



Electric Vehicle Car Sharing.

September 21, 2015



How people get around in urban environments is changing

Global megatrends....

Urbanization & Globalization

Connectivity

Laws & Regulations

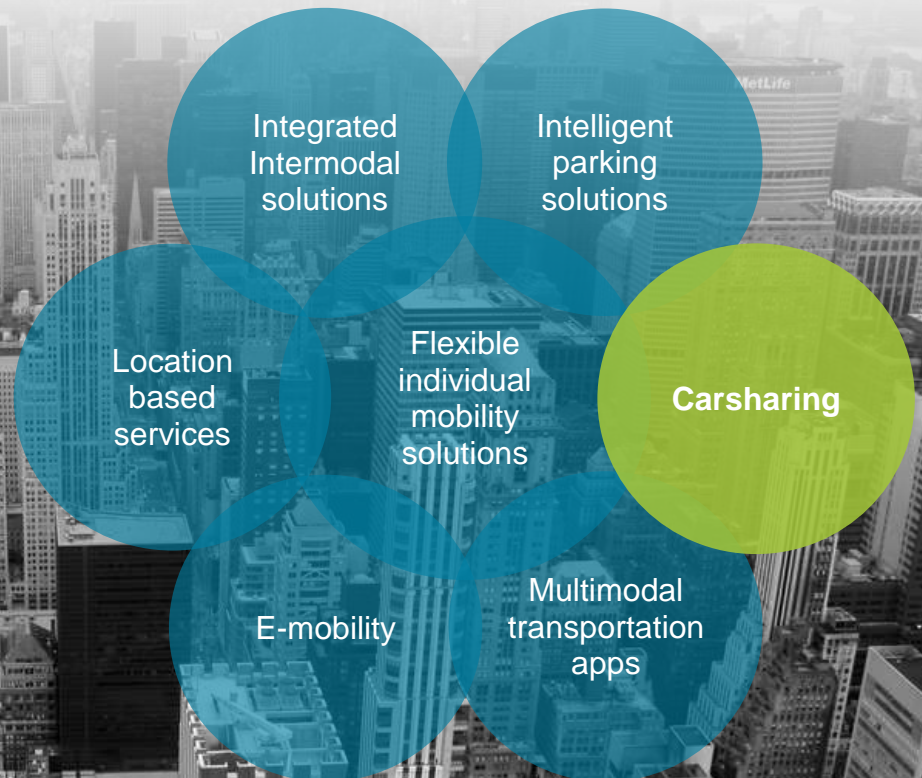
Convenience

Post-Materialism

Individualization

Demographic Change

...are shaping the future of mobility



We have a novel approach to sharing cars

- ✓ **Urban mobility**
Sustainable and affordable one-way mobility in the urban core
- ✓ **No fixed rental stations**
A car is always available within a short walk
- ✓ **One-way car sharing**
Members may pick-up and drop-off a car at different locations
- ✓ **Payment by the minute**
Unique minute-based pricing is intuitive and encourages short trips
- ✓ **No annual or monthly fees**
Lifetime membership is just \$39 and members just pay for drives



Our 500,000+ members share 3,500 cars in 9 cities



- **Launch in 06/2011**
- 420 vehicles
- 100,000+ customers



- **Launch in 09/2011**
- 900 vehicles
- 140,000+ customers



- **Launch in 01/2012**
- 250 vehicles
- 35,000+ customers



- **Launch in 08/2012**
- 100+ vehicles (all electric)
- 10,000+ customers



- **Launch in 10/2012**
- 350 vehicles
- 40,000+ customers



- **Launch in 11/2013**
- 450 vehicles
- 55,000+ customers

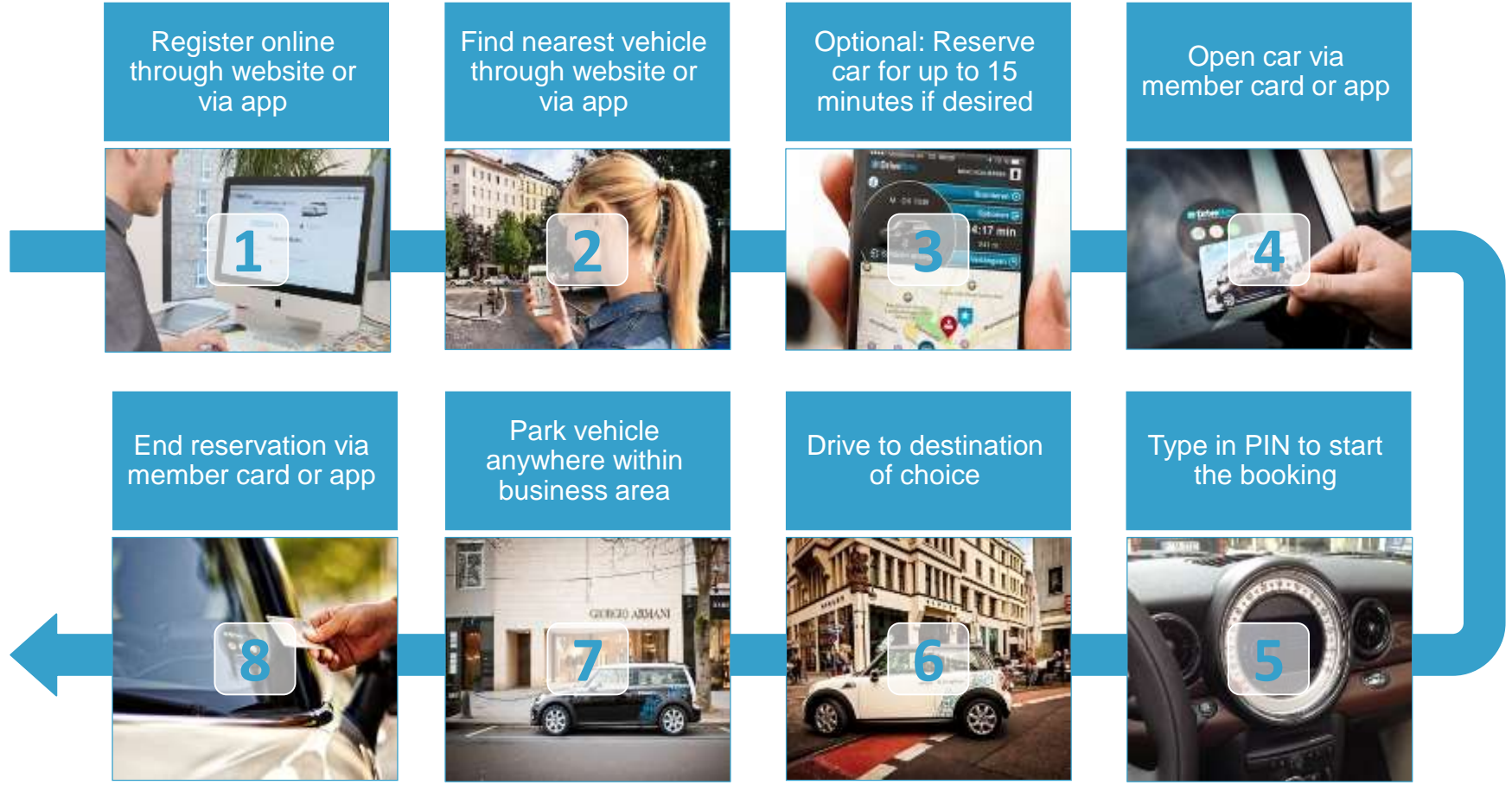


- **Launch in 10/2014**
- 400 vehicles
- 30,000+ customers

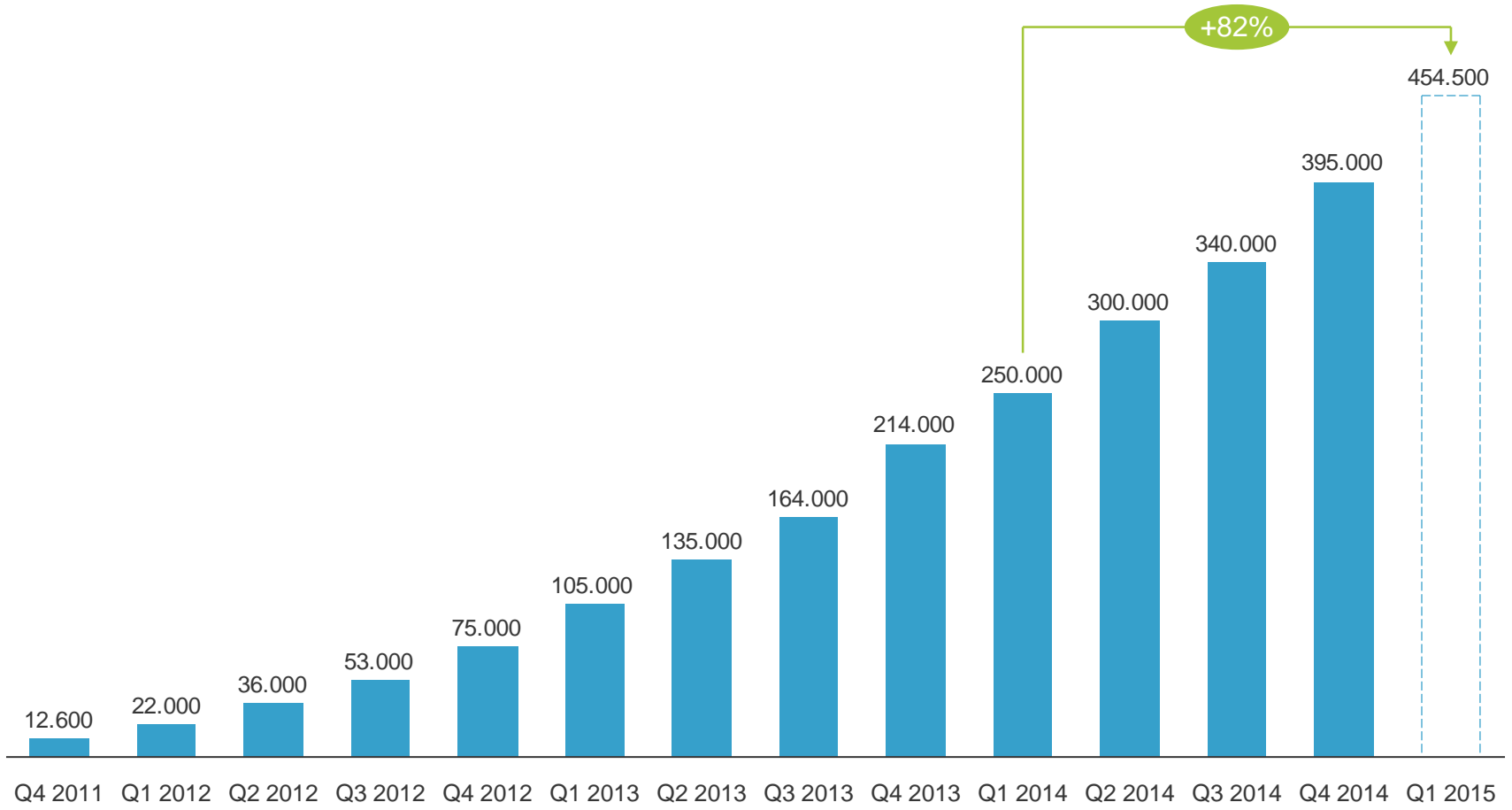


- **Launch in 12/2014**
- 210 vehicles
- 10,000+ customers

DriveNow is intuitive and on demand



Our business is growing rapidly

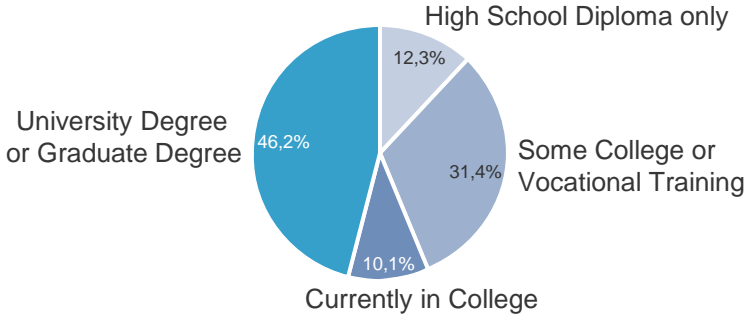


Members have a diverse demographic profile

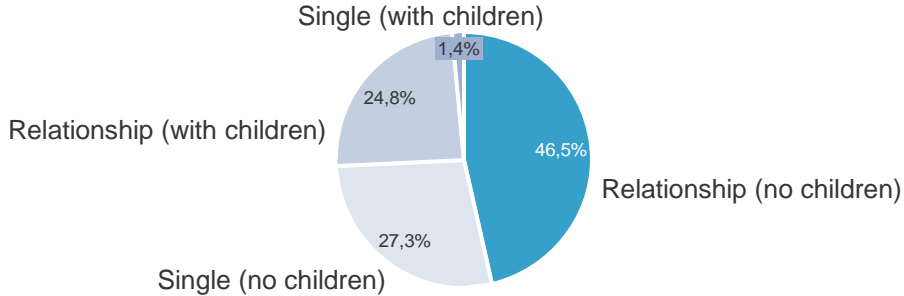
- Median Age -



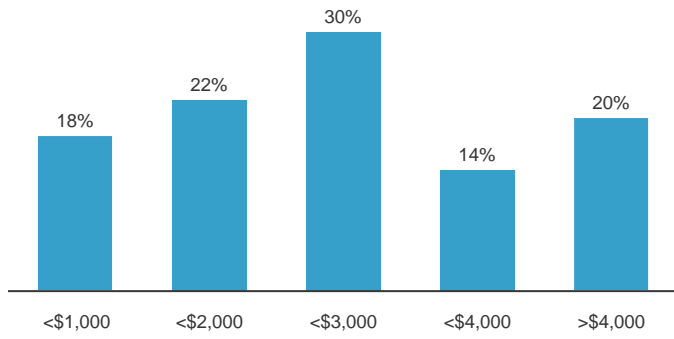
- Education Level -



- Family Status -

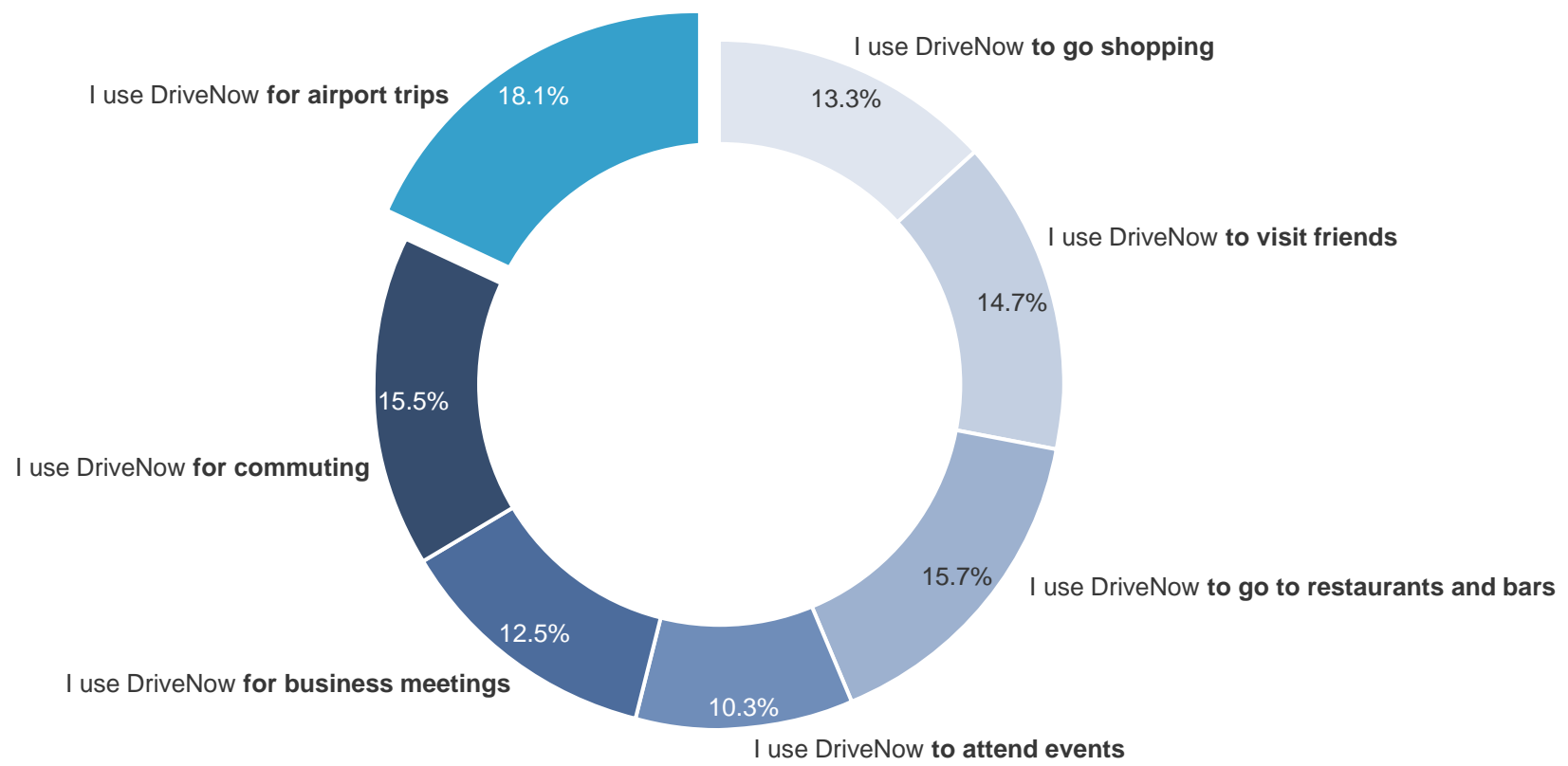


- Monthly Income -



Source: Customer Survey (2014)

Members have a diverse set of mobility needs



Source: Customer Survey

Electric shared-use mobility can help grow the electric vehicle (EV) market

- Mass consumer exposure to EVs remains limited
- Incorporating EVs in shared-use mobility exposes technology to a more diverse population
- Customer perception of EVs is influenced in a positive way as a result of exposure through car sharing
- Desire to own an EV is higher after exposure; EV car sharing users are more likely to recommend an EV purchase to family, friends and co-workers

Thank you.

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