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Shared Mobility

– A Car OEM business?

- Carsharing
- Ridesharing
- Connected Car

World Collaborative Mobility Congress

Innsbruck
26 June 2015

Mobility in Europe: Contrary Trends



Rinspeed



RAK-e



EN-V



Detroit People Mover



Pilot Projects

- Car sharing & EV car sharing
- Ridesharing and EV ridesharing
- Purpose-built Urban Vehicles (Concepts)



E-Bike concept (Frankfurt)



RAK-e concept
(Frankfurt)



EV Ridesharing
(Mountain View)



Campus Carpool
(Rüsselsheim)



P2P carsharing & Connected Car



Wir leben Autos.

Commuter Pooling on Rüsselsheim Campus



Wir leben Autos.

Commuter Pooling on Rüsselsheim Campus

- 12500 Employees
- 9300 Parking Places
- 8 meeting points ★



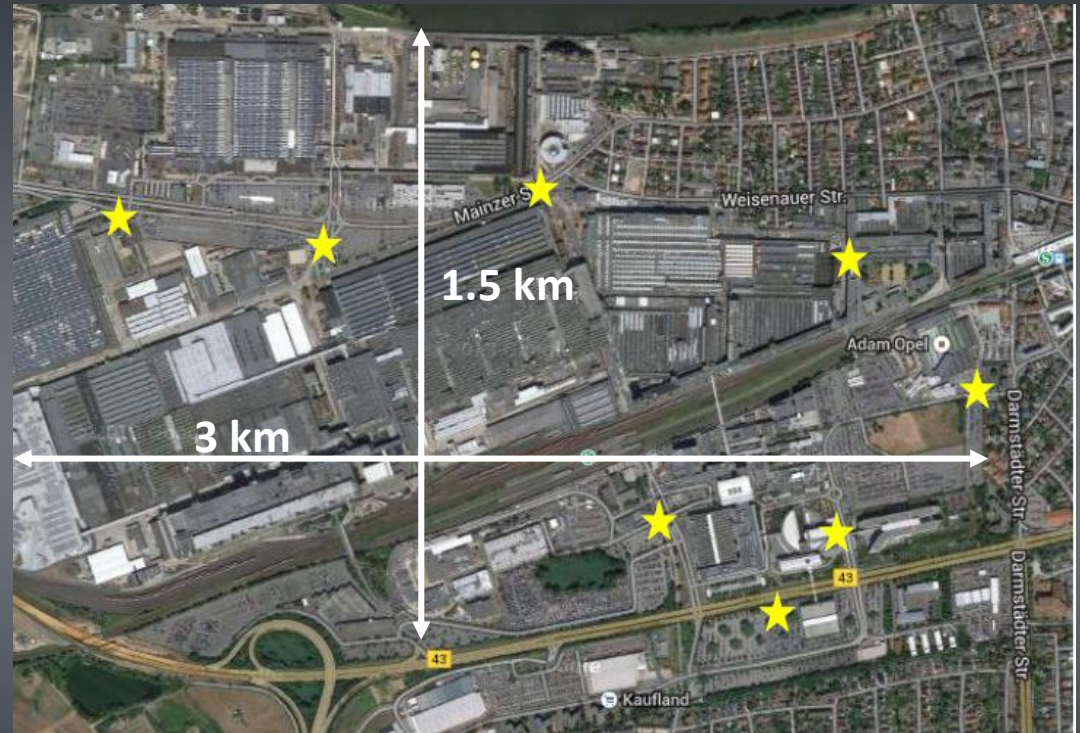
Mitfahr-Treffpunkt



flinc.org/opel



- Cooperation with Flinc
- Route matching engine
- App for Android and iOS



Wir leben Autos.

Opel Community Carsharing



CarUnity.
Wer teilt,
fährt besser.

Die Car Sharing Community powered by Opel.



Available on the
App Store

Available on
Google play

Jetzt App herunterladen und lossparen.



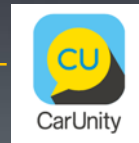
<http://www.carunity.com/>

Launched June 24th, 2015



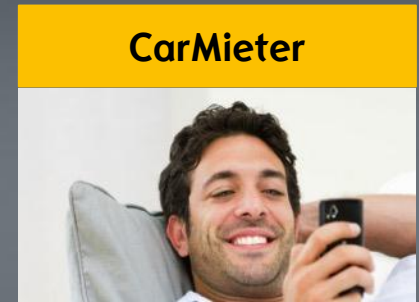
Wir leben Autos.

User-to-User carsharing



CarBieter

Wants to earn money

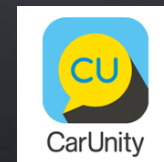


CarMieter

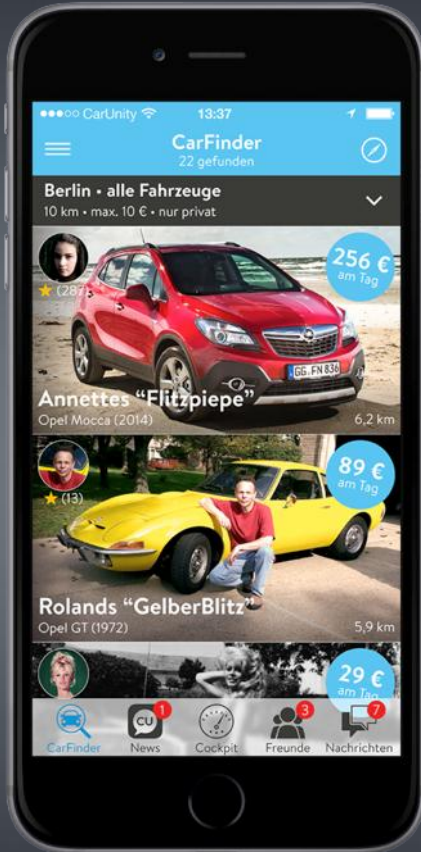
Wants to get the right car



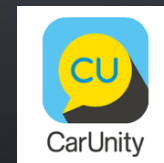
Cooperation w. Tamyca



“mobile-first” (iOS & Android)



- Community based with “social” functionality
- Focus on Pictures (Cars & Owners)
- Intuitive Navigation
- No Registration required
- News section
- Chat & Friends System



Opel Dealer Fleet complement private car park



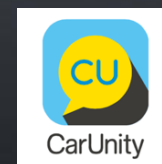
- Opel Rent rental cars
- Instant Booking
- Covers Urban and rural area



Strong partners for financing and Insurance

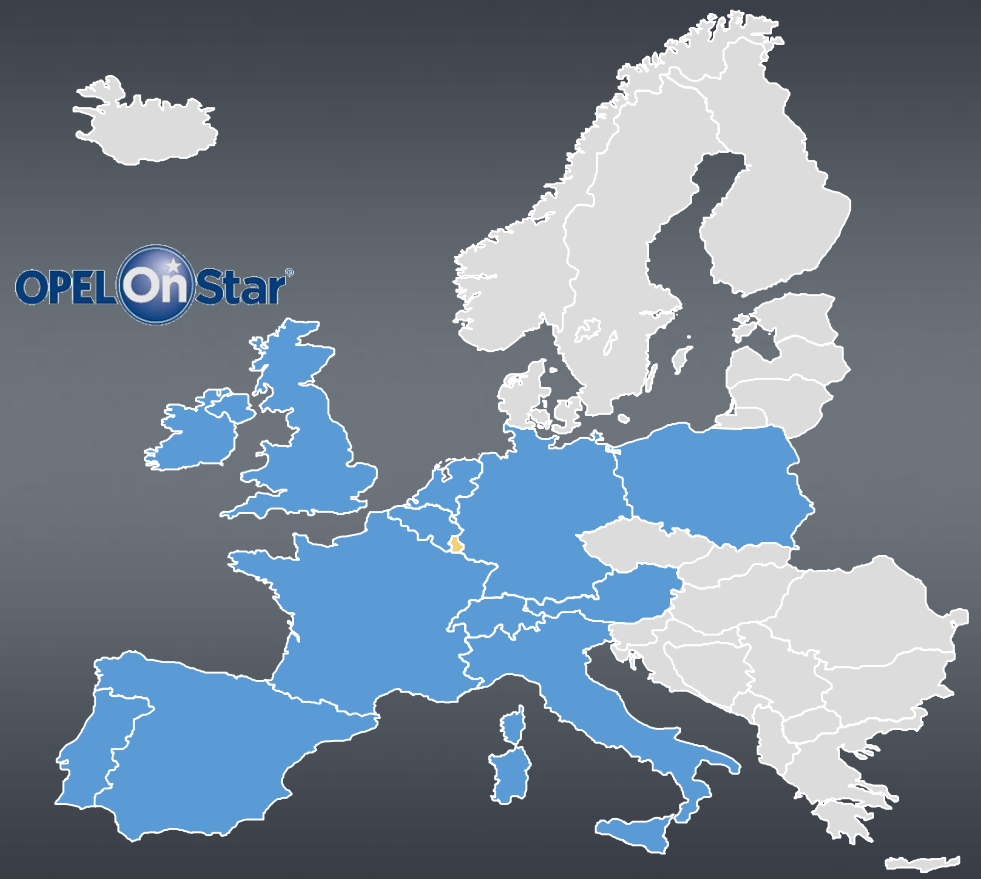


- Fully comprehensive coverage (Vollkasko)
- Extended assistance coverage (Schutzbrief) for rentals 24h or longer
- 24h emergency support



June 2015: Opel OnStar launch in 13 Countries

- Germany
- Italy
- Spain
- Belgium
- Ireland
- Luxemburg
- Portugal
- UK
- France
- Austria
- Switzerland
- Poland
- The Netherlands



Wir leben Autos.

Connected Car: Creating the Platform



- 4G LTE through embedded connection
- Remote API for data access and control
- Removes the need for after market HW
 - No initial hardware cost
 - No installation/logistical hassles
 - No timing delays for enabling new telematics (digital) services



Wir leben Autos.

