

CARSHARING IN RURAL AREAS - EXAMPLES & LEARNINGS

BERLIN

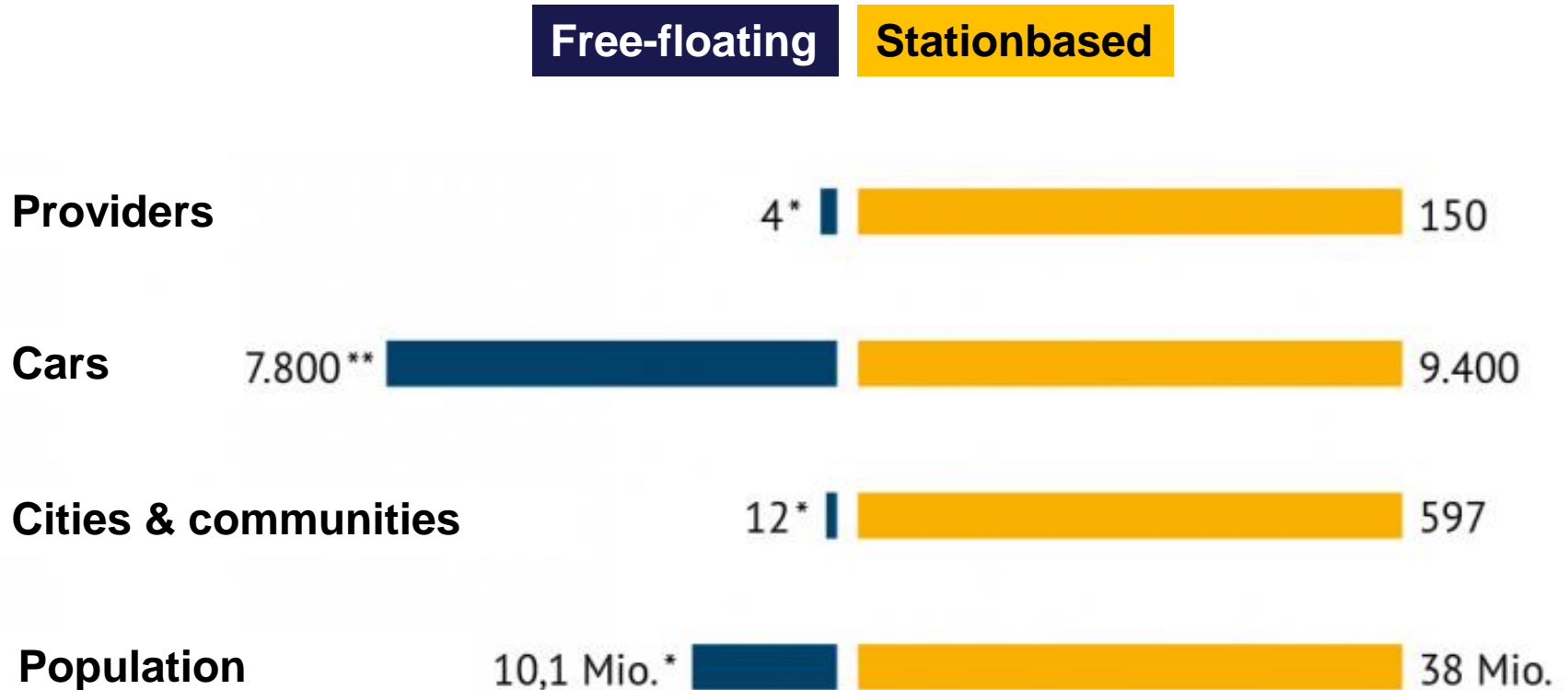
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CARSHARING IN GERMANY

Market



*without combined services

**hereof 530 in combined services

CARSHARING IN RURAL AREAS

Statistics

Size (inhabitants)	# (D)	Communities with CS
> 100.000 Einw.	76	75 (98,7 %)
50.000 – 100.000 Einw.	106	64 (60,4 %)
20.000 – 50.000 Einw.	488	160 (32,8 %)
10.000 – 20.000 Einw.	887	116 (13,1 %)
5.000 – 10.000 Einw.	1.317	54 (4,1 %)
< 5.000 Einw.	8.346	68 (0,8 %)

CARSHARING IN RURAL AREAS

The general problem

Rural area (& peripheral areas) =

low availability of public transport

+ high dependency on a car

+ no parking problems

+ low density of housing

= low demand for carsharing

= low occupancy-rates of carsharing cars

= low/no profitability of carsharing service

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4 ways of expansion

- 1. Diffusion of urban services into peripheral areas and beyond**
- 2. Stand-alone offers run by non-profit car-clubs**
- 3. E-carsharing with public funding**
- 4. Regional car-dealer or car-rental firm as carsharing provider**

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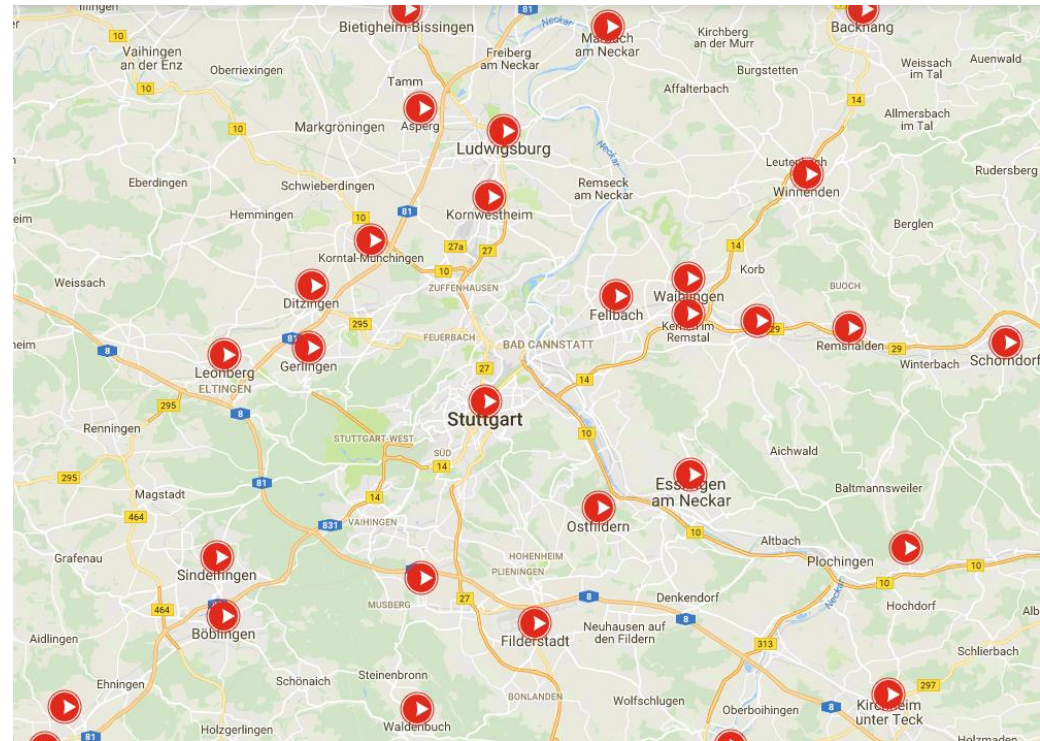
Diffusion into peripheral areas: stadtmobil Stuttgart

stadtmobil Stuttgart AG:

- Operator (cars, booking system)
- Owner of customer-contact
- Car service if > 5 cars

stadtmobil e.V. (= non profit club):

- All revenues
- Financial risk
- Marketing
- Onboarding



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Stand-alone offers run by non-profit car-clubs: LK Ebersberg

Non-profit clubs:

- Operator (cars, service, booking system)
- Owner of customer-contact

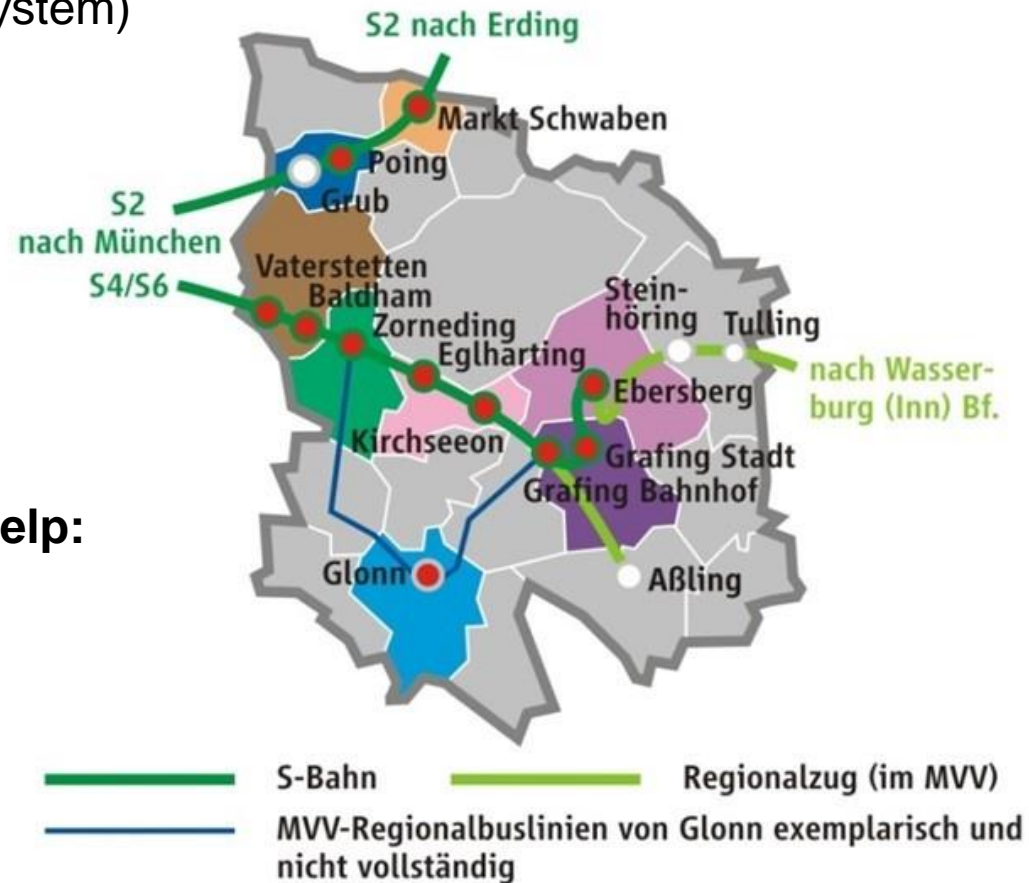
Car-club in Vaterstetten:

- Founding advice & coaching

Public authorities give individual help:

- Car and/or car usage
- Parking
- Marketing/communication
- Networking with firms

LK Ebersberg: 139.000 inhabitants, 549 km²
8 regional car clubs



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E-carsharing with public funding: LK Bruchsal

Public authority:

- Founder
- Loading infrastructure
- Application for funding
- Marketing CS to firms in the region

Firms in the region:

- Car owners & first users
- Car service
- On-site marketing

Flinkster:

- Booking platform



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Regional car-dealers as carsharing-providers: Ford Carsharing

Ford Dealer:

- Car owner
- Car service

Ford Company:

- Consultancy
- Marketing

Flinkster:

- Booking platform
- Customer service



CARSHARING IN RURAL AREAS

Strenghts & weaknesses

Diffusion	Local car club	Funded e-cars	Local dealer
<ul style="list-style-type: none"> - Professional - Compatible with offer in city - Offer cooperation with PT provider 	<ul style="list-style-type: none"> - Viable without profitability - Good connections to local community - Long-lasting offer possible 	<ul style="list-style-type: none"> - Funding makes start easy - E-cars attract new customer groups - Often connected to local energy provider 	<ul style="list-style-type: none"> - Use of present resources - Professional service
<ul style="list-style-type: none"> - If low profit = might be terminated within short time 	<ul style="list-style-type: none"> - Often not professional - Often no cooperation with PT & professional CS-services - Dependent on „makers“ 	<ul style="list-style-type: none"> - E-cars not profitable (what happens after funding period?) - Often no cooperation with PT & professional CS-services - Often CS ist just „the excuse“ 	<ul style="list-style-type: none"> - CS very different from core business - If low profit = likely to be terminated - Place of firm often not central

CARSHARING IN RURAL AREAS

Impacts

Vaterstetten
(22.000 inhabitants)

Inner city

cars replaced

7

8 – 20

**households
car-free**

22,2 %

78 %

**THANK YOU FOR YOUR
ATTENTION!**

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