



UNIVERSITY OF CALIFORNIA *Berkeley*
Transportation Sustainability
RESEARCH CENTER

Business Carsharing Models: History & Understanding

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Overview

- Definition
- History and evolution
- Global Business Travel Association Study (July 2015)
- B2B Carsharing: Evidence from Britain
- Zipcar For Business Case Study (July 2015)
- Acknowledgements



Business Carsharing: Defined

- Enables commercial businesses to reduce or eliminate private vehicle fleets typically maintained for business purposes
- May provide exclusive access to company/employees or
- Can be shared as part of larger carsharing fleet (e.g., neighborhood or other business members)



History

- 1995: Dutch Auto-date linked carsharing to private companies interested in sharing fleet vehicles
- 2002: Flexcar started business carsharing for Starbucks Coffee and other companies
- 2004: City CarShare and Zipcar launched corporate carsharing
- Today, most programs in N.A. have a corporate carsharing program



Worldwide Carsharing Survey

- 2010 UC Berkeley survey of 22 nations with carsharing
- 54.5% neighborhood roundtrip most profitable
- 31.8% business market second most profitable
- Business market shows notable growth potential

Shaheen and Cohen, 2012



Global Business Travel Assoc.

Business travelers use:

- 36% rental and carsharing vehicles
- 24% taxis
- 13% limousines
- 11% ridesourcing/TNCs (e.g., Uber, Lyft, Sidecar)

Global Business Travel Association, July 2015



B2B Carsharing Study: Britain

- Survey of n=682 B2B carsharing members (2012 annual survey)
- 51% use B2B carsharing for business travel, which they previously would have used private car
- About 15% of users report change of mode for commuting
- Car use for non-commuting business purposes may increase



2014 Zipcar For Business Case Study

- Survey implemented Oct. 2014 with ~24,000 completed surveys; analysis based on 523 corporate members
- 750,000 members in N. America
 - 175,000 Zipcar for Business members
 - Available in 63 cities across the U.S.

Shaheen and Stocker, 2015



Business Carsharing: Impacts

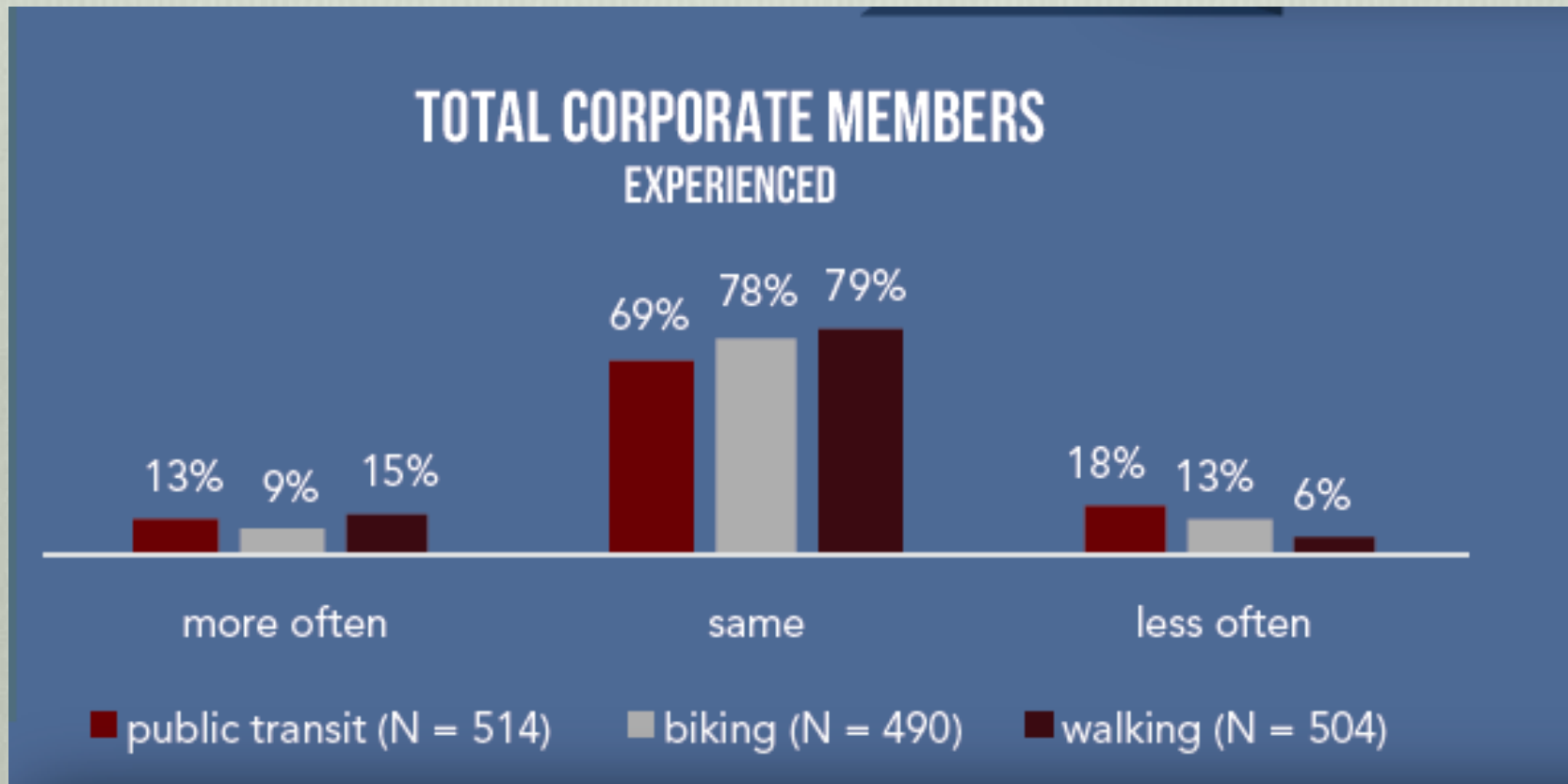


2 in 5 corporate members surveyed sold or postponed a vehicle purchase due to joining Zipcar

This corresponds to
33,000 VEHICLES REMOVED
across North America due to
Zipcar for Business

Shaheen and Stocker, 2015

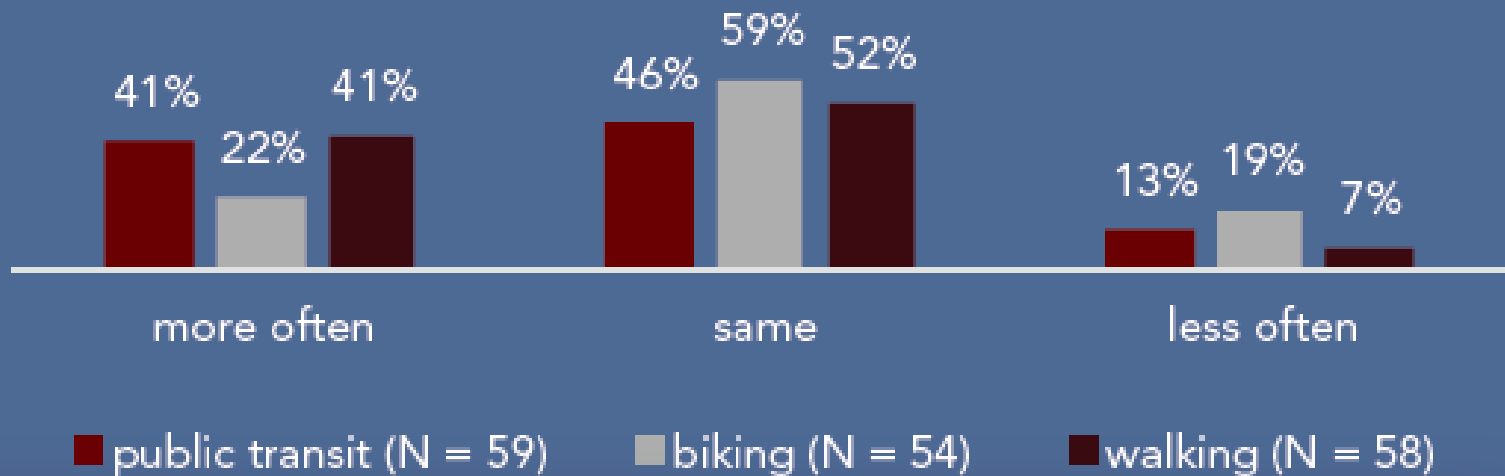
Business Carsharing: Impacts



Shaheen and Stocker, 2015

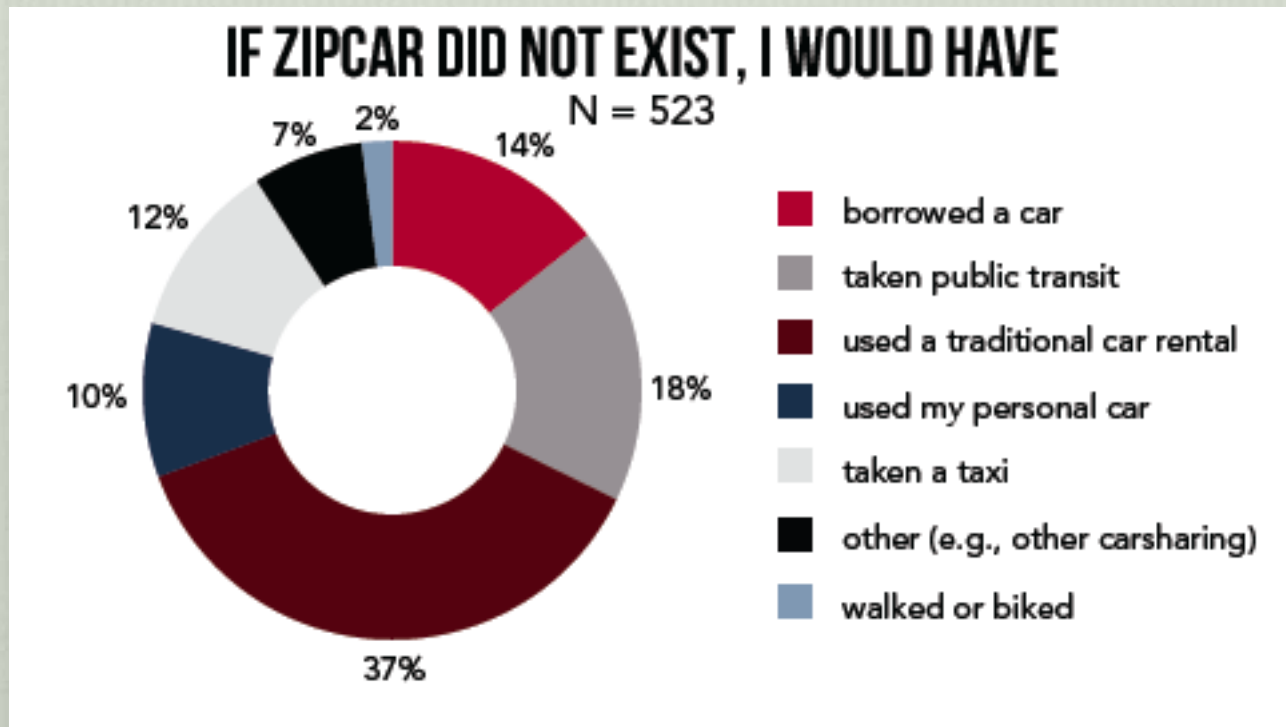
Business Carsharing: Impacts

CORPORATE MEMBERS WHO BECAME ZERO-CAR HOUSEHOLDS BECAUSE OF ZIPCAR EXPERIENCED



Shaheen and Stocker, 2015

Business Carsharing: Impacts



Shaheen and Stocker, 2015

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