

# RIDE TO THE FUTURE



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actors to the EU  
leadership

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## An open letter from 13 European mobility actors to the EU leadership

Europe stands at a pivotal moment in shaping the future of transportation. Cities across the continent are struggling to meet the growing demand for mobility while keeping it accessible, affordable, and sustainable. Rapid technological advancements—especially in ride-hailing and mobility on-demand services—offer unprecedented opportunities to transform how we move and boost various economic sectors. Yet, outdated regulations and inconsistent urban mobility policies across Europe threaten to hold back this potential.

We, the undersigned, are a coalition of 13 European ride-hailing platforms, cutting-edge technology providers, transport professionals and experts from across the urban mobility ecosystem. United by a shared vision, we aim to create a seamless network for ride-hailing and mobility on-demand across European cities. To achieve this, we call on the European Union to take bold and urgent steps to establish an enabling, harmonised approach for these services across Europe. We need clear rules for mobility on-demand that create a level playing field, embrace innovation, increase access for passengers and drivers, and improve transportation for everyone.

### **The Need for Action**

Europe's mobility challenges are clear. Urban areas face gridlock, pollution, and the economic and social costs of harmful regulations. At the same time, citizens demand better access to affordable and sustainable alternatives. Innovations like ride-hailing have reshaped how we travel, offering solutions to these issues. Emerging technology solutions can further improve the convenience and accessibility of shared modes. However, the current regulatory landscape hinders these services from reaching their full potential.

## Our Vision for a Unified Shared Mobility Market

To unlock the full benefits of innovation in mobility, we must create an integrated market where services can scale and operate seamlessly across borders. A unified framework will support the growth of sustainable mobility options, boost economic development in transport and tourism, create fair competition and more opportunities for professional drivers, and ensure everyone in Europe has access to reliable and affordable transport. Our vision rests on three pillars:

- 1. Modern EU-wide regulations:** The current patchwork of regulations across member states and regions creates barriers to innovation and growth. Many new technologies are still governed by obsolete rules, established long before these innovations emerged. We call for cohesive, Europe-wide rules that allow innovative mobility services like ride-hailing to operate efficiently and expand across borders. These regulations should increase opportunities and clarity for professional drivers while ensuring safety, environmental sustainability, and consumer protection.
- 2. Common Principles for Ride-Hailing and Mobility Services:** Mobility services should be grounded in key regulatory principles that prioritise accessibility, sustainability, and innovation:

### **Accessibility:**

Regulations should make it easier for professionals to offer mobility services, by simplifying and streamlining licensing. Policies should prioritise user needs, expanding transport options to cover more areas and better serve those currently without access to shared mobility solutions.

### **Sustainability:**

Policies should aim to make transportation more efficient and support a shift to sustainable modes. Passengers should be empowered to make more sustainable choices, while a series of incentives should help move the sector to zero-emissions.

### **Innovation:**

Mobility users should be encouraged to adopt new technologies. Regulators should create forward-looking frameworks that support introducing new technologies. Data and collaboration should help create people-friendly cities.

- 3. Enabling competitiveness:** The EU must lead in fostering innovation by providing a regulatory environment that encourages the integration of innovative technologies. By creating the right conditions, Europe can position itself at the forefront of the global mobility revolution.

## Our Call to the European Union

The time for decisive action is now. We urge the EU to take leadership in creating a unified, forward-looking regulatory framework for ride-hailing and mobility on-demand services. This framework must prioritise sustainability, embrace innovation, and promote accessibility for all. By establishing harmonised regulations and shared principles, the EU can unlock the full potential of Europe's mobility ecosystem, drive economic growth, reduce emissions, and improve quality of life for all Europeans.

## Our Commitment

As stakeholders in Europe's mobility future, we are committed to working alongside EU institutions, national governments, and city authorities to support this transformation. Through collaboration and shared purpose, we can create a smarter, more sustainable, and more integrated European urban mobility market that benefits everyone.

**Together, we can ride to the future.**



**Estonia**

Shared Mobility

**Estonia**

Insurtech

**France**

Ride-hailing

**France**

Ride-hailing

**Netherlands**

Mapping

**Germany**

Remote driving



**Portugal**

Drivers organisation

**Spain**

Drivers & Fleets organisation

**Italy**

Drivers organisation

**Poland**

New Mobility Association

**Poland**

Application partners association

**Sweden**

Drivers organisation

**Poland**

Transport sector organisation