

Great Lakes Regional Pollution Prevention Roundtable

August 25, 2005



TRAFFIC * CONGESTION * INSATIABLE PARKING DEMAND

Zipcar Confidential

- Over the last 20 years time needed for rush hour travel has tripled
- Number of cars is growing 3 times faster than the U.S. population
- We now have more cars than drivers in U.S. households



A Powerful Solution to this Mega Trend

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BZ Before Zipcar

Choices for urban dwellers/workers were:

- do without a car
- rental car, 24 hr min, inconvenient locations, hassle
- own a car (costs often outweigh benefits)

AZ After Zipcar

Access to a private car is as easy and convenient as getting cash from an ATM

Each Zipcar eliminates 7-10 cars off the road.

1 Zipcar supports 35-40 individuals



- *Founded in 2000*
- *Operating in Boston, NY and DC*
- *20,000+ member-users*
- *500+ vehicles*
- *Proprietary patent-pending technology*
- *Privately held - angel / vc investors*



How does Zipcar work?

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Easy to Reserve

Zipcar members can reserve cars in seconds from their Zipcar account at Zipcar.com, or by our automated phone reservation system. After making a reservation, a wireless message is then sent to the reserved car. Zipcar members simply walk to the nearby parking location, let themselves in with a Zipcard and drive away! After the car has been returned to its dedicated parking space, billing information is sent wirelessly from the car to Zipcar's computer system and the company or individual is billed automatically.



Web or
Automated Phone



Wireless in-car
technology

Reserve a *specific car* in a few seconds on the web.....

Zipcar - Reservations - Microsoft Internet Explorer

Address: https://www.zipcar.com/boston/reservations/index?as_user_id=1185228

Links: Google, Heminway Home Page - Family and Sewing stuff, Zipcar Internal Site, Zipcar, ST24. Car-Sharing (& Car-Pooling)

Welcome, Thomas von Wiegand info@zipcar.com | 866 4ZIPCAR

[reserve](#) [about me](#) [communicate](#) [about zipcar](#) [community](#) [partners](#) [sign out](#)

Zip Tip
Favorite car unavailable? Try making the reservation anyway. You will be shown all the Zipcars that **are** available for that time, sorted by distance to you.

1 where do you want to reserve your zipcar?

city: location:

2 click on an available time to reserve: (optional)

show: [show 1](#) [2](#) [3](#) days

June	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Location	Price (/hr)	Car	Sun Jun 08			Mon Jun 09			Tue Jun 10																				
			mid night	6am	noon	6pm	mid night	6am	noon	6pm	mid night	6am	noon	6pm															
Davis Sq/Brooks	0.48 mi	\$6.00	Golf Georgia																										
Green St/Pleasant St	2.68 mi	\$7.00	MINI Mia																										
Davis Sq/Holland St	0.58 mi	\$6.00	Civic Comeau																										
Elmwood St/Bike Path	0.79 mi	\$6.00	Matrix Myron																										
Cedar St Bike Path	0.81 mi	\$6.00	Civic Cyrus																										

Key: available your confirmed reservation not available

[show next 5 cars](#)

3 when do you want it?

Pick up:

Return:

Car:

[reserve/show alternatives](#)

Billing note:

7 Hierarchical Menu Trees Created

Start | | | | | | | 5:50 AM



Convenience and Security

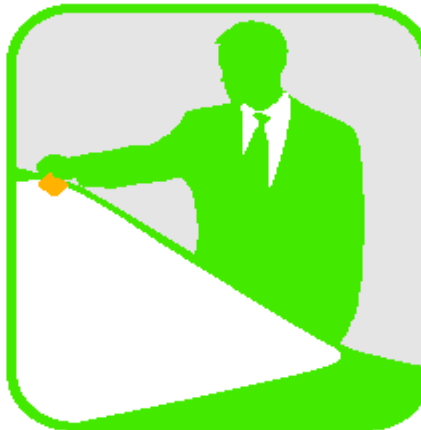
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Access to a Vehicle Only With An Active Reservation



24 / 7 Self-Service Access

The Zipcard reader on the car instantly initiates the reservation, unlocks the doors and enables the ignition. Once inside the keys are tethered to the steering column.



Simply hold the Zipcard up to the windshield and the car unlocks, initiating the reservation.

The key is then waiting inside the car, underneath the steering column.



Zipcar – Variety and Convenient locations

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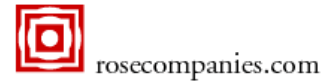


Available Car Models (to name a few)



- Easy to get to – walk or subway, near home/office
- One or more to a location – the technology allows placement as the market demands
- Multiple vehicles in a localized area allows redundancy, maximum utilization and customer satisfaction

Zipcar Partners



THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC



DIGITAS



Recent Press Appearances

Newsweek

The Boston Globe

The New York Times

The Washington Post



FSB
FORTUNE SMALL BUSINESS



SOUTHWEST AIRLINES
SPIRIT

Ideas for Further Collaboration

- **Tenant Amenity**

- Provide turn-key Zipcar Membership your property as an invaluable transportation amenity.
- Utilize Zipcar benefits as a marketing tool to attract and retain residents.

- **Environment**

- Improving air quality and traffic congestion by encouraging transit use and reducing the number of vehicles coming to property/area
- Reducing demand for parking around the area by providing an alternative to vehicle ownership.
- Potential LEED Credit satisfaction

THANK YOU

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