

Mobility[®]

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C a r S h a r i n g

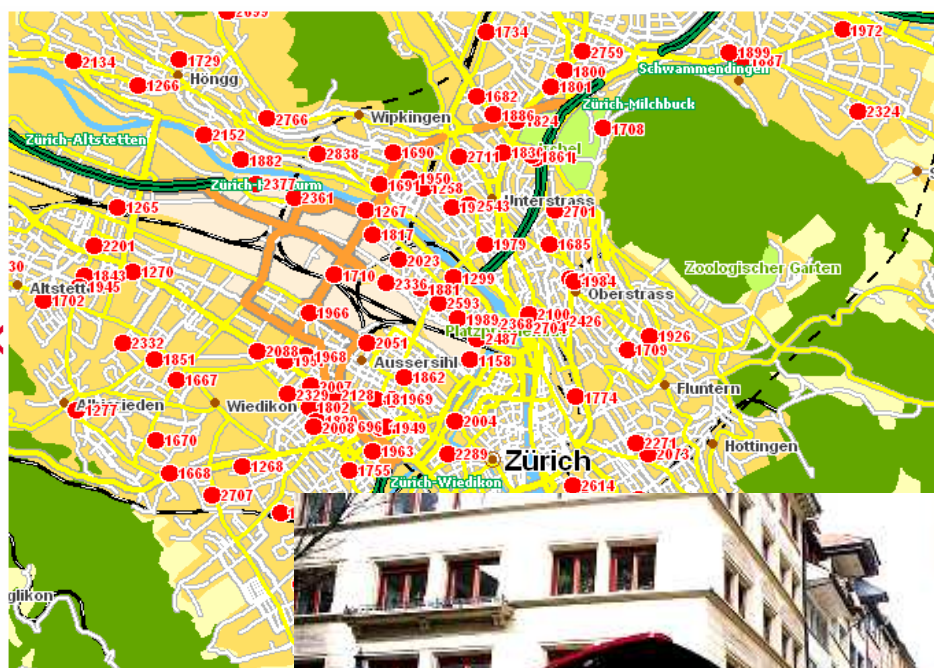
Schweiz • Suisse • Svizzera • Svizra

Reiner Langendorf
Consultant Mobility Support AG

2nd Forum Car Sharing, Rome, 13th July 2005

Car Sharing...

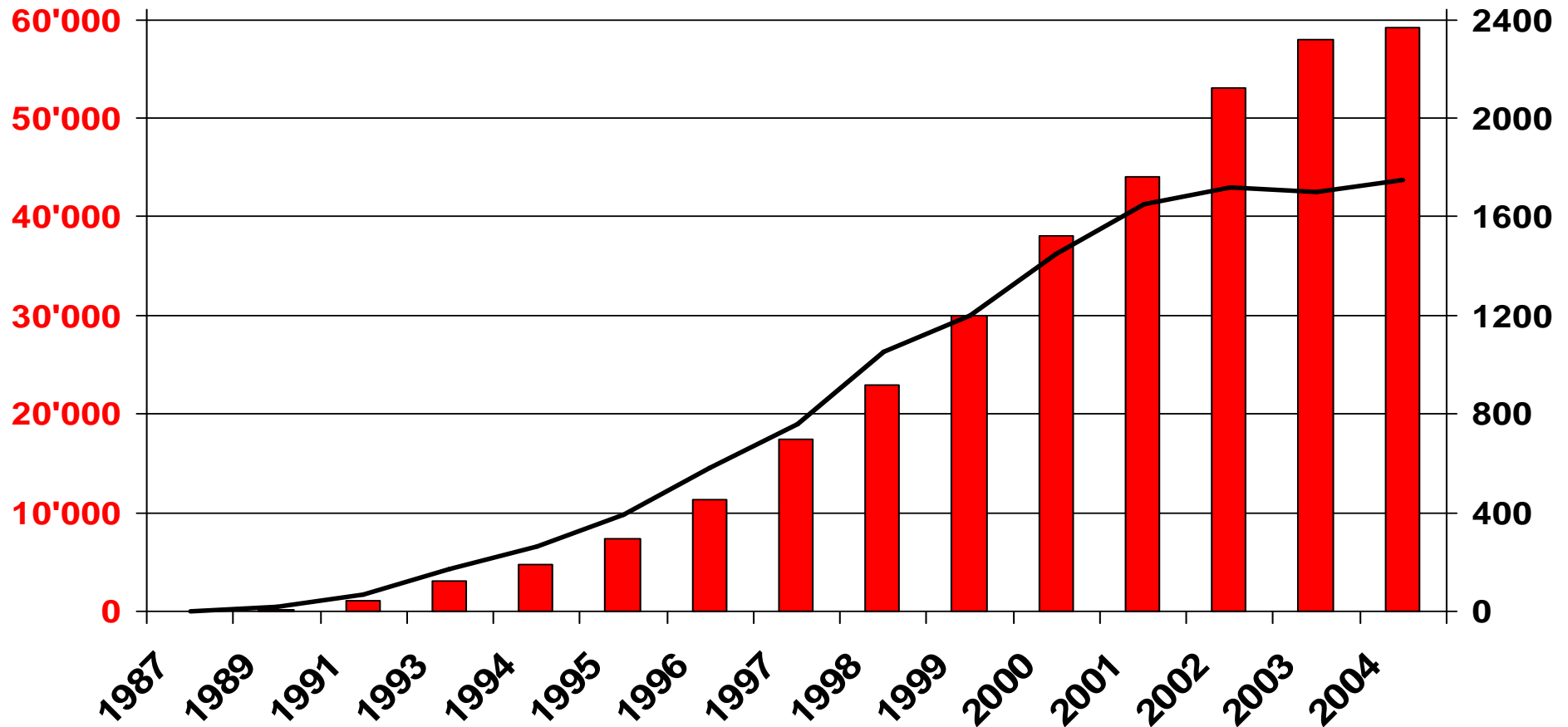
- Decentralized
- Hourly basis
- Self-service / 24h
- The right car for the occasion



Strong customer growth

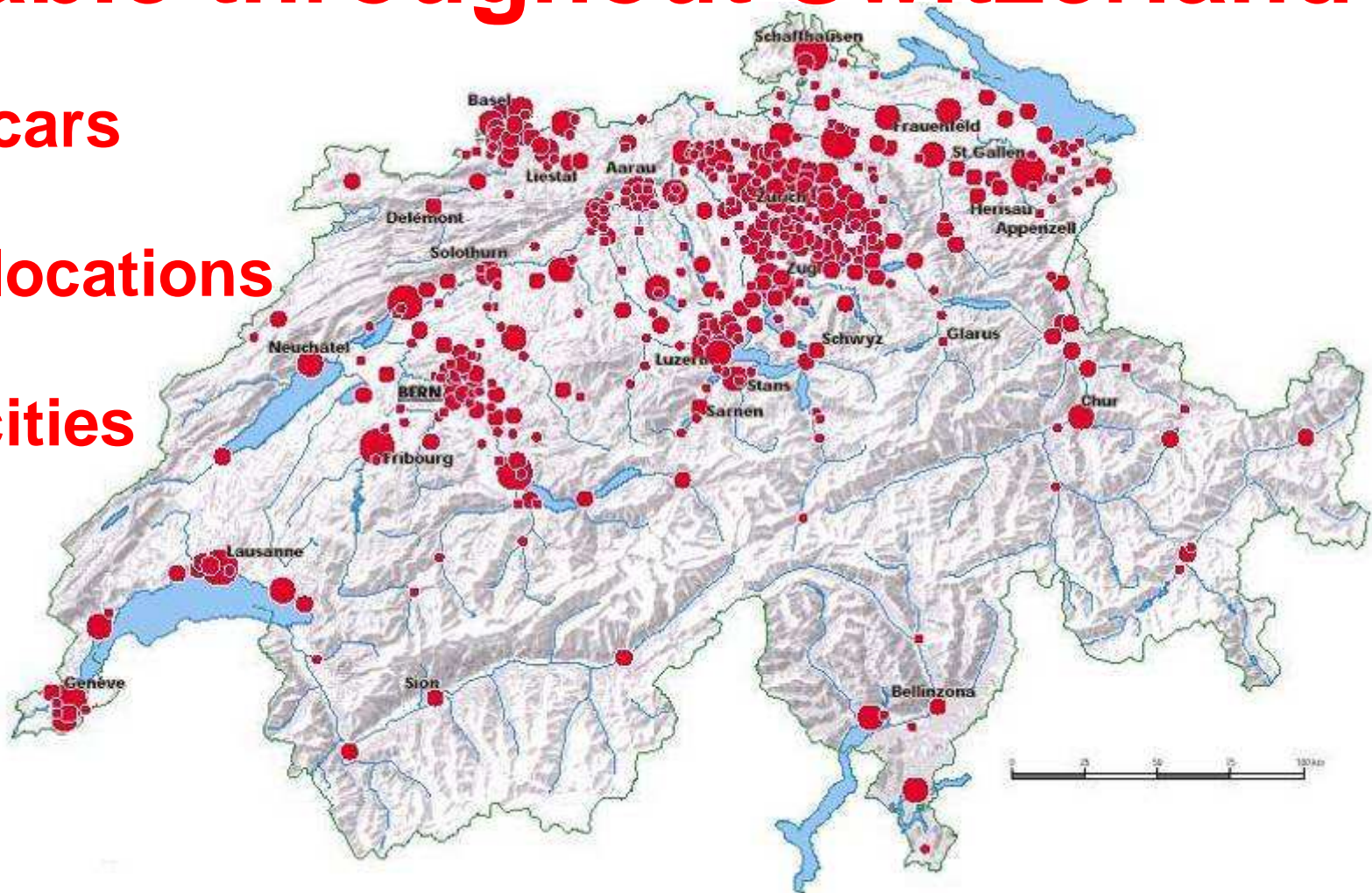
Customers

Cars



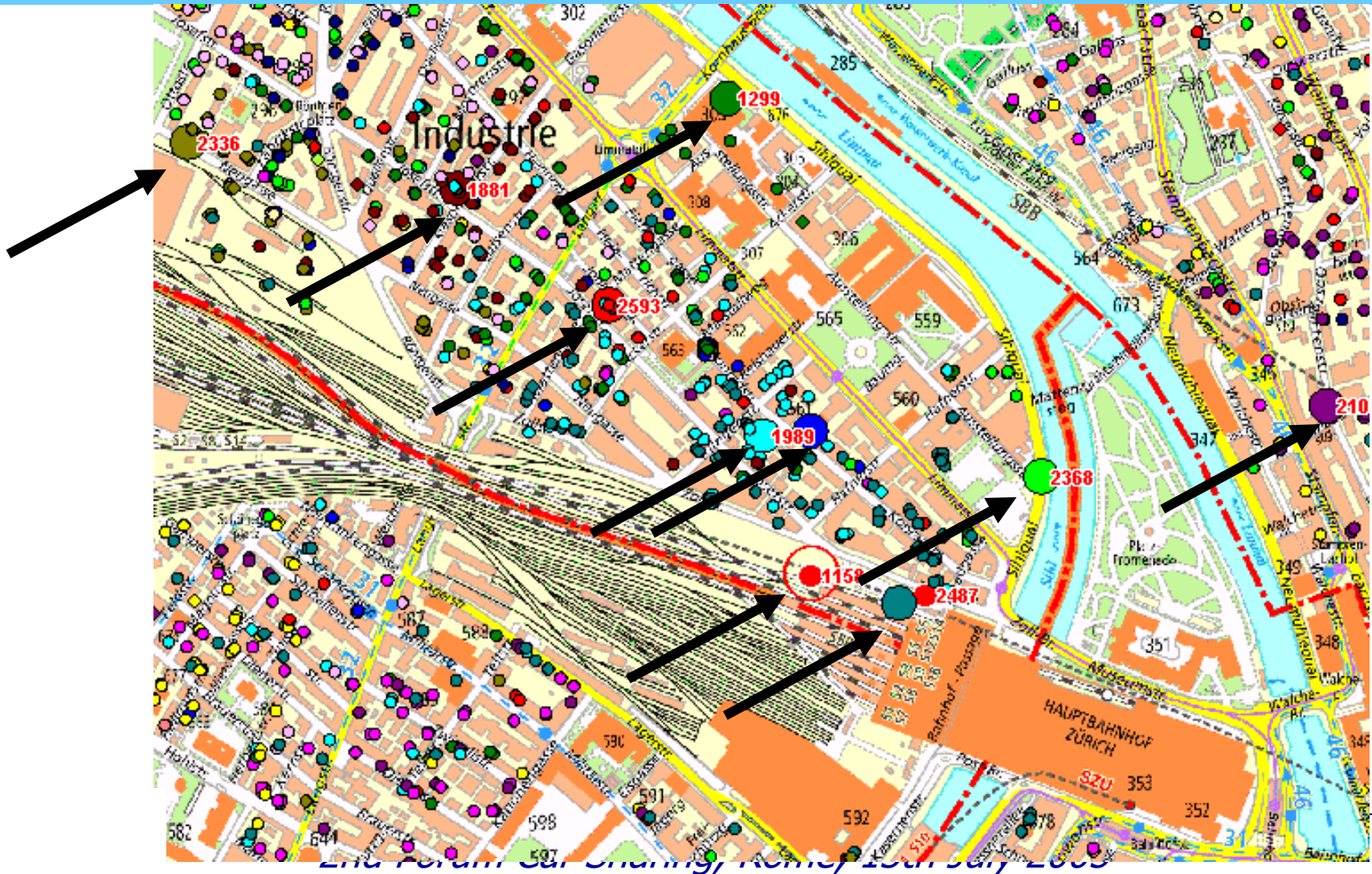
Available throughout Switzerland

- 1750 cars
- 1000 locations
- 400 cities



Zürich

360'000 inhabitants / 130 stations / > 300 cars





Strong partners...



Plus 15 other tariff associations



... outside the mobility market, too

MIGROS



2nd Forum Car Sharing, Rome, 13th July 2005

Einfach rechnen

Mobility Business CarSharing

- 25% customer growth
- 16% of the demand total
- sales of 2.3 million Euros

Business CarSharing - the best form of supporting car-sharing!



Mobility.
carsharing
Kilometer • Fahrer • Minuten • Mehr

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Facts & Figures

113 FTEs

27 million Euro sales

20% cash flow

3% return on sales

over 50% equity ratio



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Positive Indicators:

- ↗ **Productivity per employee**
- ↗ **Productivity per car**
- **Costs per car**
- ↘ **Costs per customer**
- ↘ **Service trips < 3.5%**
- ✓ **Feedback management**

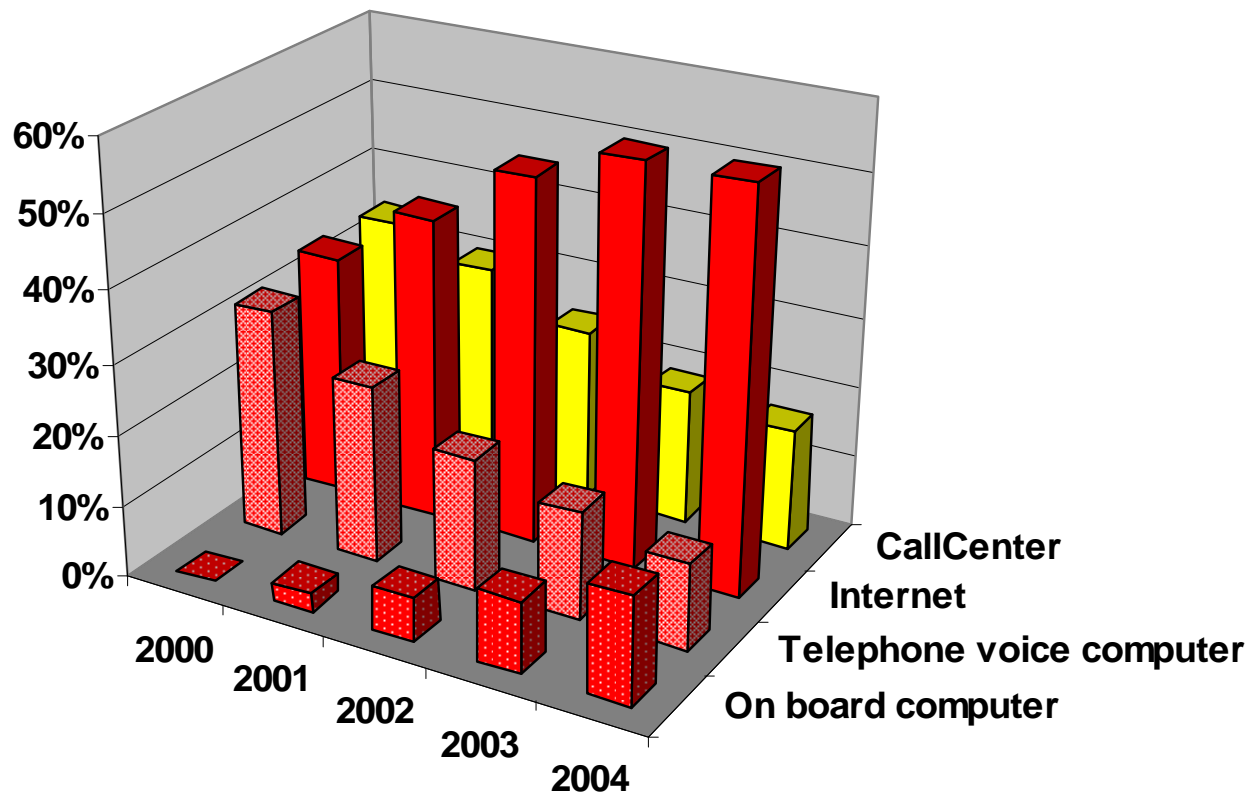
Numerous transactions....

➤ **1.2 million reservations**

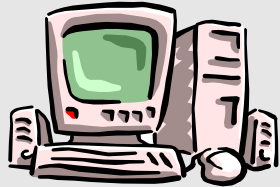
➤ **800,000 trips**

➤ **240,000 invoices**

...call for full automation



**E-Business
quota 83% !**



Internet reservation

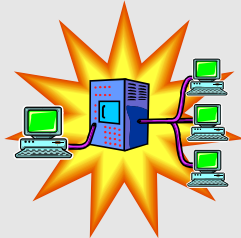


Call center reservation



ARS reservation

Fully electronic...



MobiSoft / SQL server



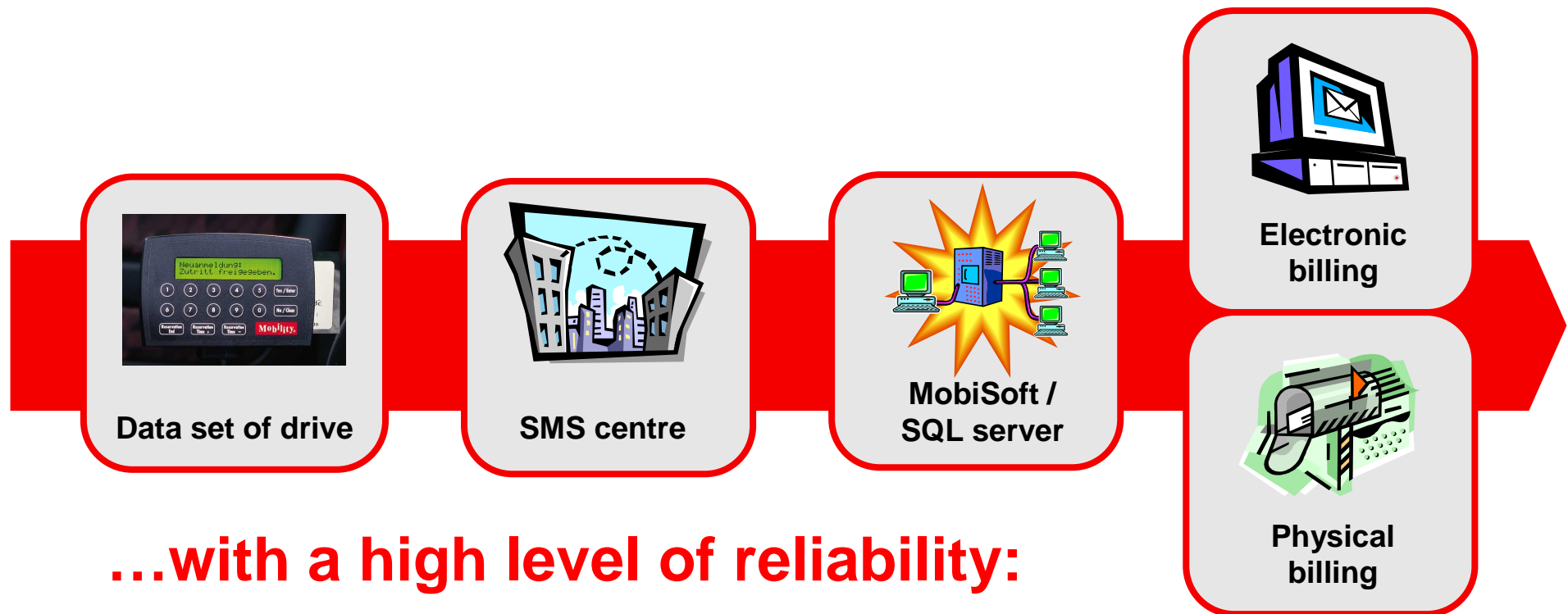
SMS centre



On-board computer

...from reservation to car...

...and back again as invoice to customer...



**...with a high level of reliability:
system availability 99.86%!**

Keyless go!

open...



...drive off

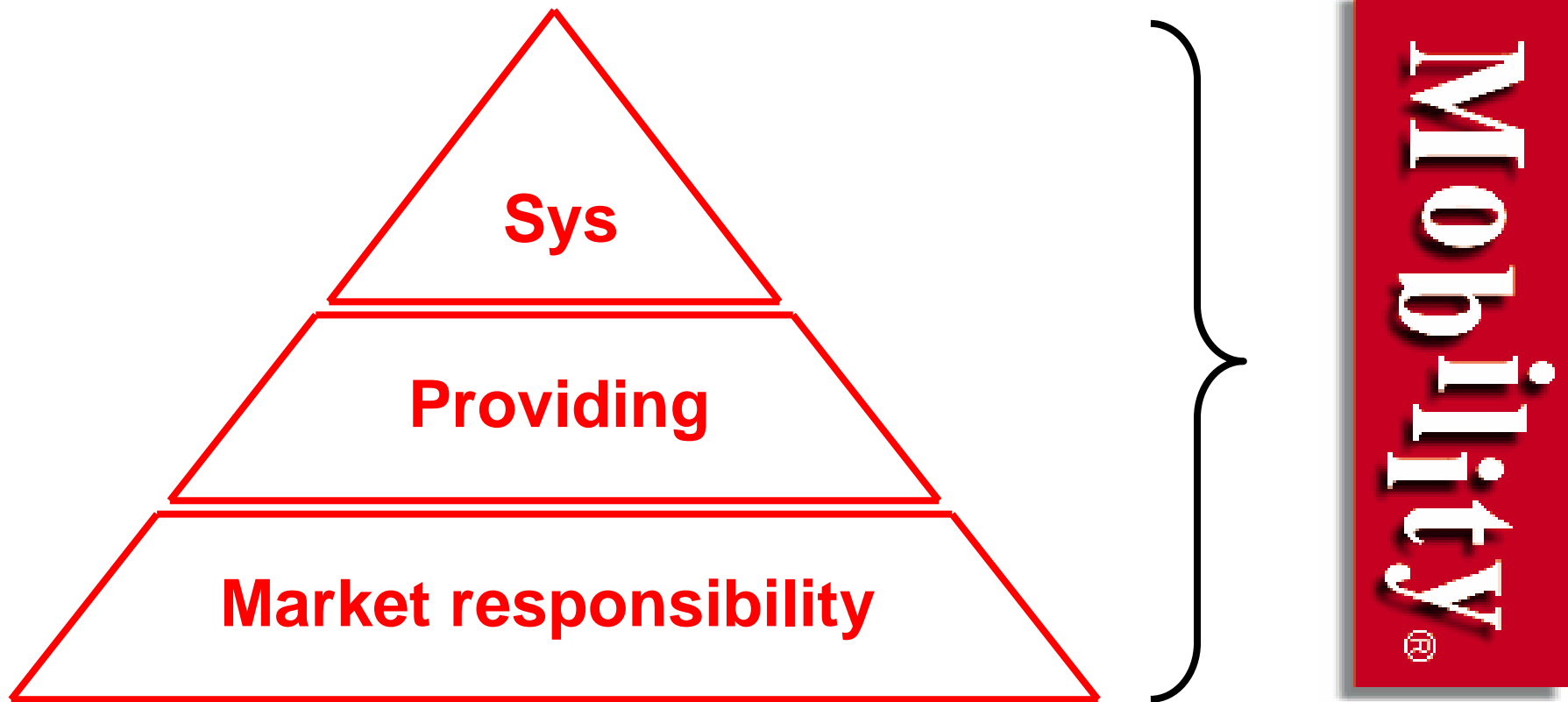
...start...

The vision of the public car

In future
various cards
shall provide
access to a
Mobility car



Fully integrated company as success factor



Mobility Support AG

- **100%-owned by the Mobility Cooperative**
- **Car-sharing know-how is passed on**
- **Qualified experts:**
 - **Peter Muheim (CEO)**
 - **Reiner Langendorf**
- **Access to all Mobility resources**

Mobility Support AG offers

- **Advice:**
 - **Presentations**
 - **Initial workshop**
 - **Financial business plan**
 - **Project plan**
- **Provision of MobiSys for Mobility clients**
- **MobiSys sales incl. implementation/training**



MobiSys is the leader:

- **Multi-client capable and multilingual**
- **Successful in three countries:**
 - **Switzerland, Austria and Spain**
 - **72,000 customers**
 - **2,800 cars**
 - **1.8 million transactions per year**

Conclusion

+ Standardisation

+ Professionality

+ Offer

+ Cooperations

—————→ = Customer utility

—————→ = Growth CarSharing

—————→ = Growth Public Traffic

Thank you for your attention!