

Car Sharing: Mobile Broadband and “Mobility Services”



Transport Innovation, circa 1975

Introducing the first wide small car.

**Wide opening at a surprising
price.**
It's called the Pace.
And looks different from the rest.
Because the interior is the wide.
The Pace is wide in the delivery
also with the "E" normally and will be
entered second place.
And more to make: half-ton range
newest engine system. The Pace and
features an available second and make the
the best of the Pace look for you.

**It's also the only one designed to run
on regular gasoline. It's the best value money
can buy. And it's the only one that has a
full-ton capacity. And it's the only one that
will last.**
The Pace comes with AMC's proven
V6 engine and a 10-gallon fuel tank.
What makes you feel comfortable, perform-
ance, reliability, and value. And they deliver
every time.
The Pace does it all, everything the
other cars can't. It's the best price.

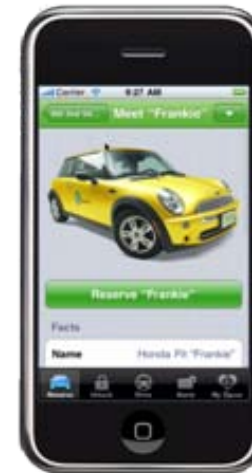
**More space, bigger than the others. Comes
with an optional 800 cc. And more space.
The Pace is the first to have a space
inside your luggage to hold your tools,
etc., etc.**
The Pace is actually one of the easiest to
drive, handling, and control. And it's the
one that will last. Think over your
options.

**It's also the only one designed to run
for at least 200,000 miles. Then your car
will last for 200,000 miles of the people
driving it.**
A lot more. The AMC Pace is the only
small car to have the wide-opening
AMC Trans-Am from Precision Pack.
Everything else has the Pace. The Pace
has the Pace. The Pace, for example,
and the Pace is the first to have a
small car engine.

AMC PACER



Transport Innovation, circa 2010



How does Zipcar work?



Join >>

Prospects join at zipcar.com and choose from several plans



Reserve >>

Members reserve online or over the phone. At the time the reservation is made, a wireless signal is sent to the Zipcar



Unlock >>

When members arrive at the Zipcar, their Zipcard identifies them and unlocks the door



Drive! >>

Enjoy the freedom, gas and insurance included. When done, members return the car to its reserved spot and walk away.



Confluence of global consumer trends...

Affordability



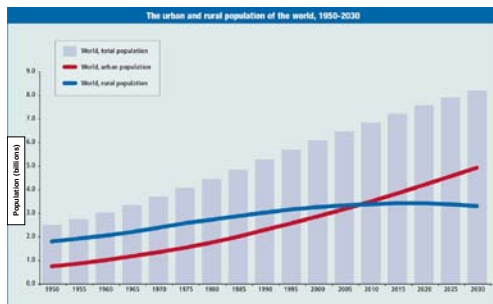
Self Service/Pay Per Use



Sustainability



Urbanization



City Livability



Zipcar Snapshot

- **14** Major Metropolitan Areas in the US, Canada and UK
- **190+** University Partnerships
- **400,000+** Zipcar Members
- **7,500+** Zipcars
- **15 million** People Within a 10 Minute Walk of a Zipcar



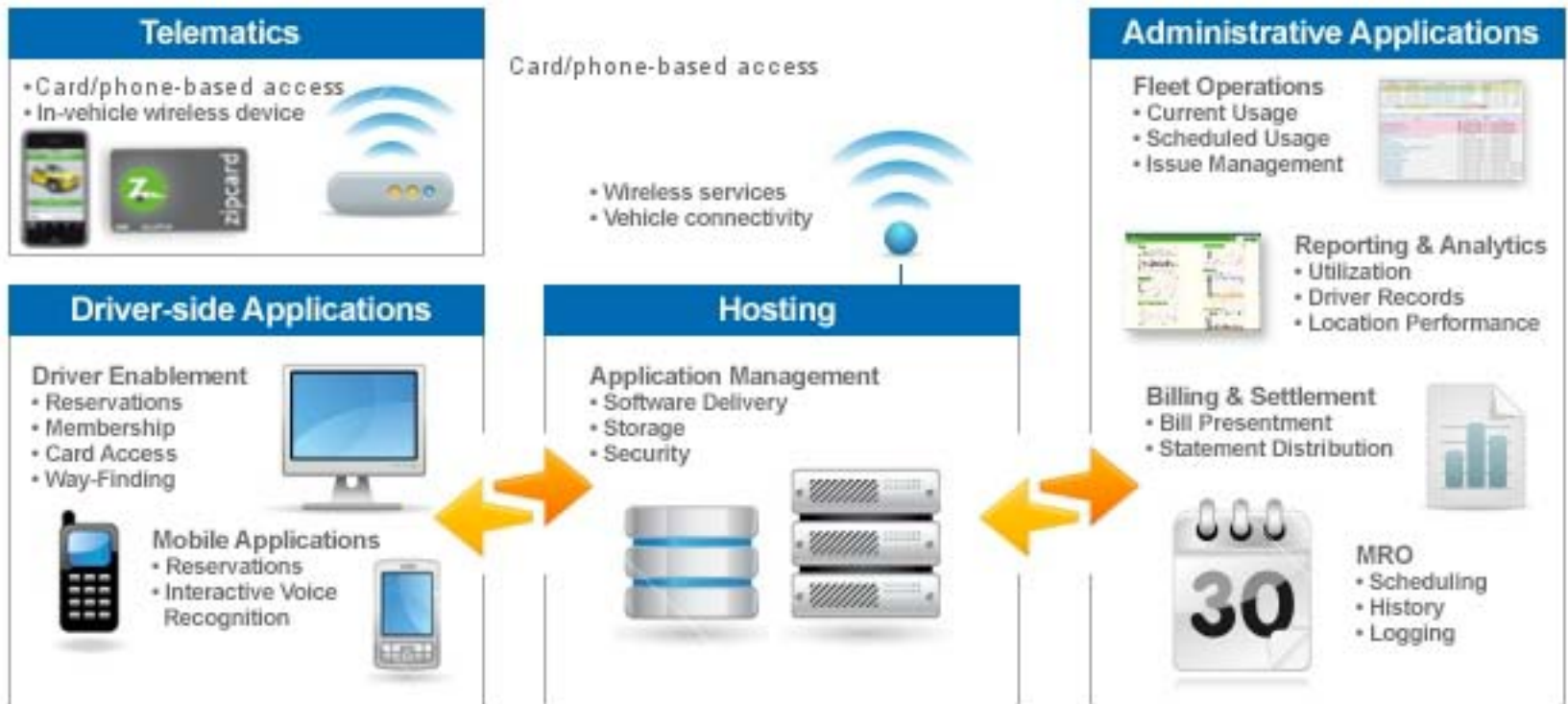
Who Are Our Members?

- Government Business
- Universities Consumers

- **Smart:** 84% have a college degree or higher
- **Young:** 70% are under age 35
- **Able to spend:** 70% earn more than \$50K per year
- **Loyal:** active, low attrition
- **Tech Savvy:** Early adopters; very high smart phone penetration



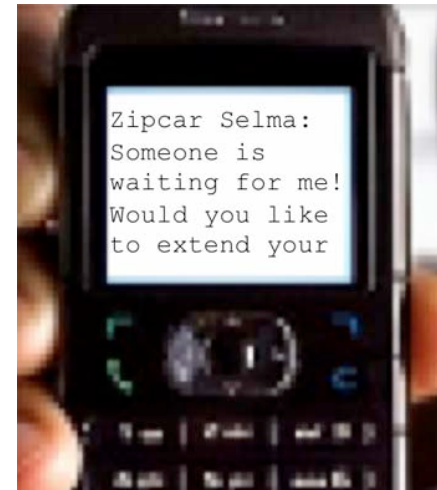
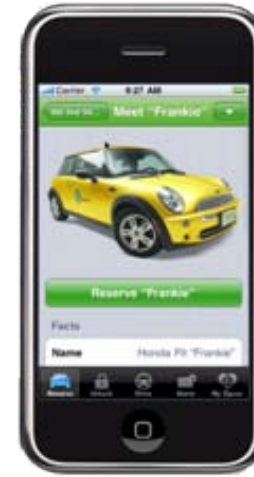
Zipcar Technology Snapshot



Technology & Member Experience

The screenshot shows the Zipcar website interface. At the top left is the Zipcar logo with the tagline "wheels when you want them". A user is logged in as "hi, Robert!". Navigation links include "reserve", "my stuff", "help", and "zipster". The main content area is titled "Boston" and shows search filters for pick-up and return times (09/19/2009, 2:30pm to 3:30pm) and location (Cambridge). A "cars by time" bar shows availability for different durations, with a prominent "20+ cars available 2:30pm" indicator. Below this is a table of available cars for Saturday, Sep 19th, 2:30pm to 3:30pm. The table lists various car models like Toyota Matrix, Scion xA, Honda CR-V, and Mazda3, along with their hourly and daily rates and reservation buttons.

location	20+ cars available	price	pick up!
First Street Garage (0.07 mi)	<ul style="list-style-type: none">Toyota Matrix "Mokay" (\$7.69/hr, \$59.25/day)Scion xA "Abner" (\$7.69/hr, \$59.25/day)Honda CR-V "Cockin" (\$9.15/hr, \$66.75/day)		
Spring St (0.24 mi)	<ul style="list-style-type: none">Toyota Matrix "Munoz" (\$7.69/hr, \$59.25/day)Scion xA "Alan" (\$7.69/hr, \$59.25/day)		
Cambridge Garage (0.25 mi)	<ul style="list-style-type: none">Volvo S40 "Stefsky" (\$9.15/hr, \$66.75/day)Mazda3 hatch "Mister" (\$7.69/hr, \$59.25/day)		



Enabling New Industries



Some call it rentalism, or Zipcar Capitalism



our mission

To enable
simple and
responsible
urban living

