



New generation carsharing technology provider

A collage of images related to carsharing. On the left is the CSA (Carsharing Association) logo, which consists of the letters 'CSA' in red, green, and blue, with a white car icon below the 'A'. Below the logo is the text 'CARSHARING ASSOCIATION', 'Carsharing Conference 2015', 'September 22 & 23', 'Vancouver, Canada', and 'conference.carsharing.org'. To the right of the logo are four images: a black car with 'evo' branding, a city skyline, a red car, and a white car with 'Auto mobile' branding and the number '2436'.

CARSHARING SERVICES IN THE WORLD

NUMBER OF SHARED CARS PER 100K INHABITANTS

MORE THAN 10



FROM 5 TO 10



FROM 0 TO 5



FOCUS ON NEW GENERATION CARSHARING SERVICES

ONE WAY :



FREE FLOATING :



FREE FLOATING & ONE WAY :



NUMBER OF SERVICES :



Total shared cars in 2014 in the world: about 95k

DIFFERENCES BETWEEN SERVICES



ROUND TRIP (RT)



ONE WAY (OW)



FREE FLOATING (FF)

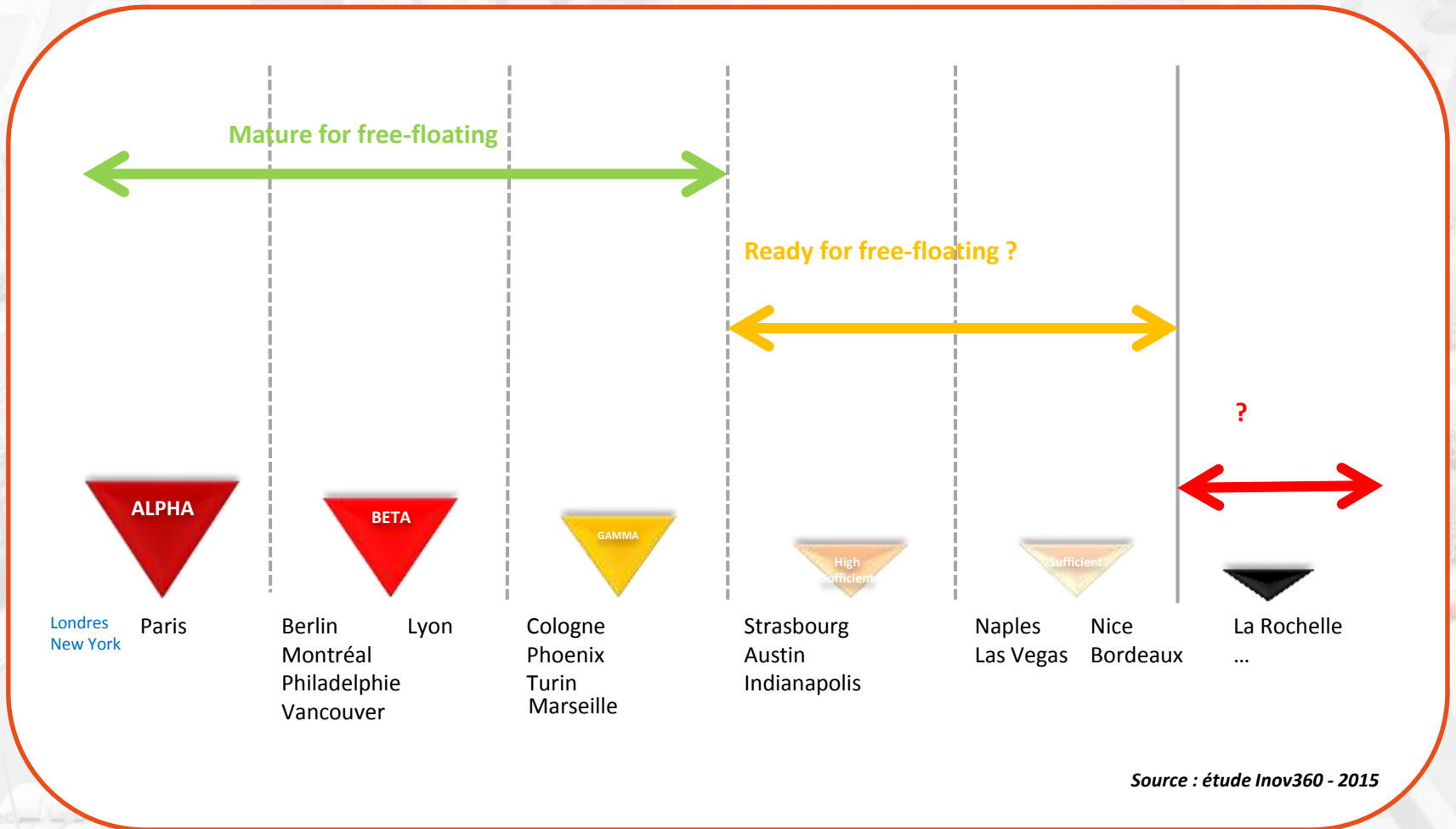
USER PRIORITY: SPACE	Return scheme : A to A VS A to B				<ul style="list-style-type: none"> • A=> A: Users must return their vehicle to the departure station. In other services, users can leave their vehicle at a different place. • FF is the only service where users can leave their car on any authorized public parking space. • RT is used for long-distance trips. OW and FF are dedicated to urban mobility.
	Stations				
	Distance				

USER PRIORITY: TIME	Duration				<ul style="list-style-type: none"> • FF and OW are used for shorter trips, billed by the minute, hourly, and less frequently daily. RT: several hours to several days. • RT is accessible only through advanced booking. FF and OW allow instant access (no booking necessary) and no scheduled return time.
	Booking				

OPERATOR PRIORITIES	Ease of deployment				<ul style="list-style-type: none"> • Operators need to have two parking spaces per car in service for OW, one space per car for RT. FF is the easiest service to deploy because no dedicated parking space is necessary upon authorization from the local government. • OW and FF are adapted to EVs because of short-distance trips, OW in particular as charging occurs at the stations.
	EV compliance				

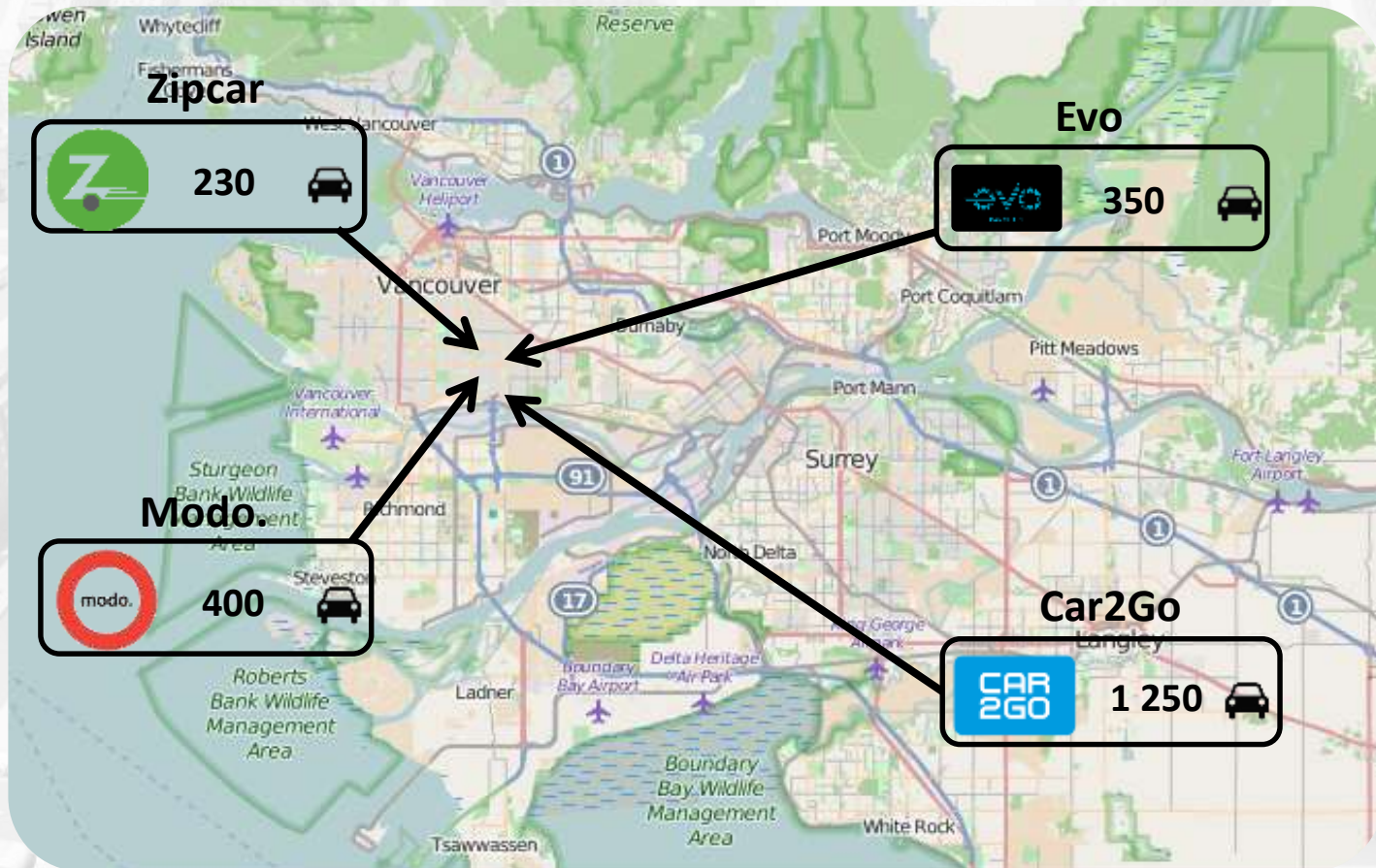
TRENDS					<ul style="list-style-type: none"> • Strong growth of FF thanks to the ease of deployment and profitability. OW services are still defining the best model to adopt (currently several approaches). RT is maintaining its growth worldwide (needs less capital investment to get started)
---------------	--	--	--	--	--

Which cities are ready for free-floating ?

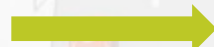


Source : étude Inov360 - 2015

What role technologies provider have to play in the carsharing market ? Example of Vancouver



2007 = 160



2015 = 2 230



What role technologies provider have to play in the carsharing market

