car2go

Carsharing in Hawaii - Information Session by HEPF

January 2014
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
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
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 known by car2go path of travel not tracked
car2go provides “ON DEMAND” neighborhood transportation that is unlike rental cars.

### Car2go vs 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

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* With additional charge
** Up to 150 miles per day
The current $3 per day rental car tax provides a strong disincentive for utilizing carshare services.

<table>
<thead>
<tr>
<th>Car2go</th>
<th>Rental Cars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resident of Honolulu</strong></td>
<td><strong>Couple visiting from abroad</strong></td>
</tr>
<tr>
<td><strong>Going from Makiki to Kaimuki to meet friends for dinner</strong></td>
<td><strong>On the Island for four days and will be driving all over the island</strong></td>
</tr>
<tr>
<td>10 minute rental</td>
<td>four day rental</td>
</tr>
<tr>
<td>$.41 per minute rental charge</td>
<td>$50 per day</td>
</tr>
<tr>
<td>$4.10 rental charge</td>
<td>$200 rental charge</td>
</tr>
<tr>
<td>$3.00 rental car tax charge</td>
<td>$12 rental car tax</td>
</tr>
<tr>
<td>$7.10 Total charge</td>
<td>$212 Total charge</td>
</tr>
<tr>
<td><strong>73% effective tax rate</strong></td>
<td><strong>6% effective tax rate</strong></td>
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