

What about small and medium-sized markets?

Wilson Wood, VRTUCAR
Ottawa and Kingston, Ontario

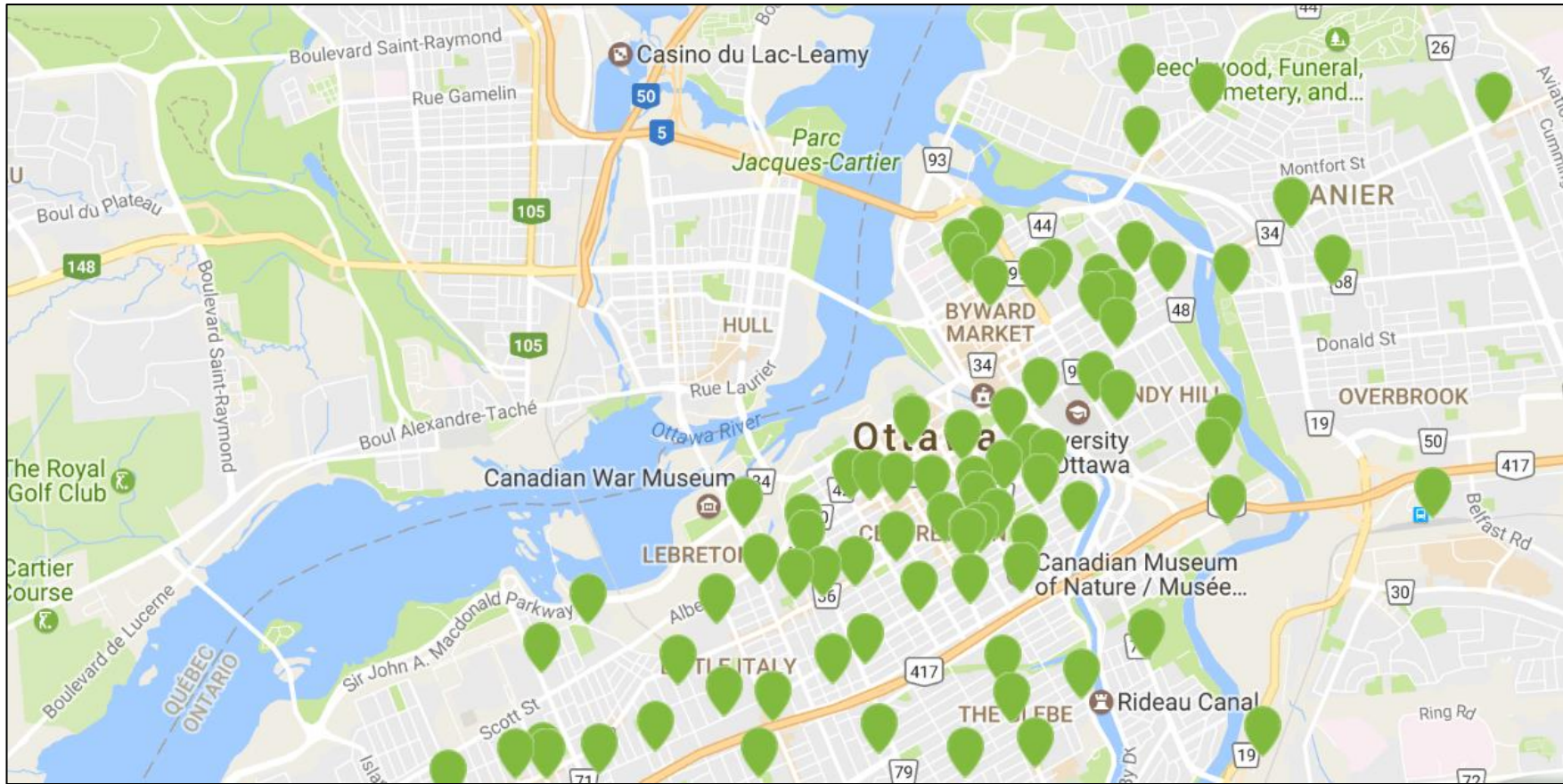
SMALL IS BEAUTIFUL

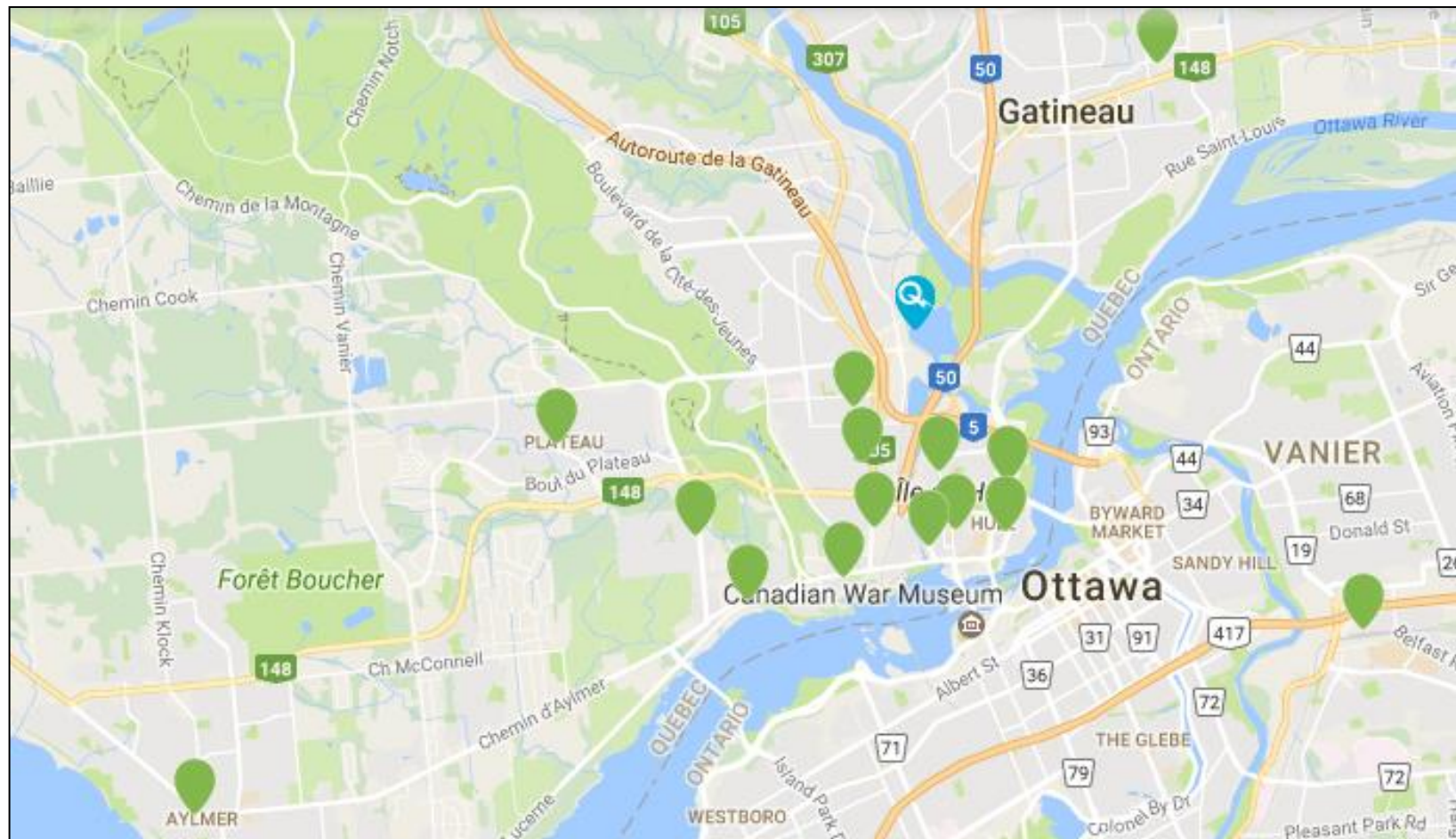


“...we are generally told that gigantic organizations are inescapably necessary...

...in the actual world there is a tremendous longing and striving to profit, if at all possible, from the convenience, humanity, and manageability of smallness.”

(Schumacher, 1973)









Part of group Communauto : Montreal, Quebec, Sherbrooke, Gatineau, Halifax, Kingston,



IN THE BEGINNING...



Chris Bradshaw, left, and Wilson Wood chalk one up for Ottawa's first car-sharing plan.

LYNNBALL, THE OTTAWA CF

OPPORTUNITIES



OPPORTUNITIES



CHALLENGES



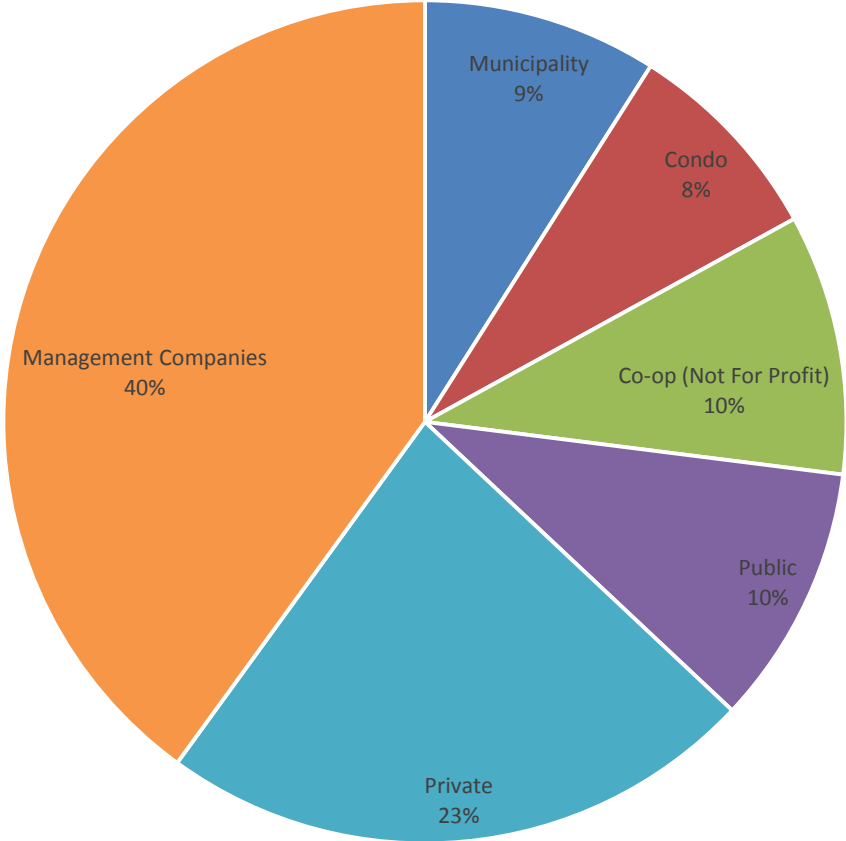
CONGESTION: Not A PROBLEM here!



But parking, that's a problem!



PARKING PARTNERS



Go Sens Go!

