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CAR SALES
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W-EUROPE Luxury car sales party remains in full swing **5 - 7**

WORLD | CAR MOBILITY SERVICES

VW unveils MOIA - landmark car-hailing UBER fighter - as Group's 13th brand

Volkswagen, evidently concerned about its place in a world where notably fewer individuals may choose to own their own cars, particularly in forever expanding global cities, decided to get further into the act with the launch of its own ride-hailing and mobility service company. Called MOIA, Volkswagen Group's own start-up - launched at London tech show - is a stand-alone Zeitgeist service mobility brand to be headquartered in Europe's emerging tech capital, Berlin.

Soon appearing on a flagpole next to more established VW Group brands such as Audi, VW and Porsche, MOIA will be VW Group's thirteenth brand. Unveiled early last week by CEO Ole Harms to a small number of international journalists on the eve of the 'TechCrunch Disrupt' event at London's Olympic Park, this was an unorthodox step for the Group as MOIA isn't a standard vehicle manufacture.

The new mobility service, similar to UBER or Google's recently named Waymo, will be a one hundred per cent VW-owned stand-alone platform offering car-hailing services. MOIA customers can select and



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