

Looking up

Preparing the US for advanced air mobility leadership

New opportunities are taking off, literally, as multiple industries and organizations turn their attention to advanced air mobility (AAM)—which relies on a new generation of aircraft to transport people and goods in cost-effective, community-friendly ways. From air taxis to last-mile cargo delivery, AAM applications could grow dramatically in coming years as they show the potential to deliver new business value, elevate customer service, improve quality of life, and support the missions of government agencies. US organizations have a chance to lead—if they can act on it.



Numerous ecosystem players and forces will likely have a role in shaping the future of AAM, from academia to technology developers to traffic managers to policy-makers to business customers. So what do leaders in aerospace and defense, automotive, and aviation need to know about the future of AAM? Here are some key insights from a 2020 study, conducted by Deloitte and the Aerospace Industries Association (AIA), and surveying more than 100 senior US aerospace and automotive industry leaders.



Measuring the market

Momentum is building

Between 2025 and 2035, the market is expected to grow nearly sevenfold.



Passenger vs. cargo

Room for growth, room for both

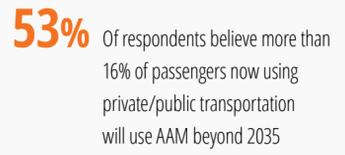
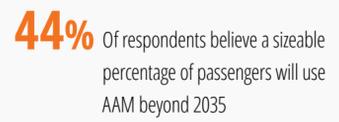
Passenger mobility has the bigger spotlight now, but cargo mobility could become a sizeable market.



Preparing passengers for liftoff

Acceptance to accelerate

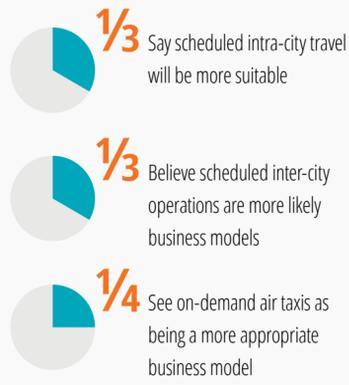
Beyond 2035, passenger mobility is expected to experience widespread adoption while driving significant economic and societal benefits.



Early opportunities

Pondering passenger business models

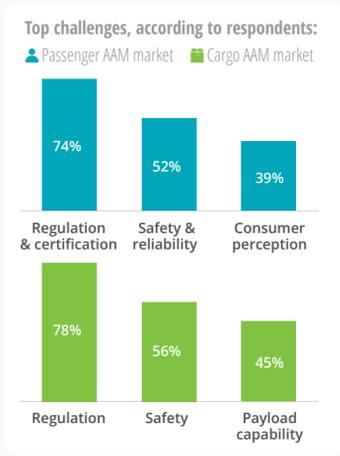
The AAM ecosystem is likely to see a balanced mix of business models for passenger mobility during the early operational phase.



Obstacles to adoption

Regulated? Safe? Reliable?

What are the obstacles for AAM to be successful globally? Having a robust regulatory framework, ensuring safety, and improving consumer perception are some top concerns.



United States as a leader?

Steep global competition

While generally in a strong position, the US may not set the pace when it comes to regulation and certification.



Building the fleet

Mobility + manufacturing

Besides policy, regulation, and infrastructure leaders surveyed say these three items should be top long-term focus areas in the US.



Critical technologies

Innovation in focus

Executives surveyed say these areas remain critical for AAM to be commercially successful in the US.



Deloitte.

Heads up!

These insights tell only part of the emerging AAM story. Explore the full [Deloitte/AIA report](#) to get more insights on the future of advanced air mobility and how you can begin preparing for the challenges and the opportunities that lie ahead.

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Source: Deloitte and AIA analysis.