

Peer-to-peer carsharing

Sharing is the new buying



CARAMIGO

RIDE AWAY RIGHT AWAY

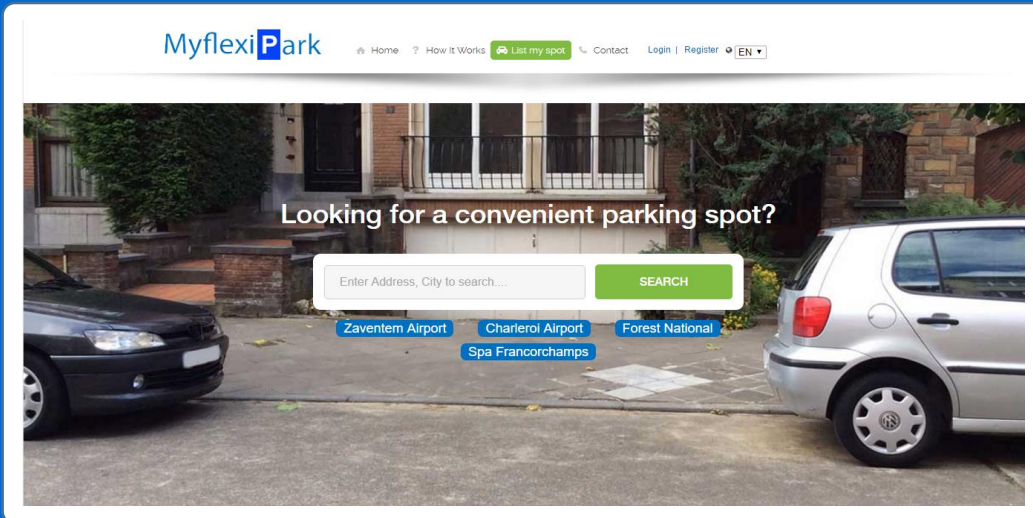
Do you need a **driller** ? Or a hole ?



VS.



Sharing economy: best known examples



Why peer-to-peer carsharing?

- Average car (including yours) sits idle 95% of its time...
 - ... yet costs > € 5000/year in maintenance, amortisation, taxes, insurance, parking, etc...
 - For young (and not so young) people:
 - possessing a car becomes an unnecessary burden (costs, finding a parking spot, pollution)
 - but still need to be able to use a car from time to time
- => Usage-based vs. ownership-based mobility

Do you need your car ? Or a car ?



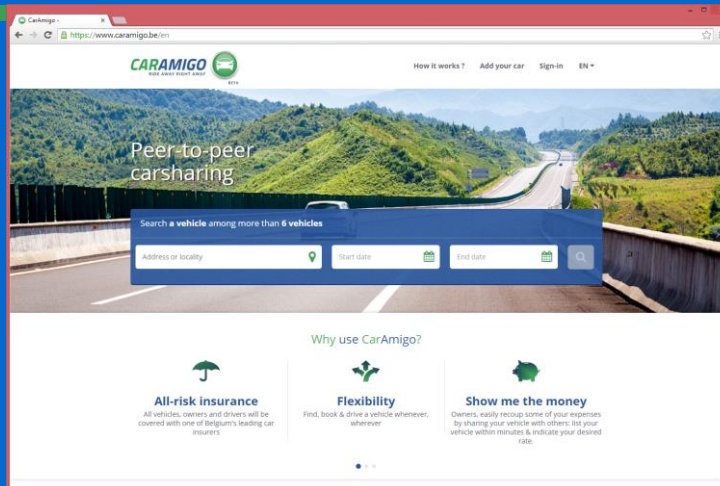
VS.



What does **CARAMIGO** do ?



Driver



24/7 roadside assistance

CarAmigo = Airbnb for cars

All-risk insurance



Owner



- Owner A puts his car profile on **CarAmigo**
- Somewhere in Brussels or elsewhere, a driver B needs a car for a few days
- B finds the car of A on **CarAmigo**, books it, and pays through the site
- A & B meet in person on D day for the key remittance, doc verification & car check-in
- As of D day, **all-risk insurance & roadside assistance** cover the car during the whole carsharing

Peer-to-peer carsharing: how it works

Contrat d'autopartage
SHARO_017189

Exemplaire conducteur

Conducteur

Corinne VAN HAUWERMEIREN
Chaussée d'Alsenberg 975,
1180 Uccle, Belgique
Tel: +32 498 77 24 67

Permis de conduire

1 N° 0290087325
Delivré le 30/03/2005

Carte Bancaire

2 Type CB_VISA_MASTERCARD
N° 544038XXXXXX2895

Propriétaire

Jean-Louis Ropers
Rue de la Pêcherie 79,
1180 Uccle, Belgique
Tel: +32 465 87 20 01


Autopartage

Durée prévue: 1 jours
Début: 24/10/2015 09:30:00
Fin: 24/10/2015 18:00:00
Distance prévue: 100 km

Véhicule


Marque + modèle: Renault Scenic II 1-JHD-740
Plaque: 1-JHD-740
Carburant: Diesel
Contrôle technique valable jusqu'au: 16/12/2015
Adresse du garage en cas de panne:
Renault, 1180 Uccle

Etat des lieux du véhicule à la remise des clés



Etat intérieur

Etat extérieur

Kilométrage _____ kms
Niveau carburant _____ l ou 

Je soussigné(e), Corinne VAN HAUWERMEIREN, ai examiné attentivement et dans un lieu suffisamment éclairé l'état du Véhicule, et confirme qu'il est fidèlement décrit ci-dessus. Je prends la responsabilité du Véhicule pendant la durée de l'Autopartage et m'engage à le restituer dans l'état initial, à l'heure indiquée sur ce Contrat, et à l'adresse où il m'a été remis. J'ai pris connaissance et m'engage à respecter les Conditions Générales d'Utilisation (CGU) disponibles sur www.CarAmigo.be/legu. J'ai bien compris que la Franchise de l'assurance est de 500€ et que le non-respect des CGU et en particulier des clauses afférant à l'assurance ou à l'assistance peut entraîner la déchéance partielle ou totale des garanties d'assurance ou d'assistance, auquel cas la totalité des coûts afférant à un accident, une panne ou tout autre dommage pourrait être de mon entière responsabilité et m'être imputé.

Signature Propriétaire

Signature Conducteur

Etat des lieux du véhicule au retour des clés


Date du retour: ____ / ____ / ____ h ____

Date & heure du retour respectées: Oui Non, aller à la page 2

Kilométrage: _____ kms

Etat des lieux au retour conforme à l'état des lieux au départ: Oui Non, aller à la page 2

Signature Propriétaire

Numéros utiles Accident ou panne 24/7: +32 2 286 34 28 avec  CarAmigo +32 2 588 69 92







24/7 roadside assistance

All-risk insurance



- For the driver:

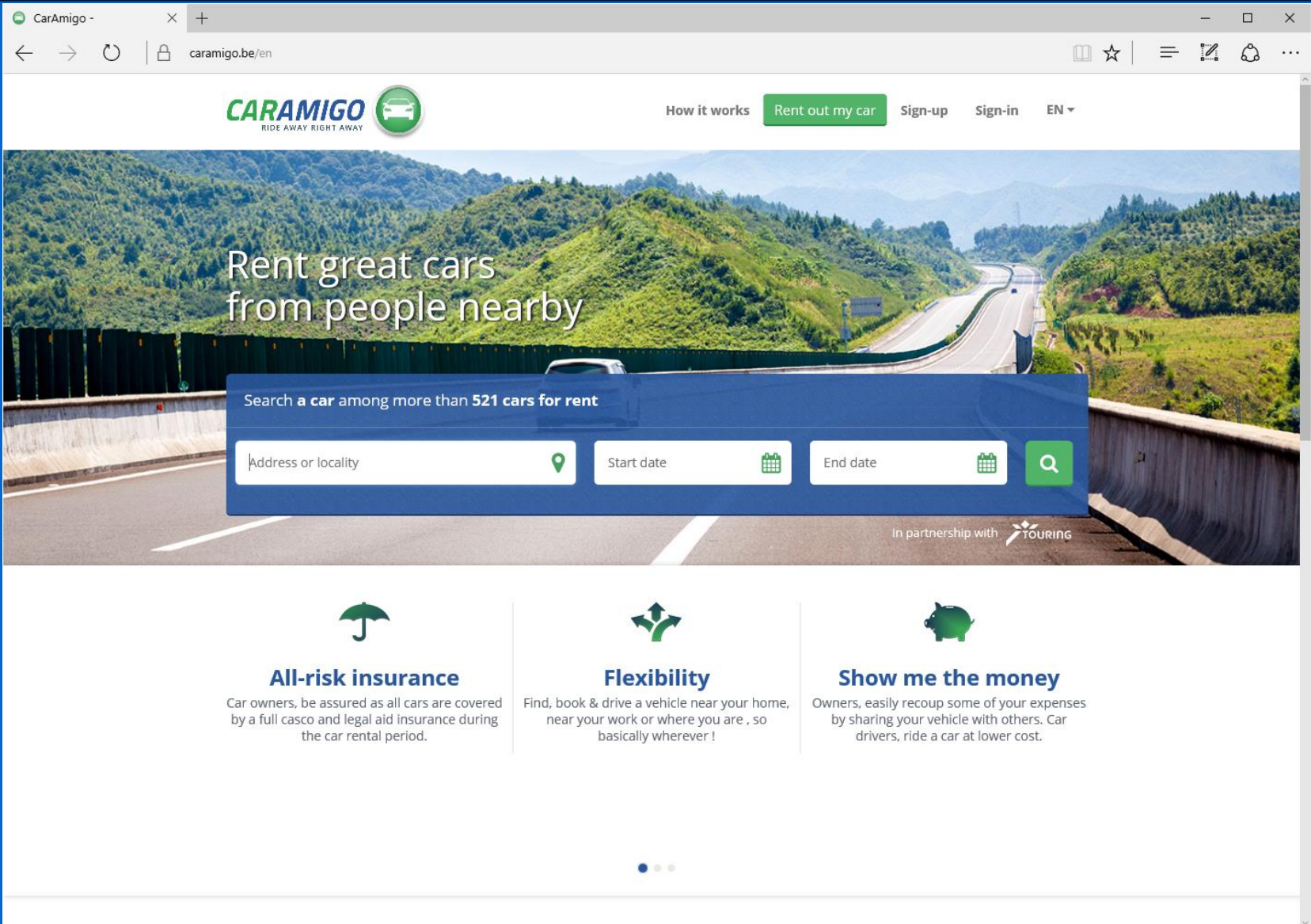
- 1. **Huge availability** of cars, spread out all across Belgium (vs. just train stations) 
- 2. **Different set of cars**: much broader choice, not the usual stereotypes 
- 3. **Cheaper** 30-50% than regular car rentals 
- 4. **Roadside assistance**: no risks 

- For the owner:

- 1. Recoup some of his **car expenses**: easy money 
- 2. **Insurance**: no risks 


- For both: green & mobility-friendly, it simply **makes sense** 

CarAmigo: few screenshots



The screenshot shows the CarAmigo website interface. At the top, there is a navigation bar with the CarAmigo logo, the tagline "RIDE AWAY RIGHT AWAY", and links for "How it works", "Rent out my car", "Sign-up", "Sign-in", and "EN". The main banner features a scenic view of a road through green hills with the text "Rent great cars from people nearby". Below this is a search bar with the text "Search a car among more than 521 cars for rent". The search bar includes fields for "Address or locality", "Start date", and "End date", along with a search icon. At the bottom right of the banner, it says "In partnership with TOURING". Below the banner are three feature cards: "All-risk insurance" with an umbrella icon, "Flexibility" with a car icon, and "Show me the money" with a piggy bank icon. Each card has a brief description of the benefit.





CarAmigo - x +
caramigo.be/en


CARAMIGO
RIDE AWAY RIGHT AWAY 


How it works **Rent out my car** Sign-up Sign-in EN ▾


Rent great cars from people nearby


Search a car among more than 521 cars for rent

Address or locality  Start date  End date  

In partnership with 

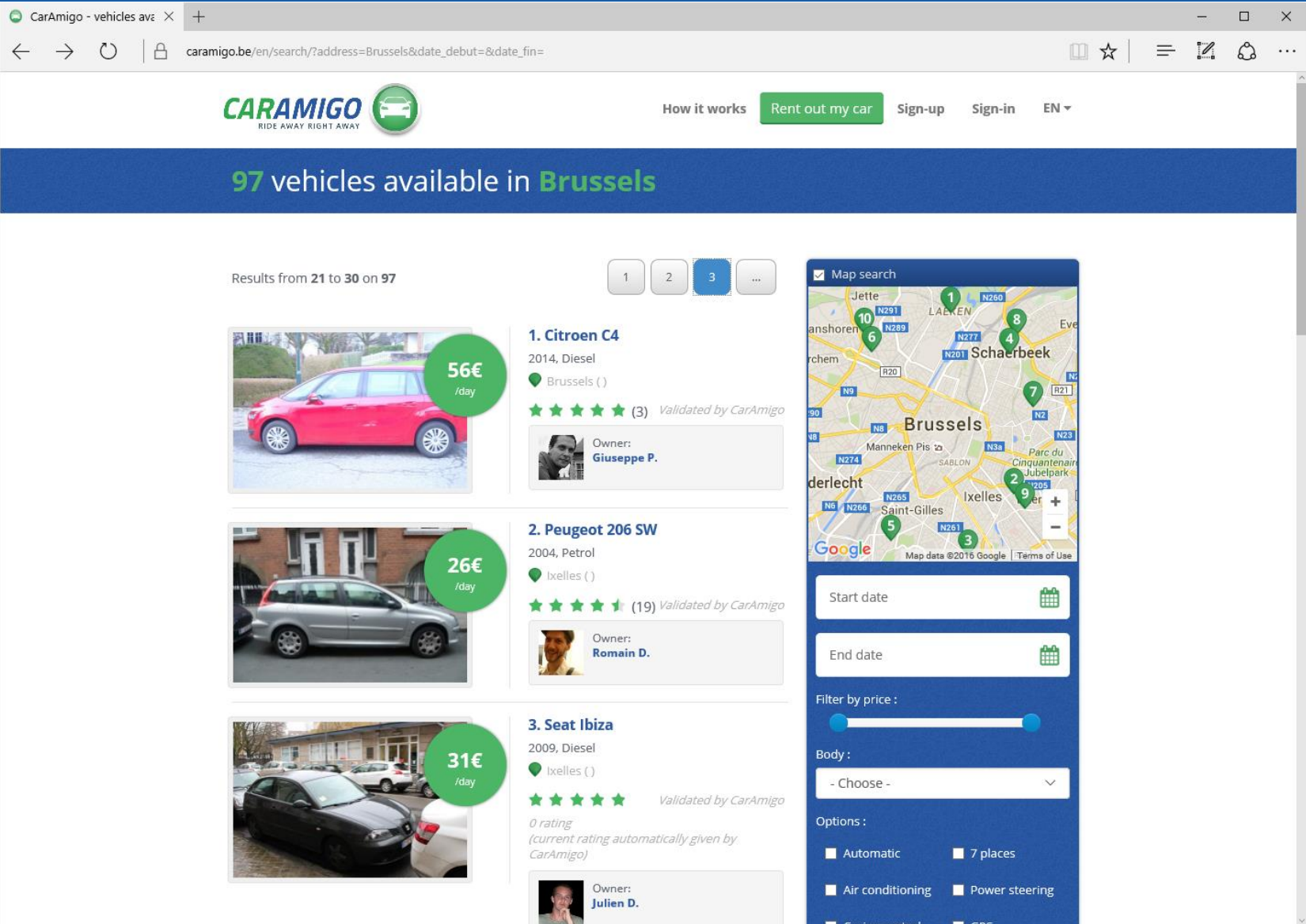

All-risk insurance
Car owners, be assured as all cars are covered by a full casco and legal aid insurance during the car rental period.


Flexibility
Find, book & drive a vehicle near your home, near your work or where you are, so basically wherever !


Show me the money
Owners, easily recoup some of your expenses by sharing your vehicle with others. Car drivers, ride a car at lower cost.


● ● ●

CarAmigo: few screenshots



CarAmigo - vehicles av: x +

caramigo.be/en/search/?address=Brussels&date_debut=&date_fin=


CARAMIGO RIDE AWAY RIGHT AWAY 

How it works **Rent out my car** Sign-up Sign-in EN ▾

97 vehicles available in Brussels

Results from 21 to 30 on 97


1 2 **3** ...



56€
/day

1. Citroen C4


2014, Diesel
Brussels ()
★★★★★ (3) Validated by CarAmigo
Owner: **Giuseppe P.**



26€
/day

2. Peugeot 206 SW

2004, Petrol
Ixelles ()
★★★★★ (19) Validated by CarAmigo
Owner: **Romain D.**

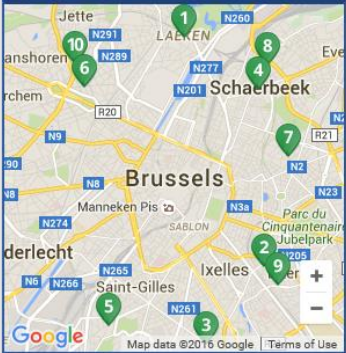



31€
/day


3. Seat Ibiza

2009, Diesel
Ixelles ()
★★★★★ Validated by CarAmigo
0 rating
(current rating automatically given by CarAmigo)
Owner: **Julien D.**

Map search



Start date 

End date 

Filter by price:

Body: - Choose - ▾


Options:

- Automatic
- Air conditioning
- Cruise control
- 7 places
- Power steering
- GPS

CarAmigo: few screenshots


CarAmigo - Fiat Doblo, x

caramigo.be/en/cars/ixelles/flat/doblo/15565?date_debut=&date_fin=

CARAMIGO RIDE AWAY RIGHT AWAY 



How it works **Rent out my car** Sign-up Sign-in EN ▾

Fiat Doblo, Ixelles




38€
/ day


Rating:
★★★★★ (3)

Share your profile on:
 

Owner:
Bernard B.
1 vehicle

Language: Français  Ixelles

Average response time: 7h 33m
Response rate: 40 %



Conditions **Description** Availability Ratings

Make : Fiat Doblo **Version :** 1.3 Multijet Trofeo


Year : 2008 **Mileage :** 165000

Estimated kilometers: Less than 100 km

Amount: 38,00 € **Days:** 1

Pre-booking

Pre-booking



Start: 20-09-2016 10:00

End: 21-09-2016 10:00

Estimated kilometers: Less than 100 km

Amount: 38,00 € Days: 1

Pre-booking

- “Regular” carsharing: Car2go, Mobility
 - One company owning a fleet of cars puts at the disposal of drivers against a **subscription fee + usage fee**
 - Located only in **city centres**: not in suburbs nor in villages
 - Not engineered for long usage: average use is **2,5 hours**
- Car **rental**: Avis, Hertz, etc...
 - Located only at **airports** and sometimes train
 - Users mainly business men & tourists
 - Engineered for long usage: average use is **6,6 days**
 - Does not address at all the city users



CarAmigo
= 3,5
days

Issues specific to P2P carsharing

- CarAmigo = marketplace: need to attract both owners & (only then) renters
- Key success factors: 3 T's: Trust, Taxes & Time
- Trust:
 - Owners need to be reassured about what happens in case of an accident=> casco insurance
 - Renters need to be reassured about what happens in case of an accident & breakdown => casco insurance & roadside assistance
- Taxes:
 - Government, fiscal authorities and competition alert on the sharing economy => fiscal agreement
- Time:
 - Airbnb took 5 years to pick up, same thing with P2P carsharing

- The **special country** syndrome:

Dear Alex,

*You're nice but you don't understand the mentality in [insert **country name**]: here nobody will ever rent out his car.*

*That is **0,00%**.*

- The **Kodak** syndrome:

Dear Alex,

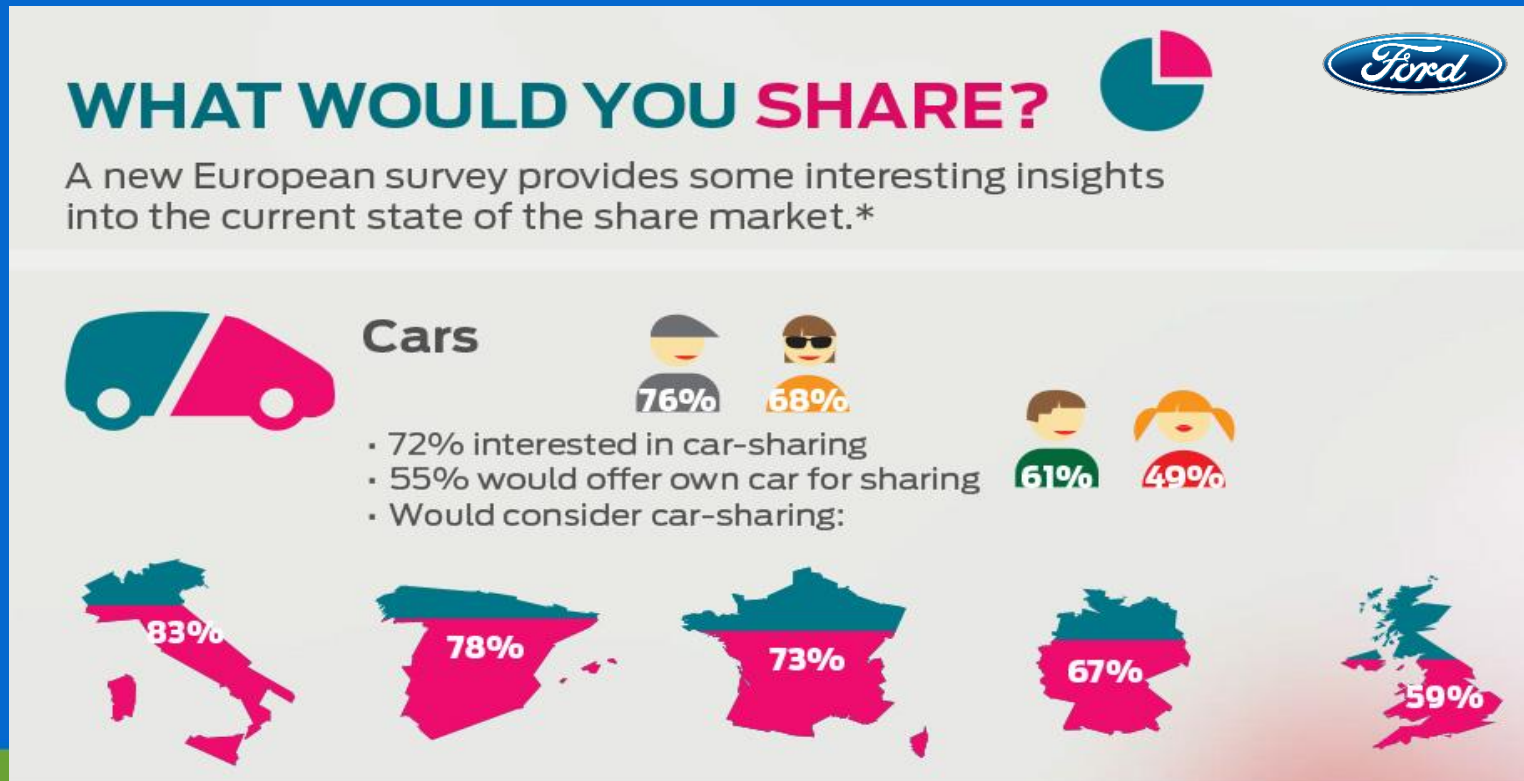
*We're in the business of **one car = one owner = one insurance contract**.*

It's like that. It will never change.

No matter what.

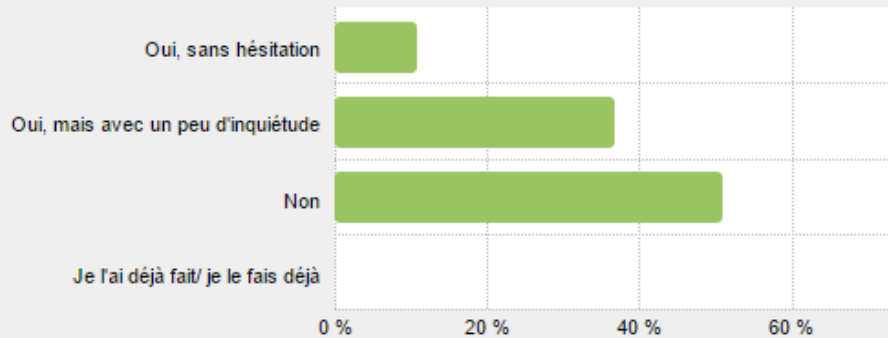
Peer-to-peer carsharing: studies

- Ford's own study (5/2016): "55% of people would consider allowing other people to drive their car for a fee, according to a new Ford-commissioned survey of more than 10,000 people from across Europe"



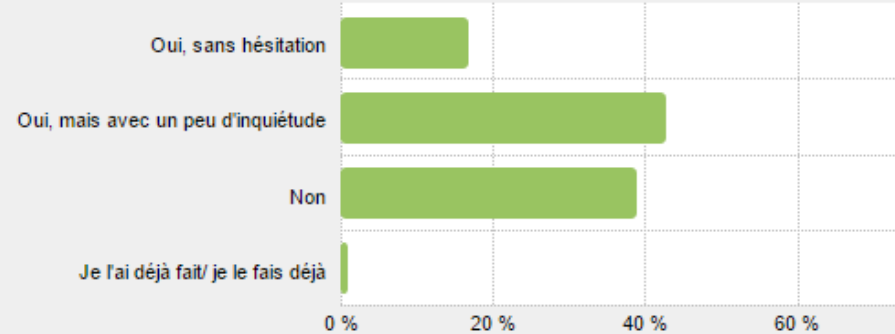
- **ResponDi Mingle Trend: “Les Français et la location de voitures entre particuliers”**: 11% of French car owners would share their car without hesitating”

Total
Pourriez-vous louer votre voiture contre rémunération à des particuliers ?



■ Total
■ Hommes ■ Femmes
■ 18-19 ans ■ 20-29 ans ■ 30-39 ans ■ 40-49 ans ■ 50-59 ans ■ 60-69 ans

Total
Pourriez-vous louer une voiture auprès d'un particulier plutôt que d'une agence de location spécialisée ?



■ Total
■ Hommes ■ Femmes
■ 18-19 ans ■ 20-29 ans ■ 30-39 ans ■ 40-49 ans ■ 50-59 ans ■ 60-69 ans

Enough bla-bla, **let's watch a film !**



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