CAR-SHARE PRESENTATION

Smokey West
Market Manager
Zipcar Florida
OUR MISSION STATEMENT

our mission

to enable simple and responsible urban living
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?

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

at a glance...

We estimate >10 Million Drivers live within 10 Minutes of a Zipcar
LOCATIONS THAT MAKE SENSE

- **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 2nd 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 is 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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