

Peak Car' and the End of an Industry

Posted by Joan Russow

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In Germany—the birthplace of the modern automobile—carmakers are anticipating the day when people stop owning cars.

By Stefan Nicola and Elisabeth Behrmann August 16, 2018, 9:00 PM PDT

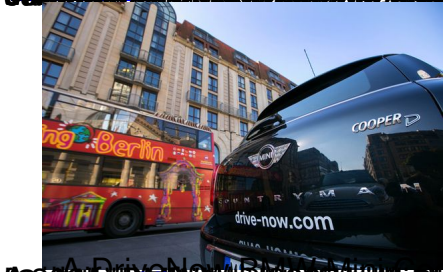
For years, Martin Bruesch was the bread and butter of the German auto industry. He routinely used his 211-horsepower Audi A4 station wagon for the 20-minute trip to the office.

Now on work days his car usually stays parked outside his apartment in the affluent Berlin neighborhood of Charlottenburg and the 32-year-old human resources executive hails a new carpooling service instead.

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Drive Now in Berlin. Photographer: Kristian Rossi/Bloomberg via Getty Images. London. Photo: Via Transportation Inc.