

New trends

Trend study among **young** urban people (2010):

45 %: People driving big cars are
unappealing

40%: Cars are **no longer hip.**

Source: timescout study 2010 / tfactory (1200 urban persons 20-29 years)

Thank you for your attention

michael.glotz-richter@umwelt.bremen.de

Carbon responsible transport strategies for the North Sea Area
(CARE-North): www.care-north.eu

More options for energy efficient mobility through Car-Sharing
(momo Car-Sharing): www.momo-cs.eu

EU CIVITAS initiative: www.civitas.eu