

The Future of Urban Mobility

The worldwide first and largest free floating car sharing




6th International Forum of the 'FutureCities' Initiative | Yokohama | 30 August 2016



FOUR TRENDS WILL SHAPE MOBILITY IN THE FUTURE





car2go solves urban mobility challenges

car2go frees space and avoids emissions
by using the same asset multiple times.

CAR2GO SOLVES URBAN MOBILITY CHALLENGES



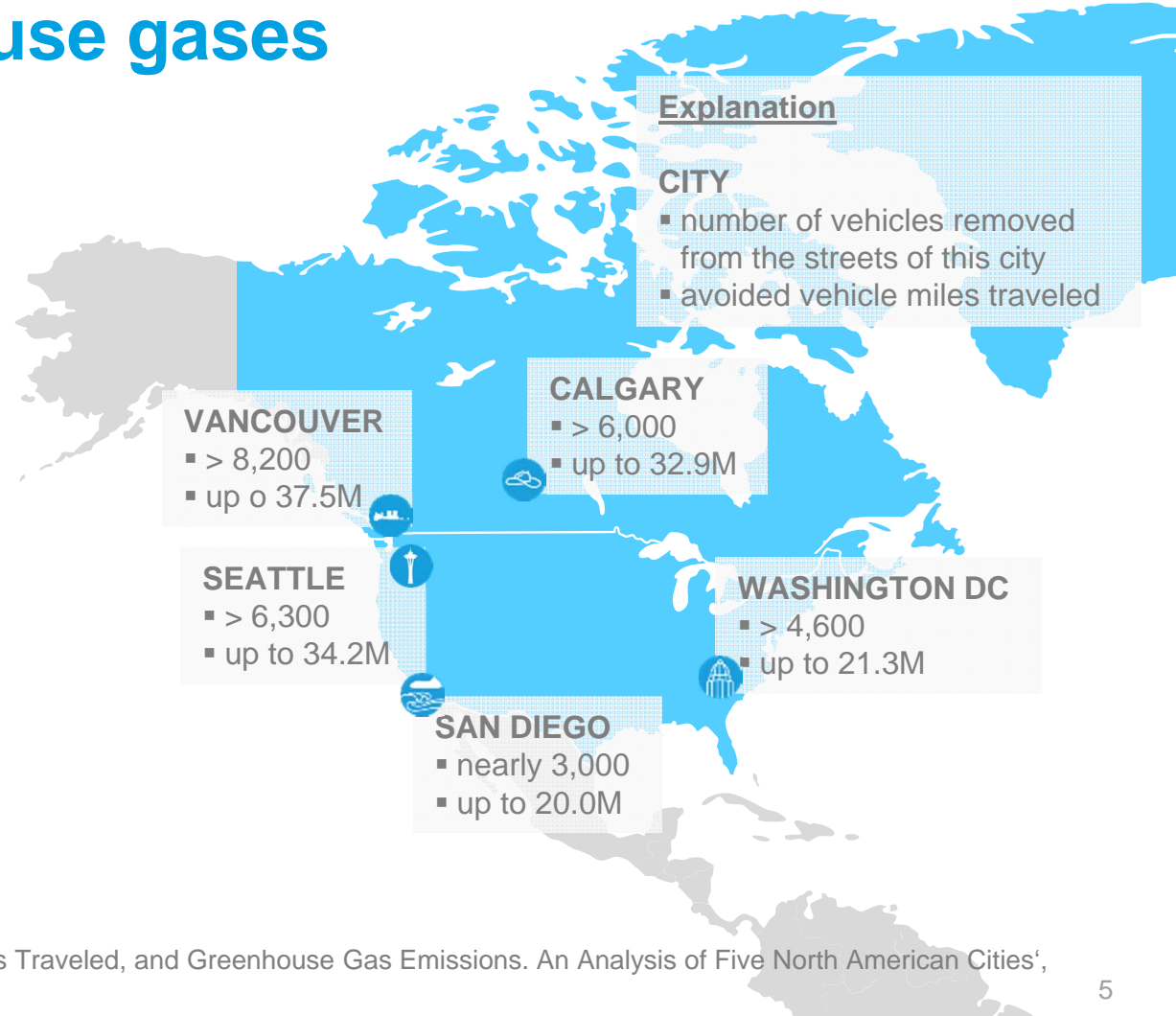
car2go reduces green house gases



in 2015, car2go removed **28,000+** vehicles from the roads of five American cities



up to **14 metric tons** of green house gas displaced by **one car2go** per year



Explanation

CITY

- number of vehicles removed from the streets of this city
- avoided vehicle miles traveled

VANCOUVER

- > 8,200
- up to 37.5M

SEATTLE

- > 6,300
- up to 34.2M

SAN DIEGO

- nearly 3,000
- up to 20.0M

CALGARY

- > 6,000
- up to 32.9M

WASHINGTON DC

- > 4,600
- up to 21.3M

Source: 'The Impact of car2go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions. An Analysis of Five North American Cities', E. Martin, S. Shaheen, University of California Berkeley, July 2016

car2go makes cities more livable

- Car sharing reduces the number of cars in a city
- Car sharing frees up space
- Car sharing reduces km driven
- Car sharing uses new and environmentally friendly vehicles
- Car sharing helps to understand the city's traffic patterns



car2go CEO Roland Keppler with Hamburg's Mayor Olaf Scholz at the occasion of celebrating 100,000 car2go members in Hamburg, 2016.



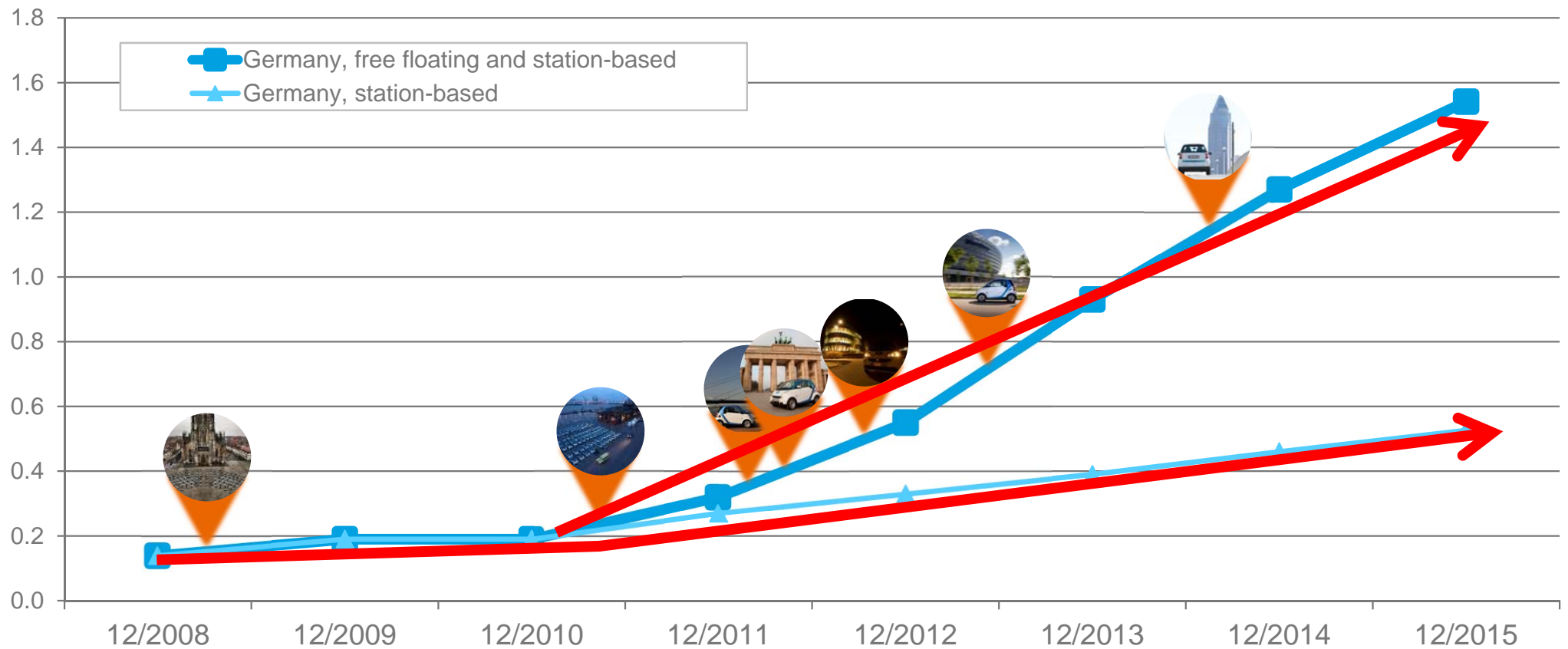
German Chancellor Angela Merkel in 2010



Mayor of Vancouver, Gregor Robertson, in 2011

Free floating makes car sharing a choice

Car sharing members related to population [%]





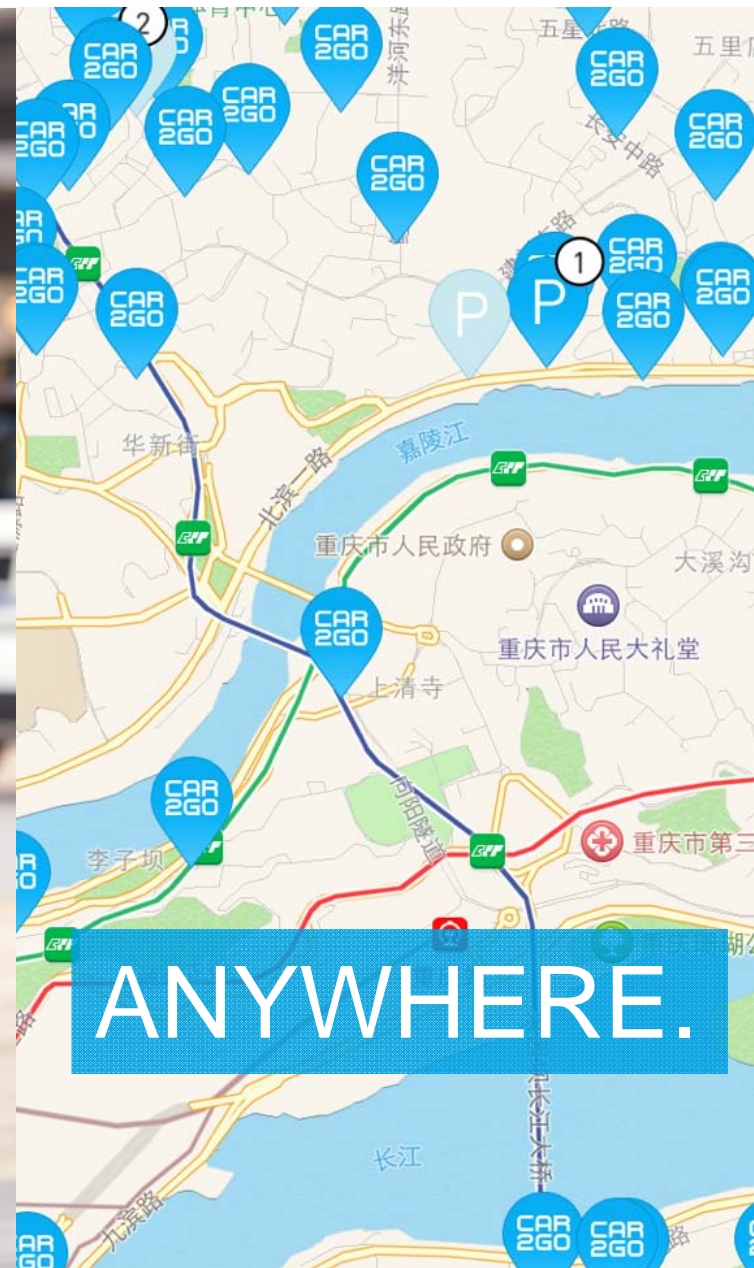
How free floating works

Embedded into daily life.

SIMPLE.



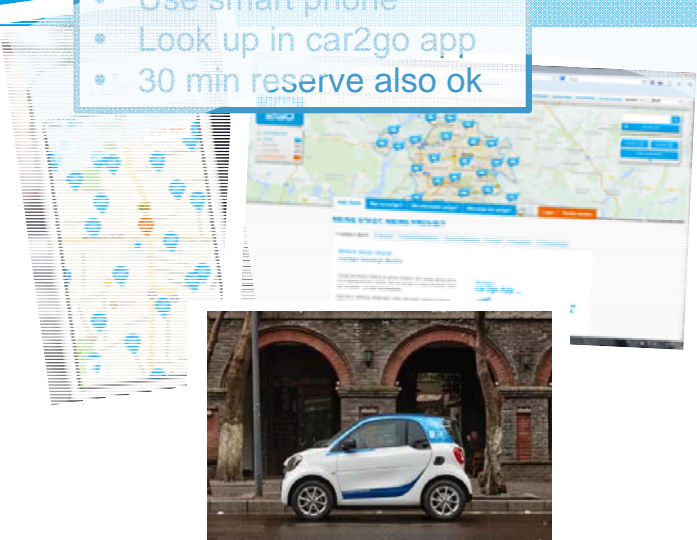
ANYTIME.



ANYWHERE.

FIND CAR

- Use smart phone
- Look up in car2go app
- 30 min reserve also ok



GET IN

- Use smartphone to gain access



LOG OUT/END RENTAL

- Log out from navigation
- Use app to lock door



PARK

- Return at any public parking spots in home area



DRIVE

- Drive anywhere
- Gas, insurance are free



SIGN IN

- Use PIN to retrieve in-car key
- Report condition of car





A blue-tinted photograph of a city street. In the foreground, a small white car is parked on the right. To its left, a person is riding a bicycle. Further back, another person is riding a bicycle, and a yellow car is visible. The background shows multi-story buildings and trees. The overall scene is a busy urban environment.

car2go around the world

3 continents. 9 countries. 30 locations.
Nearly 2 million members.



CAR2GO IS OFFERED IN 30 LOCATIONS IN 9 COUNTRIES

即行

CAR2GO

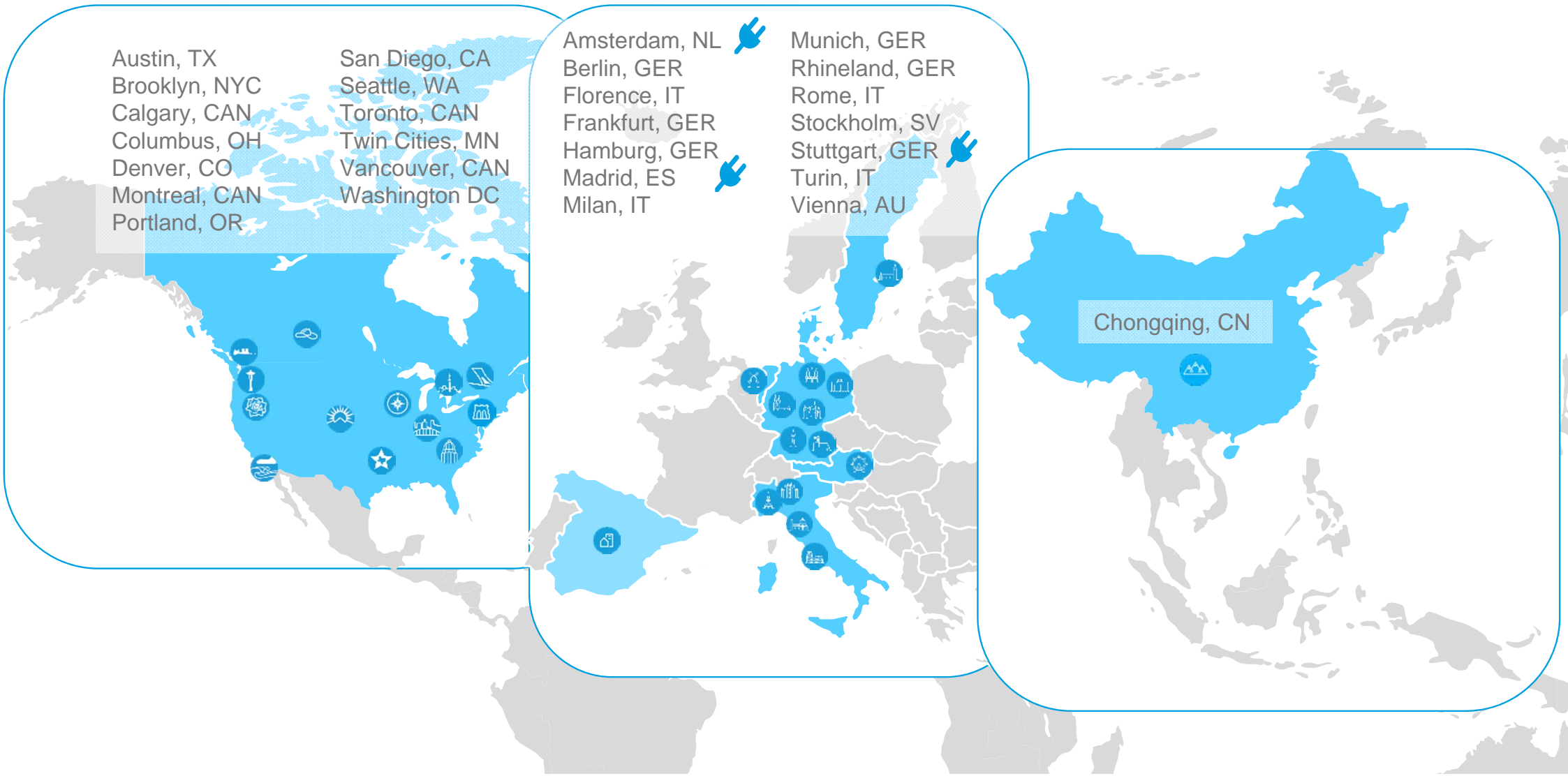
Austin, TX
Brooklyn, NYC
Calgary, CAN
Columbus, OH
Denver, CO
Montreal, CAN
Portland, OR

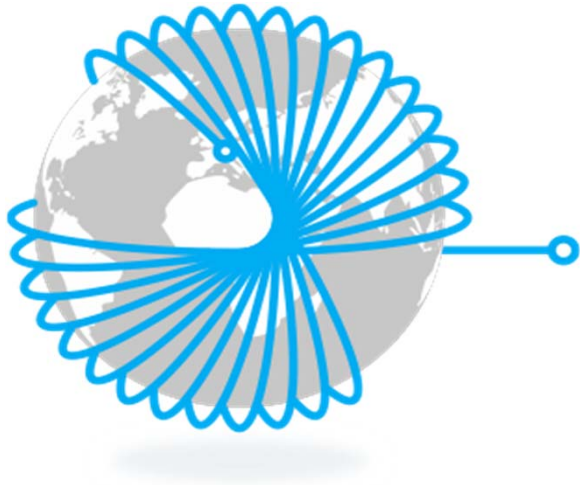
San Diego, CA
Seattle, WA
Toronto, CAN
Twin Cities, MN
Vancouver, CAN
Washington DC

Amsterdam, NL 
Berlin, GER
Florence, IT
Frankfurt, GER
Hamburg, GER 
Madrid, ES
Milan, IT

Munich, GER 
Rhineland, GER
Rome, IT
Stockholm, SV
Stuttgart, GER 
Turin, IT
Vienna, AU

Chongqing, CN 





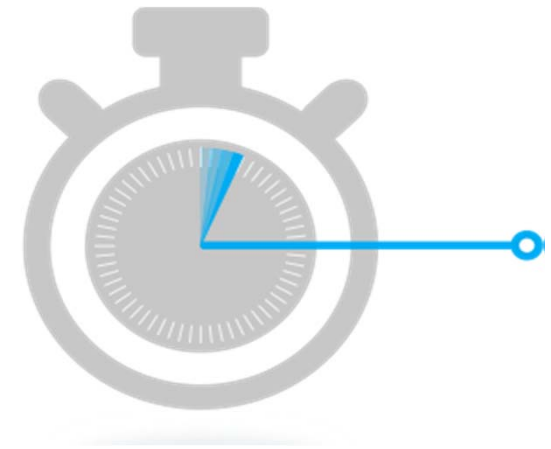
550 Million km
driven

13,750x
around the world



> 14,000
vehicles

1,900,000
members



71 million
rentals

every **1.5 sec.**
a rental is started

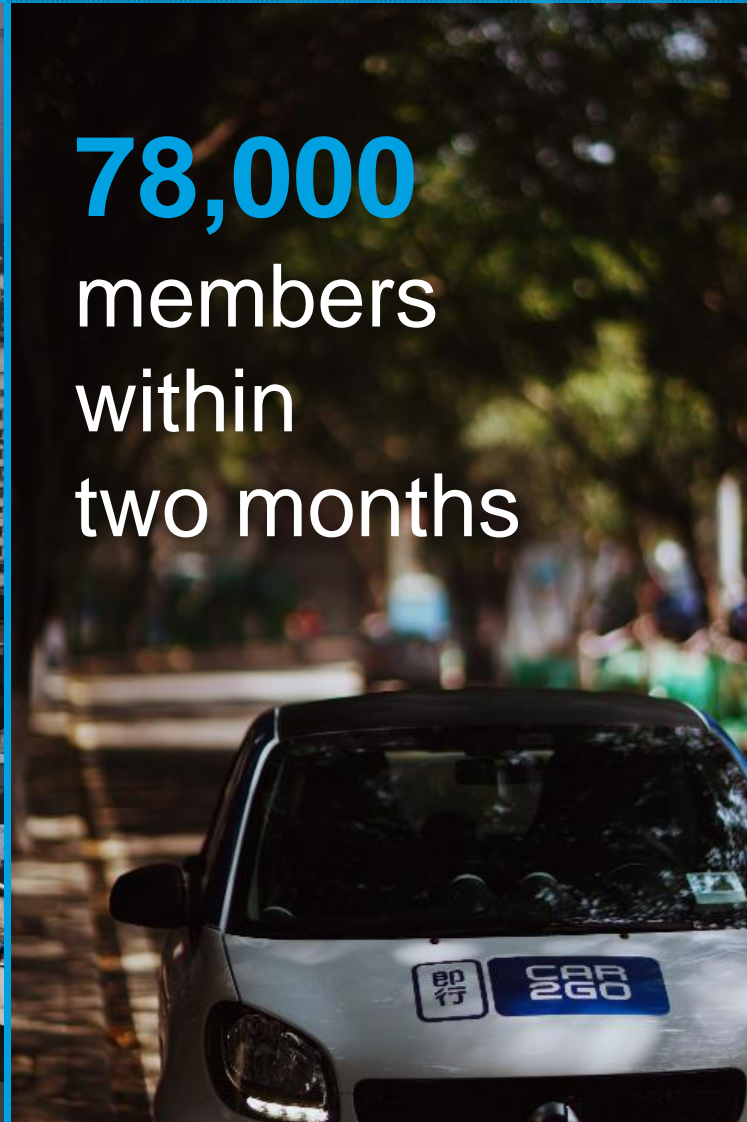
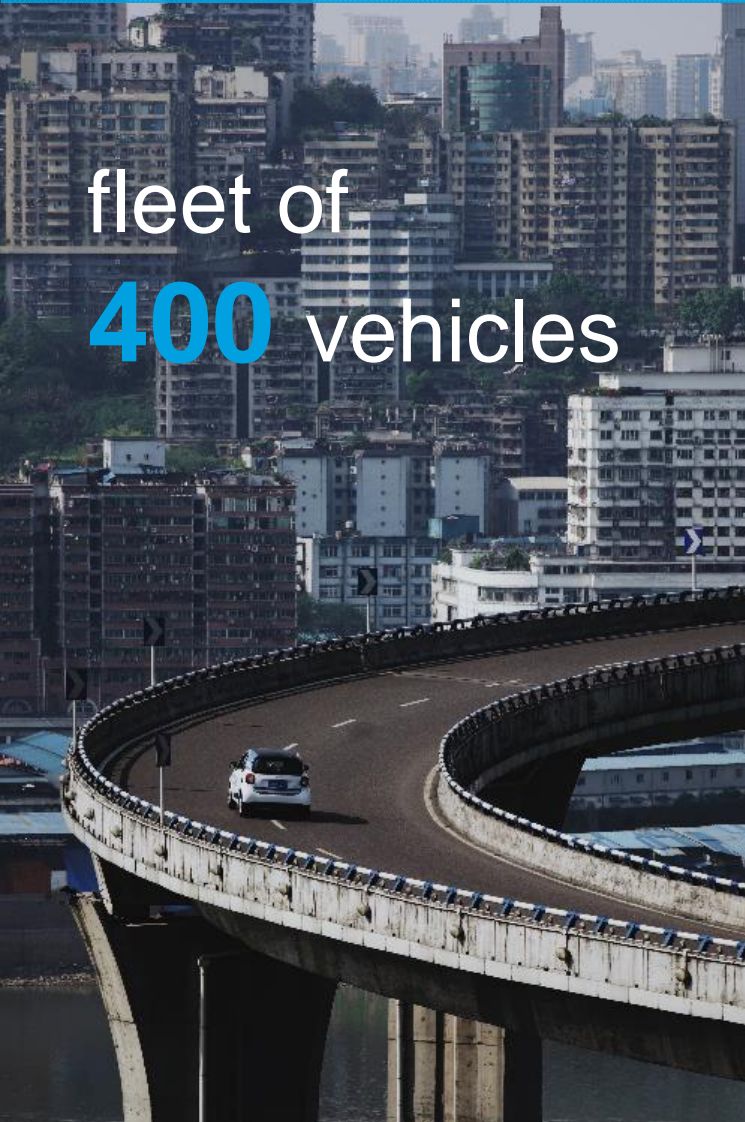
CAR2GO LAUNCHED IN CHONGQING, CHINA, IN APRIL 2016



fleet of
400 vehicles

78,000
members
within
two months

40,000
rentals within
two months



Thank you!

Rainer Becker

President & CEO car2go China Co., Ltd.

Head of Business Development Asia-Pacific car2go

rainer.b.becker@daimler.com

Visit us <http://www.car2go.cn>

