




# OP Mobility Evolving services



A first-person perspective from the driver's seat of a car. The driver, wearing sunglasses and a light blue shirt, is steering the car on a dirt road that winds through a vast, golden-brown field under a bright, cloudy sky. The car's interior is visible, including the steering wheel, dashboard with a digital display showing '0 km/h', a central infotainment screen displaying 'Radio: FM' and '19:47', and two circular air vents. A rearview mirror is mounted on the windshield.

Vision of OP Mobility  
Freedom to move  
your way





Customer needs and behaviour  
are shifting from ownership to  
usage

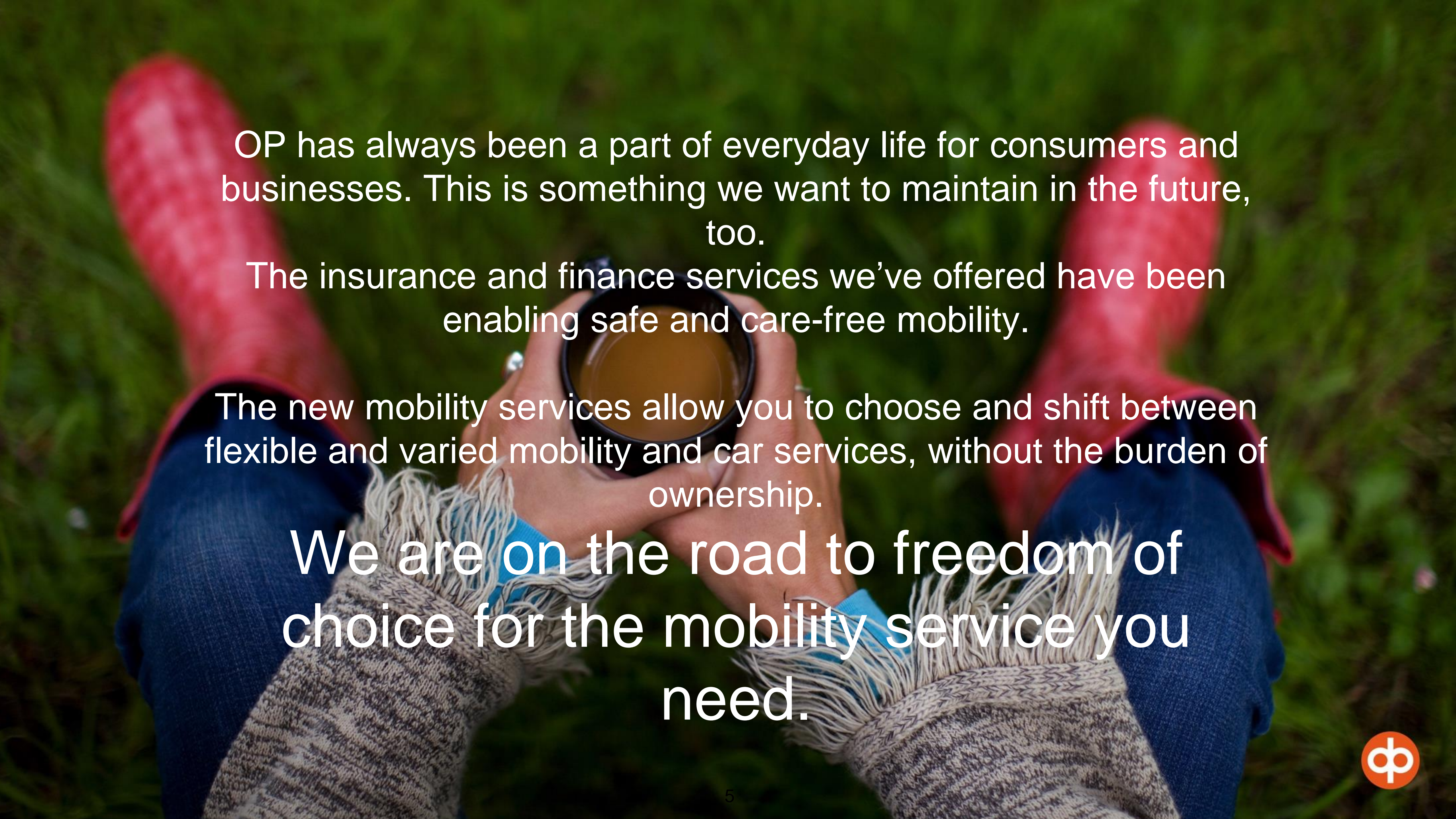




The boundaries between different mobility services are lower.

More options are empowering the consumer.





OP has always been a part of everyday life for consumers and businesses. This is something we want to maintain in the future, too.


The insurance and finance services we've offered have been enabling safe and care-free mobility.

The new mobility services allow you to choose and shift between flexible and varied mobility and car services, without the burden of ownership.

We are on the road to freedom of choice for the mobility service you need.





A close-up portrait of a young girl with long, light brown hair, freckles, and blue eyes. She is looking slightly to the right of the camera with a thoughtful expression. She is wearing a blue denim jacket over a pink top. The background is dark and out of focus, with some bokeh light spots.

We believe that a car will remain to be an important part of the future of mobility – but the way we own and use it will change.



# DriveNow

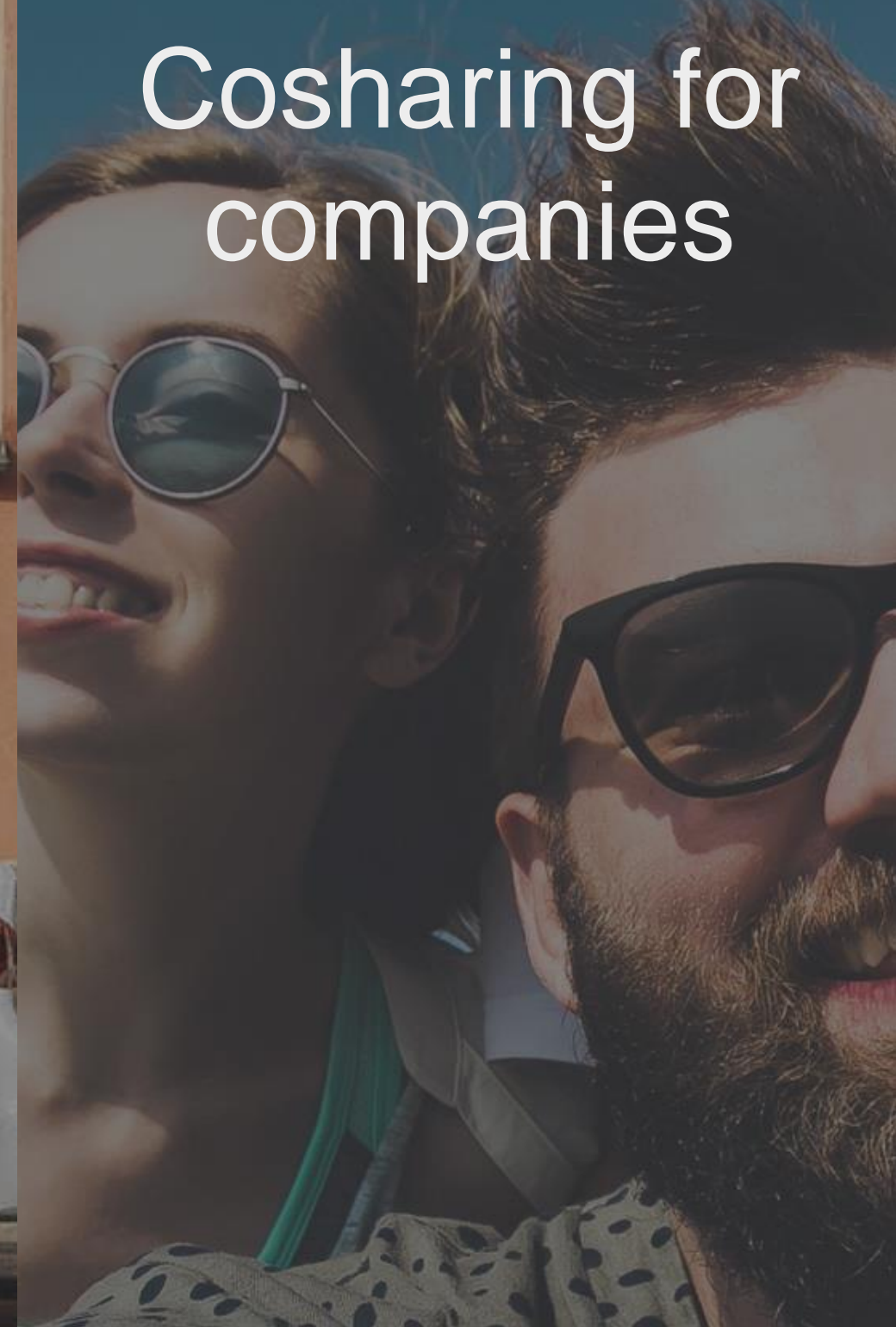
Cosharing,  
free floating



minutes

# OP Yhteisauto

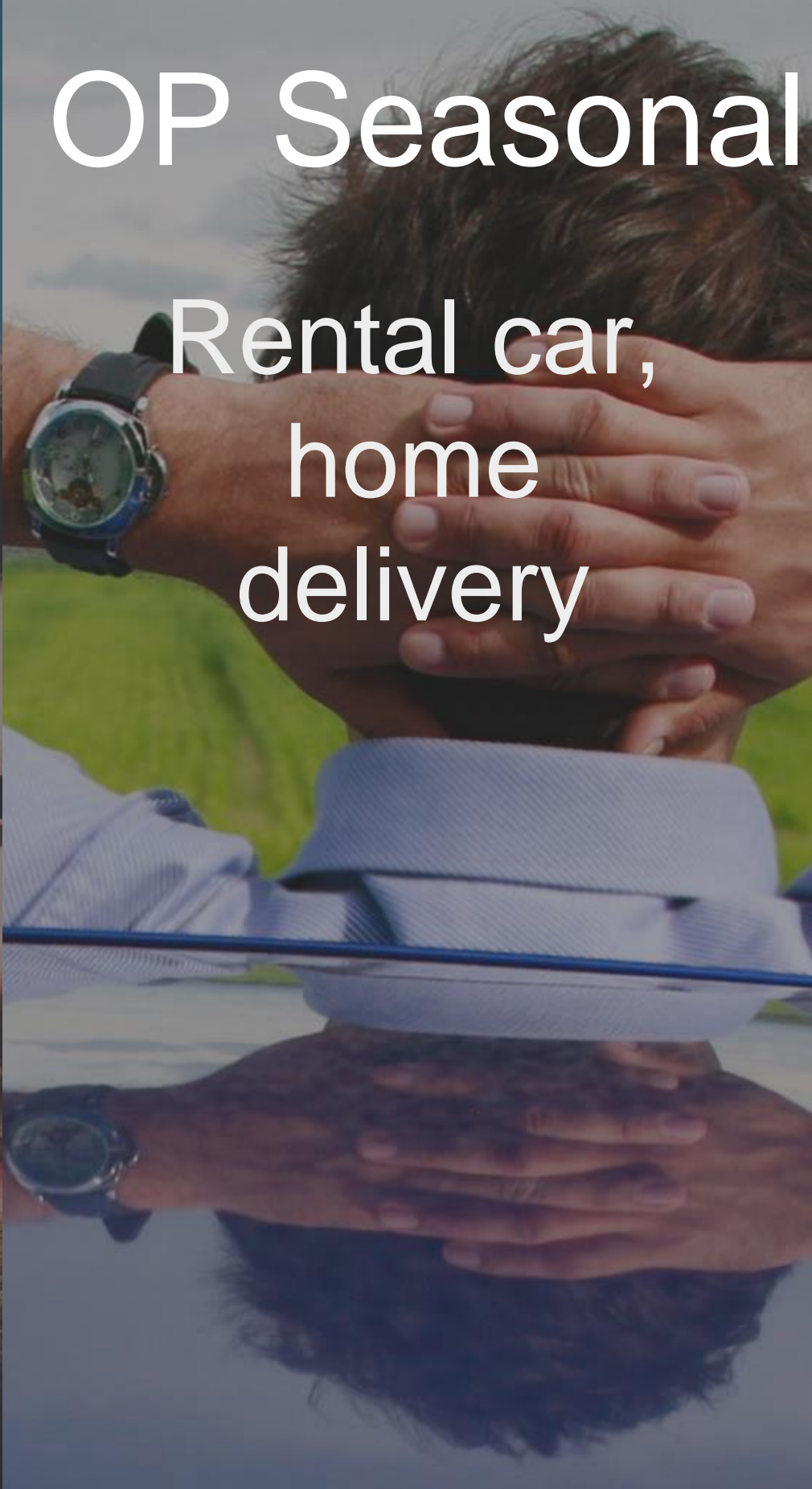
Cosharing for  
companies



hours

# OP Seasonal

Rental car,  
home  
delivery



weeks & months

# OP Kulku

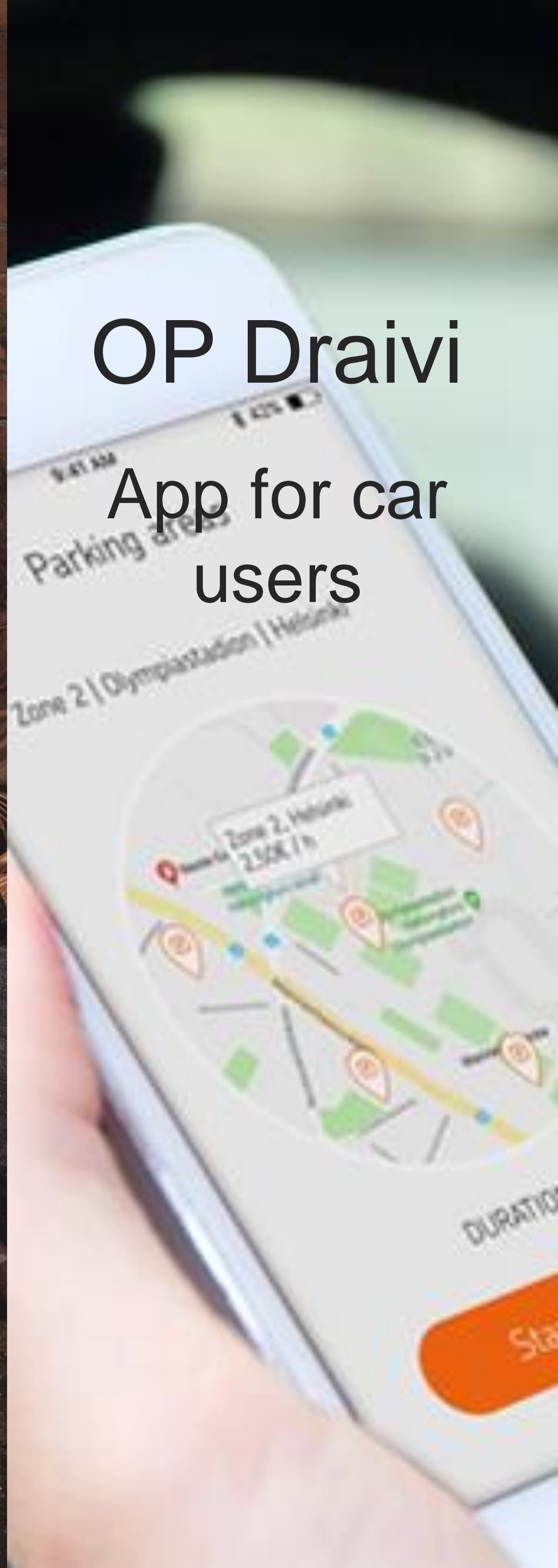
Leasing of  
ecars



years

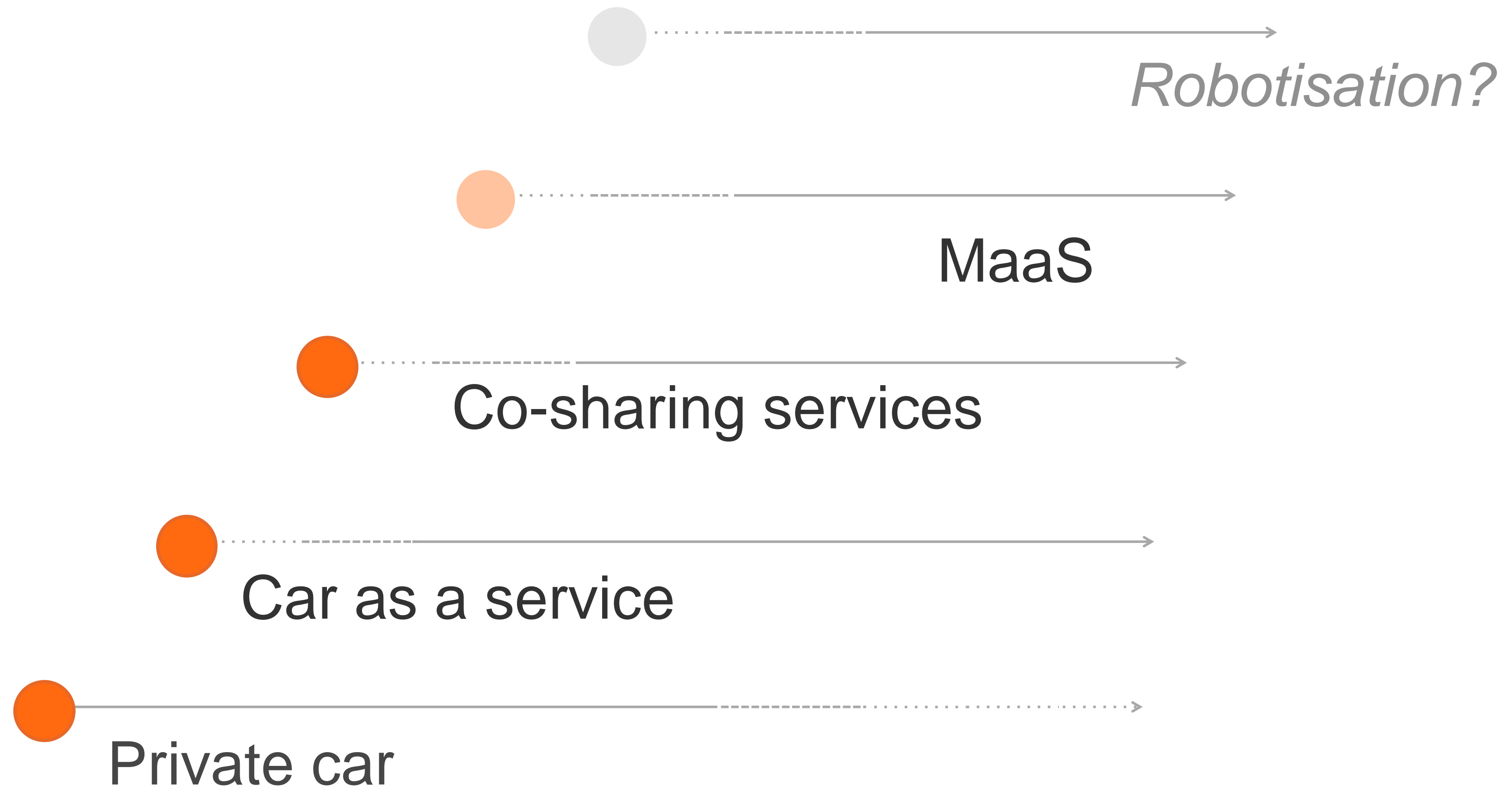
# OP Draivi

App for car  
users





# Steps towards the future of mobility?





# Join us in building the road to the freedom of mobility

op-liikkuminen.fi

@lauralaa

