

CAR2GO

Towards the future of mobility



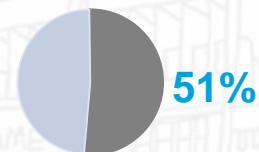
car2go Europe GmbH, September 2014

CAR
2GO

URBANIZATION

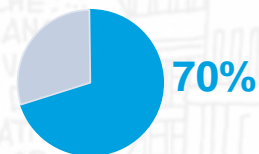
2011

3,5 BILLION PEOPLE
LIVE IN CITIES



2050 est.

6,3 BILLION PEOPLE LIVE
IN CITIES



INCREASING
DEMAND
FOR MOBILITY

HIGH PARKING
PRESSURE

INCREASING
AWARENESS FOR
ENVIRONMENTAL
PROTECTION

GROWING NUMBER
AND DURATION OF
CONGESTIONS

AGING
TRANSPORTATION
INFRASTRUCTURE

INCREASING
ENERGY COSTS

CAR
2GO

INDIVIDUAL DEMAND

CHEAPER THAN
OWNING A CAR

CONVENIENT ACCESS
TO INDIVIDUAL MOBILITY

NO FIX RENTAL
STATIONS
(FREE FLOAT)

ALL INCLUSIVE PER
MINUTE PRICE,
BASED ON USED
TIME

FREE PARKING IN
OPERATING AREA

5 MIN WALKING
DISTANCE TO NEXT
CAR2GO

ONE-WAY RIDES

SPONTANEOUS,
ON-DEMAND RENTAL

CAR
2GO



CONNECTED URBAN MOBILITY



MOOVEL: INTERMODAL ROUTING, TICKETING & PAYMENT

ROUTE SEARCH



OPTIONS



ROUTE SELECTION



TICKETING AND PAYMENT



A high-angle, wide shot of a large parking lot filled with hundreds of small, white smart cars. Each car has a blue stripe running along the side and a blue logo on the front. The cars are parked in neat, diagonal rows on a cobblestone surface. The overall scene conveys a sense of a large-scale, organized fleet.

THE CAR2GO SUCCESS STORY

CAR2GO LOCATIONS

VANCOUVER
SEATTLE
PORTLAND
SOUTH BAY (LA)
SAN DIEGO
CALGARY
DENVER
WASHINGTON D.C.
AUSTIN
TORONTO
MONTREAL
COLUMBUS
MINNEAPOLIS
WASHINGTON D.C.
MIAMI
AMSTERDAM
COLOGNE
FRANKFURT
DUESSELDORF
STUTTGART
ULM
VIENNA
MILAN
FLORENCE
ROME
HAMBURG
BERLIN
MUNICH
COPENHAGEN

28 Cities in 8 Countries on 2 Continents

CAR2GO STATUS QUO



28
CITIES



11,200
CARS



850 k
CUSTOMERS



120 Million
DRIVEN KILOMETERS
3,000x
AROUND THE GLOBE

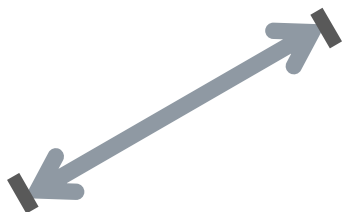


18 MILLION
CAR2GO RENTALS
EVERY
2.0 SEC.
A CAR2GO RENTAL STARTS

A TYPICAL CAR2GO RENTAL

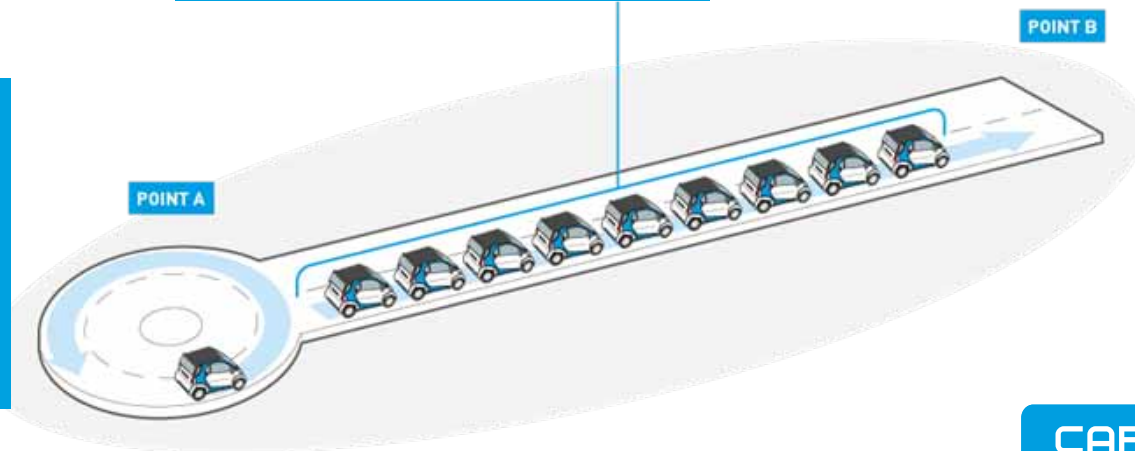


20-30 min
TYPICAL RENTING
TIME



5-10 km
TYPICAL DRIVING
DISTANCE

90%
ONE-WAY-DRIVES



WHY CZECH REPUBLIC?

ALMOST 50 % OF THE POPULATION
ARE BETWEEN 20 - 50 YEARS OLD

10 MIO
INHABITANTS →
MORE THAN 10%
LIVE IN PRAGUE

CONSTANTLY
GROWING DEMAND
FOR MOBILITY

ALMOST 5 MIO
TOURISTIS VISITED
PRAGUE IN 2012

GROWING NUMBER OF
INHABITANTS

INCREASING PRESSURE ON
TRAFFIC AND PARKING

POTENTIAL TO INTEGRATE WITH
PUBLIC TRANSPORTATION
NETWORK

CURRENTLY NO CAR
SHARING IN PRAGUE

THANK YOU!

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**CAR
2GO**