Carsharing in Belgium

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Overview Belgium

- Users: 27,703
- Cars: 1,025
- Stations: 422
- Cities: 39
Evolution users in Belgium

Customers Belgium and per region 2006 - 2017
Evolution cars in Belgium

Cars Belgium and per region 2006 - 2017
Evolution bookings in Belgium

Reservations Belgium and per region 2006 - 2017
Public Transport and Carsharing: Strong shareholdership

NMBS-Holding
VAB motorist club
TAXISTOP non-profit org
CAMBIO GmbH & Co KG

OPTIMOBIL BELGIUM
National system service

cambio WAL
cambio BXL
cambio VLA

Strong shareholders with a common “sharing philosophy”
Public Transport and Carsharing

NMBS-Holding:
- Parking places:
  - In total 247 cambio-cars nearby railway stations
  - 111 of those cars are on B-Parking / NMBS property
- 1x per year: communication campaign

De Lijn / STIB / TEC
- Use chip card from public transport to open cars
- 2 x per year: communication campaign
- Members reduction
- Permanent communication
Promotion via public transport
Modal shift

9% to 29%
13% to 26%
51% to 16%
6% to 28%
3% to 29%

“Think before you go”
Modal Shift

25% of cambio users reflect on the purchase of a private car but didn’t
35% of cambio users got rid of their car after becoming a carsharer

→ 1 cambio car replaces 14 private cars in Belgium
Challenges

Free-Floating Carsharing

• Can we?

Integration of new software in existing Round Trip system

• Should we?

Free float trips can be considered as competition for Public Transport
Challenges

Autonomous vehicles
How will AV be integrated in society?
→ Similar to private car ownership
  • increase of personal comfort
  • More (empty) cars
  • Less use of PT
→ Within shared mobility
  • How can these be integrated in existing carsharing software?
Challenges

Mobility as a Service (MaaS)... is the integration of various forms of transport services into a single mobility service accessible on demand.

Goal = Move commuters to a car free lifestyle by offering MaaS to employees as a better alternative to company cars

• Looking for partnerships with Mobility Platforms providers
• Integrating Carsharing in combined Mobility Platforms
Challenges

Technological innovations

• How can carsharing systems keep up with these innovations (cars, communication, invoicing,...)

• Avoid being out-dated and keep a modern image
Whatever the challenges may be, CarSharing will continue to be a mayor player in the future.