

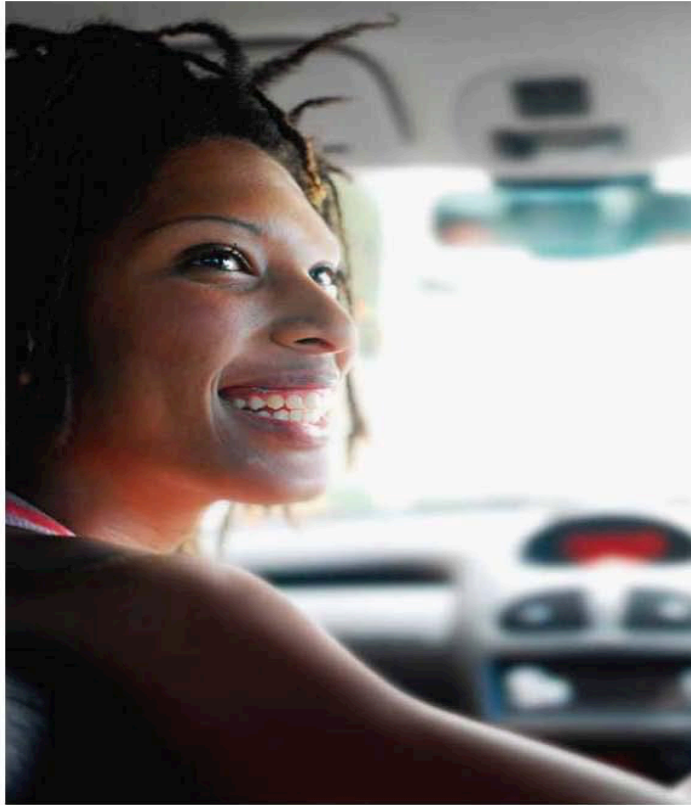


# CAR-SHARE PRESENTATION

Smokey West  
Market Manager  
Zipcar Florida

# OUR MISSION STATEMENT

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## our mission



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to enable simple  
and responsible  
urban living

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# WHAT IS CAR-SHARING???



## Carsharing:

- Primarily designed for shorter time and shorter distance trips as an extension of the transportation network
- Provides a public service designed to enhance mobility options
- Usually charges by the hour and all inclusive of gas & insurance

## Car-sharing is **NOT**:

- Car pooling
- Ride sharing
- Uber or Lyft.



# WHAT IS ZIPCAR?

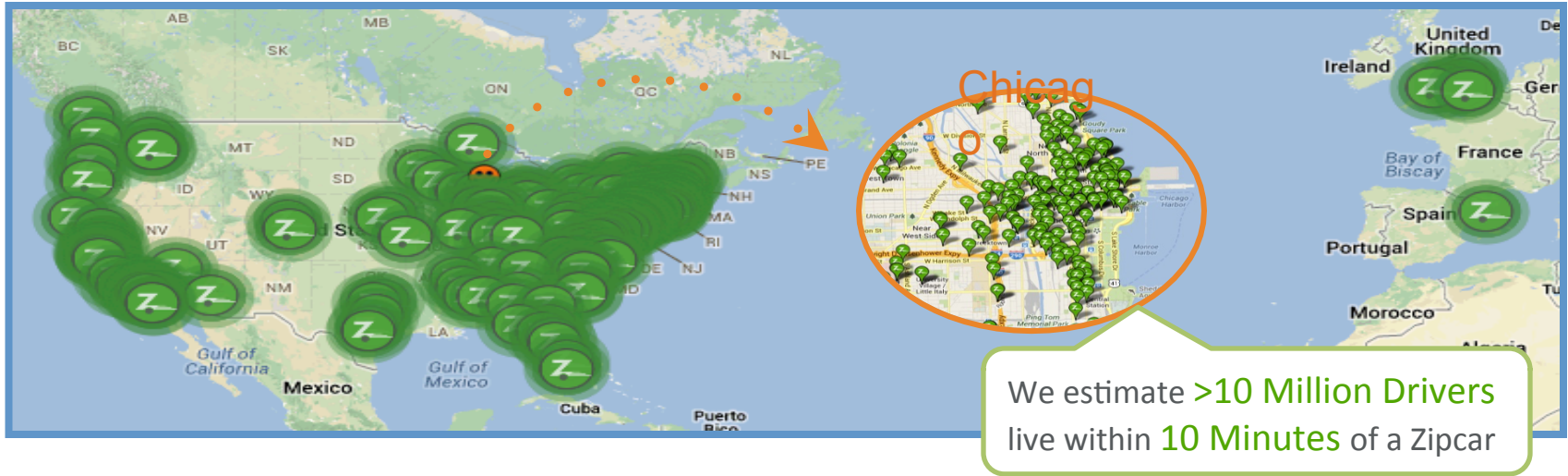


## Zipcar is a smarter way to get around the city

- Drive cars by the hour or day. Gas & insurance included in one price.
- 24/7 access to a variety of vehicles, including sedans, hybrids, vans and more.
- In neighborhoods, cities and airports across the globe.
- No paperwork, no hassle. Just a car when you need it, saving time and money.
- Low weekday hourly rates custom-made for business.



# WHERE IS ZIPCAR?



at a glance...

Over 10K cars in more than 470 major cities, 40+ Airports and over 400 Universities.

# LOCATIONS THAT MAKE SENSE

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- **Transit Stops**
  - Zipcar helps get the rider to the “last mile”
- **Residential high rises**
  - Provides an alternative to residents without a vehicle or those who sometimes need a 2<sup>nd</sup> vehicle
- **Corporate Business Centers**
  - Take a better hold of business travel transactions and SAVE MONEY doing so.
- **Hotels**
  - Reduce parking congestion (especially smaller hotels with limited parking)
  - We have found that between 40-55% of our usage on Miami Beach was from tourists
- **Airports**
  - No waiting in lines, no paperwork to fill out. Perfect for same day business meetings in and out of the airport
- **Fleet subsidy**
  - Municipalities can rid portions of their loaner fleet and subsidize with Zipcar

# ZIPCAR'S IMPACT



- Fewer Cars. Way fewer.
  - For every vehicle Zipcar adds to our fleet, we take an average of 15 privately owned vehicle off the road.
- Driving Smarter
  - After joining Zipcar, 90% of our members drove 5,500 miles or less per year. That adds up to more than 32 million gallons of crude oil.
- Zipcar members report...
  - 45% reduction in vehicle miles traveled
  - 47% increase in public transit use
  - 19% increase in walking
  - 13% increase in bicycle travel
- The Sharing Movement
  - 10% of the population is expected to adopt car sharing as their primary mode of transportation.





## How can you strengthen your Carpooling initiatives?

### Reassurance is Close-by

- Zipcars live within 10 miles of 10 million people
- Eliminates the #1 objection to Carpooling
  - Unforeseen need to access a vehicle
- Commuters will have on demand access when needed

### Support for Public Transit

- Free up extra parking spaces
- Reinforce your sustainability programs
- Reduce your carbon footprint

### Save Employees Money

- Reduce the \$\$\$ spent on monthly parking
- Free up parking space congestion at your offices without compromising freedom





# SUPPORT SUSTAINABILITY INITIATIVES



- Reduce fuel consumption with one of the largest hybrid fleets in the industry
- How does giving up 2 parking spaces yield you 20?
  - Eliminate parking congestion by creating viable alternatives
- Encourage individuals to use alternative methods of transportation
  - Save money on monthly parking
  - Still have access to wheels when you want them



# Thank You

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