in the UK are solo trips[1], leaving countless empty seats on the road every day? Imagine if just a few of those seats were filled—this could mean one less car on the road for each shared ride. Carpooling isn't just about trying to save fuel; by sharing the journey, we could all enjoy quicker, happier commutes.

A shared commute can be...

A fuel-saving commute

Sharing a ride with colleagues who also typically commute by car could help you split the fuel bill and use less fuel overall - making the daily commute a bit smarter for everyone.

A less trafficky commute

Every empty passenger seat could mean one less car on the road —and usually a quicker, less stressful trip for everyone. It's a small change that can make a noticeable difference in how smoothly traffic flows.

A happier commute

Sharing your commute can boost your mood — studies show a bit of morning conversation can lift your spirits and support your mental wellbeing. [2]

Unlock the power of lift sharing

Discover the potential of lift sharing and learn how you can make a positive impact by making fewer solo car journeys.

Find out more about lift sharing ›

Lift sharing etiquette

From first impressions to conversation-starters, hear from a seasoned pro on how to get into gear with lift sharing.

Find out more about lift sharing etiquette ›

Meet the Lift sharers

Good chat, good snacks, and money saved? Find out why people love sharing lifts in the UK.

Find out more about lift sharers ›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Shared rides

Introduction

Sharing rides is also known as:

- lift sharing
- carpooling
- 2+ car sharing

This is where a private citizen offers to share a trip with one or more passengers.

People share rides formally through established platforms as well as informally through networks in neighbourhoods, communities and workplaces.

This saves money and greenhouse gas emissions and is part of breaking the link between car use and car ownership.

Community Lift Sharing Guidance

mobilityways

It’s not just the planet that benefits

500%
increase in job applicants

Sainsbury’s

DHL

35%
reduction in SOV

ARUP

£4mn / year
employee savings

Heathrow

3 x more
employee engagement

Sage

mobilityways

Ground-breaking commuter emissions climate tech

Next steps towards transport decarbonisation...

Carpool to Save Fuel – the answer to the fuel crisis

Graeme Banister, Sector Director
graeme@mobilityways.com
+44 (0)7889 029279

Crown Commercial Service *Supplier*

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Transport for West Midlands

Connected & Automated Mobility in the West Midlands

Matthew Shelton

Transport for West Midlands

UK’s CAM STRATEGY

- **"Safety-First" Legal Framework:** The government’s central mandate is that self-driving vehicles must achieve a safety level equivalent to or higher than a "careful and competent" human driver.
- **Liability Shift:** A core pillar of the current stance is the removal of driver liability. When a vehicle is operating in an authorized self-driving mode, the "user-in-charge" is not responsible for its behavior; instead, legal accountability shifts to the manufacturer or the licensed operator.
- **Commercial Launch Goal (2026):** The government has fast-tracked timelines to enable the first commercial "robotaxi" and automated bus pilots to begin in **Spring 2026**. This is a year earlier than the previously projected 2027 wider rollout.
- **Economic Growth Engine:** CAM is viewed as a primary driver for the UK’s "Industrial Strategy," with the government targeting a sector value of **£42 billion** and the creation of **38,000 high-skilled jobs** by 2035.

Midlands Future Mobility

Motorways

City Roads

Rural Roads

Junctions, roundabouts, layouts etc

MFM Technologies

Transport for West Midlands

Weather station

ITS-G5 RSU

5G Capabilities

GNSS Correction (GPS)

ANPR Cameras

GLOSA

Air Quality Sensors

CCTV

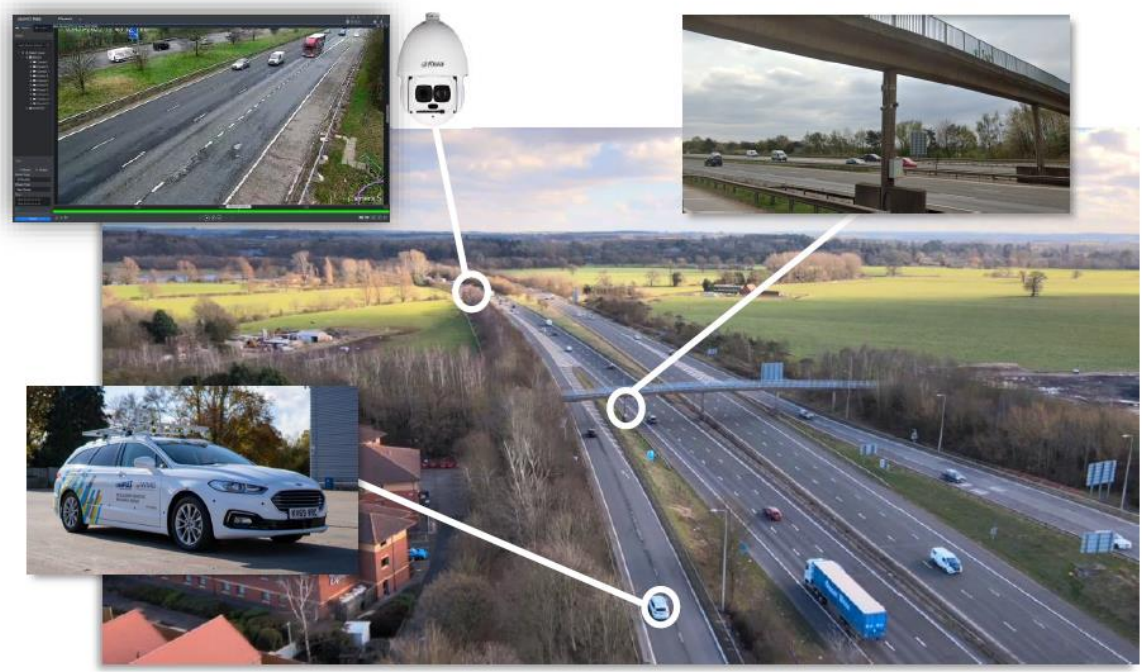
AutopleX

Transport for West Midlands

The Autoplex project

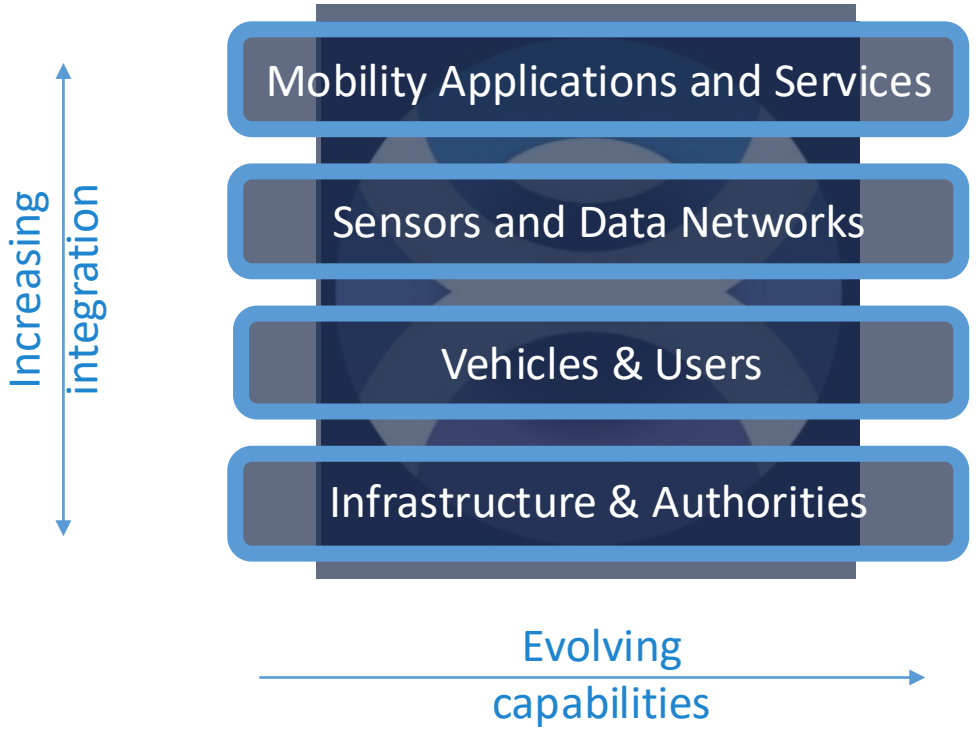
The Autoplex project has been exploring the possibility of enhancing the connected vehicle's vision and perception using a V2X communication system allowing for a more efficient and safe traffic merging at difficult highway junctions.

- The project assesses the benefits of cooperative perception using simulations and **a proof-of-concept demonstration**.
- 8+ months of road traffic data using 10 infrastructure cameras and three RADARs installed along the motorway M40 near junction J15 was collected.
- Drone footage at various junctions has been collected for identifying interesting road traffic events.
- ***A proof-of-concept demonstrating enhanced perception and trajectory planning capabilities for a connected ego vehicle on-ramp has been implemented.***



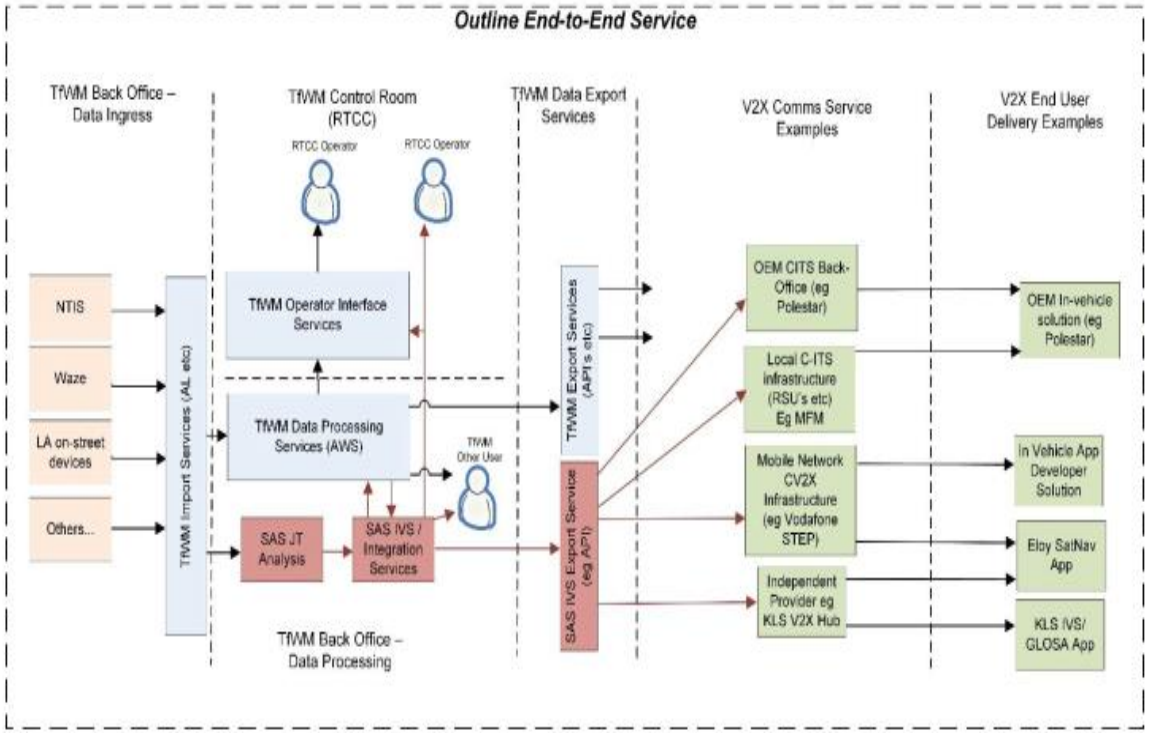
Transport for West Midlands · JAGUAR · LAND ROVER · WMG THE UNIVERSITY OF WARWICK · YUNEX TRAFFIC · national highways

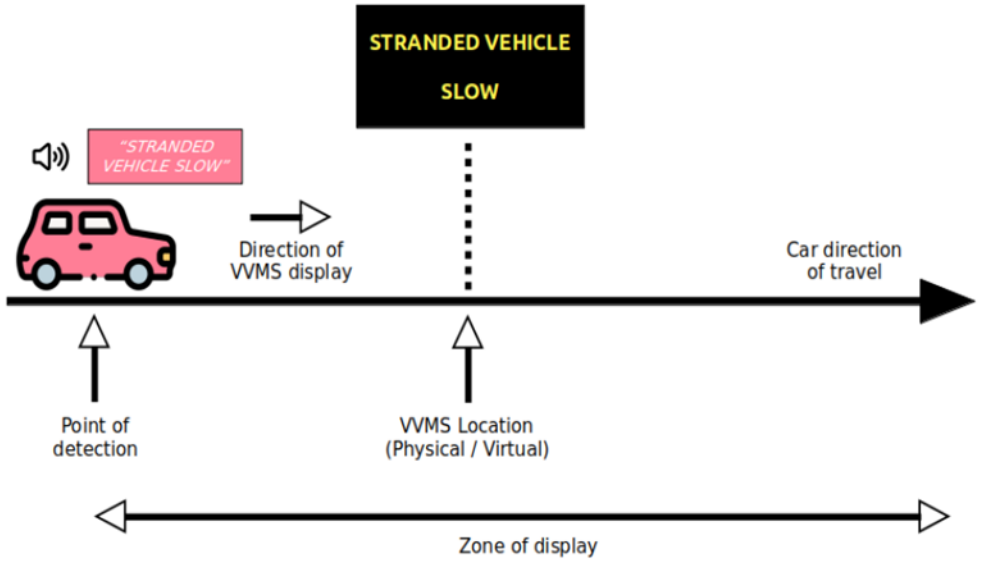
CONVEX



- Expose and share data that facilitates innovation.
- Operate reliable, equitable data supply chains that generates economic value.
- Be a long-term partner for organisations, small and large, relying on data exchange to power new mobility services and solutions.

In-Vehicle Messaging Service





https://www.tfwm.org.uk/media/llvblvte/m6toll-vvms-system-final-report.pdf

SINFONICA & CulturalRoad

- Horizon Europe projects facilitated by ERTICO
- Focus of projects focused on public perception of CAM, especially within vulnerable groups
- West Midlands one of several European pilot regions
- Other regions include Hamburg (GE) North Brabant (NE) & Barcelona (SP), Ljubljana (SN)

SCALE

Solihull & Coventry Automated Links Evolution

The Route: The trial operates on a **7km (4.3 mile)** loop connecting the Birmingham International Railway Station, the National Exhibition Centre (NEC), and Birmingham Business Park.

Public Integration: This is one of the first UK trials to integrate autonomous shuttles directly into a busy, multi-modal transport hub.

The Fleet: Utilizes three **Ohmio 'Lift' shuttles**, which are fully electric, zero-emission vehicles built by New Zealand-based manufacturer Ohmio.

Capacity: Each shuttle can carry up to **8 passengers** and is fully wheelchair accessible with an integrated ramp and restraint system.

Safety Measures: * Equipped with a sophisticated suite of cameras and sensors to interact with live traffic.

Speed: Capable of 25mph, but limited to **15mph** for the duration of the trial.

Robotaxis in the West Midlands

Transport for West Midlands

🚦 The Risk: Uncoordinated Rollout	🤝 The Strategy: Supplement, Don't Substitute	🌍 The Outcome: Public Sector Goals
• Market-driven rollouts risk fragmented transit networks.	• Position CAM as a solution for **first/last-mile connectivity**.	• Seamlessly connect harder-to-reach communities.
• Threat of robotaxis cherry-picking profitable routes and directly competing with existing transit.	• Prioritise high-occupancy, "bus-like" CAM over single-occupancy trips.	• Reduce urban congestion.
	• Establish transparent cross-sector collaboration.	• Lower regional emissions (CO_2, NO_x) in alignment with the Local Transport Plan.

https://www.solihull.gov.uk/about-council/cav-trials/local-authority-perspective-connected-and-automated-mobility-cam

Transport for West Midlands

End Slide

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PAVE EUROPE

INTERGRATING AVS INTO A SHARED, INCLUSIVE MOBILITY SYSTEM

Nicola Hare
Project and Engagement Manager

THE MOMENT

Driverless taxis set to launch in UK as soon as September

Addison Lee boss urges minimum price for London robotaxis

Uber and Lyft to launch UK driverless taxi trials in 2026

THE OPPORTUNITIES

SAFETY

ACCESSIBILITY

EFFICIENCY

ENVIRONMENTAL BENEFITS

LIBERATION OF SPACE

THE CHALLENGES

REGULATION

INVESTMENT

PUBLIC PERCEPTION

WORKFORCE TRANSITION

DATA SECURITY

LOOKING TO **EUROPE**

*Making AVs **part** of the wider mobility system*

- MOIA, Hamburg
- Ruter/Holo/Mobileye, Oslo
- DeLijn/WeRide, Leuven

PAVE EUROPE

ABOUT
PAVE EUROPE

40+
MEMBERS ACROSS COUNTRIES IN EUROPE

10+
RESEARCH & INNOVATION PROJECTS

10+
PUBLICATIONS, COURSES AND STUDY VISITS

50 +
INDUSTRY EVENTS

30+
VIRTUAL PANELS

4
WORKING GROUPS

PUBLIC SECTOR ADVISORY COUNCIL

ACADEMIC ADVISORY COUNCIL

A **nonprofit coalition** that seeks to **raise the level of public knowledge** of automated vehicle technology **and the potential benefits** for safety, mobility, equity and efficiency.

We seek to foster **informed discussions, build public trust**, and support the responsible deployment of AVs by providing **accurate, transparent information to the public, policymakers, and industry stakeholders**.

OUR OBJECTIVES

Educate the public about fully autonomous vehicles.

Collaborate with the public sector on AV initiatives.

Unify and align AV stakeholders.

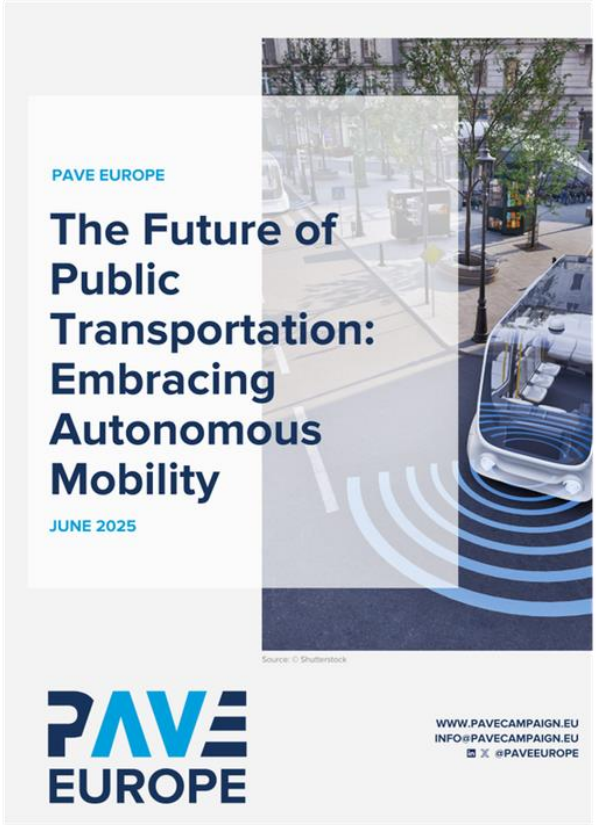
Serve as a reference on autonomous vehicles.

Address end-users' concerns to maximise the adoption of AV technology.

Connect industry with other technology, safety, and regulatory stakeholders.

EMBRACING AUTONOMOUS MOBILITY

Available to download and read



PARTNERS FOR AUTOMATED VEHICLE EDUCATION EUROPE

PAVE EUROPE

REALISING THE POTENTIAL
AUTONOMOUS VEHICLES

INTEGRATING AVS INTO SHARED MOBILITY

COLLABORATING EARLY AND BROADLY

GOING BEYOND MAJOR CITIES

PAVE EUROPE

Learn more

Connect with us and be part of the future of automated mobility in Europe.

info@pavecampaign.eu

www.pavecampaign.eu

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LONDON

AVs and shared transport; AVs and sustainable transport

Opportunities, risks, policy requirements

Richard Dilks

Chief Executive, CoMoUK

CoMoUK
supporting shared transport

This presentation will cover:

- Vision: the social, economic, environmental benefits of AVs
- In the mix: how AVs could – operate alongside shared and public transport
- In service: the impact of AVs on the road environment while they are moving
- Parking: the impact of AVs when they are parked

Vision

AVs are finally around the corner. Yet our analysis is that we have a gap: whom will they benefit and what goals will they deliver on?

It is not enough to focus on the economic benefits (and disbenefits) of AVs; we must surely also look at how to get them to deliver social and environmental benefits. That means an explicit focus on:

- Core stakeholder groups that won't be served by a solely market-led and robotaxi-centred approach;
- Geographic areas where automated services could offer high social value.

In the mix

Clarity is also needed on the role AVs will play in the transport mix. Net zero remains a binding legal commitment for UK Government.

- How can robotaxi AVs integrate with fixed route public transport?
- How can a vision for AVs draw on the lessons from the automated bus trials?
- What does the advent of robotaxi AVs and other forms mean for shared mobility on four wheels? Could this be a golden opportunity for a battered but popular and vital car sharing sector, given that the costs per vehicle of AVs are at least in the near term prohibitively high for individual ownership/leasing models?

In service

We think that AVs can improve road and pavement environments, but only with clear policy on their roll-out

AVs *could* result in:

- More predictable road users that abide by the law including speed limits
- Reduce congestion
- Increase safety for active travel journeys
- Boosting accessibility for disabled people

But none of these are automatic. Some (congestion) might easily go the other way

Parking

We want to see more consideration to what happens when AVs aren't moving

Careful consideration needs to be given to what robotaxi and other AVs will do when not carrying passengers. Deadheading can commonly run at 40% in robotaxi fleets.

Mobility hubs currently seen as B2C spaces, but is there not a B2B role potentially too? Hubs where robotaxi AVs dwell and recharge as well as where they pick up and drop off customers. The hard-pressed kerbside surely needs its motorised load reducing, not increasing.