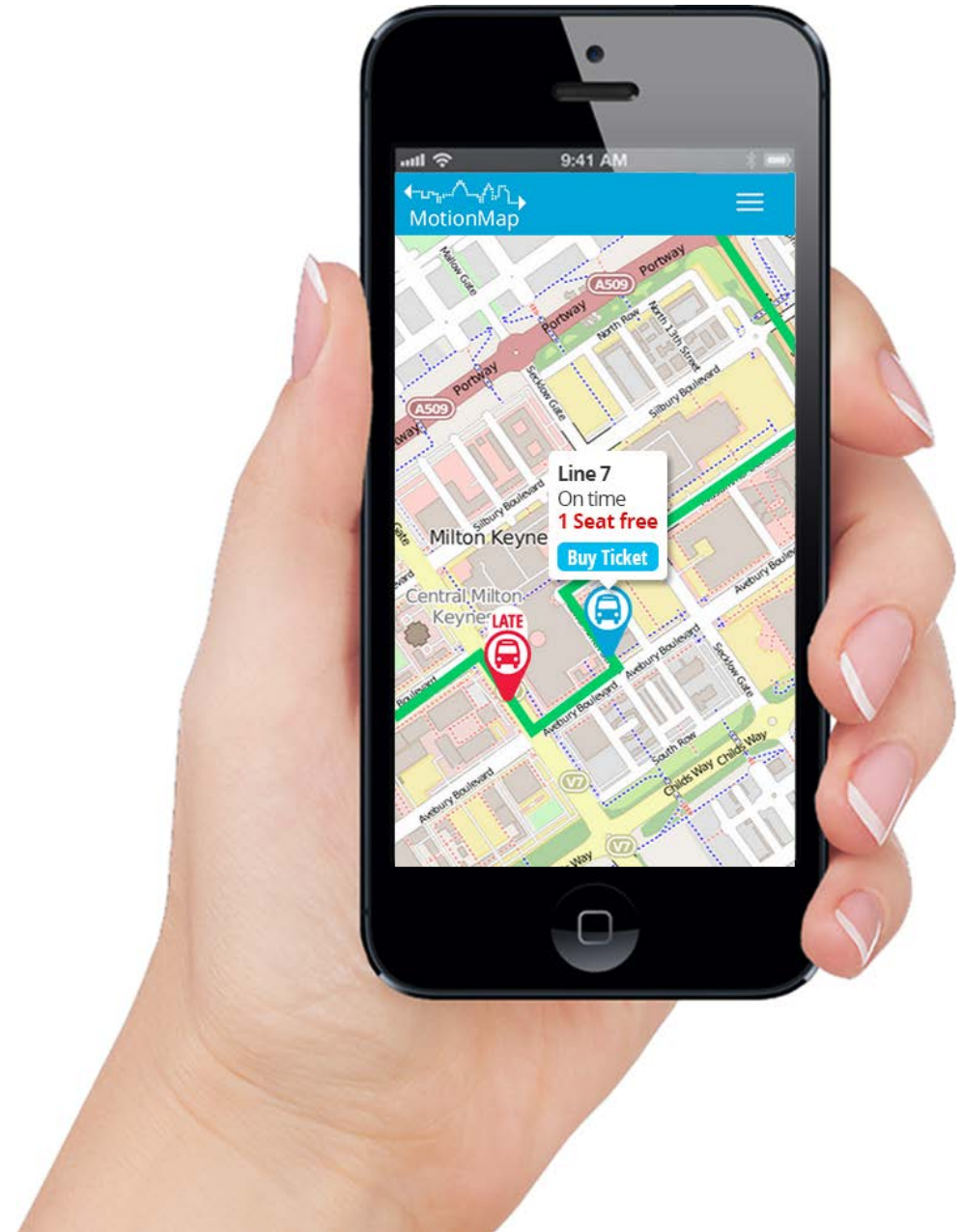


**“Everything that is inconvenient  
will change”**





Why do people sit in traffic jams?

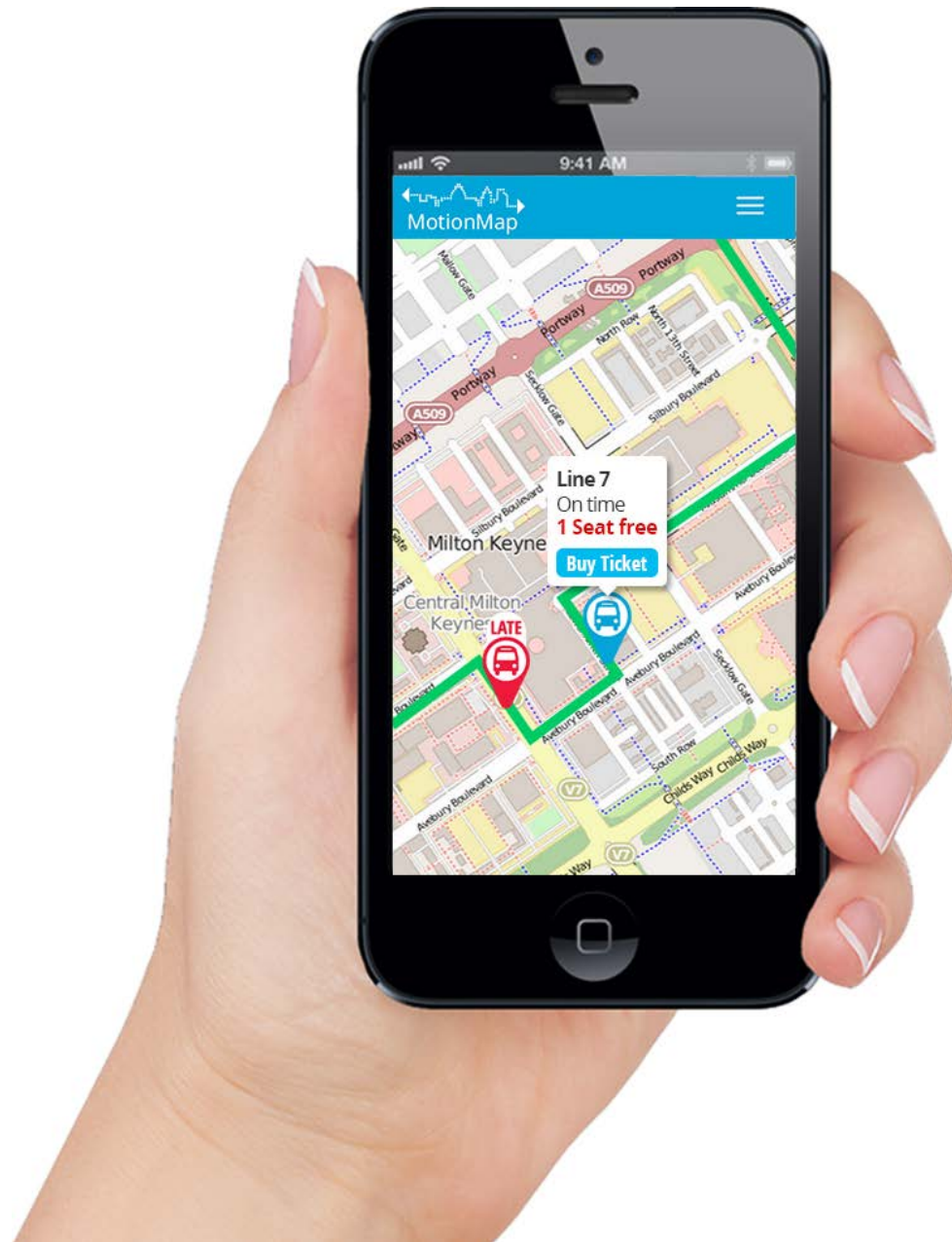


# User Appeal

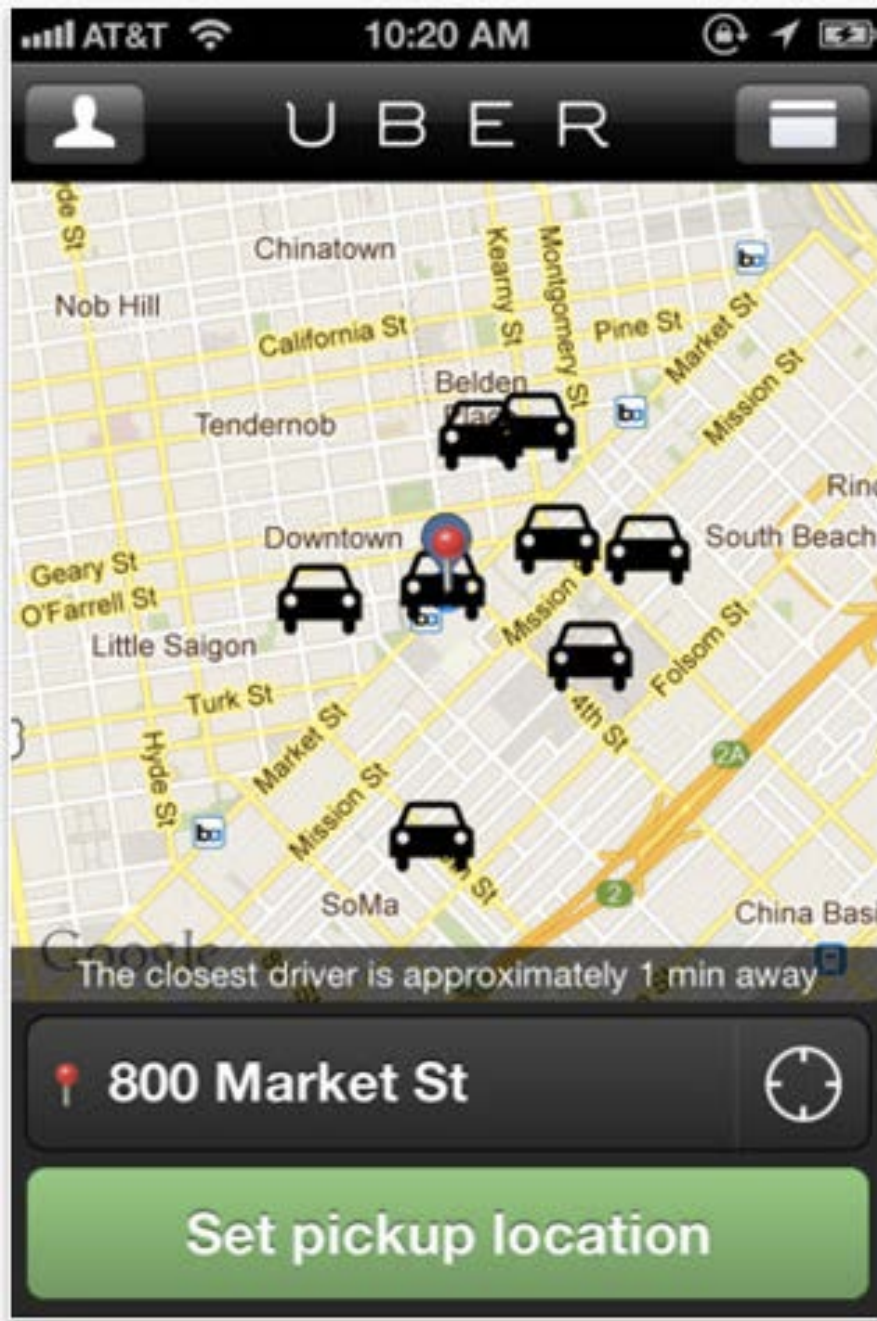


# User Appeal















*Transport everywhere, for everyone .....  
as accessible and affordable as running water*







*The definition of an advanced society is not that even the poor have cars ..... it is that even the affluent use public transport*















**“Whatever’s most convenient will  
win”**