

# What about small and medium size markets ?

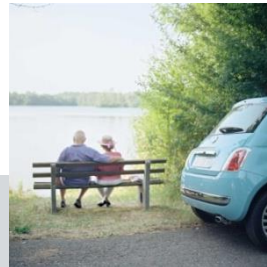
**CSA Montréal , May 19**  
**Jean-Baptiste Schmider,**





# Citiz in France

- A cooperative network
- 13 independent local CSO
- 50 urban areas
- 90 cities
- 1000 cars
- 25000 members



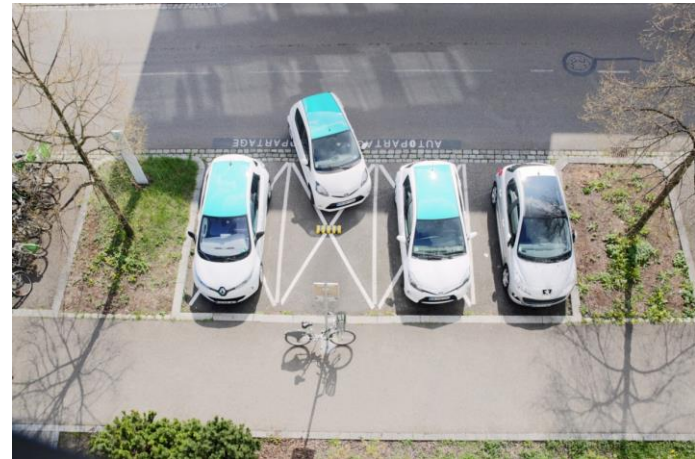


# History

**2001** Auto'trement starts in Strasbourg

**2002** France Autopartage including Marseille Grenoble Lyon

**2013** France Autopartage becomes CITIZ



# 2015, combining free floating and station based

## Citiz Station based :

### security

Réservation

Location

Car choice



## Yea! Free floating : Flexibility

Spontaneous

One way

Open end





# What are medium and small markets ?

- 2 cities > 1'000'000

- Marseille
- Lyon

- 5 cities 300 to 600'000

- Toulouse
- Grenoble
- Strasbourg
- Bordeaux
- Lille

- 6 cities 150 to 200 000

- Besançon
- Dijon
- Tours
- Metz
- Nancy
- Angers

All others have less than  
100000 inh



# Paradox of small markets

- Due to less efficiency of alternative mobility
  - Public transit, cyclable roads,...
- There is more request for carsharing
- But for the same reasons, people are more dependant to their private car.
- Carsharing is harder to developp.
- Carsharing can not replace lack of public transit







# Solutions for small markets ?

- Difficult to be profitable in cities < 200000 inh.
  1. Try to downsize all indirect costs
  2. However, the rôle of local authorities is essential



# Reducing indirect costs

- Rôle of the coop network to mutualize indirect costs
  - communication, back office, billing, accountancy, fleet management, and even commercial
  - Joining some local organisations : Dijon and Besancon becomes Citiz Bourgogne Franche Comté







# Main rôle of the cities : customers of carsharing

- Commitment of 50% to 80 %turnover for each car
- Whatever the city uses or not
- Refundable if turnover increases

Or

- Providing their fleet in the carsharing fleet.
- Providing commercial support/car maintenance ...





# Assets

- Income security
- Exemplarity
- Preventing low batteries troubles
  
- A win-win coopération : Earning money by downsizing their fleet



Thank you for your attention

