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***Mobility is everyone's  
Responsibility***

***Bill Jones – CEO CiteeCar  
WoCoMoCo 2013 – 22/23 May – Lucerne***

# *What's influencing car sharing today?*

- *Mega Trends*
    - Urbanization
    - Access v. ownership
    - Digitally connected
  - *'Shareconomy'*
    - Sharing is à la mode
  - *Policy making*
    - Mobility Concepts
    - Personal Incentives
-

# *A closer look on two mega trends*

Urbanization

Congestion

Air Pollution

Re-think mobility

Access vs. Ownership

Consumer Behavior Shifts

Self-service

Value

On-demand

EXPLODING “CAR SHARING” MARKET

**\$6 billion by 2016**

# Everyone's talking **Car Sharing**

- *Editorial coverage...*
- *Everyone wants to get in*



- *Multitude of models*

*“station-based”*

*“peer-to-peer”*

*“ride share”*

*“classic”*

*“free-float”*

*“park zones”*

*“pooling”*

*“one-way”*

**Excitement? Confusion? Consequences?**



# ***True objective of car sharing***

- ***Reduction of the overall number of cars***
  - Less resources
  - Less congestion
  - More parking
- ***Reduction of occasions when a car is needed***
  - Optimized public transport offering
  - Integrated mobility solutions
- ***Ultimate goal: Replace car ownership, not substitute other mobility offers***

***Responsibility of operators and policy makers to work hand in hand towards these objectives***

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# *The potential to take cars off the road*

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15



*Car sharing vehicle*

*Private vehicles*

# ***How can car sharing fulfill its potential?***

- ***Solutions must be mass compatible***
  - Price
  - Availability / Access
  - Simplicity
- ***Solutions must support the stated objectives***
  - Responsibility of operators
  - Policy support
  - OEM strategy
- ***Urban citizens must accept changing mobility dynamics***
  - Economic argument
  - Ecological argument
  - Incentives from policy makers
  - Incentives from operators

***Why has it not yet become mainstream?***

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**Carsharing makes sense!**

**But why is it not even more popular yet?**

**“Current services  
are too expensive”**



**“Current services are  
too complicated”**



**“Current services are  
not convenient”**



# ***CiteeCar: The Solution***

## *A Unique Model:*

- *Addresses the challenges and provides solutions*
  - *First truly mass-compatible car sharing service*
  - *Actually: It's not car sharing: It's urban car rental*
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*CiteeCar - next generation car rental*

**urban**

**easy**

**on-demand**

**street based**

**self-service**

**rent by the hour**

**always available**

**affordable**

# Unique CiteeCar Host Model

**CiteeCar Host**  
(provides a parking solution  
and basic car care)



**CiteeCar member  
community**



**Free personal use**  
(up to 100 free hours per month)



**€ 1 / hour urban car rental**

# CiteeCar *Tariff* – simplicity to the core

1 € /  
hour

0,20 € /  
km

5 € /  
month

hour

km

month

Inspired by low-cost airlines

***citeecar.com***

Here to make people

***think*** and ***behave*** differently

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## *Urban Car Rental*