

Room for New Models of Carsharing?

“The horse is here to stay but the automobile is only a novelty - a fad”
President of the Michigan Savings Bank advising
not to invest in the Ford Motor Co., 1903

“We forecast 900,000 total mobile phones globally by 2000”
McKinsey & co., Mid 1980's



Frankfurt, ca 1890

Our simple premise: Sharing makes sense!



Room for New Models of Carsharing?

1. **Dispersion**
Geographic expansion of a global concept that is here to stay.
2. **Penetration**
Many more people to reach.
3. **Innovation**
Many more ways to supplant traditional modes of transportation
 - New City Models
 - New Transport Options



Ant. Gratl, Photograph. Maria Theresienstrasse in Innsbruck. 7. Innsbruck.

Innsbruck, ca 1890

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Dispersion: Geographic expansion is overdue

Germany has **140** car-sharing providers, with **4,600** car-sharing stations*

...vs. an estimated **15,500** Kebap-Stands

Opportunity:
Car-sharing stations must be as ubiquitous as Döner Kebap – never more than 10 minutes away...



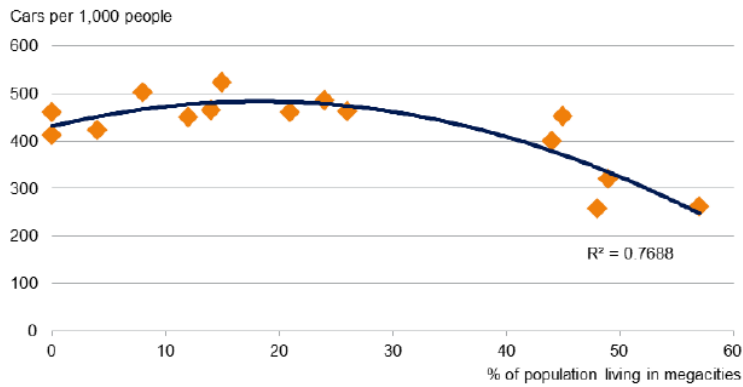
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*Source: Statista 2015

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Penetration: Car ownership decreasing in megacities

As the % population living in Megacities increases, cars per 1,000 people decreases.



Source: Sivak and Schoettle (2011), Recent changes in the age composition of drivers in 15 countries.

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Innovation and Integration: Toward a 1-app solution

	Shared Options	Commercial Options
	FLIGHTS-HIRE.COM, VICTOR, JumpSeat	BRITISH AIRWAYS, SWISS
	vRide, the BUS CO-OP, Chariot (The First-Ever-Crowdsourced Transit Service)	NetworkRail, AMTRAK, DB
	zipcar, UBER, sharoo.com (MEIN AUTO IST DEIN AUTO)	SBB, OBB
	BORTBOUND, sail box, yours2share	SIXT, Europcar
	airbnb, CouchSurfing	Direct Ferries, P&O FERRIES, RIVER, FOUR SEASONS Hotels and Resorts, W HOTELS, Virgin HOTELS

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Source: Neckermann Strategic Advisors

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The danger for car-sharing: who will drive? Why?

NEXT Future Mobility
Concept: It's not just
about how we drive,
but about how we
will live in the future.

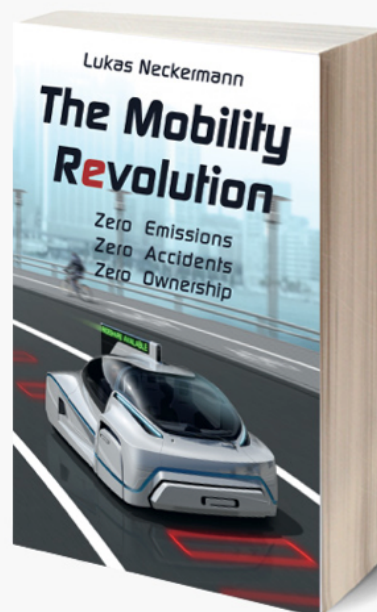


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Source: NEXT-Future-Mobility.com

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