

MobilityTechGreen

A guide to car sharing

B2B



Nous vous accompagnons sur votre projet d'autopartage, échangeons au **02 23 27 52 52** ou sur www.mobilitytechgreen.com

Car sharing in brief

✓ 30% saving on
your vehicle
fleet budget

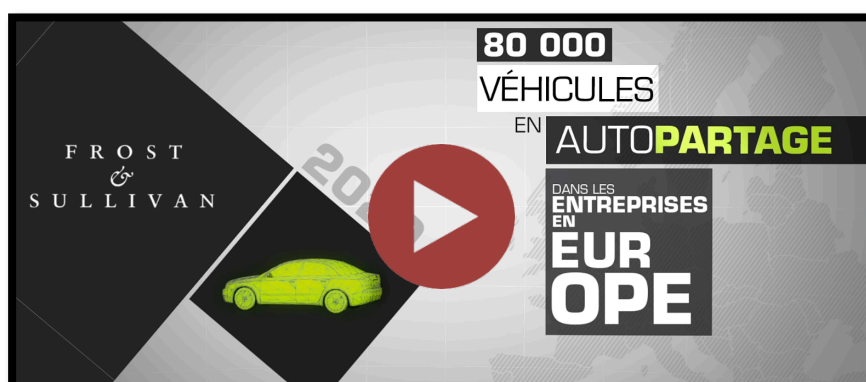
During the last decade, the global urban population has grown from 25% to 50%. 25 years from now, there will be nine billion people living together in urban environments, more than the entire population of the world today. In 2005, there were more than 890 million vehicles on the planet's roads. In 2007, this figure reached one billion. Today, the private car, unused 95% of the time, is the standard for urban, peri-urban or long-distance journeys. Are we condemned to accept this paradox? Of course not, there is a solution: car sharing. Rather than owning a private vehicle which remains idle most of the time, members of a car-sharing service have the opportunity to use a vehicle at their convenience and according to their needs.

✓ Decrease in
non-fleet costs

A number of studies carried out by the University of Berkeley in California have shown that one car-sharing vehicle enables the removal of eleven private vehicles from circulation. According to Kevin Campbell, Manager of Fleet Services for the City of Chicago, his organization has made considerable savings by moving to car sharing. His fleet has decreased from 1,000 to 650 vehicles since the system was introduced. All told, Chicago has saved over seven million dollars since 1 January 2011. What are we waiting for?

✓ Reduction of
your carbon
footprint

This model is also suitable for B2B. Enabling a 30% reduction in the overall cost of a vehicle fleet, car sharing in companies represents an economical, sustainable and effective solution. The renowned consulting firm Frost & Sullivan thus estimates that by 2020, 80,000 vehicles are likely to be in use for car-sharing in European companies. The number of European companies introducing a car-sharing service for their employees is set to grow from 200 in 2013 to 4,000 by 2020.



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A quadruple-benefit asset

When it comes to introducing a car-sharing service, it is essential to understand the scope of your initial requirements. Drawing up an action plan in line with your global fleet management strategy is the basis of all analysis. So, the four keys reasons to join this exciting adventure are:

- Making significant savings in your vehicle fleet budget
- Improving the accessibility of your mobility services by means of self-service vehicles
- Enabling the use of company vehicles on evenings and weekends
- Reducing your company's carbon footprint as part of your CSR policy

Properly identifying the objectives of your approach will provide a clear understanding of all your vehicle fleet management requirements. This will also enable you to choose the most suitable tools for your specific needs.



Analyzing rates of use

Analyzing the use cycle of pooled vehicles is a beneficial way of assessing the efficiency of your vehicle fleet. We offer you a simple method which can be used to calculate the percentage of use of vehicles according to their typology. **In order to evaluate this percentage, you can simply calculate the daily travel time of your vehicles compared to your company's operating hours.** For example, if your company has internal combustion engine cars which are on the road for an average of one hour per day on the basis of eight working hours, the rate of use will then be 12.5%.

Within the framework of your reflections on setting up a B2B car-sharing service, it is important to be aware of this figure so that you can assess the viability of the project. It is estimated that, on average, a company vehicle is idle more than 85% of the time. Within this in mind, to help facilitate your study phase, we have a tool called Mobilitytcs. This is an analytical solution with which, in just a few clicks, you can calculate your rate of use and thereby envisage the deployment of a car-sharing solution in your company.



Increasing the rate of use of your vehicles is the real paradigm of company car sharing. In addition, it is possible to fully optimize the use of your fleet by making your vehicles available to your employees on evenings and weekends!

Identifying a suitable management protocol

In this section, we are going to focus on the different variables to be taken into consideration depending on your vehicle fleet. Firstly, you need to correctly select the vehicles to be shared.



Defining your selection criteria

Each company has its own existing situation and requires real analysis in terms of the selection of vehicles to be shared.

By deploying the right car-sharing vehicles in the right locations of your vehicle fleet, you can significantly increase its efficiency while also ensuring a high-quality service.

Determining the selection criteria based on vehicle typology, use, or segmentation by services will allow you to effectively plan the introduction of your car-sharing system.



Selecting the right car-sharing system

The size of your vehicle fleet, your budget and accessibility requirements are all factors to be considered in planning the car-sharing system most suited to your own specific needs.



The different modes of car sharing

	Return loop	One Way	All The Way [®]
Advantages	<ul style="list-style-type: none">Easier managementVehicle availabilitySecure booking	<ul style="list-style-type: none">PracticalNetwork of dedicated stationsSecure booking	<ul style="list-style-type: none">Simplified user journeyAutomatic24/7 access
Constraints	<ul style="list-style-type: none">RestrictiveLimited	<ul style="list-style-type: none">Unpredictable managementUnpredictable availability	<ul style="list-style-type: none">Difficult managementUnpredictable availability

Mobility Tech Green custom technology allows you to envisage all forms of car sharing for your vehicle fleet. It includes a booking platform for your employees, as well as a fleet management system for your administrators.

Choosing the vehicle access mode

As with the choice of car-sharing mode, the means of accessing the vehicles is also important. The table below will allow you to explore the different ways of answering this question.



Vehicle access modes

	With an access badge	With a smartphone (NFC)	Via a mobile application
Advantages	<ul style="list-style-type: none">■ Intuitive access■ Accessible to everyone■ Easy configuration■ No connection required	<ul style="list-style-type: none">■ Already available■ Simple user journey■ Easy to install■ Very simple registration	<ul style="list-style-type: none">■ Upgradeable system■ Global approach■ Multi-connectivity■ Fun dimension
Constraints	<ul style="list-style-type: none">■ Not very upgradable■ Risk of loss	<ul style="list-style-type: none">■ Restrictive■ Little democratization	<ul style="list-style-type: none">■ Connection required■ Costly

Mobility Tech Green will support you in your analysis by taking account of all criteria involved in your specific situation. We will work with you to assess your existing infrastructure and mobile fleet in order to steer you towards the right choice.

Adapting your vehicle fleet

After identifying your needs and modeling your real expectations concerning the introduction of a car-sharing service in your company, it is now time to estimate the number of vehicles to be provided for car-sharing.



Estimating the right number of vehicles

The vehicle fleet management system developed by Mobility Tech Green allows you to easily visualize your VUPT!

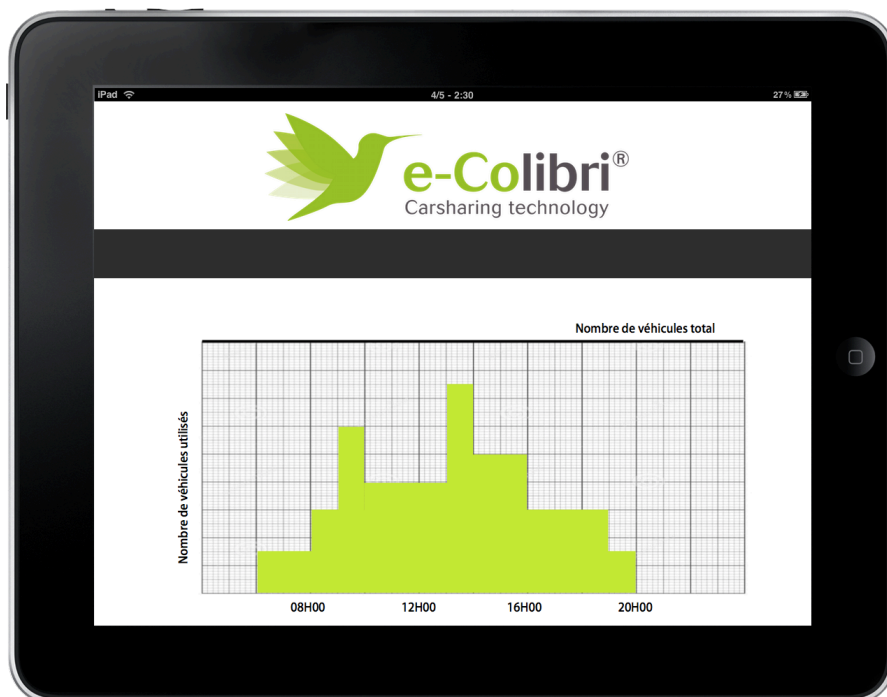
In order to determine the right number of vehicles to place in self-service mode, there is a simple method based on calculating the number of vehicles used at peak times (VUPT).

The number of vehicles used at peak times is the maximum number of vehicles which are used simultaneously during the most active periods. In order to measure your VUPT, use the data provided by your fleet management system or perform an on-site count of absent vehicles at particular times.

This is a very simple method of analyzing your different car parks in order to quantify the mobility needs of each situation. It is important to understand that there are three main forms of adaptation depending on these needs. The first is to have a fleet of vehicles used for car sharing while ensuring that the number of vehicles is significantly higher than the number of bookings. The second option is to adjust the car-sharing vehicle fleet to the same level as the highest number of bookings during the day. This configuration provides a higher return on investment while also ensuring the same number of journeys. Finally, there are also some establishments that want to provide a lower number of vehicles than the number of bookings. This approach is intended to maximize return on investment but risks creating dissatisfaction among employees!

The diagram below shows the number of vehicles in use during the company's different hours of operation. Peak use appears to occur between 1.00 and 2.00 pm and therefore represents the VUPT value. As you can see, the total number of vehicles exceeds demand.

The vehicle fleet management system developed by Mobility Tech Green allows you to easily visualize your VUPT!



Adjusting the number of vehicles in line with demand is a vital element in the deployment of your company mobility system. We strongly advise you to achieve a synthesis between reducing the number of vehicles provided and meeting the needs of your employees. After all, it will be very difficult to win the support of an employee for your solution if they experience the unwelcome surprise of not being able to access the car-sharing service.



Introduction of electric vehicles

The car-sharing solutions developed by Mobility Tech Green are suitable for all vehicle typologies and have specific alerts for electric models

The provision of electric vehicles combined with a car-sharing system currently constitutes the best way of applying your company's CSR policy with regard to reduction of its carbon footprint. Given the battery life of electric vehicles, varying on average from 100 to 150 km, it is important to adapt the provision of these vehicles to your needs:



Integrating an electric or hybrid vehicle into your fleet will require you to install one or more recharging points. You may also wish to offer recharging in the workplace for vehicles belonging to employees. This service is exempt from social security payments and contributions, with a limit of €200 per employee per year. There are two types of tax exemption for company vehicles which concern clean vehicles:



- Complete exemption for electric and rechargeable hybrid vehicles. Vehicles emitting less than 50 g of CO₂/km, electric cars and rechargeable hybrids are entirely exempt from company car tax.
- Partial exemption for hybrid cars. Hybrid vehicles emitting less than 110 g of CO₂/km benefit from an exemption for the first eight quarters.



Publicizing your car-sharing service

Our customer relationship tool will support your company as it implements this change.



It is vital for the success of your future mobility 2.0 service to provide good internal communication regarding its introduction. This will enable a significant increase in its rate of use and therefore your return on investment.

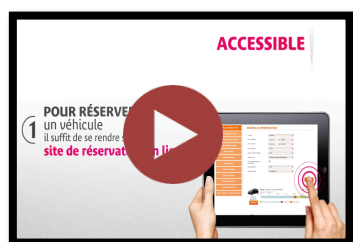
This section will now look at different strategies allowing you to build awareness of your service internally, to optimize levels of engagement, and finally to implement a genuine strategy for winning loyalty to the service.



Internal communication

Understanding internal communication means recognizing all the advantages it can offer, particularly as a motivational tool for employees, whatever the size of the company. **It is important to consider the entire life cycle of your car-sharing program.** In order to maximize the rate of use from the first days of its introduction, your employees must be aware of the launch date for the service. Thus, very frequently, the internal communication plan for companies with a car-sharing service is defined over three phases:

- **Teasing period:** In order to present your service and create interest, it is advisable to communicate on car sharing by announcing the new mobility system via email, newsletter or plenary conference.
- **Launch day:** The presentation on launch day of your car-sharing system with trainers and vehicles on hand is a key aspect in the success of your project. This stage can be used to break down the barrier of fear of change and to demonstrate the benefits of the system. A video explaining the user journey is a major asset in preventing snags related to its use.



Watch our video

- **Incentive period:** A successful launch is one thing, maintaining this momentum is another. You will now need to implement various strategies with which to coordinate your car-sharing system and to encourage your employees to use it for their professional and personal travel.



User experience

User experience is a decisive element in terms of your car-sharing service. **The experience must be easy, enjoyable and effective!** To achieve this, you must take account of a number of different factors:

- 1) Keep all vehicles used for car sharing in immaculate condition



Cars will therefore need to be cleaned after every **10 hours of use** or **twice per month**.

- 2) Meet mobility demands as closely as possible

There is no worse publicity than a frustrated user. With the back office enabling fleet management for your vehicles, our car-sharing services will alert you in the event of a fault in the system. A user call center is also available.



- 3) Ensure a simple user journey

Booking and using a car-sharing vehicle must be intuitive. Therefore, streamlining the user journey and providing adequate training will improve satisfaction levels.



4) Efficient customer support

The provision of a user call center is essential for a mobility service. Placing a booklet in the vehicle presenting the different stages of use and the most frequently asked questions provides reassurance.



Gamification

Making the corporate car-sharing experience enjoyable will enable you to win support for the program among all your employees and create real group cohesion. Among the many tools which exist, gamification is one of the key methods. For example, creating an internal competition rewarding the best drivers in terms of eco-driving is a strategy which will lead to genuine engagement within the company. Allowing employees to set up a group on the company's social network and to swap links is an excellent way of making content go viral. Finally, encouraging loyalty to the program by rewarding the best drivers will create strong ambassadors for car sharing.





Looking towards future developments

Rationalizing your vehicle fleet can be a very useful cost reduction strategy. But it is possible to go even further. As part of the implementation of a car-sharing service for your company, Mobility Tech Green will assign you with an Account Manager, who will personally support you through the entire process. You will therefore be able to obtain lots of advice and key performance indicators in order to monitor your entire fleet and make real-time adjustments in terms of your mobility needs.



The Mobility & Co club

First launched in March 2015, Mobility & Co brings together all of Mobility Tech Green's partners to discuss shared issues. The events organized each year also provide an opportunity to meet the various market stakeholders, including researchers, mobility experts, and ancillary services. More than a customer-supplier relationship, Mobility & Co is above all an assurance of continuous support and a genuine win-win strategy.



In conclusion

You now have all the tools required for the success of your car-sharing project. Do not hesitate to contact one of our experts directly for further support with your overall planning process.

I would like to be contacted by an advisor



About Mobility Tech Green

With over 12 years of experience in the B2B car-sharing sector and 100,000 users of our solutions, we offer a range of car-sharing services providing real savings for companies and local authorities, combined with an effective reduction in CO2 emissions. We are now at the forefront of a new vision of mobility, a new world. At the crossroads of the connected car, smart cities and collaborative consumption, Mobility Tech Green is ready to meet the major challenges of the 21st century through technological innovation.

