

**THE ERA OF THE *HOMO MOBILIS***


**THE TRANSPORTATION INDUSTRY FACES A HUGE TRANSFORMATION DUE TO NEW SOCIAL TRENDS AND THE TECHNOLOGICAL REVOLUTION**




**A NEW SOCIETY IS EMERGING,**

"*Homo mobilis*" conceives transportation as a shared, cheaper and simpler service. The urban concentration is growing, while traffic congestion is a problem in large cities. The planet is heating up and pollution and emissions must be reduced. Digital technology focuses on the user, based on data, fully integrated into networks, with dynamic rates, based on public-private collaboration.



**B**   
**FERROVIAL IS LOOKING FOR ALTERNATIVES...**

Ferrovial, through its four business lines is identifying challenges and opportunities; boosting its internal capacities such as the Innovation Center, the Digital Hub, the Competence Centers and the Technical Offices; establishing alliances with research centers such as MIT\*; participating in multilateral projects promoted by the EC Horizon 2020\* program, EIT KICs\*, or with national innovation authorities; exploring and collaborating with startups through programs like BuildUp!\*; and partnering with other large corporations.

**C**   
**...AND OFFERING SOLUTIONS FOR TODAY**

The "*homo mobilis*" is already moving around the world, which is why Ferrovial is proposing real alternatives in its airports, toll roads and cities. Solutions that combine emerging technologies with experienced management. Dynamic tariffs, tolls without barriers, data usage, flexibility for the user, robotics, air traffic automation, Managed Lanes, 407 ETR, Heathrow and services to cities. Zity, the car sharing launched in Madrid, is another example of this spirit of innovation that pursues efficiency and improvement of quality of life.

\*See glossary of terms page 118.