Trends in car clubs and shared transport

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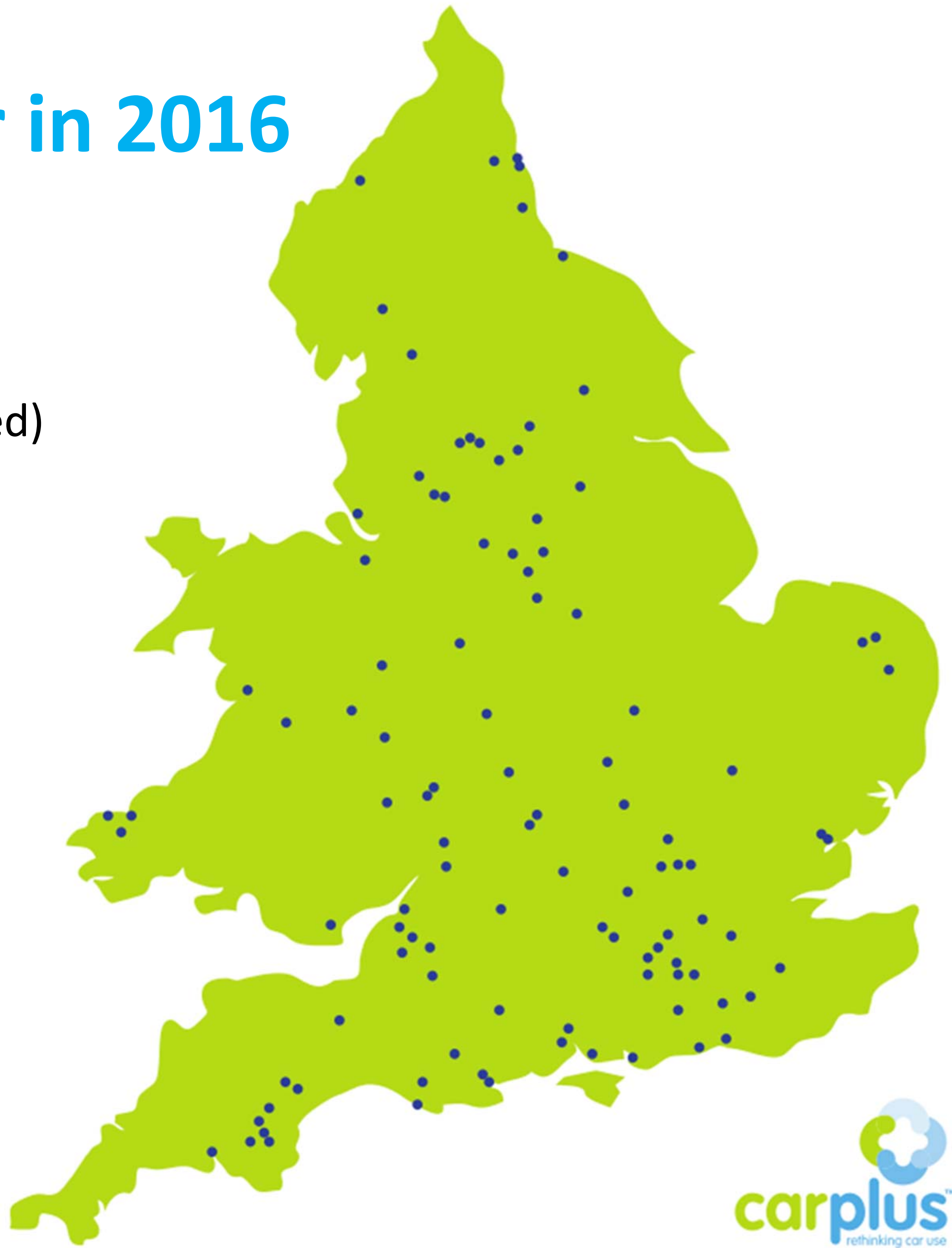
Contents

1. Scale of the car club sector in 2016

UK car club sector in 2016

- Two main operational models
  - One way (flexible and fixed)
  - Back to base
- Key operators in UK
  - Zipcar
  - City Car Club/Enterprise
  - E-car club
  - GoDrive (London)
  - DriveNow (London)
  - Co-wheels
  - Hertz 24/7
  - Number of smaller operators



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Future growth

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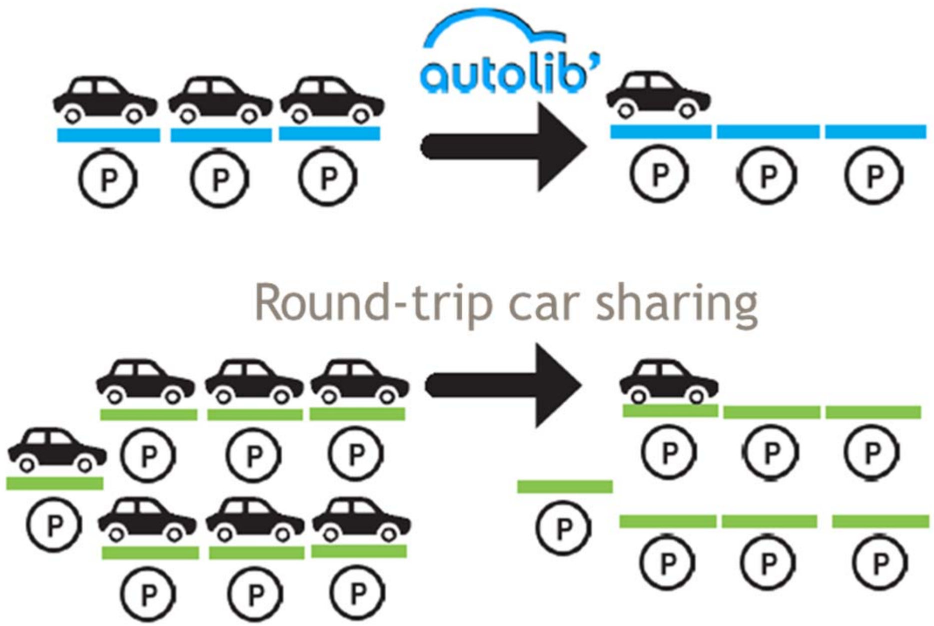
- Expansion of flexible operators
  - BlueCity launch in London (Autumn 2016?)
  - Car2Go to return to market?
  - Expansion to other cities outside of London
- Other operators exploring one way offer
- Growth of EVs – determined by provision of operational charge point network
- Go Ultra Low – funding for expanded EV charging network
- Autonomous vehicles?

© Office for Low Emission Vehicles

Car club sector in Europe (1)

- Autolib' in Paris
  - More than 100,000 members
  - 16,000 rentals per day
  - 3,500 vehicles
- Impacts
  - 120 million zero emission kilometres travelled since Dec 2011
  - ~25% of subscribers have sold a vehicle
  - Reduction of 11% in private car journeys



Car club sector in Europe (2)

- DriveNow
  - Munich, Berlin, Hamburg, Copenhagen, Stockholm etc. and USA
- Car2Go
  - Austria, Germany, Italy, Netherlands, Sweden, Spain and USA
- Ford GoDrive
  - Operating trials in London, Germany, India and USA
- Zipcar
  - Spain, France, Austria, USA
- Other local operators and manufacturers

Growth projections

- London:
  - 171,000 members; 2480 vehicles
- LCCS growth projection:
  - 1 million members by 2025
- England and Wales growth projections:
  - 0.75 million members by 2025 (without policy and funding)
  - 3.3 million members (with supportive policy and funding)

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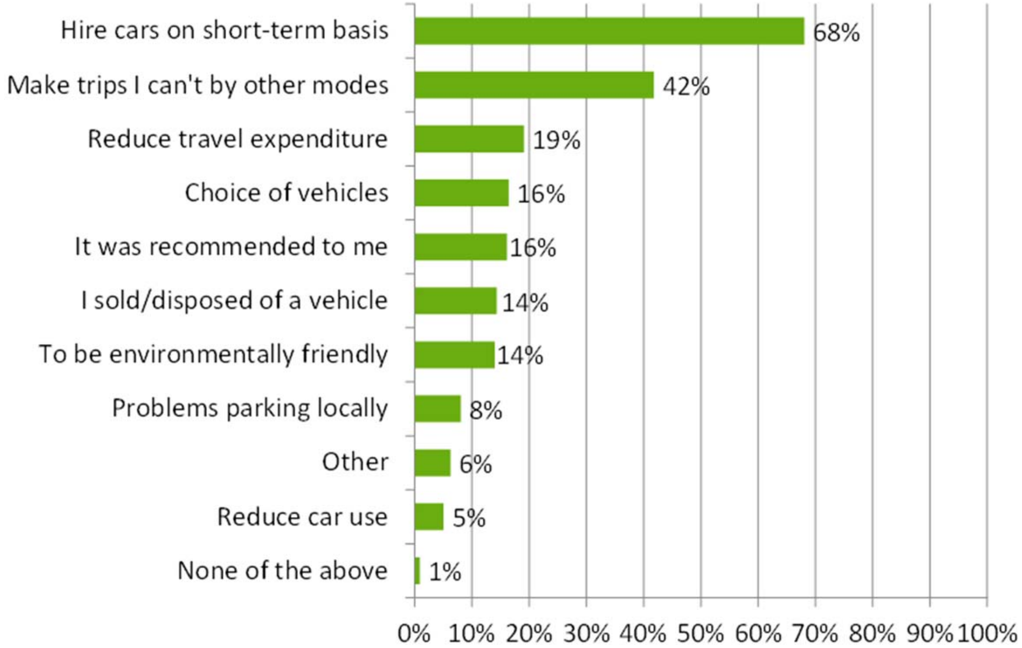
2. Who uses car clubs?

Demographic profile of members

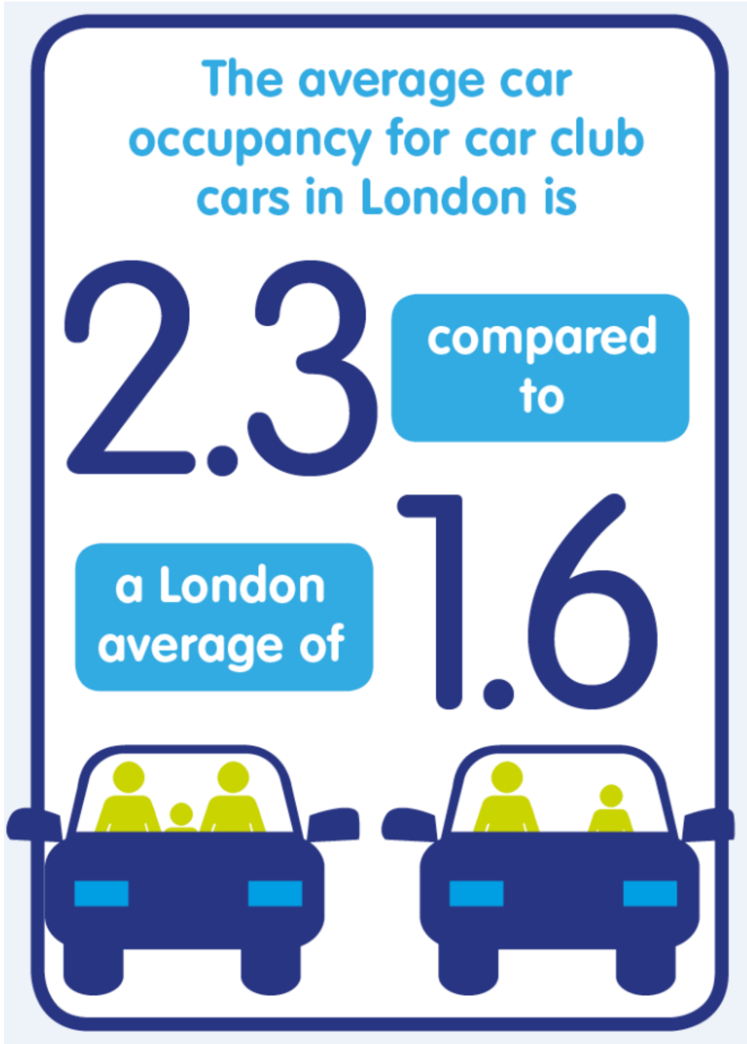
- Graduates living in regenerated inner city locations (19%)
- Older singles living in leafy inner suburbs (14%)
- Wealthy households in accessible city suburbs (11%)
- Other Mosaic types, including
  - Student dominated areas near universities (10%)
  - Ambitious city dwellers in their 20s and 30s (9%)

Why do they use car clubs?



Journey purpose

- Not generally used for commuting
- Visiting friends and family, shopping, leisure
- More trip chaining
- Sharing journeys
  - Higher car occupancy than average



3. Sector developments

Sector developments

1. UberPOOL
   – Launched in London Dec 2015
   – Operating in San Francisco and London
   – Mixed reviews from London
   – Competitor to 2+ car sharing?

2. Lyft Line
   - Available in Los Angeles, San Francisco
   - Generally cheaper than UberPool and allows more passengers per journey.

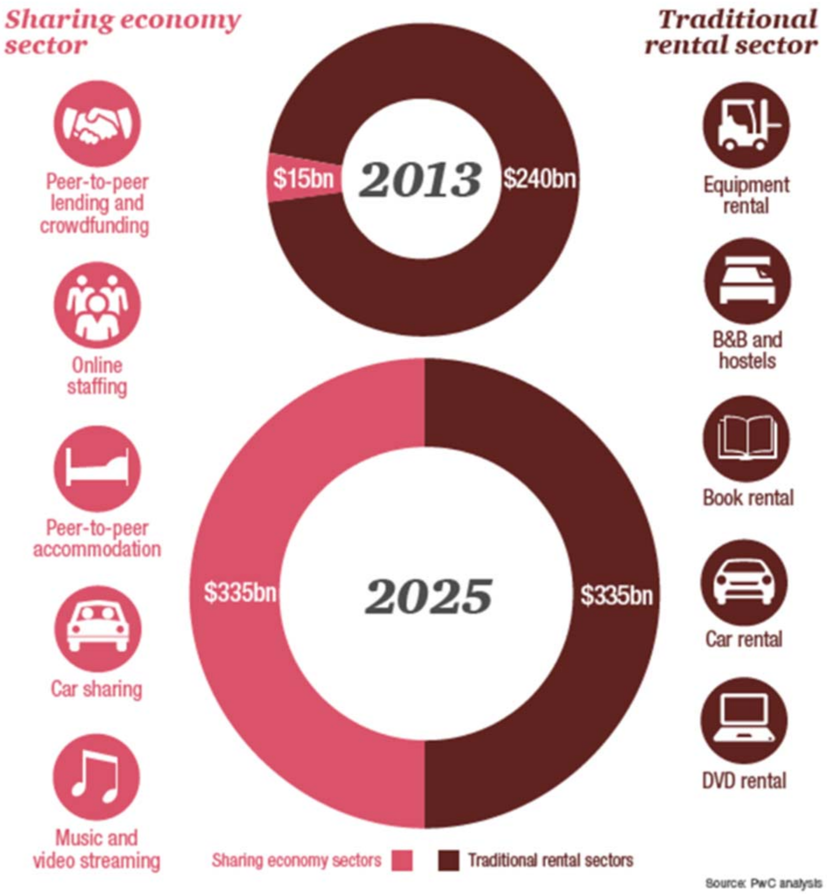
- Key questions remain about impacts of on-demand taxis

Taxis / Uber in London

- TfL currently undertaking a regulations review of private hire industry (incl. Uber)
- Supply and demand study to understand size of market and how this has changed.
- Also considering whether minicabs should continue to be exempt from Congestion Charge
- Other cities are looking at ways to regulate new technologies

Sharing Economy review

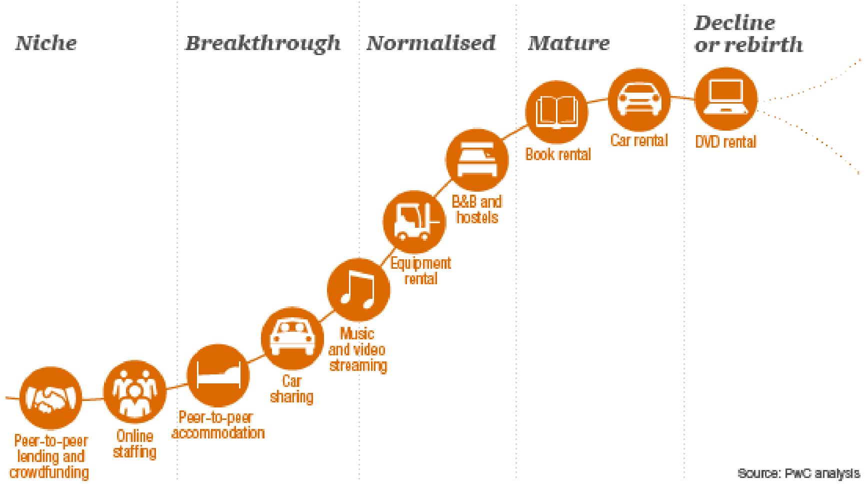
Sharing economy sector and traditional rental sector projected revenue growth



Unlocking the sharing economy
An independent review

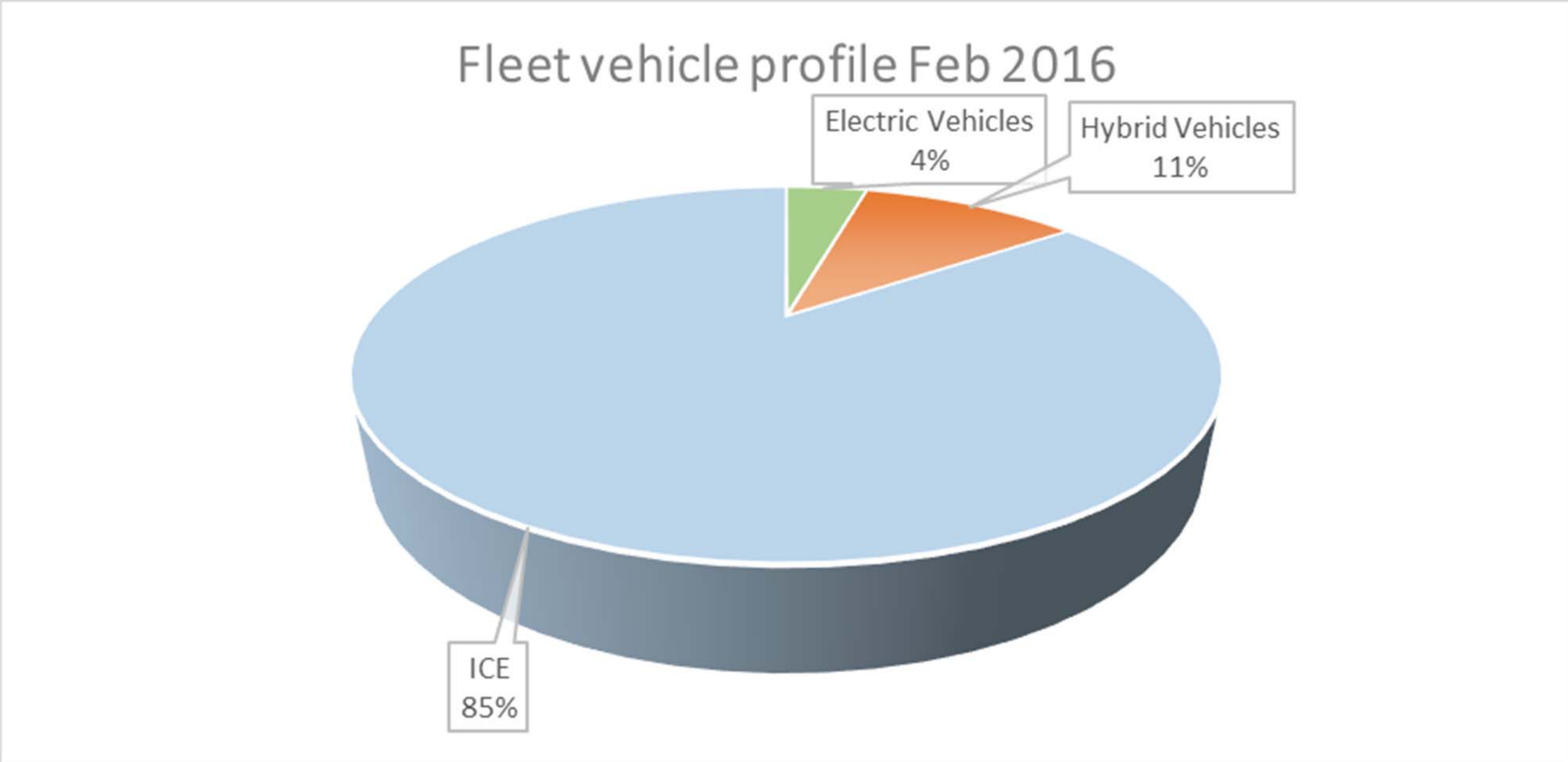
by Debbie Wosskow

The sharing economy life-cycle



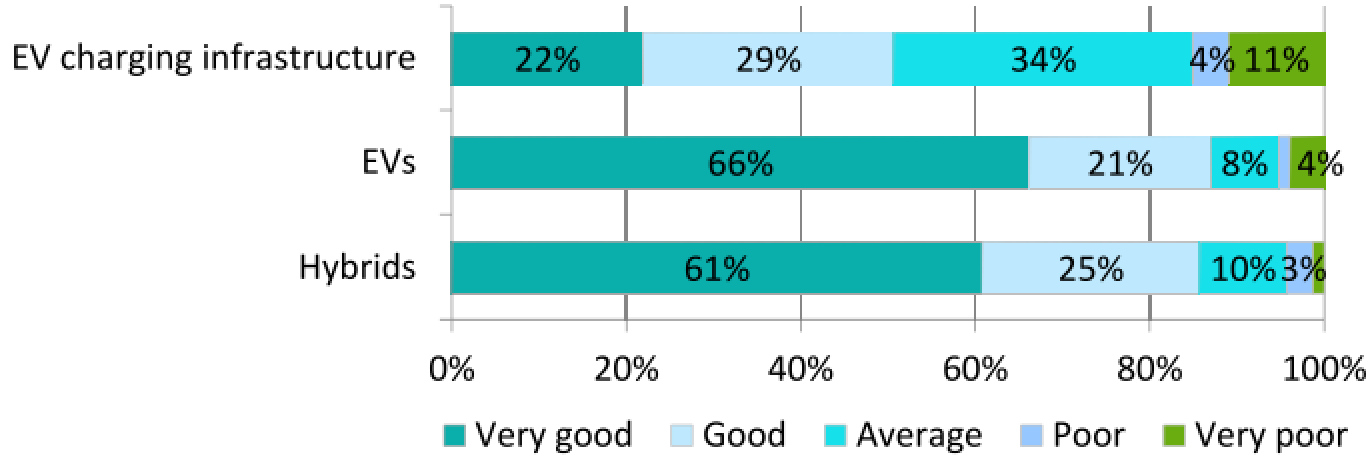
4. EVs in car clubs

EVs and hybrids



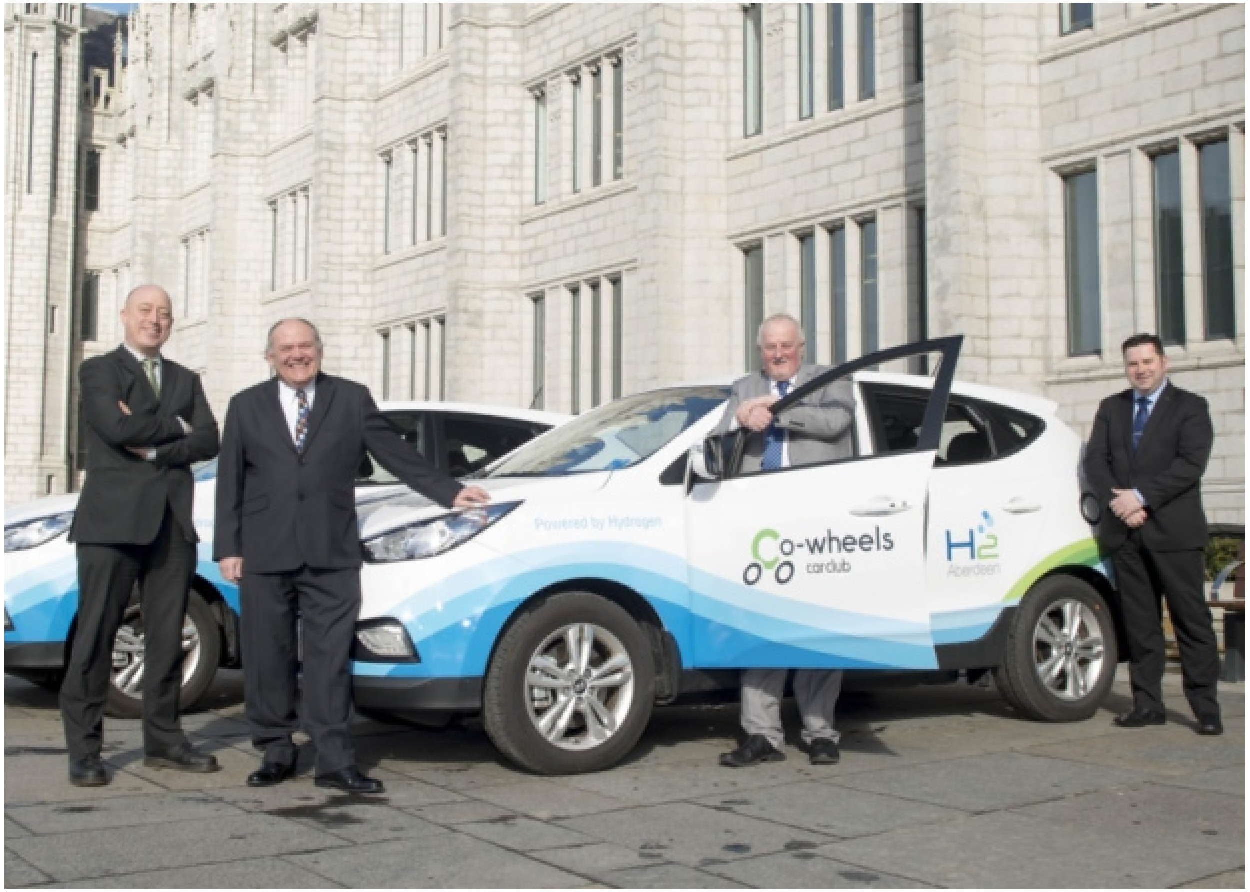
EVs and hybrids

- Nearly 1,000 individuals in Scotland have been introduced to the EV experience through their local car club
- 68% of survey respondents had tried a car club EV
- 87% of survey respondents had a positive experience using a car club EV



Hydrogen vehicles

Aberdeen to offer Scotland's first hydrogen cars



Future of EVs in car clubs

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- Go Ultra Low cities
  - London, Milton Keynes, Nottingham, Bristol
- Source London?
- Key challenges
  - Establishing a reliable charging infrastructure
  - Purchase / resale price of EVs
  - User familiarity
  - Charging/booking models
- Further subsidies required?

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