

car2go

Carsharing in Hawaii - Information Session by HEPF

January 2014

**CAR
2GO**

car2go OVERVIEW

Innovative personal mobility service:

Fully automated

On-Demand

One-way, open-ended

“Pay-as-you-drive”

All inclusive



Global Impact:

25 cities globally, 13 in North America

9,000+ vehicles

500,000+ members worldwide

285,000+ members in North America

15,000,000+ Total car2go transactions



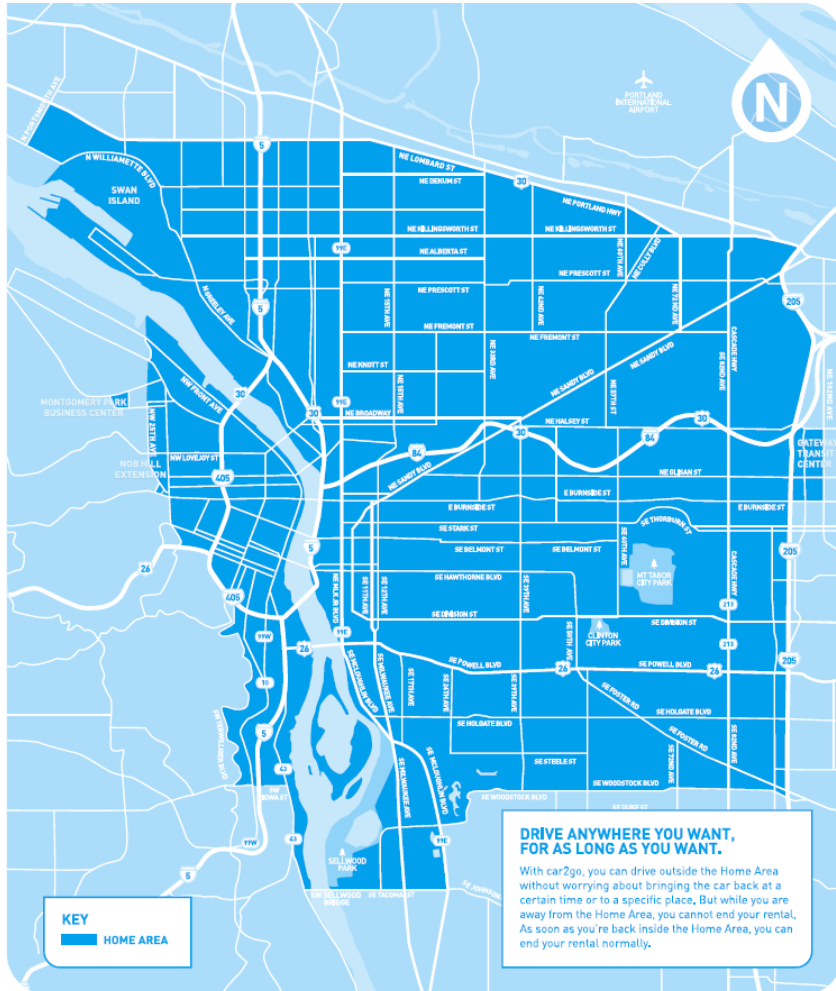
car2go OVERVIEW



1. One time Registration
2. Find Car
3. Get in
4. Sign in
5. Drive off
6. Park

EXAMPLE OF A HOME AREA

Approximately 37 square mile Home Area

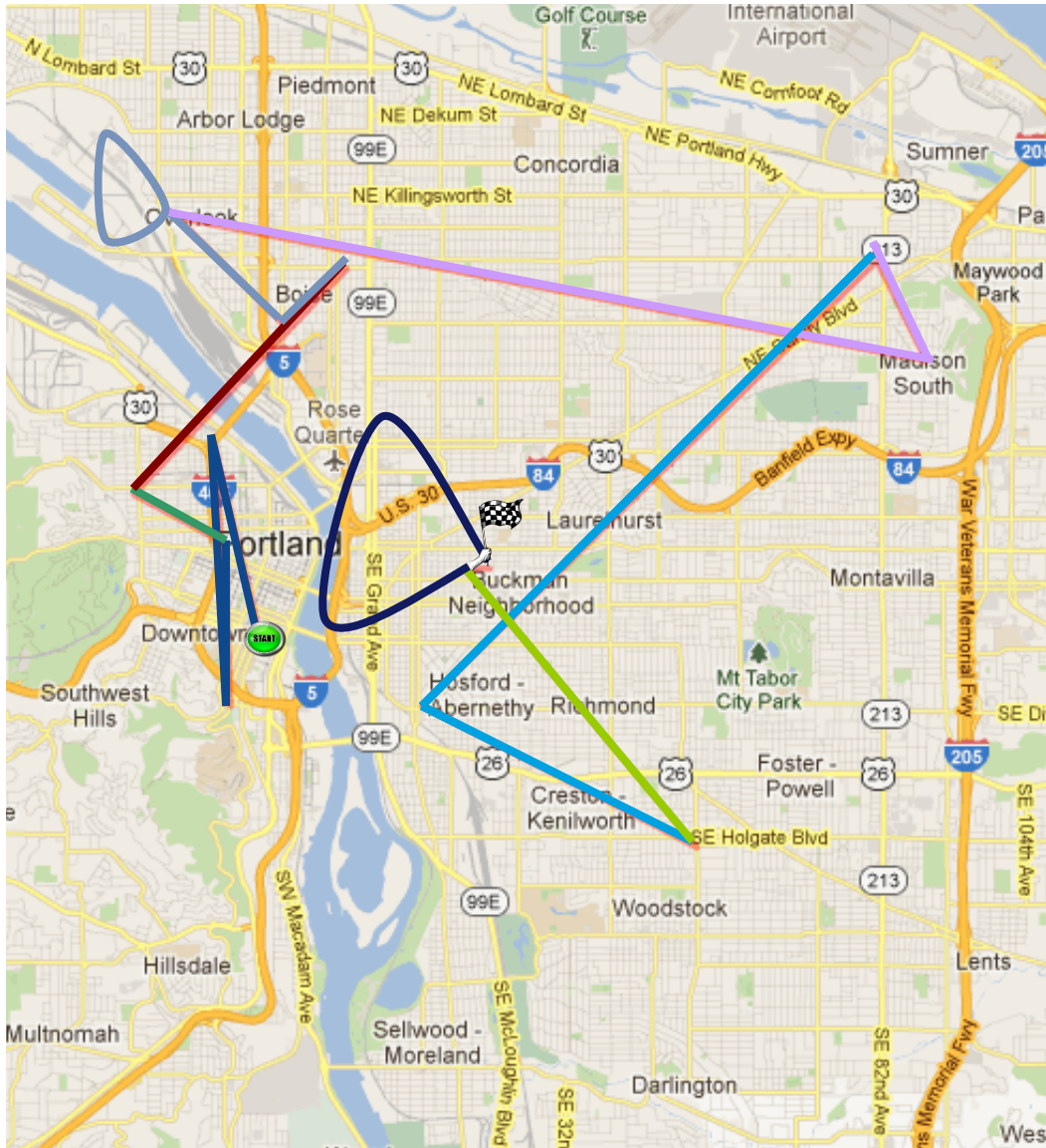


Distribution of available cars within the Home Area



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EXAMPLE OF A DAILY CAR2GO UTILIZATION



- 1. Member A, Three Point to Point trips: 7, 10, and 24 minutes; 2.5, 2.5, 3.7 miles
- 2. Member B, Point to Point Trip, 11 minutes, 1.2 miles
- 3. Member C, Point to Point Trip: 10 minutes; 3.1 miles
- 4. Member D, Two Point to Point and one Round Trip*: 7,10 and 24 minutes; 1.2, 2.5, and 3.7 miles
- 5. Member E, Two Point to Point Trips: 32 minutes and 1 hour 9 minutes; 10 and 7.5 miles
- 6. Member F, Two Point to Point Trips: 23 and 16 minutes; 6.2 and 3.1 miles
- 7. Member F, Point to Point Trip, 27 minutes, 5 miles
- 8. Member F, Round Trip*, 1 hour 24 minutes, 6.8 miles



* Only start and end destination know by car2go path of travel not tracked

car2go vs RENTAL CARS

car2go provides “ON DEMAND” neighborhood transportation that is unlike rental cars.

Car2go



Member based service

Primarily resident usage

18 year old minimum age

Automated, self-service checkout

Cars located throughout the community

Cars rented in minute increments

>90% rentals under 30 minutes

Insurance, parking, fuel, and mileage** is

ALL included in the rental rate

Rental Cars



No membership required

Primarily visitor usage

20-21 year old minimum age*

Personal checkout required

Cars primarily located at the airport

Cars rented in daily increments

Extra charge for insurance, gas and parking



* With additional charge

** Up to 150 miles per day

RENTAL VEHICLE TAX IMPACT – CASE STUDY

The current \$3 per day rental car tax provides a strong disincentive for utilizing carshare services.

Car2go



Resident of Honolulu

Going from Makiki to Kaimuki to meet friends for dinner

10 minute rental

\$.41 per minute rental charge

\$4.10 rental charge

\$3.00 rental car tax charge

\$7.10 Total charge

73% effective tax rate

Rental Cars



Couple visiting from abroad

On the Island for four days and will be driving all over the island

four day rental

\$50 per day

\$200 rental charge

\$12 rental car tax

\$212 Total charge

6% effective tax rate



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