

Flying Car and Flying Taxi Market in US and Europe 2018-2025

<https://marketpublishers.com/r/F1F304F299AEN.html>

Date: December 2017

Pages: 64

Price: US\$ 3,000.00 (Single User License)

ID: F1F304F299AEN

Abstracts

The flying car is a fancy concept and something the population of US is fairly aware of. It's because several people from the US have tried to make this a reality. Henry Ford was the first to try and test the idea of a flying car in 1926 called "Sky flivver". Paul Moller came close to building a believable version of a flying car three decades ago. There have been several hurdles in their path which has stalled the full-fledged development of flying cars but that hasn't discourage other people from trying. As a result of all that learning from failures, hard work and a great amount of patience has now brought us close to the flying cars.

Terrafugia has already demonstrated successful flight of its flying car prototype back in 2013. Larry page has invested in close to \$100 million in two flying car start-up called Kitty Hawk and Zee Aero. Ehang has plans to manufacture its single seater flying taxis here in the US and on top of all, we have Uber deploying a lot of thought and resources on making Uber Air a reality. Therefore, we believe the US will be the single biggest market for flying car and flying taxis, just the way it has been for general aviation.

Flying taxi- The next iteration of on-demand transportation? On-demand, transportation has proved to be a game changer in an urban environment where average annual income, smartphone penetration and traffic congestion are high. It has offered a reasonable option to a part of a global population which is not interested in the idea of owning a car and bearing the liability of maintaining it on a regular basis. Ride-sharing has further helped the cause by reducing redundant trips but it has done it so far only with a fleet of fossil fuel powered vehicles, repeating the same with a battery powered vehicle would require a substantial charging infrastructure.

The idea of flying taxi is being looked at very seriously by entrepreneurs due to growing

popularity of sharing economy. Electric flying taxis could be the nearest proxy for helicopters as they will be VTOL capable and travel at twice the speed of helicopters. The millennials are loving the idea of a sharing economy which can be testified by the popularity of the likes of Uber, Airbnb, Bla Bla car etc. A shared ride in Uber pool in the US costs about 1/3rd of a solo ride, the same ride in flying taxi could be at the price of a solo ride but only 4X faster. The rapid advancement made in technology can also not be ruled out for a dramatic shift in the thinking of the younger population. It's like why to bother about owning something when you can avail it instantly at one swipe over your smartphone.

Contents

1. SCOPE OF THE REPORT

2. RESEARCH METHODOLOGY

3. LIST OF ABBREVIATIONS

4. MARKET IN A NUTSHELL

4.1. By Volume

4.2. By Value

5. INTRODUCTION

5.1. Flying cars and Flying taxi- Amalgamation of Automotive and Aerospace Industry-

5.2. How will the mobility solution of future look like?

5.2.1. Battery Electric vehicles

5.2.2. Battery Electric taxis coupled with on demand transportation and ride sharing

5.2.3. Wider reach of mass transit application

5.2.4. Portable self-balancing scooters to provide last mile connectivity

5.3. Growth in sharing economy attributed to heavy inroads made by e-commerce

5.4. Proliferation of UAVs making way for electric VTOL used in both passenger carrier as well as delivery application

5.5. Why the concept of flying car?

5.5.1. Traffic congestion and loss of man hours

5.5.2. How the new flying cars are different from the ones developed in previous century

5.6. Why the concept of flying taxi?

5.6.1. Introduction

5.6.2. Rise of on demand taxi operators

5.6.3. Benefits of flying taxi

5.6.4. Some of the prominent flying taxi concepts

5.6.5. The idea of running a taxi without driver

5.6.6. Conclusion

6. MARKET DYNAMICS

6.1. Drivers

- 6.1.1. The perennial traffic problems of big cities and the pledge to cut carbon emissions
- 6.1.2. Pledge to cut carbon emission
- 6.1.3. High per capita income in US and Europe
- 6.1.4. Developed Aerospace market in US and Europe
- 6.1.5. Presence of High end sports car market in US and Europe
- 6.1.6. Development in battery technology and electric propulsion
- 6.1.7. High popularity of ride hailing services, ride sharing and car sharing services in US and Europe
- 6.2. Trends
 - 6.2.1. Growing push for Autonomy
 - 6.2.2. Industry giants collaborating with start-ups to create flying cars and flying taxis
- 6.3. Challenges
 - 6.3.1. The market reach will be limited
 - 6.3.2. Safety will remain a serious concern
 - 6.3.3. Infrastructural constraints
 - 6.3.4. Manpower shortage
 - 6.3.5. Operational Concerns

7. MARKET SIZE AND FORECAST, 2018-2025

- 7.1. Volume
- 7.2. Value

8. MARKET SIZE AND FORECAST, BY GEOGRAPHY 2018-2025

- 8.1. Europe
 - 8.1.1. Who could be the potential customers of flying car and potential users of flying taxis?
- 8.2. US

9. MARKET SIZE AND FORECAST ,BY PRODUCT 2018-2025

- 9.1. Flying Car
- 9.2. Flying taxi

10. COMPETITIVE LANDSCAPE

11. COMPANY PROFILES- FLYING CARS SEGMENT

- 11.1. PAL-V International B.V.
- 11.2. Aeromobil s.r.o
- 11.3. Terrafugia Corporation
- 11.4. Moller International
- 11.5. Urban Aeronautics
- 11.6. Carplane GmbH
- 11.7. Samson Motorworks

12. COMPANY PROFILES- FLYING TAXI SEGMENT

- 12.1. Volocopter GmbH
- 12.2. Joby Aviation
- 12.3. Lilium Aviation GmbH
- 12.4. EHANG, Inc.
- 12.5. Airbus Ventures-A³
- 12.6. Other possible flying car and flying taxi Companies in future

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