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CARSHARING TECHNOLOGIES

How technologies contribute to innovation in CarSharing and Mobility Services
-
Antonin GUY
Head of Business Development

Contact :
aguy@vulog.com ; + 33 6 45 88 63 61

About VULOG

- French SME specialized in CarSharing technologies (founded in 2006)

- Clients in Europe & North America

- We supply our solution to a wide range of entities. Example of clients:

C.S. Pure Players

Rental Companies

Public Transportation

Car Manufacturers

Fleet Managers

VULOG provides end-to-end solution to carsharing operators

Front End
For End Users

Back End
To operate the fleet

VULOG Real-time Mobility Platform
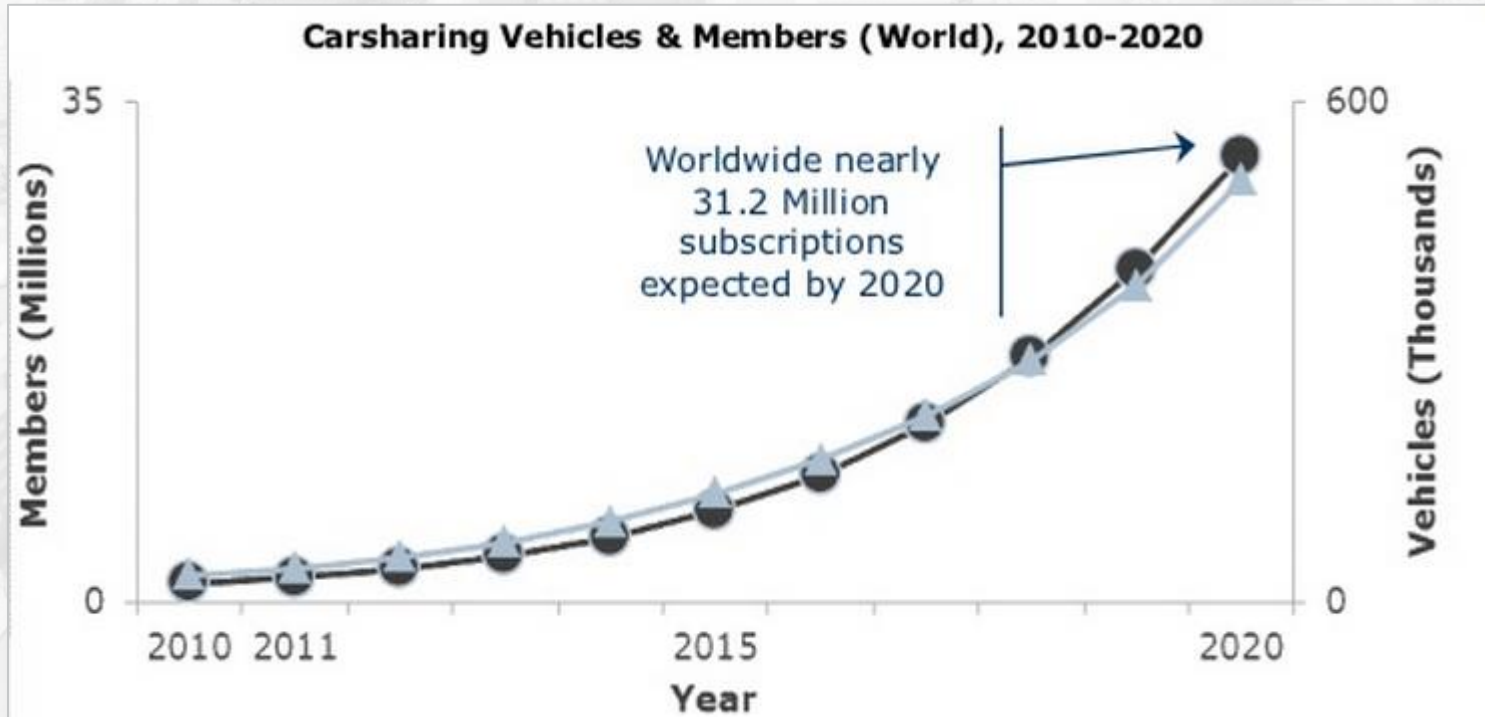
In-Car Technology

Round Trip Services (A->A)

One Way (A->B)

Free Floating (no station)

…. And other innovative services

CarSharing members in 2020 in the world: nearly 32.2 Million

Carsharing Vehicles & Members (World), 2010-2020

Worldwide nearly 31.2 Million subscriptions expected by 2020

Source : Frost & Sullivan

What role CarSharing technologies should play in this high demanding market ?

CarSharing technologies: 5 top priorities

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1 – User Experience

2 – Multimodal transport

3 – Smart Cities Integration

4 – New innovative services

5 – Operation costs reduction & industrialization

"A car sharing vehicle must be as easy to use as the person's own vehicle

Or even easier ? "

Intuitive

Flexible

Seamless

Reliable

VULOG Example

⇒ **Improve user experience through innovative on-board devices: our On-Board Touch Screen – 1/2**

VULOG Example

⇒ **Improve user experience through innovative on-board devices: our On-Board Touch Screen – 2/2**

CHECK ALCOOL

CHECK CONDITIONS

NAVIGATION
(and POI)

BOOKING MANAGEMENT

Move from current "silo" approach to "multimodal" approach

➤ *Mixing Round Trip, One Way and Free Floating*

➤ *Technological compatibility within competing services in a City*
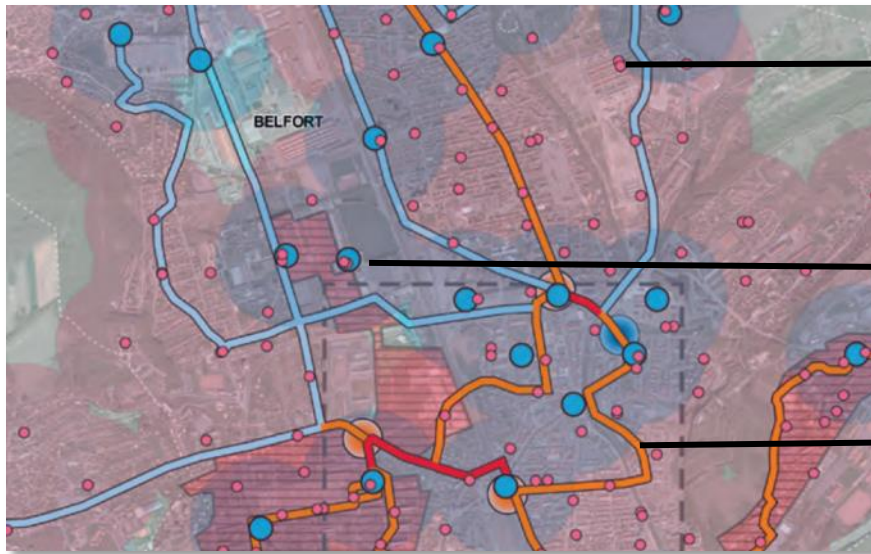
➤ *Integration with Public Transportation*

Example with VULOG contribution

⇒ **Triple Play offer from the city of Belfort: a unique CarSharing Service fully integrated into the public transport network (bus, bike and car)**

Extract of the transportation network of Belfort

● CarSharing Stations

● BikeSharing Stations

▬ Bus Lines

A single RFID Card & Invoice

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CarSharing Services must be fully integrated into Smart Cities / Smart Energy

> *Electric cars*

> *Charging stations & charging optimization*

> *Eco-District*

> *Eco-driving*

Example with VULOG contribution

⇒ **SUNMOOV Initiative: Innovative EV CarSharing Service integrated into a new Eco-District in Lyon**
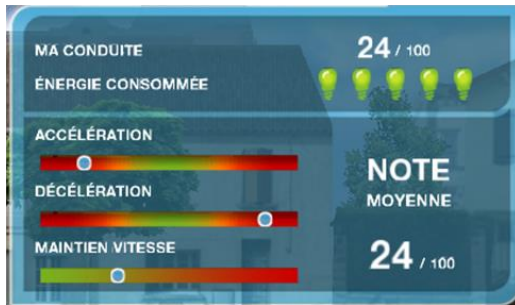

- Vehicles charged by **solar panels**

- **Charging Optimization**: guidance of the users to the appropriate charging spot
  - ✓ Normal charging station
  - ✓ Or Quick Charging station

⇒ **Eco-Driving: real-time feedback about the way you drive**

Screenshot from our On-Board Touch Screen

- Eco-driving Algorithm developed with a French Research Institute

- Real-time Feedback thanks to the VULOG On-Board Touch Screen

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CarSharing Technologies have a key role to play in creating new types of services and new business models

Example with VULOG contribution

⇒ **Autobleue: a round Trip Service (A->A) launching a 1-way service (A->B) to generate new revenues**

A mixed service:

- **Fleet:** 200 electric cars (including Renault ZOE, Peugeot Ion)
- **Stations:** 62 stations, with 4 to 6 charging stations

Comment louer une **VOITURE Zen**

- **ZEN Service A->A**: Round Trip Service, with reservation

Comment louer une **VOITURE Flex**

- *New* **FLEX Service A->B**: One Way Service, with only a reservation of 15'

Costs optimization and industrialization of technologies are key factors in ensuring the success of Car Sharing services
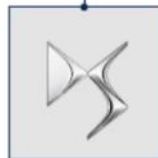
Example with VULOG contribution

⇒ **Pre-equipped cars: PSA proposes CarSharing Ready vehicles with VULOG In-Car Technology**

Reservation platform & fleet management

Real-time car-sharing interface

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- Using a technology with Automotive reliability standards.

- On-Board system with **PSA warranty**

- Cars are pre-equipped with the on board unit directly as part the production: **no need to organize and worry about CarSharing Technology installation**

PSA PEUGEOT CITROËN

PEUGEOT   CITROËN

If you want to innovate in CarSharing Services, Contact us for partnership !

Antonin GUY
aguy@vulog.com