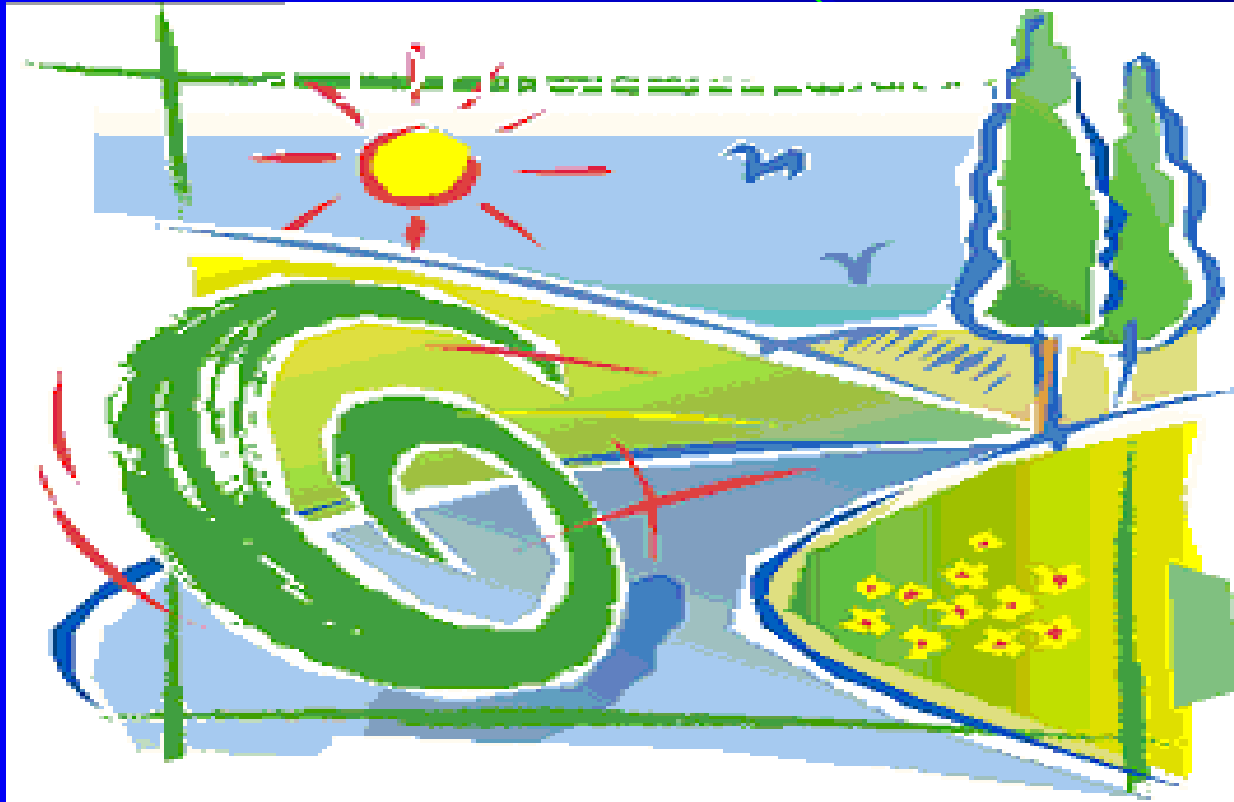


Developing a Car Sharing Concept



The Duch Approach

Participants

- Government agencies
- Public transport operators
- Car sharing companies
- Consumers

Government

- Policy
 - facilitating
- Actions
 - publicize car sharing within the communal agencies and the public
 - introduced a special parking regulation

Public Transport

- Filling service gaps (e.g. in goods supply traffic)
- Long-term binding of the "best" customers (season ticket customers)
- Opportunity to exploit new customer potentials

Companies

	<u>Since</u>	<u>Participants</u>
● Private car sharing	100 years	50.000
● Rental companies	50 years	30.000
● Car sharing companies	5 years	3.000

Consumer Behaviour

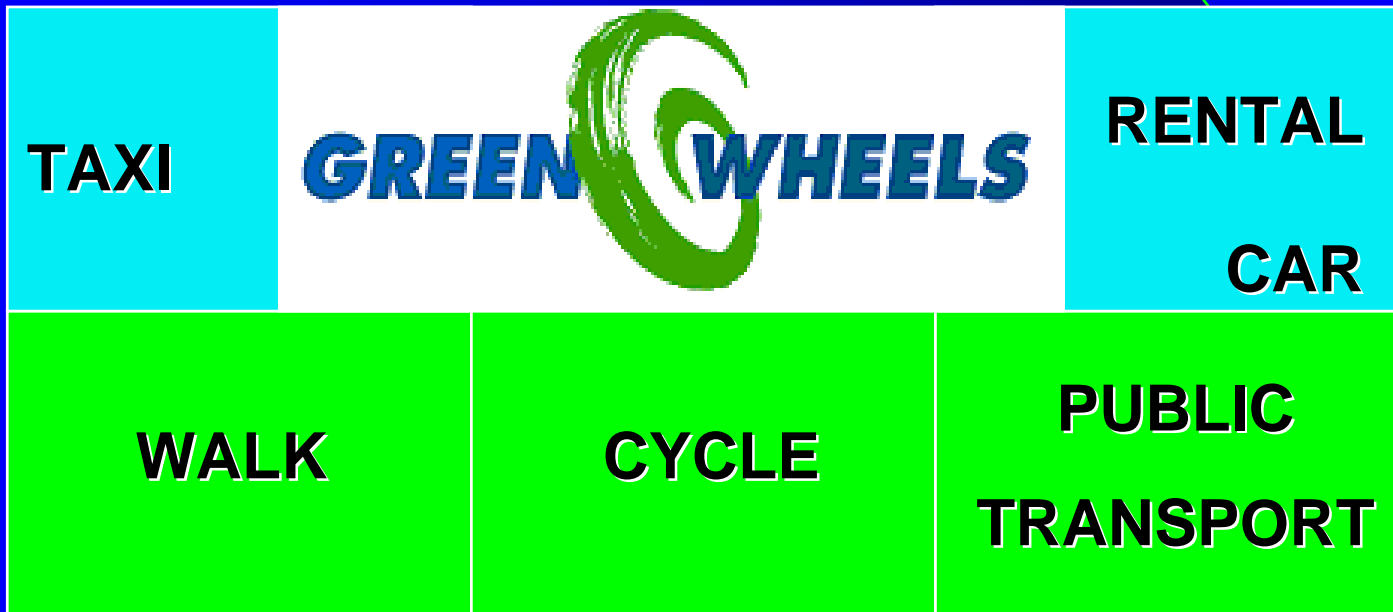
A car owner will take his car
for almost any trip

Consumer Behaviour

A car owner will take his car
for almost any trip

But a car sharer will take the
most suitable alternative

Alternatives for a 'non car owning' consumer



Car Sharing Greenwheels

- Car is nearby stationed
- Instant availability
- Pay as you drive

Location network Amsterdam



Integrated access through one chip card

