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Mobility is everyone's Responsibility

Bill Jones – CEO CiteeCar WoCoMoCo 2013 – 22/23 May – Lucerne

What's influencing car sharing today?

• Mega Trends

- Urbanization
- Access v. ownership
- Digitally connected
- 'Shareconomy'
 - Sharing is à la mode
- Policy making
 - Mobility Concepts
 - Personal Incentives

A closer look on two mega trends



NELL REGISTRIEREN | LOGI BILD MOVIES **Everyone's talking Car Sharing** Auto teilen – der neue Editorial coverage... Trend? Berliner Morgenpos Ohne Auto geht es nicht, sagen auch Carsharing-Nutzer. AU NEWS-TICKER TOP.THEM. DIE 🖉 WELT Everyone wants to get in • Carsharing - Neuer Anbieter in Panorama Kult Wissen he Hauptstad Hamburg vor dem Start RICHTEN: Angela Merkel | Formel 1 Svrien | Pakistan Fußball-Bundes Der Billig-Anbieter "CiteeCar" aus Luxemburg will in der Hanse Trend zum Leihauto profitieren und dem erfolgreichen Anbieter "car2Go' Konkurrenz machen Vermietet werden 100 Kleinfahrzeuge Die schöne neue Welt des Stadtverkehrs 10.05.13 Carebaring stadtmebil *Flinkster* Die schöne neue Welt des Stadtverkehrs GREEN WHEELS Quicar Mein Carsharing Autohersteller müssen in Zukunft einen ökonomischen Spagat schaffen: ARTIKEL EMPFEHLEN Weniger Autos anbieten, aber auch mehr Mobilität. Wie das aussehen multicity Share a M Drive Now kann, zeigen die Preisträger des Audi Urban Future Award. **É**0 Volkswagen Recommend Y Twittern mobility (co) respiro citeecar car sharing DRIVEN BY YOU EIN KURZER CHECK VORM STARTEN IST PFLICHT Was muss ich beim Multitude of models **Carsharing beachten?** "station-based" "peer-to-peer" *"ride share"* "classic"

"free-float"

"park zones"

"pooling" "one-way"

Excitement? Confusion? Consequences?

True objective of car sharing

- Reduction of the overall number of cars
 - Less resources
 - Less congestion
 - More parking
- Reduction of occasions when a car is needed
 - Optimized public transport offering
 - Integrated mobility solutions
- Ultimate goal: Replace car ownership, not substitute other mobility offers

Responsibility of operators and policy makers to work hand in hand towards these objectives

The potential to take cars off the road







Car sharing vehicle



Private vehicles

How can car sharing fulfill its potential?

- Solutions must be mass compatible
 - Price
 - Availability / Access
 - Simplicity
- Solutions must support the stated objectives
 - Responsibility of operators
 - Policy support
 - OEM strategy
- Urban citizens must accept changing mobility dynamics
 - Economic argument
 - Ecological argument
 - Incentives from policy makers
 - Incentives from operators

Why has it not yet become mainstream?

Carsharing makes sense! But why is it not even more popular yet?

"Current services are too expensive"

"Current services are is too complicated"

"Current services are not convenient"



CiteeCar: The Solution

A Unique Model:

• Addresses the challenges and provides solutions

• First truly mass-compatible car sharing service

• Actually: It's not car sharing: It's urban car rental

CiteeCar - next generation car rental

easy urban on-demand street based self-service rent by the hour affordable always available

Unique CiteeCar Host Model



(up to 100 free hours per month)

CiteeCar Tariff – simplicity to the core



Inspired by low-cost airlines

citeecar.com

Here to make people

think and behave differently



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Urban Car Rental