Personal car traffic causes problems in urban city centres. There are several reasons why many people are not willing to use public transportation. CO2 emissions must be reduced to prevent climate change. Traffic is a major source of fine particles, which kill 300000 people/a in Europe. Private car is a very inefficient way of transporting people. Its superiority is based on flexibility, not efficiency. Therefore, systems that are both flexible and efficient must be developed.

Personal transport is necessary in urban areas. The question is how to organise the transport with minimal harm. Composite traffic reduces pressures typically by 50-70%. Composite traffic reduces pressures and flexibility to decision-makers in urban policy-making.

CO2 emissions must be reduced to prevent climate change. The marginal cost of car is low given the passenger already owns one. An alternative must be efficient enough to compete with this.

Most proposed solutions aiming at sustainable traffic involve severe political, economical, or technical problems.