

On demand mobility by Zipcar

NLA Smart Ideas for London
Jonathan Hampson
Wednesday 19th July 2017



'The day will come when the notion of car ownership becomes antiquated. If you live in a city, you don't need to own a car.'

Bill Ford



Zipcar **Mission**

- To enable simple and responsible urban living



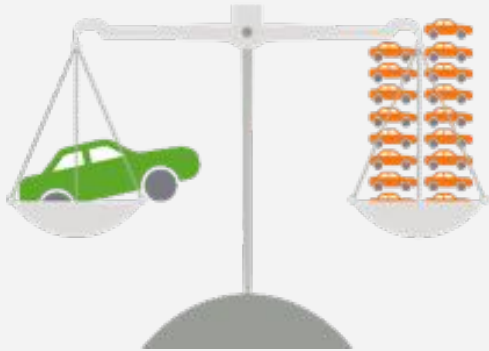
Zipcar **Vision**

- Cities where car sharers outnumber car owners



Outcomes of sharing

REDUCED CARS OWNERSHIP:
Each car club car takes around
17 private cars off the road



GOOD FOR THE CITY:
Members drive less after joining
7 times fewer short trips than car owners



TRAVEL SMARTER:
Members are nearly
**twice as likely to cycle
or take the train**
than other Londoners



Carplus Annual Car Club Report 2015

Why is this important?



- Heavily rising population
- Increasing demands on road space
- Air quality issues
- Chronic congestion

Acceptance of sharing

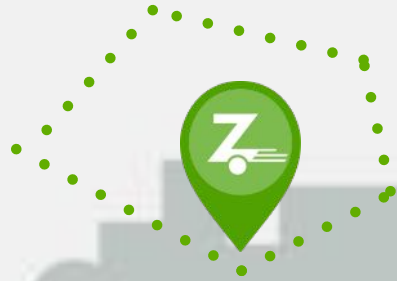
“The sharing economy has matured into an established socio-economic trend that is fundamentally changing the way we lead our lives”
PwC - 2016



NETFLIX



Roundtrip



Flex





Thank you

