MX-libris

Taxi for Mexico City

ALBERTO VILLARREAL

UN-DESA / RIO DE JANEIRO MAY 2011

EXPERT GROUP MEETING ON SUSTAINABLE URBAN TRANSPORT

THE TAXI OF TOMORROW

RIO+20
United Nations Conference
on Sustainable Development

Future Urban Mobile Unit

2002

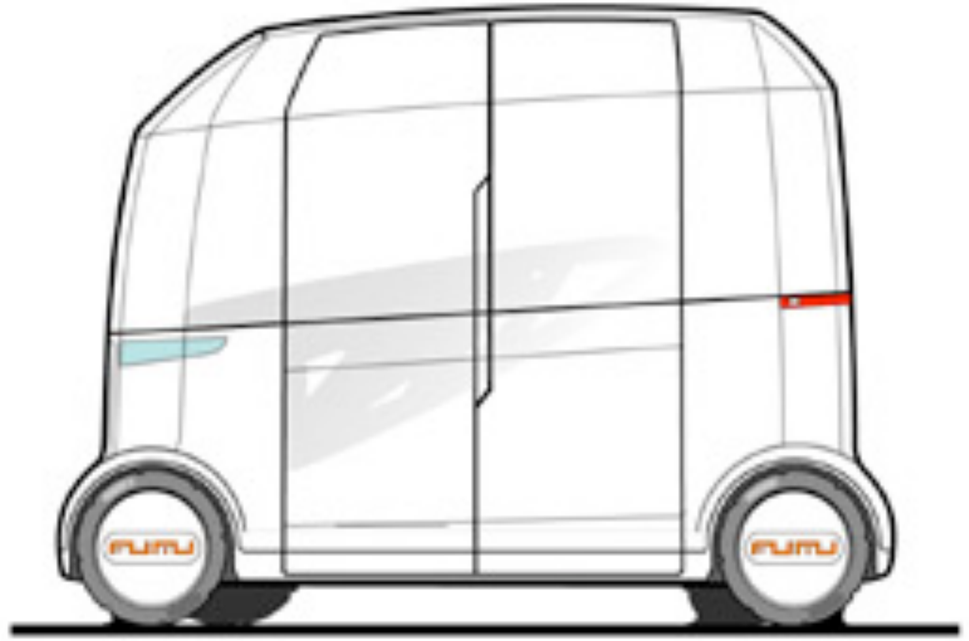
FUMU

FUMU Considerations (2002)

- User Productivity
- Driverless Car (computer controlled)
- Car Sharing
- Private/Public (density vs. user experience)
- Behavioral Change (challenge ownership)

Technologies

- Fuel cells platform
- Electric wheel motors
- Drive by wire
- Mobile internet
- Infotainment
- Biometrics (pre-paid membership)



Scenario 2020


drive zipcars by the hour or day
zipcar.com

High Density & Democratic Vs. Better User Experience

The Best of Both Worlds

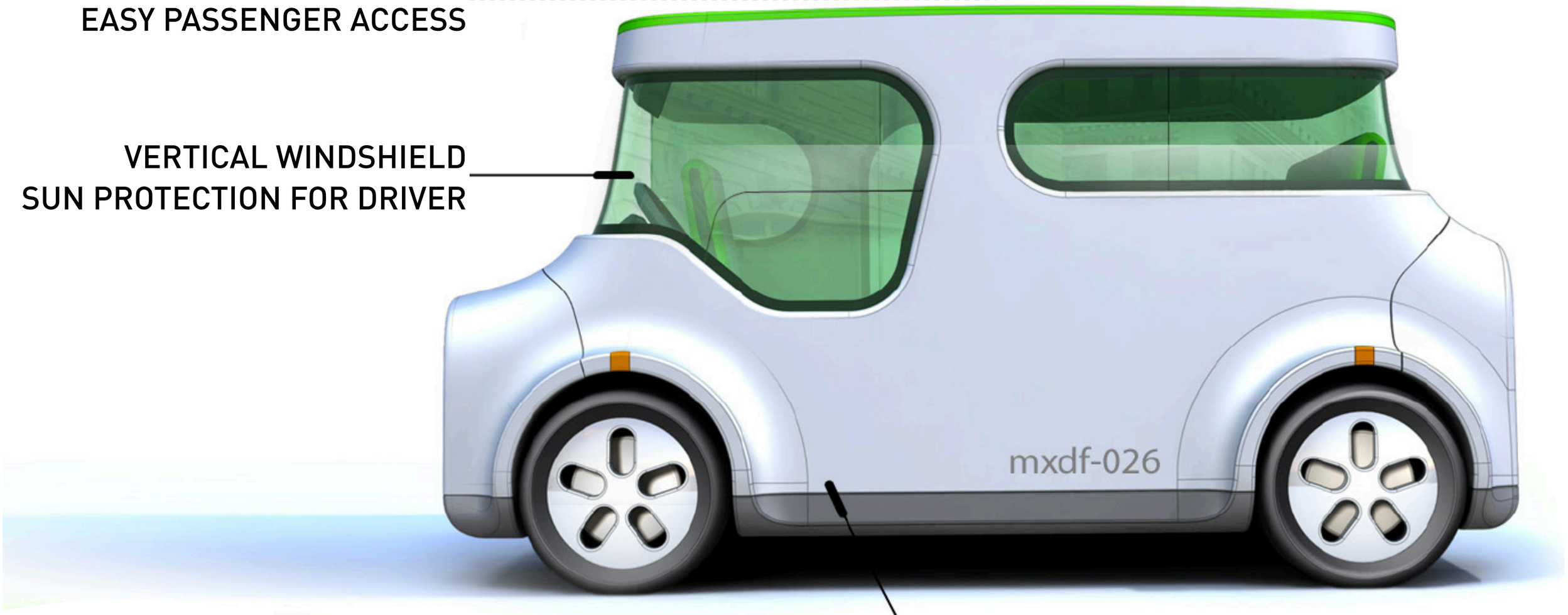
MX-Libris

2008

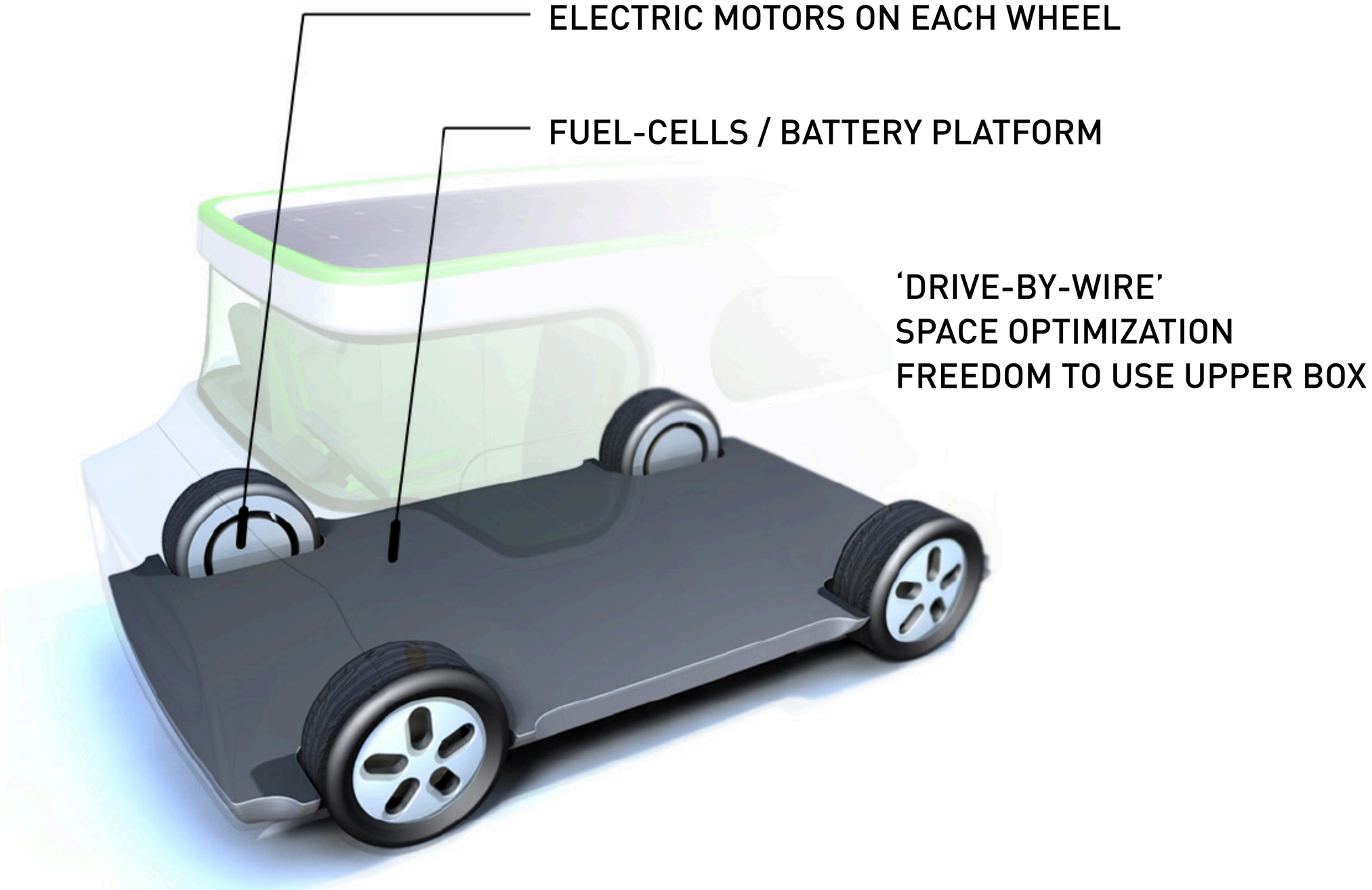
reddot design award
winner 2008

1.8m HIGH VEHICLE
EASY PASSENGER ACCESS

VERTICAL WINDSHIELD
SUN PROTECTION FOR DRIVER



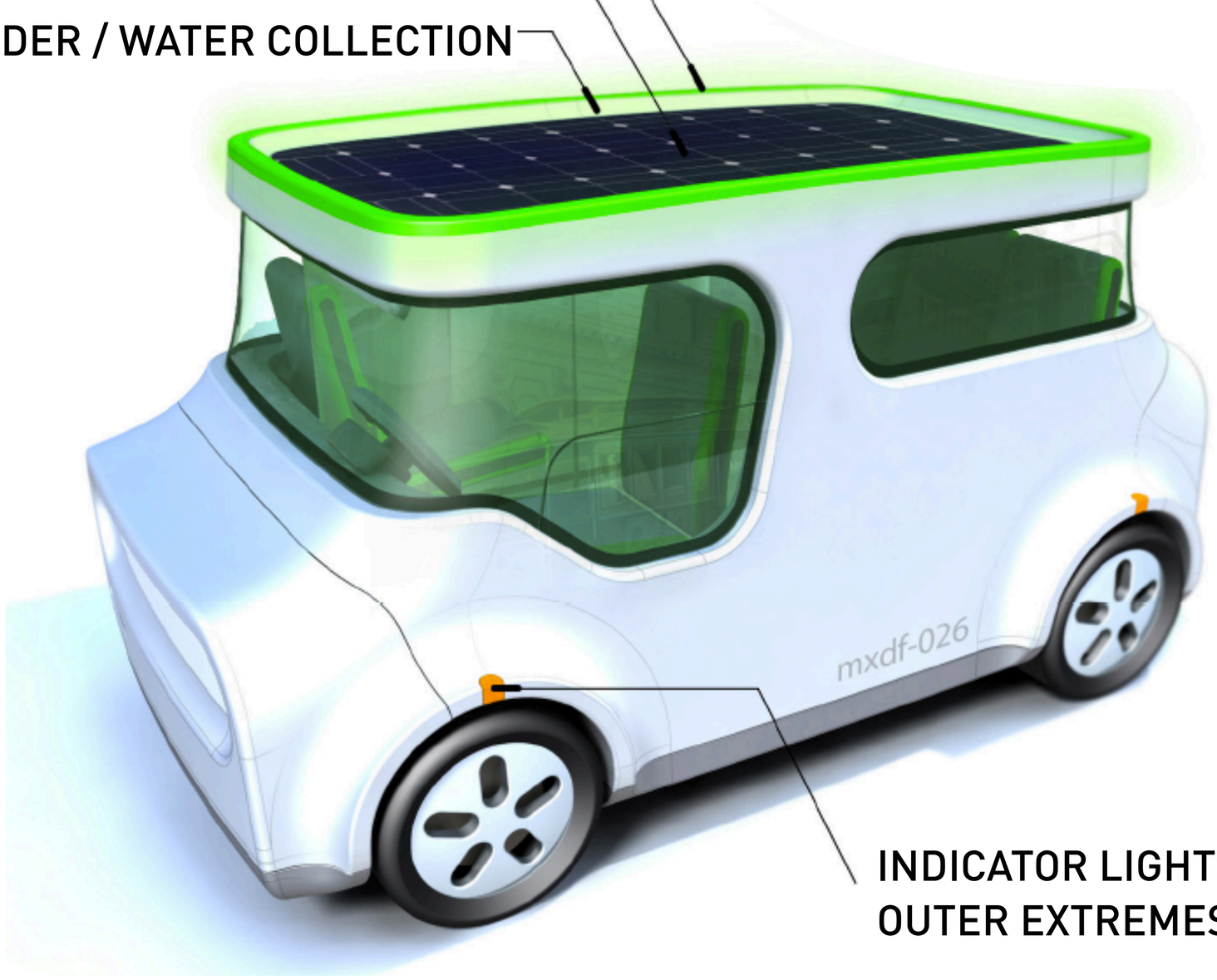
LOW FLOOR FOR EASY ACCESS


ELECTRIC MOTORS ON EACH WHEEL
FUEL-CELLS / BATTERY PLATFORM
‘DRIVE-BY-WIRE’
SPACE OPTIMIZATION
FREEDOM TO USE UPPER BOX

GREEN LIGHT CONTOUR

FULL ROOF SOLAR PANELS

RAISED BORDER / WATER COLLECTION



INDICATOR LIGHTS AT
OUTER EXTREMES

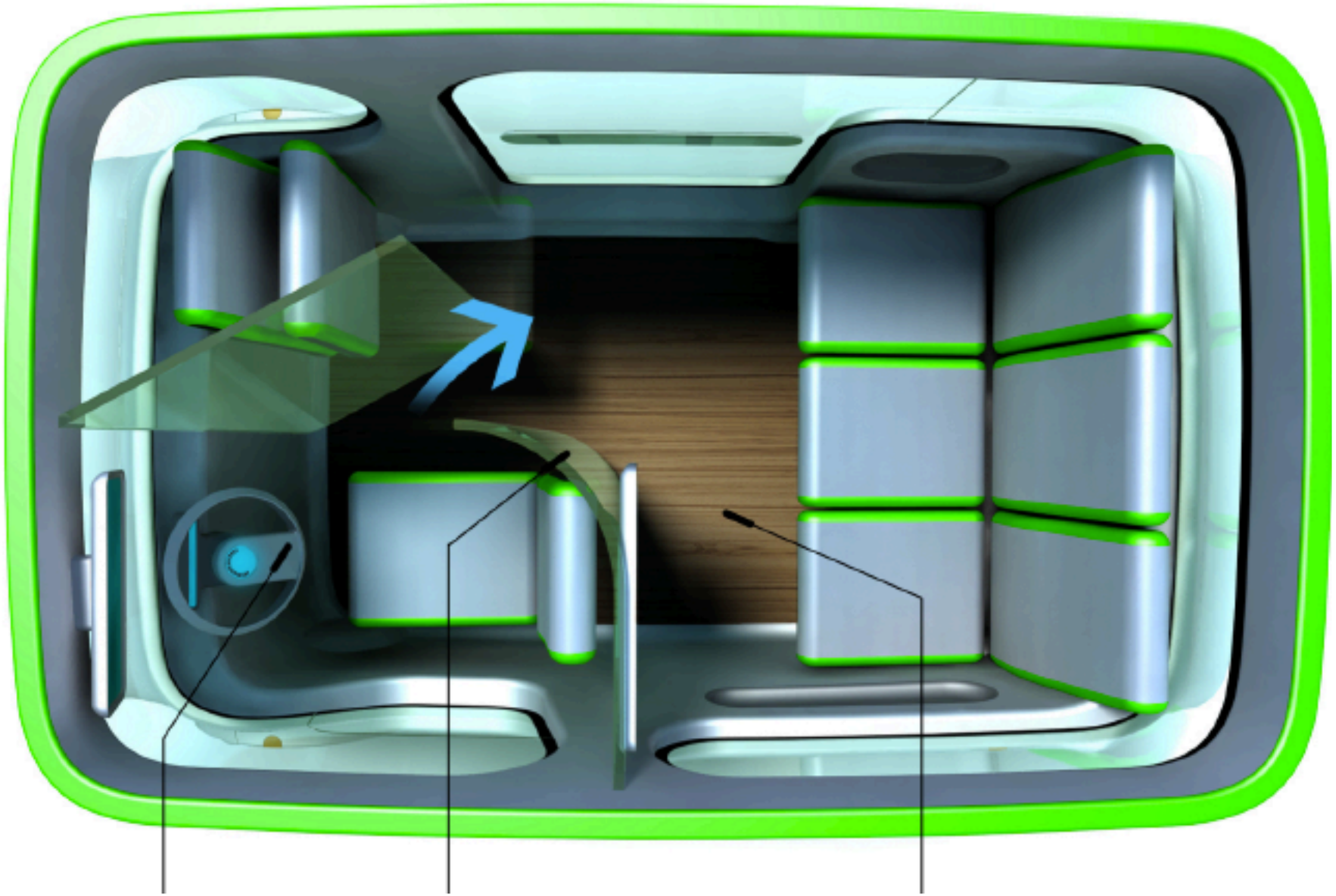
“CUTE” AESTHETICS
FOR ICONIC REFERENCE

LED LAMPS &
INFORMATION DISPLAY

SLIDING DOOR
(EASY ACCESS IN DENSE TRAFFIC)

ONE DOOR FOR EVERYBODY
(AVOID ACCIDENTS IN TRANSIT SIDE)

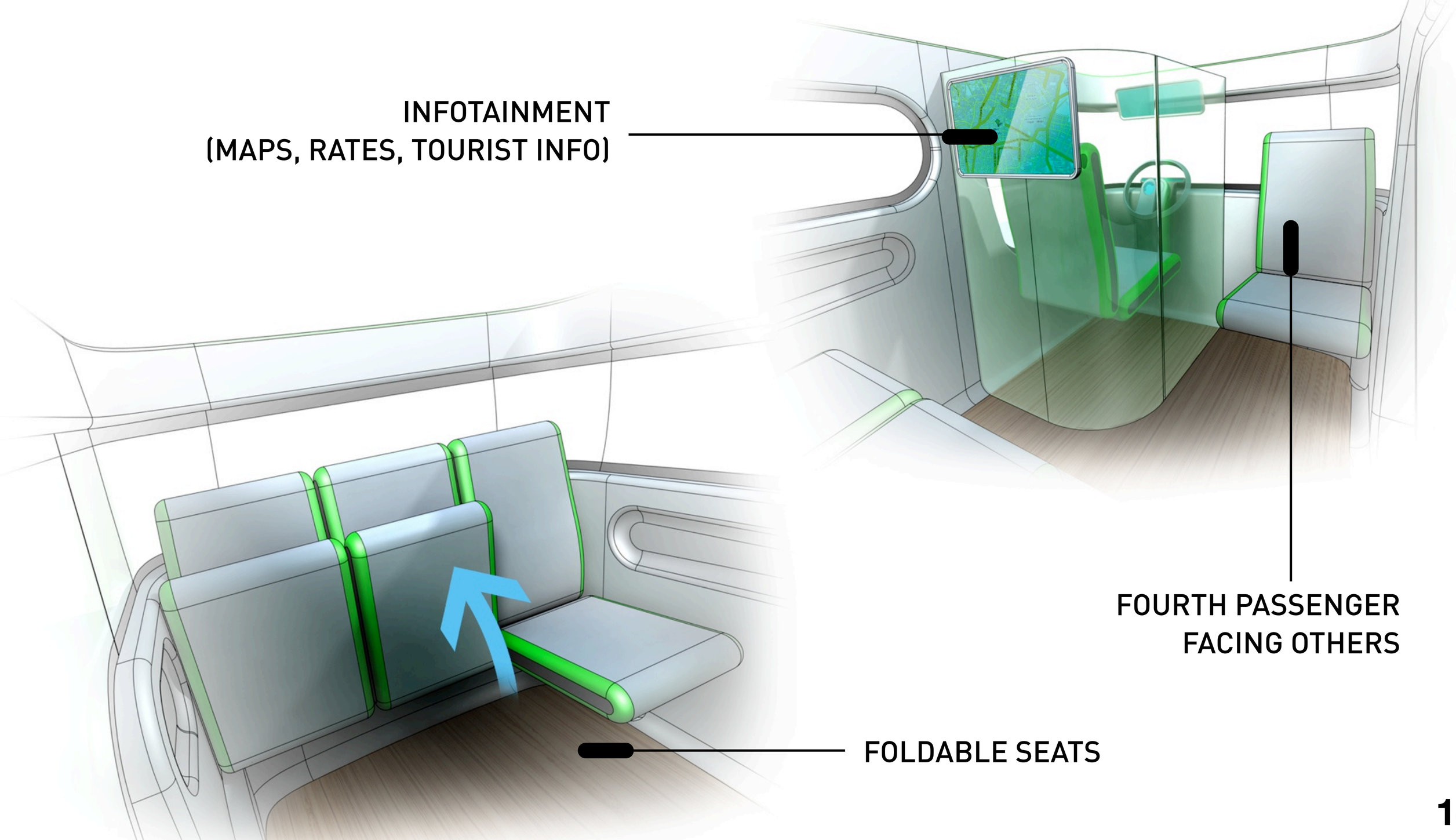
WIDE DOOR
(WHEEL CHAIR ACCESS)



DRIVE-BY-WIRE SYSTEM
SPACE OPTIMIZATION

GLASS WALL FOR
SECURITY & PRIVACY

BAMBOO FLOOR


INFOTAINMENT
(MAPS, RATES, TOURIST INFO)
FOURTH PASSENGER
FACING OTHERS
FOLDABLE SEATS

Next steps:

- 3 Companies shown interest
- 1 Partnership for development (is negotiation status)
- Objective: Complete a prototype by 2012

Thank you!

@alberto_vb_