



Zipcar and the Sharing Economy

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How

4 Million
Reservations
in 2011



1. join



2. reserve



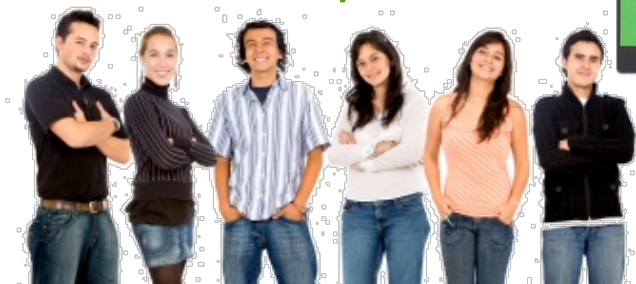
3. unlock



4. drive

Who

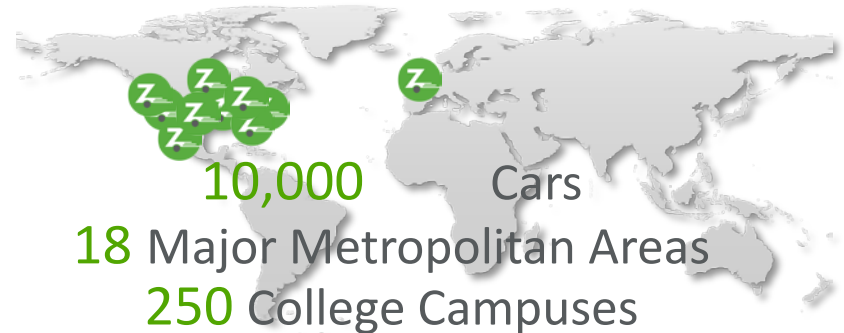
700,000+ “Zipsters”



zip • ster (zip' ster) *n*: Slang

One who uses Zipcar. A gender neutral term for a person (or people: Zipsters) who believes in cost-effective mobility solutions that are good for the planet and easy on the wallet.

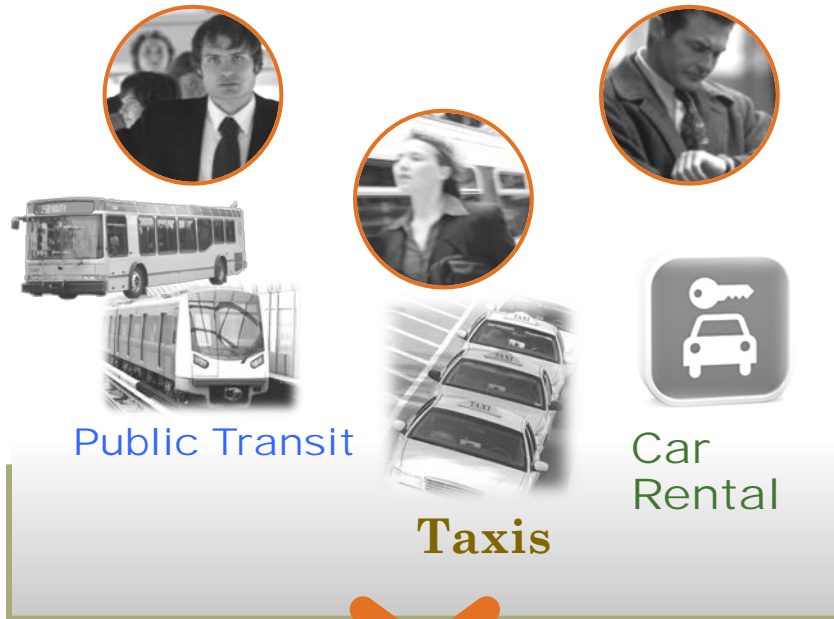
Where



10 Million Drivers Live within
10 Minutes of a Zipcar

Zipcar's Genesis – the Dream of Mobility and Freedom had become a Nightmare

Non-Car Owners



Cheaper at Times, but
a Hassle and Inflexible

Car Owners

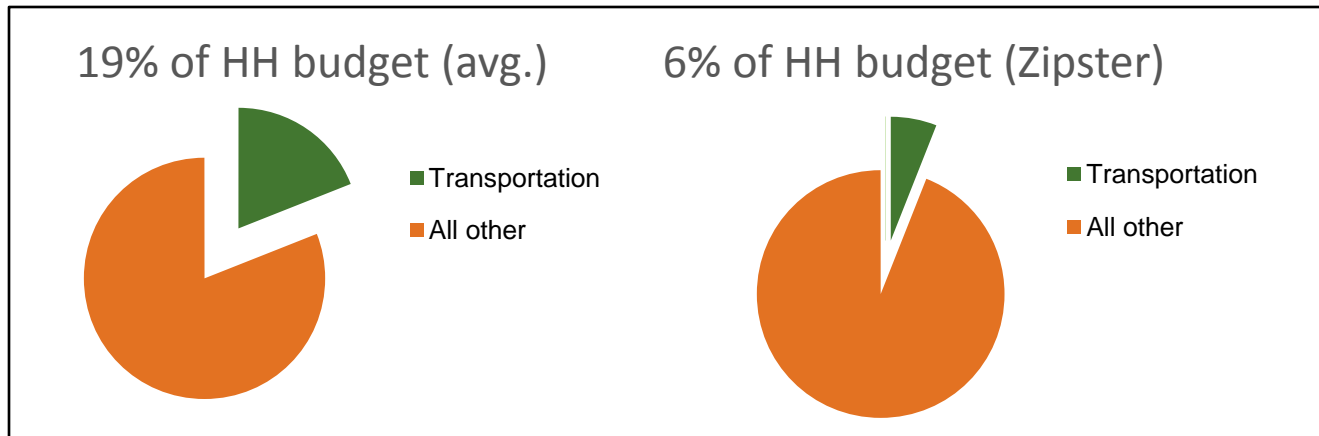


Convenient at Times, but
Expensive and Inefficient

Needed: A New Transportation Option for City Dwellers

Zipcar's Solution: Cost Savings, Convenience & Impact

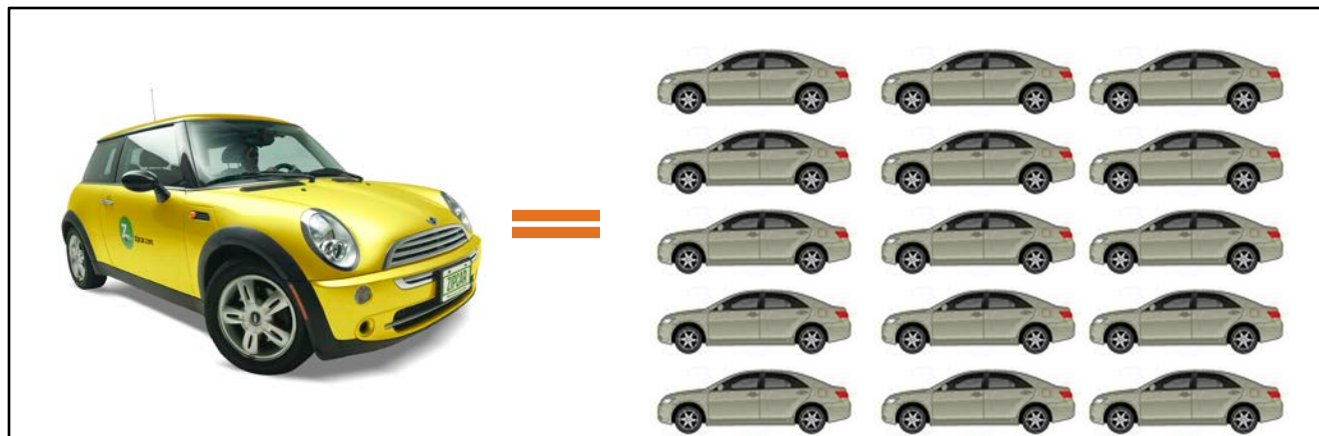
Financial Freedom



Environmental Impact



Community Impact



$$\begin{aligned} &(1,600 \text{ lbs}) \text{ CO}_2 \\ &\quad \times \\ &\quad 500,000 \\ &\quad = \\ &800,000,000 / \text{yr} \end{aligned}$$

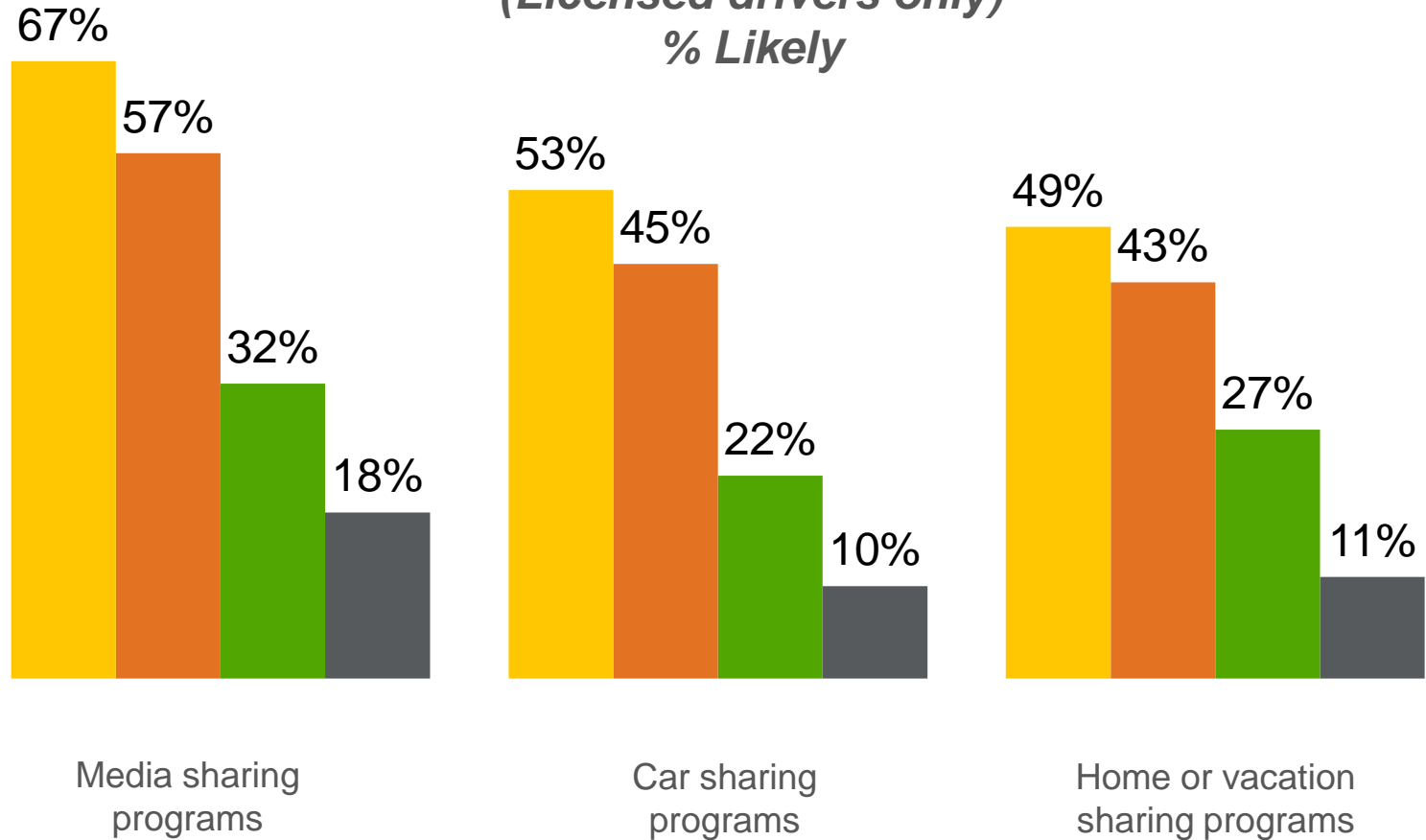
- The cultural retreat from the age of excess, combined with a generation – Millennials – who have grown up buying music by the song, has led to a change in attitudes about conspicuous consumption.
- Increasingly people are valuing experiences over assets; use of a product vs. outright ownership.
- Consumers, and businesses, are increasingly moving away from purchasing and owning goods. Rather, they are leveraging technology, social networks and innovative new business models to give them “on demand” access for things.
- Zipcar’s “wheels when you want them” model is now showing up in a number of other categories, such as designer handbags and gowns, real estate, power tools, and more.
- It works for consumers, businesses and governments too, FastFleet by Zipcar

Zipcar Annual Millennials Survey – Millennials Embrace the Sharing Economy



How likely are you to participate in each of the following sharing programs?

(Licensed drivers only)
% Likely



Asked only in 2011

■ 18-34 years

■ 35-44 years

■ 45-54 years

■ 55 years or more

Obsess about the member experience

- Key “moments of Truth”
- Trust factor
- Communication

Community Driven

- Support and Involvement
- Locations and Cars
- Referrals

Behavior is Key

- Self-service
- Key Events
- Change is Good

BusinessWeek

Zipcar Capitalism: A New Economic Model?



Some call it rentalism, or Zipcar Capitalism

- Zipcar is often cited as the first true example of collaborative consumption, with ABC news and Popular Science coining the phrase “Zipcar Capitalism” several years ago.
- Smart consumption really began as far back as Zipcar in 1999. Ours was among the first to allowed shared use of a fixed asset in a way that made sense for consumers. In many ways, Zipcar members were the original smart consumers.
- The rise of e-commerce platforms, like eBay, driven by the use of feedback systems (i.e. “rate this seller”) to force transparency and service in transactions further empowered consumers to consider purchasing products from non-traditional retailers.