Who is Zipcar?

* Cars, vans & suvs that members can drive by the hour or day – from only $8.50/hr
* Zipcars live in neighborhoods, near businesses and at transit locations all around Boston, NY, SF and DC.
* 20 makes and models including VWs, MINIs, BMWs, Scions and many more
* A proven part of the urban transportation mix
Zipcar Milestones

Now providing car-sharing in 8 states and 22 cities

- 45,000 users since inception
- 2500+ new members per month
- 800 Vehicles
- Over 7 million miles driven, 325,000 reservations
- In July, raised 10MM through Benchmark Capital to fund expansion
- And we expanded! Launched San Francisco Sept. 1st

Millions of people are now within a 5 minute walk of a Zipcar!
Our Market Segments

• **Consumers** — Provide personal drivers with a more cost effective solution to car ownership and rental

• **Businesses** — “Z2B” plan and dedicated vehicle program provides cost effective transportation and fleet replacement for businesses

• **Universities** — Onsite vehicles at over 20 colleges and universities (Harvard, GW, MIT)

• **Government** — Continue to work with governments to replace and augment fleets

We continue to partner with transit authorities to provide a transportation alternative to enhance public transportation.
Key transportation partners

• MBTA – Boston
  – Launched partnership at National Transportation Week years ago
  – Vehicles on site at key outlying and urban transit locations
  – Worked with TOD to provide benefits for developers that embrace car sharing

• Metro North – New York
  – Worked together to launch initial pilot program – recently expanded
  – Located other vehicles near stations to support ridership
  – Ongoing events to increase awareness of Zipcar’s car sharing service
Key transportation partners

• **WMATA – Washington DC**
  - Launched vehicles at multiple stations
  - Located other vehicles near stations
  - Co-branded signage, ads and collateral at locations and metro stops
  - Launched XM Satellite Radio partnership

• **Arlington County Virginia**
  - Dedicated on-street parking program that provided discounted Zipcar memberships to residents and businesses
  - Recently expanded from pilot to permanent installation

• **Washington DC DOT**
  - Dedicated on-street locations launching in the very near future
  - 27 vehicles throughout the area including Adams Morgan and Capitol Hill
Recent Zipcar Car Sharing Survey Findings

Survey sample size - 650 members

- Each Zipcar takes currently takes 20+ privately owned vehicles of the road. 10 vehicles in less dense areas (Zipcar/MBTA TOD research)
- 25.86% of members have never owned a vehicle
- 44.83% of members stated that they would have kept their vehicle, or would have purchased a primary/secondary vehicle
- Members that report a cost savings, estimate that they save ~$435/month with Zipcar
- Members bike, walk and use public transportation more often
- 76% of members report that they feel safer using car sharing when the vehicles are located on/near street