

Thoughts on carsharing

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Carsharing

**It is the future of car mobility,
without question**

**Dense cities, no space for parking/driving
Aging population in some countries**

Car ownership is too expensive, and getting more expensive

14-18% of household income

And it will increase because :

Parking

Infrastructure taxes

Congestion

Oil

Carbon tax

Environmental Benefits

- 1 well-used shared car = 30-50 people
- 1 well-used shared car = 15-20 cars
- 1 well-used shared car = 40-60 parking spaces

Drivers drive 80% less → ↓ CO2



Car sharing! Beware broad names and wrong conclusions.

One-way car rental, by the minute (AutoLib, Car2Go, DriveNow)

- There are self-drive taxis.
- They will not reduce the number of vehicles owned by city residents (you still need a car to go to a mall, excursion outside the city; or for a weekend trip)
- These do not compete with “traditional” carsharing much because of the above.
- Can encourage driving (they often come with dedicated parking spaces in parts of town where you would never drive)
- If pricing is not high enough can compete with transit, especially for 2+ people.

Sharing cars is natural!

Maximizes use of vehicles & parking

Encourages right-sized vehicle choice and full cars.

And it is not new!

Don't ruin the sharing of vehicles
you do have right now

There is a new business model,
that can give you the best of all
worlds

Peers **Incorporated**

The partnership driving the collaborative economy



buzzcar

Où voulez-vous louer ?



Se connecter

S'inscrire

Aide

LOUER SA VOITURE

LOCATION DE VOITURE ENTRE PARTICULIERS

à l'heure ou à la journée

Où voulez-vous louer ?

GO

LES VOITURES AUTOUR DE MOI



Week-end à Genève,
depuis Lyon avec la Ka de
christine

DÉJÀ **63788 UTILISATEURS** PARTAGENT **7276 VOITURES** SUR BUZZCAR



30 €
/JOUR



20 €
/JOUR



26 €
/JOUR

Leverage excess capacity of TAXIS & BLACK CARS



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[Learn More](#)

[Blog](#)

[Sign](#)

Everyone's Private Driver™

[SIGN UP NOW](#)

or [Learn More](#)



Leverage excess capacity of PERSONAL CARS

Use your own car, become a taxi driver



Side•car

a whole new way to get around

Take a ride



Drive today



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Leverage excess capacity of INDIVIDUAL RICKSHAWS

Use your own, become part of a brand



10 000 rickshaws in 4 cities



INDUSTRIAL STRENGTH

(companies, institutions, governments)

Large investments

Multi-year efforts

Integration & Aggregation of many parts

Deep Sector knowledge

Diverse technical expertise(s)

Standard Contracts & standardization

Consistency

Brand Promise (trusted company)

Global

INDIVIDUAL STRENGTH

(people, small NGOs & companies)

Small investments

Short-term sporadic efforts

Delivery of small services

Local knowledge

Specific unique expertise/offering

Customization, specialization

Creativity

Personal social networks (trusted individual)

Local

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PEERS

(people, local NGOs & local companies)

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DIVERSITY
of offering

PLATFORM
for participation



PEERS

INCORPORATED

Platform for Participation

Scale Economies

High Growth

Excess Capacity



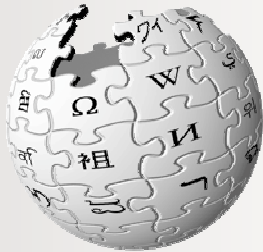
My PC & connection



My friends



My videos



My knowledge



My stuff



My photos

PASSENGERS TRANSPORTED

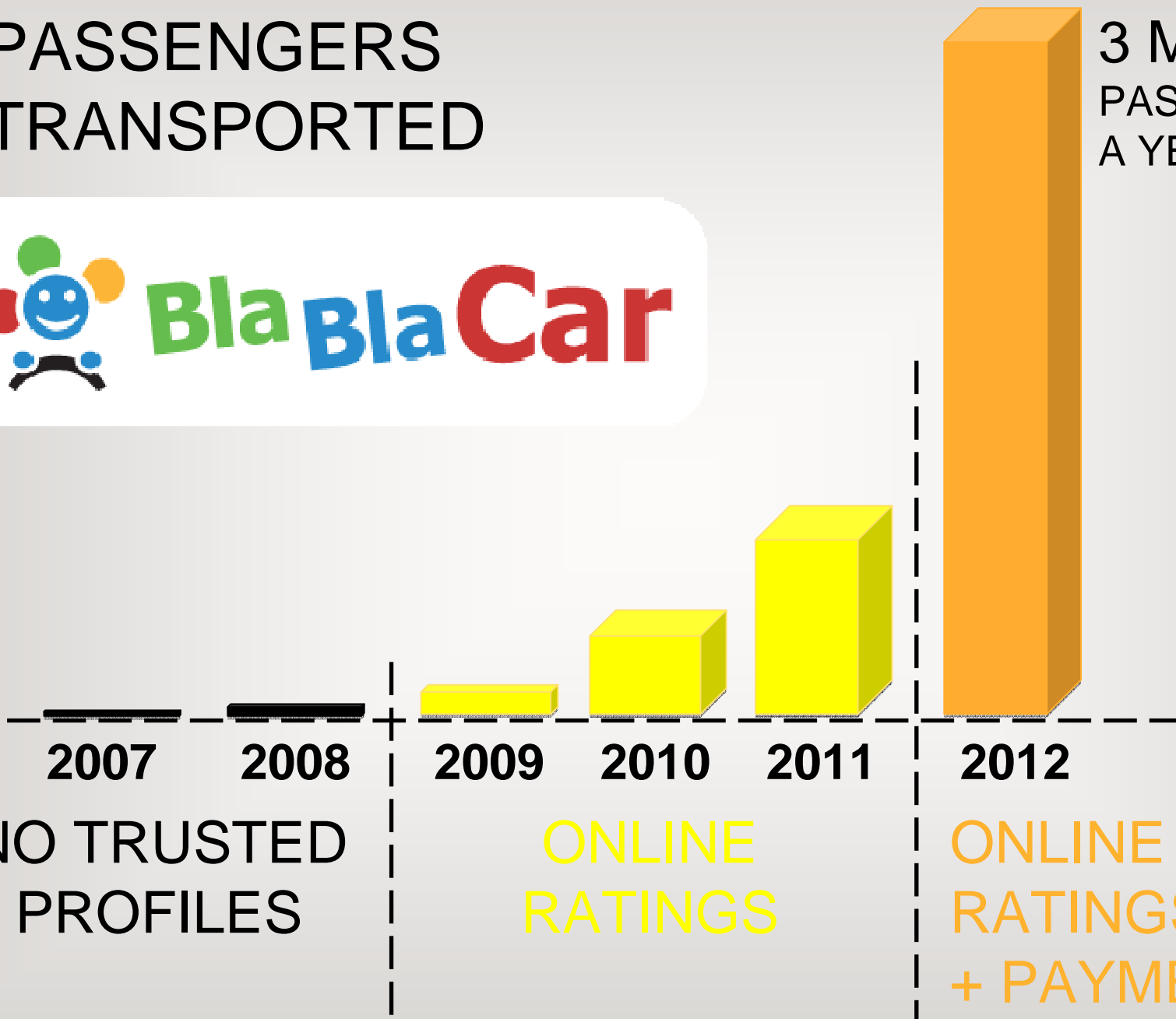


3 MILLION
PASSENGERS
A YEAR

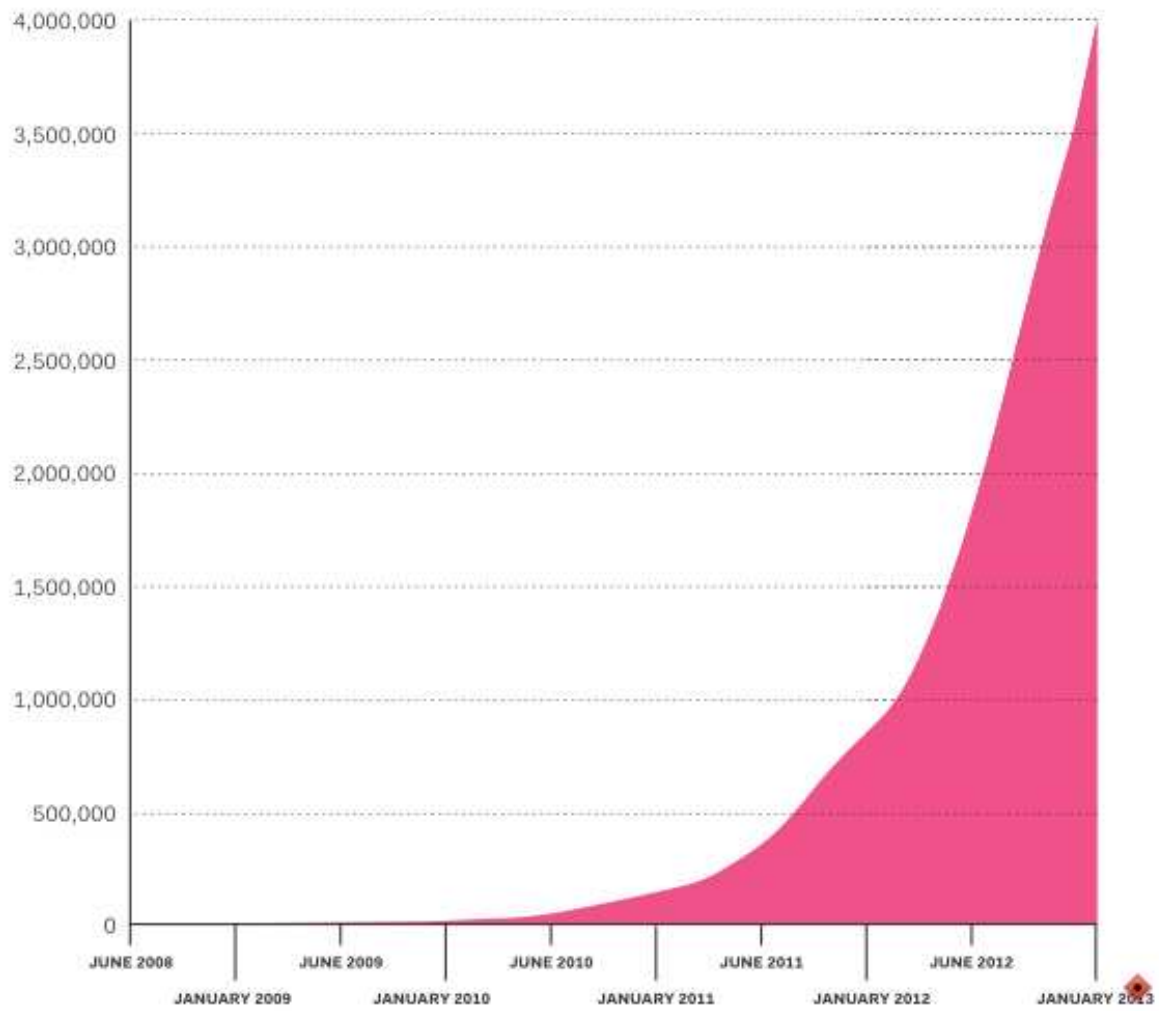
2007 2008
NO TRUSTED
PROFILES

2009 2010 2011
ONLINE
RATINGS

2012
ONLINE
RATINGS
+ PAYMENTS



TOTAL AIRBNB GUESTS





PEERS

Diversity

Innovation
Resilience
Redundancy

INCORPORATED

Platform for Participation

Scale Economies
High Growth

Excess Capacity

Resource & Cost Efficient

Good general principles for governments.

- **Eliminate subsidies** that make driving/parking cheaper than it really is. Protect space for pedestrians & bicyclists.
- Regulatory definitions. **Define carsharing and carpooling** in the law. They are different than taxis, car rental, buses, or mass transit.

Encourage Peers Inc collaborations. Make rational laws, don't support protecting the status quo, just because [Uber, Lyft, Sidecar].

- **Embrace varying levels of service, suitable to different income levels.** Make sure you allow small business or sole proprietorships to continue without safety standards/regulations imposed on larger providers. This will allow for different qualities of service, accommodating different income levels of users.
- **Relax safety/crash regulations for vehicles restricted to low speed roads (<30 kph)** If bikes are OK, so are auto rickshaws!

MORE:

- **Insurance** -- government should provide insurance for small innovative transportation efforts that are as yet unproven.
- **Zoning** (carsharing parking spaces should be allowed even in residential areas -- why we need definitions)
- **Minimize government parking/marketing lock-in** with one provider when there is competition.