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ABSTRACTS

Lucerne, 22 / 23 May 2013

WORLD COLLABORATIVE MOBILITY CONGRESS

DAY 1, 22 MAY 2013

14.00 h	**Session 1 P2P Carsharing**	
Name	**Michael Minis**	
Company	**tamyca GmbH**	
Abstract	**Peer-to-Peer Carsharing, who makes use of it and why?** Peer-to-Peer carsharing connects car owners to people in their vicinity who need a vehicle. A platform as a link between supply and demand is provided, creating a new mobility service. Tamyca.de also offers smartphone apps, additional insurance, social network integration as well as integrated risk management processes. The contribution by Mr. Minis is intended to answer the questions as to who are the people who use this new form of mobility and what is their motivation. In addition to providing a description of renters and hirers the aim is to also explain the concerns of potential users and how these concerned are addressed by tamyca.	

Name	**Dr. Hans-Jörg Dohrmann**	
Company	**m-way**	
Abstract	**sharoo – my ride for you** sharoo enables users to access mobility assets owned by others exactly when they need them and it gives owners the opportunity to easily monetize their assets. By maximizing convenience and efficiency, sharoo thereby creates multiple business opportunities for all kinds of mobility asset owners (e.g. Companies, Private Owners etc.). You own a car, bike or any others asset, which you use actively only for a very short time each day. Utilizing sharoo, you will be able to share your asset by just connecting it to a small, neatly designed accessory. People will book your asset through the sharoo app or online platform and will then be able to access and use your asset with their smartphone. You will get paid automatically and sharoo will even take care of all administrative and insurance related issues.	
Name	**Christian Steger-Vonmetz**	
Company	**Caruso Carsharing**	
Abstract	**E-Carsharing works with the proper concept** E-Mobility and carsharing go together like Hansel and Gretel. But without support programmes e-mobility cannot yet be integrated into carsharing on an economic basis. At least that's the prevailing opinion amongst so-called experts. However, where a company, local authority or private individual opens up use of its vehicles or vehicle to others, there are a number of potential, surprisingly successful models. One example is the local district of Gaubitsch in Lower Austria, a small community that shares a Renault Kangoo E with 27 other members. In addition to the membership contribution of € 99.-/p.a. the only additional cost is a minimal €0.10/km. However, high usage (>20.000km/annually) produces a positive, overall financial outcome. Caruso carsharing uses modern technology to facilitate private carsharing on a highly professional level and takes account of the special needs of e-carsharing. Online reservations, electronic journey log, access to the car via smartphone and a mobile website with up-to-date information on the battery charge level ensure that the system operates smoothly in day-to-day use.	

15.15 h	Session 1 – P2P Carsharing (Teil 2)	
Name	**Christian Piepenbrock**	
Company	**Nachbarschaftsauto**	
Abstract	**Cars, Money and Sex: The full truth about P2P Carsharing** Cars are sold on the basis of dreams. Dreams of speed, technology, luxury and sex appeal. It's no surprise that bus and rail travel find it difficult to keep up with that kind of image. "Car community" and "carsharing" don't exactly sound attractive but are nevertheless very much in fashion. How have car dreams changed, how is neighbourhood carsharing suddenly becoming attractive? The neighbourhood car community is a pioneer in collaborative consumption and its members dream of personal freedom and a better world but with fewer cars. We conducted a survey to find out what motivates our members and collated their experiences from day-to-day use, giving an insight into the future of social mobility. Increasingly higher car and fuel prices with stagnating incomes are creating enormous pressure for change. The trend in urban development is moving away from even more roads, cars and speed, towards a revival of neighbourhoods and stronger social structures.	
Name	**Markus Gössler**	
Company	**Autonetzer**	
Abstract	**Generation Autonetzer – The way from a private car for a few to an interconnected car for a lot of people** Autonetzer has been studying the subject of resource-saving mobility since 2010 and is seen as one of the pioneers of private carsharing in Europe. The approach is obvious: we are seeing a continuing increase in the demand for mobility offerings; private vehicles are not in use for around 23 hours a day. In order to make use of these previously underutilised resources to create intelligent mobility, private car owners are able to share their vehicle with others via Autonetzer, insurance included. A key part of the Autonetzer Vision is creating a network with other mobility services and sharing platforms. That is one of the reasons why Autonetzer and Daimler AG have been working together since 2013 as part of the "car2share" Initiative which focuses on the trend towards "usage instead of ownership". The more closely services such as local public transport, hire cars, co-travel opportunities and carsharing work together in future and make usage easier for customers, the easier it will be to establish a sustainable approach to mobility.	

Name	**Oliver Lünstedt**	
Company	**carzapp GmbH**	
Abstract	**carzapp: Private Carsharing, with Technology it makes Sense** carzapp is developing a new form of "collaborative consumption". carzapp connects people who don't actually need their cars to those wanting to be temporarily mobile. The user has access to a whole range of vehicles within his/her immediate vicinity at attractive terms. The ZappKit, the hardware solution developed in-house, allows the renters to reserve, hire and open cars using a smartphone app. This enables carzapp to provide individual and spontaneous mobility, combined with the advantages of private carsharing in a way that has not previously been possible. In addition to usage as part of its own carsharing portal, carzapp also offers the ZappKit as a fleet management solution in the B2B area. The advantages of the hardware, security, manufacturer flexibility, and low costs should ensure continued growth of carsharing.	
16.00 h	**Partner Speeches**	
Name	**Marco Reber**	
Company	**Swisscom Managed Mobility**	
Abstract	**Trends and prospects in the mobile world** For people in many areas of life ownership of an item is becoming increasingly less an issue and more emphasis is being placed instead on access to the use of the item. The less complex, more prompt and transparent the availability of alternative means and routes of transport become, the more people will start to change their views. Technological progress will support this paradigm change. This all becomes conceivable through creating transport networks - Connected and Smart Mobility. Collaborative Consumption and peer-to-peer cooperation are the names of these new paradigms. Swisscom Managed Mobility has identified the business opportunities offered by Information and Communication Technology (ICT) in the area of mobility and is taking a convinced approach to involvement in mobility platforms and data management systems, campus and Smart City solutions. Smartphones and a flood of apps aimed at supporting are also creating an eco-system that promotes mobility networks.	

Name	**Rahel Bonny**	
Company	**Mobility Solutions AG**	
Abstract	**MoS Move Center – Synergies of networked mobility solutions** Mobility solutions AG is a mobility and fleet manager. It focuses on sustainable mobility solutions and the best possible use of existing vehicles. Fleet vehicles should not be "static" – the aim is to increase the capacity utilisation. How do you solve that problem in the B2B area? • With the MoS move Center, Mobility Solutions AG has combined classic car pooling with real-time ridesharing. • Business trips or employee commutes are undertaken jointly. • Synergies are created for companies through user networking; through to savings in meetings as work-related topics can be discussed during the trip. • Trust-based networks today form the basis for the sustainable use of resources. • Mobility solutions based on this achieve lasting savings because the employees identify with and make proactive use of these.	
17.15 h	**Research Panel**	
Name	**Michael Kuhn**	
Company	**Daimler AG**	
Abstract	**Intelligent integration of urban mobility** Daimler Mobility Services is a fully-owned daughter of Daimler Financial Services AG and offers its customers innovative, first-hand mobility solutions. With its brand car2go the enterprise is the worldwide market-leader in flexible carsharing. With the brand moovel, the company offers an easy-to-use smartphone application that allows the user to compare different mobility services according to different parameters and, thus, choose the optimal route from A to B. Next to the further development of car2go and moovel, Daimler Mobility Services, Ltd. works on further solutions to make mobility simpler and more flexible. Other fields of operation include the development of innovative solutions for search, booking and reservation of parking spaces and carsharing solutions for business fleets.	

Name	**Univ.-Prof. Dr.-Ing. Klaus Bogenberger**	
Company	**Universität der Bundeswehr München**	
Abstract	**Effects of E-Carsharing systems on mobility and environment in urban areas** The aim of the WiMobil project is to study the effect of e-carsharing systems on mobility and the environment in urban areas. The three year-long project is funded by the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU) and will examine both free-floating as well as station-based carsharing deals in Berlin and Munich. Project partners are BMW AG with its premium carsharing provider DriveNow and DB Rent GmbH with its car sharing system Flinkster. In addition to the University of the Bundeswehr Munich, the cities of Berlin and Munich, as well as the German Aerospace Centre Berlin are also involved in the project. Within the framework of the project, user surveys, mobility tracking and backend data records reveal how e-carsharing is used and by which target groups, in which areas there is a demand, what impact the systems and charging infrastructure have on the environment and what development scenarios these create for e-carsharing systems.	
Name	**Martyn Briggs**	
Company	**Frost & Sullivan**	
Abstract	**Voice of Customer Analysis for Carsharing and New Mobility Business Models** Whilst carsharing as a concept has existed for several years, the uptake rates and emergence of new players in the traditional as well as peer-to-peer carsharing market has proliferated in the last 5 years; the number of members increased by over 90% between 2008 – 2012, from 500000 to over 940000. According to Frost & Sullivan, this trend is set to continue. The Growth Consulting company wanted to learn more about the consumer profiles of the members currently using carsharing services, including their preferences and aspirations for the carsharing concept in future, but also to understand from non-members what would encourage them to join such services, as well as their idea of a "winning concept". In doing so, a targeted survey of over 2300 people was conducted in the UK, France, and Germany, with 12 cities in total. The presentation will give an overview regarding the customer's / member's perspective on the current and future usage of carsharing services, existing carsharing member profiles, as well as familiarity, interest and adoption amongst non-members. Frost & Sullivan works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies? Contact us: Start the discussion.	

Name	**Dr. Francesco Ciari**	
Firma	**ETH Zürich**	
Company	**The potential of carpooling in Switzerland** This presentation reports on a project that aimed at finding out the potential of carpooling in Switzerland. The project was financed by the Swiss Federal Roads Authority (ASTRA) and conducted together with the firms PTV Swiss and Rundum Mobil. The project was composed of two main work packages. On the one hand an extensive survey on mobility behavior and the attitude toward carpooling was conducted. On the other hand a simulation tool was used to estimate how many pools it would be possible to create under the given boundaries. Thanks to this it has been possible to consider both objective and subjective aspects of carpooling. The survey was composed of multi-response qualitative questions and stated preference exercises. The results of the latter were used to generate a behavioral model that was embedded in the simulation. The presentation reports on both parts of the survey.	
18.15 h	**Video Conference (USA)**	
Name	**Steve Webb**	
Company	**RelayRides**	
Abstract	**Peer-to-Peer Carsharing: The revolution of personal mobility** RelayRides' Director of Communications, Steve Webb, will introduce the concept of peer-to-peer carsharing and his company, RelayRides. Steve will share how RelayRides was evolved from an innovative concept developed by a Harvard Business School student to a company that is now in over 1,450 cities in all 50 states in the U.S. and on the verge of revolutionizing transportation. His presentation will cover not only how the company and concept work, but will also cover the societal, economic and demographic shifts that are taking place to make this business model a viable alternative to traditional transportation options.	

Name	**Michael Somoza**	
Company	**GottaPark**	
Abstract	**Peer-to-Peer Parking – Challenges and Opportunities** The initial spark of the idea for starting GottaPark in San Francisco in 2007 came from the simple observation that there seemed to be a lot of empty parking spaces in a city that was so frustratingly difficult to park in. The issue was that these parking spaces were in the form of private driveways or private access lots for schools, churches or businesses and so, were inaccessible to the public. But what if we could unlock those parking spots when they were not in use by allowing their owner to easily rent them out to the public? It would open up a new revenue source for private residents, schools, churches and businesses, would reduce the need to keep building more parking structures by more intelligently using the spaces we already had, and most importantly to us as drivers, would allow us to find a parking spot! In this presentation, the Co-founder and CEO of GottaPark, Michael Somoza, will talk about his personal experiences building one of the world's first peer-to-peer parking marketplaces. He will share some of the challenges they experienced that caused them to pivot and shift the focus of the company, as well as share the opportunities he still sees in peer-to-peer parking.	

DAY 2, 23 MAY 2013

9.15 h	**Pecha Kucha Breakfast**	
Name	**Marc Kudling**	
Company		
Abstract	**The „I" in Comobility** Countless new carsharing, bikesharing and ridesharing concepts are currently sprouting up and competing for the favours of the mobility-conscious citizen. For the new players this doesn't normally involve copying the tried and tested methods; we are instead seeing a range of diverse, unprecedented variations of different mobility services coming to light. There is a strong focus on the user experience, involving solutions that should work well in reality. This is benefiting not least from the current boom in smartphones which has also enabled the normal mobile phone user to easily access online services from any location and 24/7. This network allows for totally new approaches – from the technical viewpoint anything is possible! It comes down to the implementation and user acceptance. Collaborative mobility can only work if there is mass participation. An idea only succeeds when the often-quoted term 'critical mass' is achieved – turning K.O. into CO. Which of the new mobility concepts have so far successfully established themselves and meet the criteria of co-mobility? What concepts have still not achieved the big breakthrough but are about to do so? In his lecture "The I in Comobility" Marc Kudling aims to provide a brief overview of some of the concepts from the perspective of the user and to show what potential and challenges play a role in this respect.	
Name	**Fabian Felix Weber**	
Company	**park it**	
Abstract	**Parking management – ideal and reality** The first parking meter appeared in the automotive world in 1935. Individual mobility is changing. It is becoming more convenient, more differentiated, more efficient. Parking will also be unable to escape this process of change. And that's a good thing because today searching for a parking space in urban areas has become an established part of life. More people with more cars are competing for fewer parking spaces which are becoming increasingly less accessible to the general public. Innovative smartphone apps such as park it have taken up this issue. They provide quick, convenient, efficient and therefore environmentally friendly parking space sharing, locating and reserving. In the future there will be fewer searches for parking spaces and more found. Fewer parking spaces will be used by more people. There are no losers in this - except the parking meter. It won't get to be a hundred. And that's a good thing.	

Name	**Reiner Langendorf**	
Company	**Convadis**	
Abstract	**Vehicle Technology in Carsharing** Vehicle technology in cars is taking over the control of vehicle access, vehicle security and data gathering. It also ensures communication between the customer (or the media) and the central software/database. As such, the device in the vehicle plays a key role in fully automated carsharing. And regardless of whether this involves classic car sharing, floating offers, P2P, etc. The modular Convadis technology ensures on the one side that the car-sharing organizations remain flexible in their choice of vehicle makes / models and guarantees that they will continue to operate even in hot, cold and damp conditions. On the other side, the products interact with a variety of potential customer media e.g. the various RFID standards, NFC, bluetooth, directly or indirectly with the customer's smartphone, etc. This provides flexibility in the design of processes and services.	
Name	**Sven Domroes**	
Company	**Fahrgemeinschaft.de**	
Abstract	**Forming Rideshare Communities – ecologically and socially reasonable** Changing mobility. The hitchhiker often encountered on the roads in the past has developed into a well-organised co-passenger over the last 15 years. Carsharing centre offices have been replaced by web services. Meadows are being concreted over to create large-scale Park & Ride car parks. Forming carpooling arrangements has long been the established norm. This no longer has anything in common with the previous, slightly negative image of a hitchhiker. On the contrary: it has evolved into an effective, modern way of life. It is no longer an exclusive phenomenon of the younger generation. It fits into our current lifestyle of efficient use and of consciously sharing with others. The reasons behind this social change are manifold. In addition to the opportunity to reduce our own costs we are seeing the rise of an increasing awareness of the environment. Is the willingness to share a reaction to many parts of our lives becoming increasingly anonymous? Warning: forming carsharing communities leads to contact with other people!	

Name	**Beat Brühwiler**	
Company	**CLTmobile AG**	
Abstract	**Carpooling - Let's Talk Money!** Have you ever received a lift, wanted to show your gratitude, but then... how? Saying thanks with cash just doesn't feel right. Or, you don't want to come across as "cheap" by paying a small amount - it seems hardly worth taking out the wallet for a buck or two. And on top of it all, the driver - your friend - is going to refuse money anyways. Bummer. A quick look at some statistics reveals that it actually would be very worthwhile taking out your wallet: In Switzerland alone, passengers between 20 and 35 years old would be paying their drivers CHF 100 million every month - and that's only for recreational travels. With Fundride we are opening the door to get there. Our app automatically calculates the individual costs of a ride, and passengers can contribute their fair share with the push of a button. In combination with our unique (micro-)donation feature and special offers, we not only neutralize above arguments, but add real value for the end-user. Fundride takes care of the money, so you don't have to.	
Name	**Yan Minagawa / Florian Detig**	
Company		
Abstract	**Mobility marketplaces – Data (the oil oft he 21th century)** Oil has shaped mobility in the 20th century to a significant extent. Data will shape mobility to a much greater extent in the 21st century. Today, we are seeing an emerging mobility market which is being shaped by information management. Linking needs with opportunities based on an availability matrix which changes by the second allows for the creation of new forms of mobility and diverse business fields. The decision for a networking strategy based on self-determination is an important step into the future in a multimodal, on-demand mobility market. The purpose of Ride2go, the concept based on the World Wide Web, is to create a network of mobility providers to mutual advantage, on various levels of cooperation and over and beyond any limits in the forms of mobility. The makers of TeleportR, Yan Minagawa and Florian Detig, provide an insight into the ride2go concept. This peer-based and decentralised network of information routers and mobility hubs offers the possibility for the first time of delivering real-time information on availability or changes in mobility options to mobility providers, recyclers or users.	

Name	**Julian Hauck**	
Company	**FahrtenFuchs**	
Abstract	**Share what's there: Tour Bus Pooling** Since the deregulation of long-distance coach travel at the beginning of the year, new long-distance coach services are starting up in Germany almost daily. What virtually no one knows is that before this, thousands of coaches were taking people on day trips to music events, right up to multi-day trips abroad, travelling across Europe. However, many of the seats on these tourist trips remain empty. In close cooperation with established coach companies, FahrtenFuchs exclusively marketed the empty seats as "an opportunity for a coach ride ". In this way FahrtenFuchs is the first time providing people in more rural areas with an opportunity for low-cost, safe and reliable travel in what is according to the German Federal Environmental Agency the most environmentally friendly form of transport. The innovative door-to-door search engine developed in-house helps users to maintain a clear view of the wide range of offers. Since FahrtenFuchs integrates all long-distance coaches, FahrtenFuchs.de gives users the widest range of long-distance coach travel offers in Germany.	
Name	**Frank Anders**	
Company	**Match Rider UG**	
Abstract	**Ridesharing for Daily Commutes** In recent years there has been an exponential increase in the use of ridesharing platforms for organizing long-distance carpools. But why haven't we seen this same success for our shorter daily trips? The Ride Board is Match Rider's new mobility platform for ridesharing within businesses and organizations, and makes all critical information regarding sharing and finding rides transparent for employees. The ease-of-use and flexibility of Match Rider reduces commuter traffic, decreases CO2 emissions, and saves employee's money without the need to download extra software or purchase hardware. Our system of interconnected, user-created "Match Points", which are analogous to bus stops, is the key to how Match Rider creates the user experience. Business Developer Frank Anders will tell us how this new concept has reinvented the traditional model of carpooling. Save Money, reduce traffic, and help your colleagues get to work!	

Name	**Joshua Steffen**	
Company	**ATGmobility**	
Abstract	**SMUVE eScooter-Sharing** "Collaborative mobility", which describes forms of mobility that focus on sharing modes of transport, can be viewed on the wocomoco homepage. Most of the concepts and ideas still revolve around familiar systems such as carsharing or carpooling. However, the talk here is about modes of transport - not just cars. Interested parties are now discussing the adaptation of the successful carsharing model to the bicycle, how e-mobility is finding its way into the sharing fleets or how work is now being carried out on peer-to-peer-systems. At the moment, however, there is still little or nothing heard about scooters in the context of "collaborative mobility". SMUVE from ATGmobility puts the eScooter at the heart of sharing. ATGmobility is convinced that in a future with increasing urban density and traffic, as well as the demand and need for sustainable mobility, increasing importance will be attached to electric small and light vehicles. This is where eScooters in addition to Flyer's and Twizy's also show their credentials. Scooters are already in vogue - agile, cost effective and exuding an urban zest for life. eScooters still require a 'jump start' to establish their position over the fossil-fuel scooter - we propose a sharing system. SMUVE is smart, future proof and full of life– we ride with a smile…	
Name	**Olivier Perrotey**	
Company	**Tooxme**	
Abstract	**The Social Mobility by Tooxme** With the rise of the 'Collaborative Consumption', new ways to share, lend and swap goods or skills are flourishing. Based on the principles of the 'sharing Economy', Tooxme is introducing an innovative instant Ride-sharing service available on Smartphones. In order to provide users with a smarter Mobility experience, the application integrates public and private transportation means (multimodal functionality) available as well as social networks-enabled featured. In addition, Tooxme combines an original value-redistribution model within the community. The Tooxme Pilot was launched in January 2013 as a Beta version in the cantons of Geneva and Vaud with the support of the TCS. The presentation will give you an insight into their challenges, strategy, launch feedback and figures after 4 months of existence.	

11.00 h	Session 2 – B2C Carsharing	
Name	**Rolf Lübke**	
Company	**DB Rent GmbH**	
Abstract	**Carsharing in the network** Flinkster, the car-sharing program of Deutsche Bahn, with 2,900 cars in 140 cities, has the largest carsharing network in Germany and also offers its customers the opportunity to reserve cars from a fleet of another 2,500 vehicles in Switzerland, the Netherlands and Austria. In his presentation Rolf Lübke illustrates the successful integration of numerous carsharing providers, automobile manufacturers and car rental companies in the Flinkster platform, as well as the intermodal linking of long-distance transport, local public transport, car and bicycle to a door-to-door offer of Deutsche Bahn.	
Name	**Eva Helmeth**	
Company	**Mobility**	
Abstract	**Mobility – Carsharing – Swiss style** One person in every 60 in Switzerland is already a Mobility customer and has access to a fleet of 2'650 cars around the clock. Networking with public transport was an area of focus for the cooperative from the outset: in addition to close cooperation with SBB, Mobility provides combination offering with tariff associations. One of the overall key features of the service offered by Mobility is its wide diversity. Various offers for private customers supplement the Business carsharing for business customers and in this way ensure optimum utilization of the mobility fleet. In 2013 Mobility will be launching additional, attractive offers in the areas of low-car/car-free living as well as corporate and pool vehicles. In addition, Mobility is also a software supplier for carsharing companies outside Switzerland, e.g. for the automotive group Renault which operates its free floating project "Twizy way" using Mobility software. The cooperative structure helps to drive forward these developments through the profits being continually reinvested in growth and technology.	

Name	**Bill Jones**	
Company	**CiteeCar**	
Abstract	**Responsibilities of Carsharing Providers** The further development of mobility as a sign of the growing urbanization of the population is a shared responsibility. Legislators, local authorities and mobility providers have an obligation to develop new, meaningful concepts which encourage people to changing the way they think and act. There is also a need on the part of the citizens themselves to be willing to change direction. However, there is still often a lack of the right range of offers and the matching concept to offer services really relevant to the masses. CiteeCar is taking up this challenge and offering the first truly mass-compatible solution.	
Name	**Andreas Allebrod**	
Company	**Drive Carsharing**	
Abstract	**Multimodal mobility in the ecomobility** The medium-sized company Drive-CarSharing GmbH, based in Solingen, North Rhine-Westphalia, has possessed the know-how on the carsharing industry since 1993 and been involved in numerous networked mobility and e-mobility projects over many years. Positioned as an environmentally-orientated organisation with close links to public transport and concentrated in the local urban area. Depending on the type of franchise concept, the affiliated partners can bring in their own vehicles to the system, with these then being available to the public transport, municipal, public utility, housing association and corporate customer groups. With Deutsche Bahn's carsharing "Flinkster" added to the mix, a local, open carpool is offered in the usual process. Further drive concepts and providers are constantly being added to this combine, networked with the local public transport offering. As the first carsharing provider, Drive has been jointly offering "E-mobility for everyone" since mid-2009. The e-car projects RUHRAUTOe, LEM, and E-Carflex were successfully started up with competent project partners in the 2nd phase of the model region, with over 70 new electric cars. In March 2013 Drive was elected one of the 5 largest green-tech trends.	

Name	**Andreas Leo**	
Company	**Car2Go**	
Abstract	**Car2go – just get in and drive off wherever you are** The mobility concept of car2go by Daimler redefines the individual inner city traffic: smart fortwo vehicles can be rented everywhere and anytime with an attractive (minute-based) rate. Finding and booking of the cars is done via smartphone or the internet. The rental fee itself is billed through an innovative telematic unit inside the car. Car2go was 2008 the worldwide first station-independent Carsharing solution und stands at the top of the market since then. As of today, the service is available in 19 countries in Europe and Northern America. The more than 7.300 cars – counting already more than 1000 battery electric vehicles – have been rented more than 8 million times by more than 375.000 customers. Noteworthy features of car2go are: • Availability: A large number of vehicles are spread around the city area • Flexibility: Open-end and one-way rental is available at no extra cost • Simplicity: Fully automatic, easy-to-understand rental process • Transparency of cost: no binding contract, no monthly fees, no minimum rental time.	
13.45 h	**Session 3 Fahrgemeinschaften**	
Name	**Stephanie Mayr**	
Company	**Carpooling.com**	
Abstract	**Get the World to share the Ride!** Airlines have already optimized it. So have railway companies. Even coach companies. And it's high time that car transport made a start on it. We're talking about a "fill factor" – i.e. transport capacity utilisation. Today, we have cars with fuel consumption levels that would have been unimaginable a few years ago. And yet, in its present form, car transport is highly inefficient since cars are normally not being utilised. In this context, ridesharing offers a simple, safe and fast solution that is sustainable, reduces costs and even fun. But how do you increase the fill factor? How do you get people to travel together, to pursue sustainable and affordable mobility? With a system that creates trust and commitment and consequently achieves the necessary critical mass in order to combine supply and demand. Our vision: Get the world to share the ride!	

Name	**Nicolas Brusson**	
Company	**BlaBlaCar**	
Abstract	**BlaBlaCar – Making people powered travel reliable and mainstream** How trusted communities have enabled the creation of a new transport network. The use of ridesharing has exploded in Europe over the last few years. While the cost of petrol and transport are strong economic drivers behind the rise of ridesharing, the growth of trusted communities has enabled the fundamental behavioral shift. Over the last few years, BlaBlaCar has built the largest collaborative consumption trusted community, which is at the core of ridesharing as a people powered transport network. Nicolas Brusson, co-founder of BlaBlaCar will explain how BlaBlaCar has shifted the ridesharing paradigm from classified based website to trusted communities and shares some figures on ridesharing in Europe and the importance of trust and safety.	
Name	**Drummond Gilbert**	
Company	**GoCarShare**	
Abstract	**I shared a car and I liked it** Drummond Gilbert will discuss how social networking sites are facilitating trust between users, increasing adoption of new sharing sites, as well as providing insight into innovative social media marketing techniques that can be used to help create communities.	
Name	**Benjamin Kirschner**	
Company	**Flinc AG**	
Abstract	**Social Mobility Network** Flinc matches ridesharing opportunities within a scial network fully aumotic and in real-time via PC, APP and (a global first) integrated in navigations systems – also for everday travel, like commuting to work. User state their preferred destination and flinc will automatically suggest possible rides via push, SMS or E-Mail. The network and a rating system guarantees the trust between users. As such, flinc is the only solution worldwide that connects social networks, smartphones and navigations systems for dynamic ride matching. Driver and passenger are automaitcally matched door-by-door for part of the journey also. The navigation leads the driver to the pick-up or drop-off spot. Spontaneuously or previously agreed upon. With more than 400.000 offers, flinc ist the world's largest short-distance ridesharing network.	