

Assignment for Student One-Pager “The Future of the Automobile”

Topic: The Perfect Ownership Model for a Car

Due Date: March 8, 2010 / 10am

Description: Car sharing concepts seem to have recently become more and more popular while rental and leasing models for automobiles have been around for decades. This shows that there is not just one way of “owning” a car, in fact there are many possibilities for individual mobility. However, these different models are still pretty much separated from one another but it could be conceived that a mix could present the ultimate solution.

For example, think about the following:

- Does “ownership” primarily mean “independence” or “personality”?
- How can car sharing and rental help with the challenges of EVs etc.?
- How can internet services overcome the downsides of rental, sharing...?
- What could a perfect integration of “owning – renting – sharing” look like?
- What else do you think of when it comes to ownership of a car?

Format: The papers serve as a preparation for the seminar discussions to capture students’ thoughts, expectations, and concerns regarding the selected topic. While the papers should reflect the students’ own understanding of the matter, references that were used should be listed (e.g. research, statistics, news...). All students draft their paper individually; it is not a group work.

The papers are due at the date and time stated above to allow for review and to include them into the preparation for the seminar discussions.

Students should indicate on their paper if they do not authorize the use of their paper in class, further research, or discussion with industry partners.

Credit: Students earn one point per paper towards the required three points for successful completion of the course CS532 / ME302. The papers need to be sent to beiker@stanford.edu by the due date.

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