



GoGet

Carsharing as an Alternative Mobility Policy

goget

What is Carshare?

Professional

- Company owns, insures and maintains vehicles
- Typically new vehicles
- Similar to rental but short term available and hyper local
- Member-based swipe card
- Access 24/7
- Typically owned by rental or manufacturers - Flexicar (Hertz), Maven (GM), Zipcar (Avis), Car2Go (Daimler)

Peer to Peer

- Individuals own and maintain cars
- Typically older vehicles
- Similar to “grey fleet”
- Member-based swipe card, lock-box, or key handout based access

What makes car share different?

- Typically hyper convenient
 - Cars in building or nearby carpark
 - Cars near employees' homes
 - Cars at transport hubs
- Pay for use only
 - Remove/reduce parking costs
 - Change fixed costs to variable
- Great tracking and reporting
 - Users are more accountable and responsible
- Employees can signup and use cars personally

GoGet teams up with Dexus in car-share deal for tenants



Dexus and GoGet are pairing up to put car-share spaces in a commercial landlord's network of buildings across the eastern seaboard for the first time.

goget

Carshare in Australia

Professional (Owner, Car numbers)

- GoGet Carshare (Independent, 2,400)
- Flexicar (Hertz, 430)
- Greensharecar (Independent, 90)
- RACV carshare (RACV/Thrifty, 10)
- PopCar (Toyota dealership, 64)

Peer to Peer

- CarNextDoor (short term, key lockbox)
- DriveMyCar (longer term, key handout)
- Carhood (airport, key handout)

The logo for goget, with 'go' in orange and 'get' in dark blue.The logo for greensharecar, featuring a green circular arrow icon and the text 'greensharecar' in green and 'when you need to drive' in smaller black text below.The logo for popcar, with 'pop' in blue and 'car' in black.The logo for flexicar, with 'flexi' in red and 'car' in orange, and the tagline 'Around the corner, around the clock.' below.The logo for RACV Car Share, with 'RACV' in white and 'Car Share' in white on a blue rectangular background.

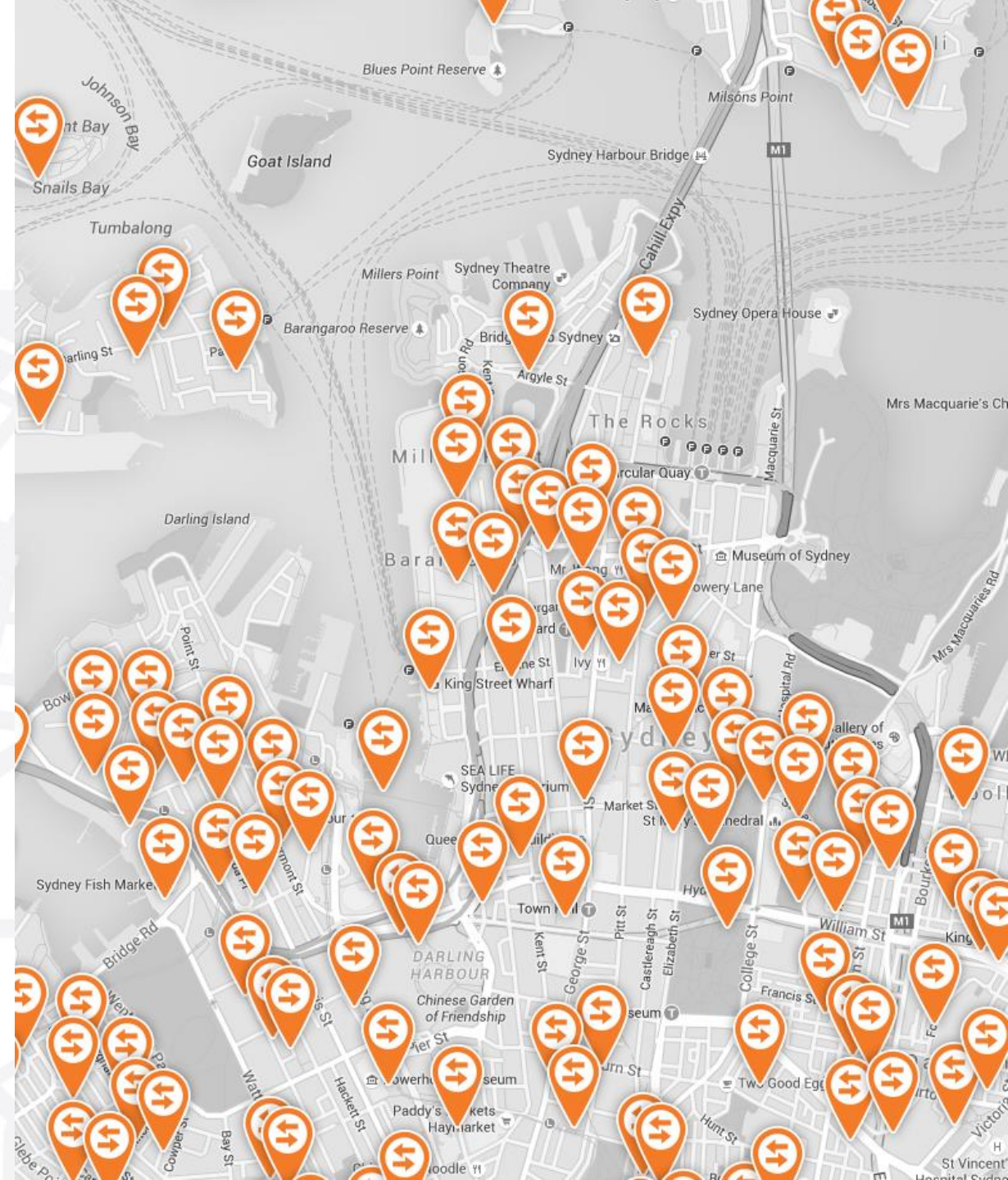
Powered by *Thrifty*

The logo for CAR NEXT DOC, featuring a blue cartoon character head icon and the text 'CAR NEXT DOC' in black.The logo for DriveMyCar, with a blue plus sign icon and the text 'DriveMyCar' in black.The logo for carhood, with 'carhood' in blue and 'www.carhood.com.au' in smaller black text below.The logo for goget, with 'go' in orange and 'get' in dark blue.

GoGet Carshare

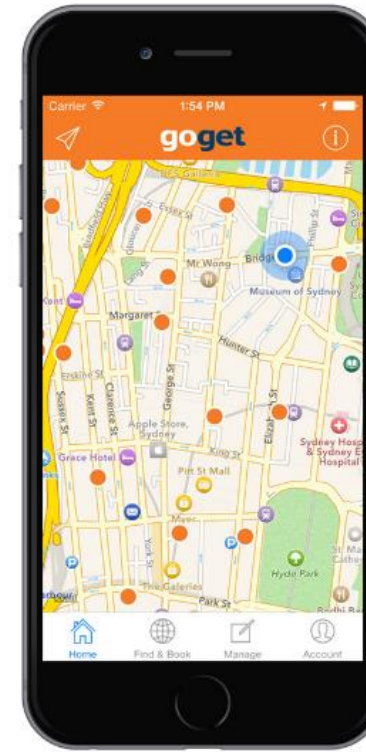
GoGet Australia's 1st carshare service







- Started in Newtown in 2003
- Australian built and developed technology solution
- Now approaching 100,000 members and 2,400+ cars, and 4.5+ million journeys



How to GoGet

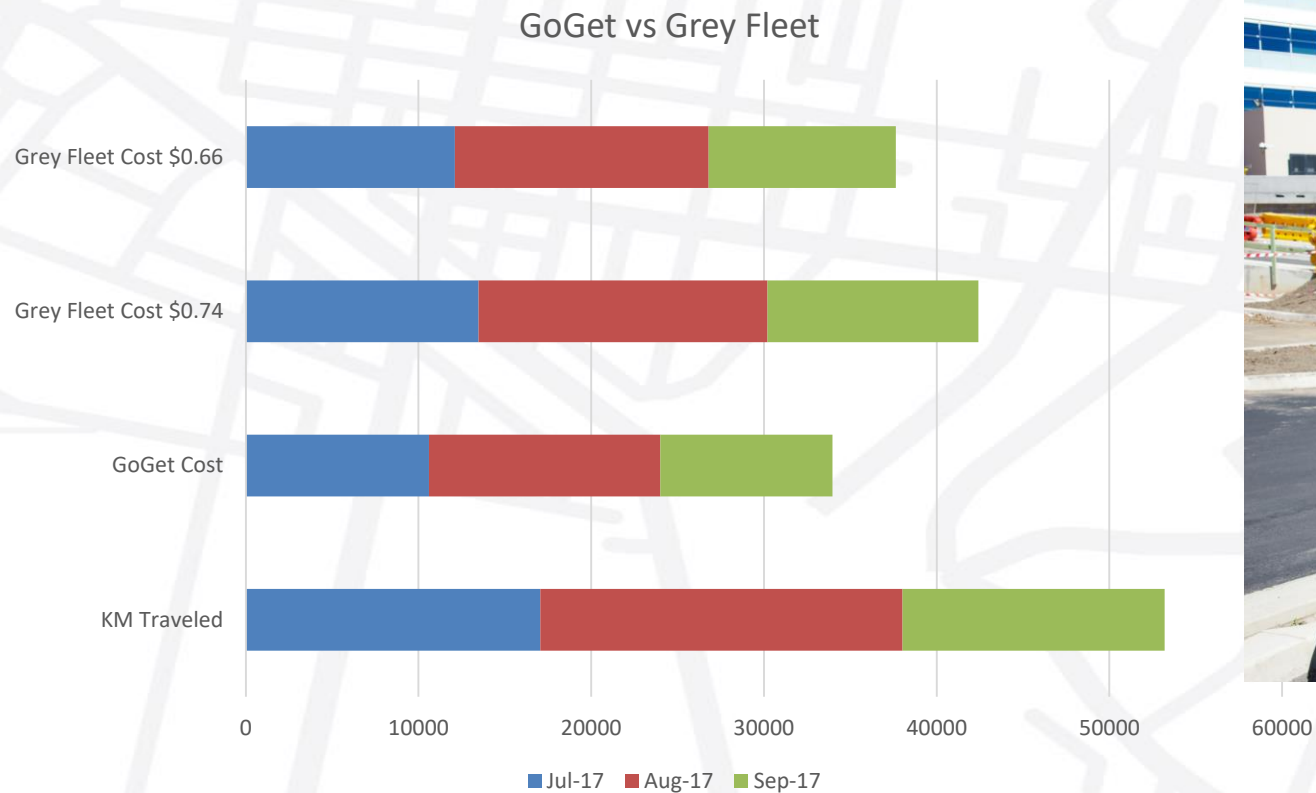
- Must be a member of the service
- Unique swipe card for each user (tracking and responsibility)
- Bookings by the hour (1 hour min) via web, mobile (app) or phone
- Cleaning, petrol, maintenance, parking and insurance included
- Monthly invoice with 'trip reasons' are provided to the administrator
- Return trips
- Daily rates with 150 Km free
- All drivers licenses are accepted (L, P1, P2, Green P, International)



 <p>Toyota Yaris</p> <p>\$6.95/hr + \$0.40/km \$75/day inc. 150km</p>	 <p>Kia Carnival</p> <p>\$8.95/hr + \$0.40/km \$99/day inc. 150km</p>	 <p>Toyota RAV4</p> <p>\$8.95/hr + \$0.40/km \$88/day inc. 150km</p>
 <p>Toyota Corolla</p> <p>\$7.45/hr + \$0.40/km \$77/day inc. 150km</p>	 <p>Audi A1</p> <p>\$8.95/hr + \$0.40/km \$88/day inc. 150km</p>	 <p>Toyota HiAce</p> <p>\$8.95/hr + \$0.40/km \$88/day inc. 150km</p>

Example: Carshare vs Grey Fleet

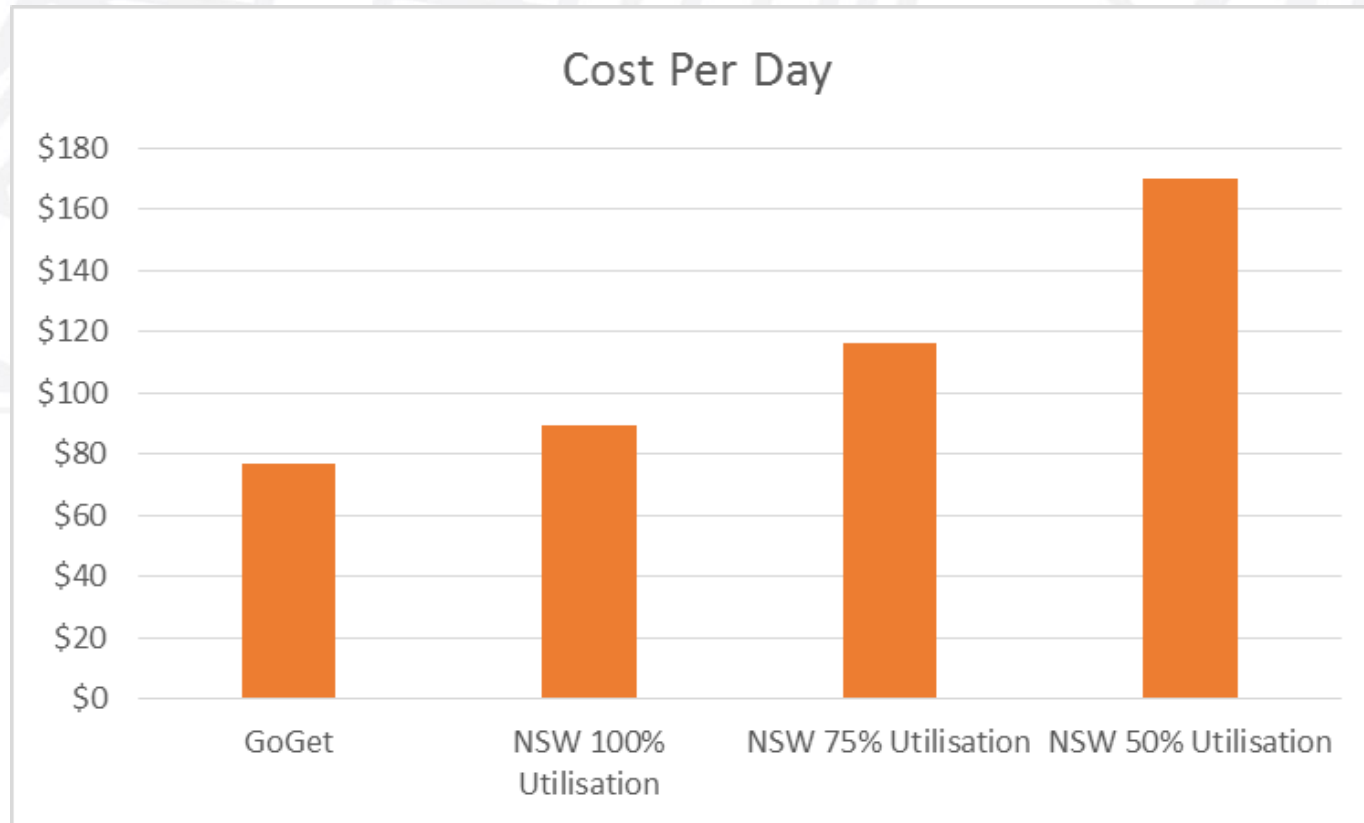
- Account with employees who travel to site/customer visits
- Reimburses grey fleet use at \$0.74 per km



goget

Example: Carshare vs CBD pool car

- NSW Government trialled carshare Feb-May 2015
- Found even at 100% utilization (250 bookings/year) GoGet was cheaper than CBD pool car with garaging cost (~\$800 per month).



NSW

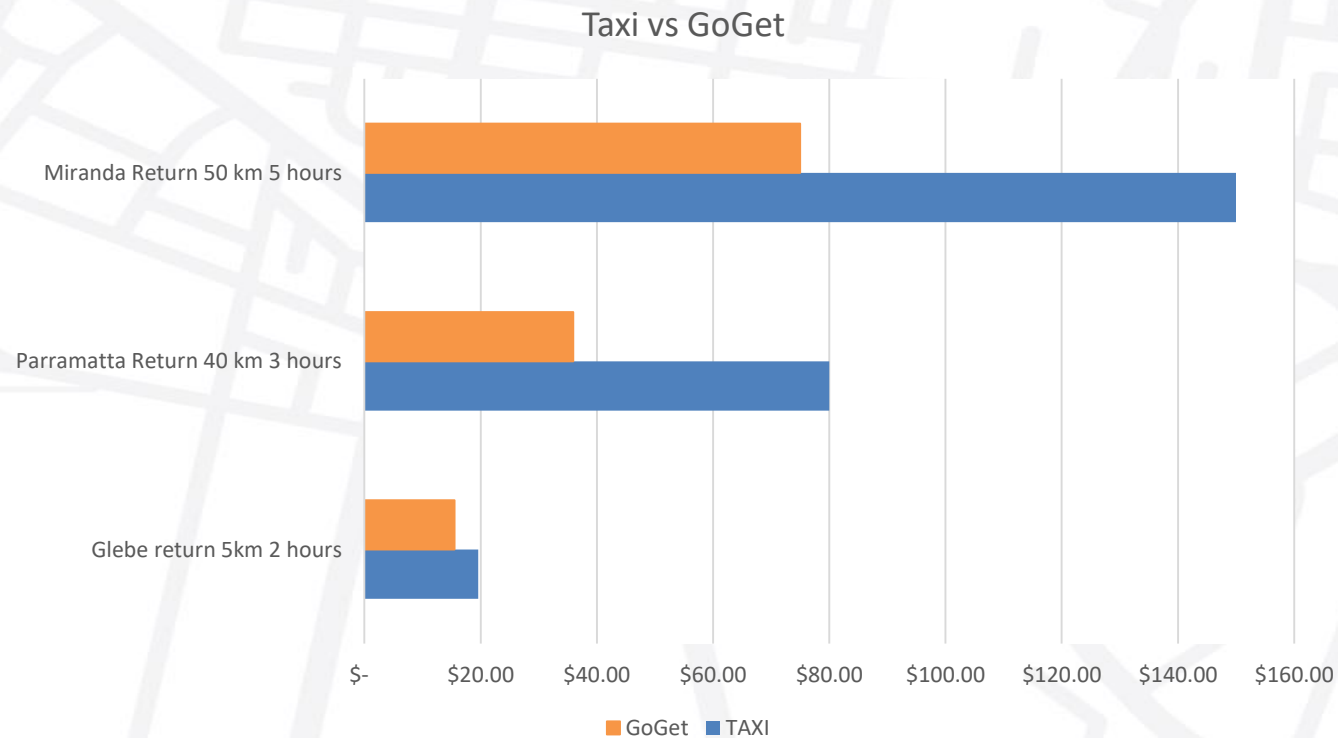
State fleet to be scrapped in favour of car share companies in bid to save \$1 billion

EXCLUSIVE, ALICIA WOOD, The Daily Telegraph
August 27, 2015 6:00pm



Example: Taxi vs carshare

- Large CBD customer heavy taxi use out to projects
- Hard getting return taxi in some areas
- High cost and lots of administration



goget

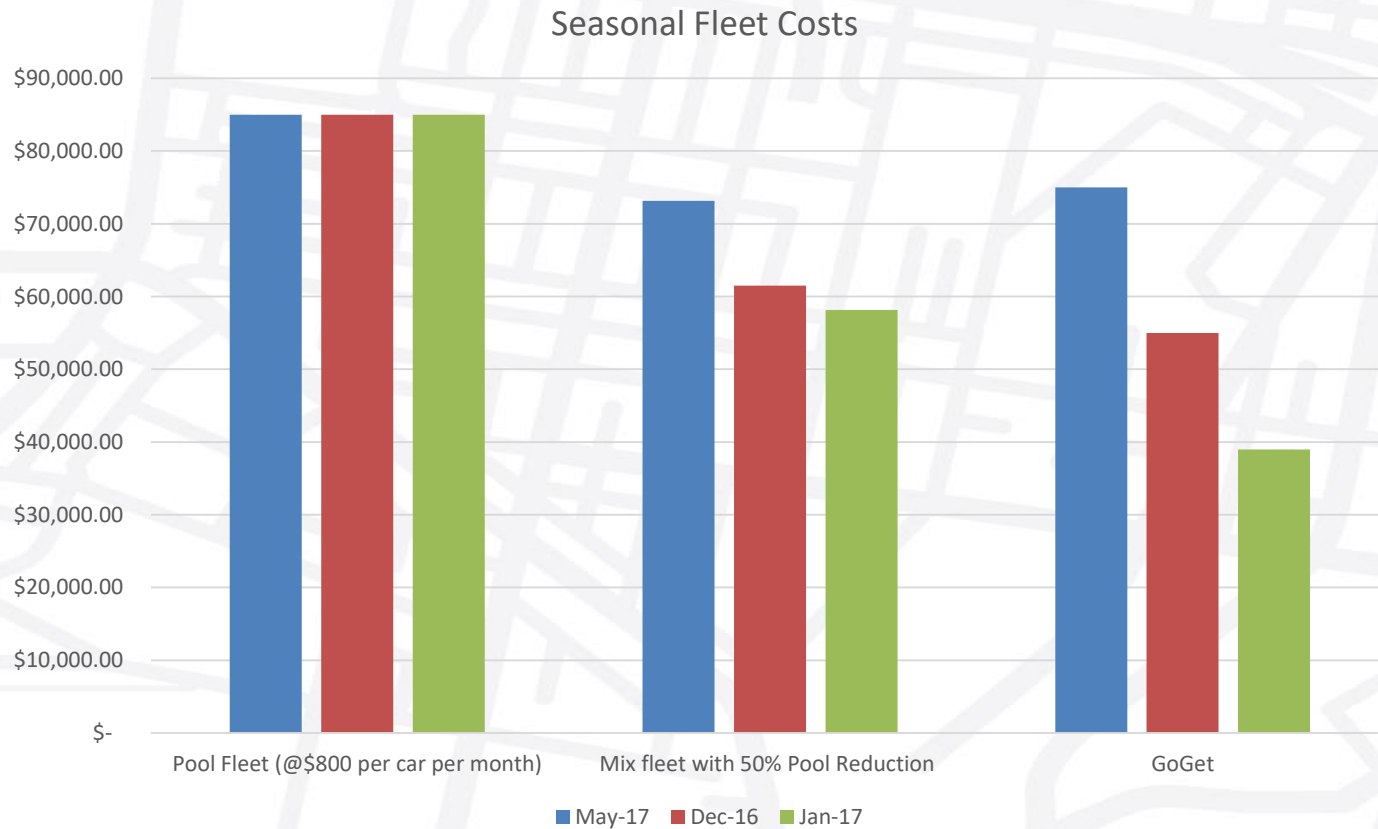
Example: Overflow and seasonal use

- La Trobe University - one unified booking and access system for both pool cars and GoGet cars
- Integrated reporting and ability to bill out pool car use to departments
- Added GoGet on site to campus
- Increase GoGet fleet during peak
- Employees can now pick up car from home



goget

Example: Overflow and Seasonal use cont.



goget

Summary

- Carshare is a rapidly growing industry world wide with multiple types of service
- Service needs to be convenient, cost effective and fit for purpose to be part of your mobility solution
- Carshare can help reduce fleet and meet excess capacity
- Carshare is typically cheaper and safer then grey fleet
- Carshare can easily be implemented or trialled to see if it works in your mobility mix

Christopher Vanneste PhD
Head of Locations and Partnerships
GoGet Carshare
Chris@goget.com.au
0404 863 228

