Electric Vehicle Car Sharing.

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How people get around in urban environments is changing

Global megatrends... are shaping the future of mobility

- Urbanization & Globalization
- Connectivity
- Laws & Regulations
- Convenience
- Post-Materialism
- Individualization
- Demographic Change

- Integrated Intermodal solutions
- Intelligent parking solutions
- Location based services
- Flexible individual mobility solutions
- E-mobility
- Multimodal transportation apps
- Carsharing
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

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

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

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

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

- **Cologne**
  - Launch in 09/2011
  - 420 vehicles
  - 100,000+ customers

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

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

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

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

- **London**
  - Launch in 12/2014
  - 210 vehicles
  - 10,000+ customers
DriveNow is intuitive and on demand

1. Register online through website or via app
2. Find nearest vehicle through website or via app
3. Optional: Reserve car for up to 15 minutes if desired
4. Open car via member card or app
5. Type in PIN to start the booking
6. Drive to destination of choice
7. Park vehicle anywhere within business area
8. End reservation via member card or app
Our business is growing rapidly
Members have a diverse demographic profile

- **Median Age** - 33

- **Education Level** -
  - University Degree or Graduate Degree: 46.2%
  - Some College or Vocational Training: 31.4%
  - High School Diploma only: 12.3%
  - Currently in College: 10.1%

- **Family Status** -
  - Relationship (with children): 46.5%
  - Relationship (no children): 27.3%
  - Single (with children): 24.8%
  - Single (no children): 1.4%

- **Monthly Income** -
  - <$1,000: 18%
  - <$2,000: 22%
  - <$3,000: 30%
  - <$4,000: 14%
  - >$4,000: 20%

Source: Customer Survey (2014)
Members have a diverse set of mobility needs

- I use DriveNow for airport trips: 18.1%
- I use DriveNow for commuting: 15.5%
- I use DriveNow for business meetings: 12.5%
- I use DriveNow to visit friends: 14.7%
- I use DriveNow to go to restaurants and bars: 15.7%
- I use DriveNow to attend events: 10.3%
- I use DriveNow to go shopping: 13.3%

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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