

# whim.

"Your every move  
on a whim."

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reddot award  
communication design

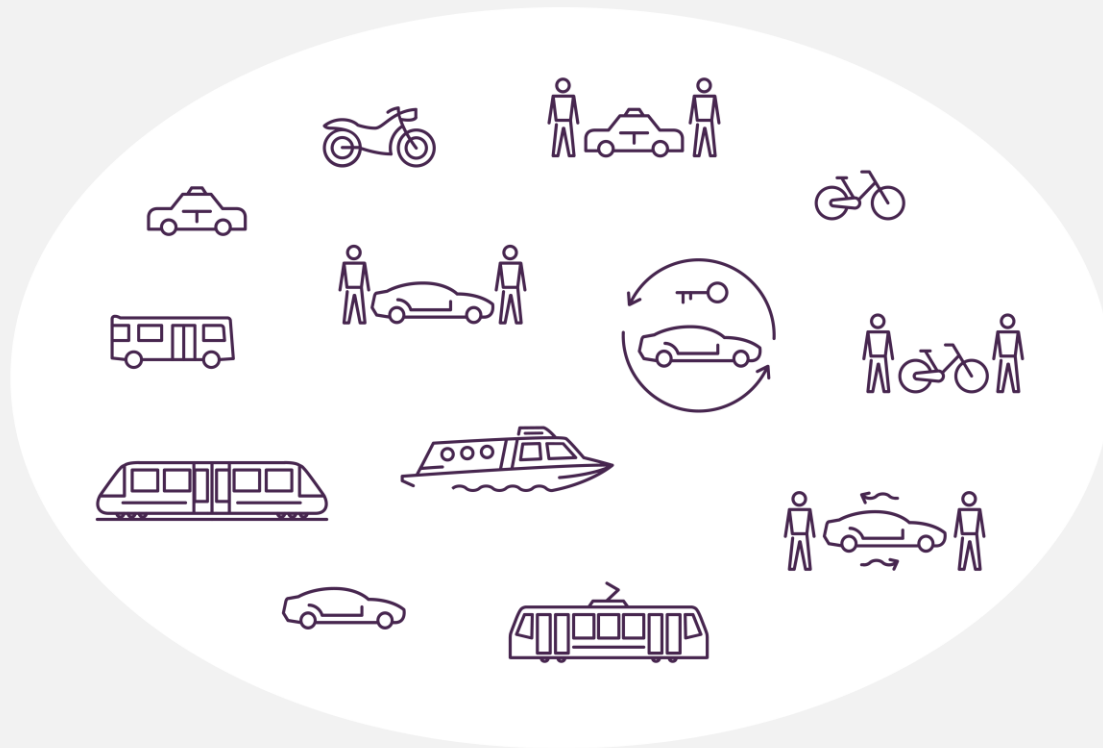
NORDIC  
SMART  
CITIES

HELSINKI  
SMART  
CITY



THE BEST  
SERVICE WITH  
THE BEST GLOBAL  
POTENTIAL  
IN FINLAND 2017

What if all transportation  
was converged...



...and tailored to your need  
as monthly packages?



A person wearing a grey t-shirt and a light-colored jacket is holding a set of car keys in their right hand, pointing them towards the camera. The background is blurred, showing some greenery and a building.

**What would it take for you to  
give up your own car?**

**whim.**

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616€

The European monthly  
average cost of owning a car.

76%

Private car share of all  
transportation costs

4%

Private cars in use  
during their life cycle

Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan



local ecosystems of existing services  
scale to **global roaming network**



whim.

**VEHO**



**SIXT**



**TAKSIHELSINKI**

**Hertz**



COMFORTDELGRO



**Now**



**Gett**

**FÖLI**

national express **West Midlands**



**TfWM**

nextbike 

**KARHOO**

conne>>ion

 **LÄHITAKSI**

**More to  
come.**

Monday

# Thank you!

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**whim**