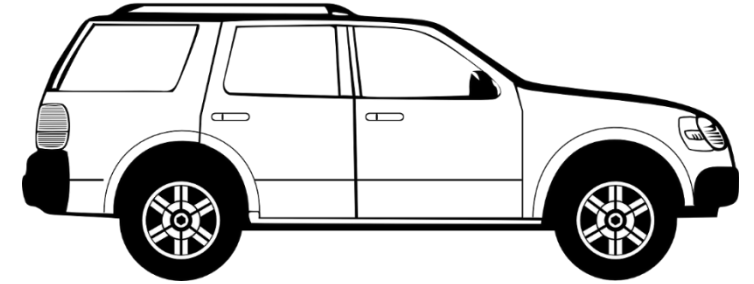


CAN CAR SHARING FACILITATE A MORE SUSTAINABLE CAR PURCHASE?

Frances Sprei, Energy & Environment, Chalmers, Sweden

Diana Ginnebaugh, PEEC, Stanford, USA

Uses for your vehicle



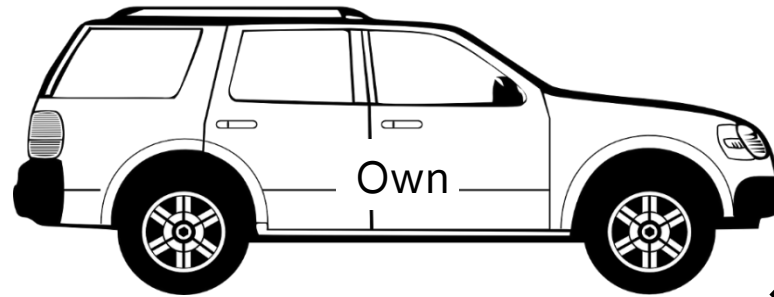
Daily Uses

- Commute
- Transport kids to school and activities
- Grocery and small item shopping

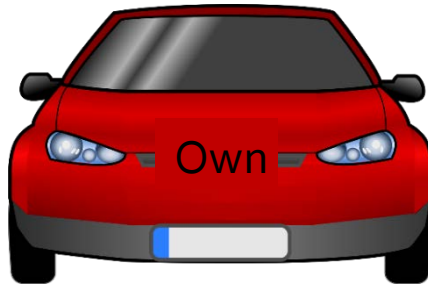
Peak Uses

- Transport large items
- Vacation, eg. trips to mountains / snow
- Towing a boat or camper
- Hosting visitors
- Evening out

Bundled vehicle

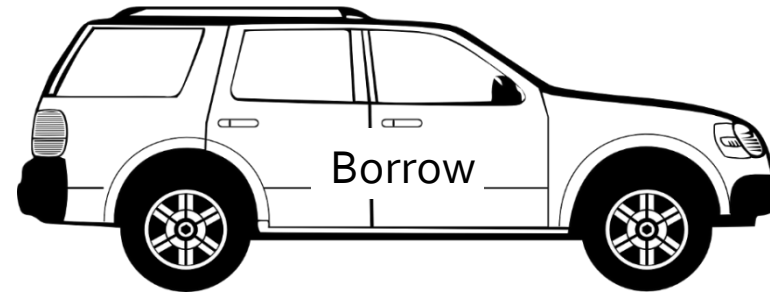


Daily use



Vehicle price (-)
Number of seats (-/=)
Luggage space (-)
Engine size/horsepower (-)
Safety (=/+)
Symbolic values (=/?)

Peak use



Luggage space (=/+)
Number of seats (=/+)
AWD
Towing capability
Roof rack
Safety (=/+)
Symbolic values (=/+)

Car sharing

- Traditional



- Peer-to peer



- Floating or one way



- Purely EV



What did we do?

- Focus on Sweden and California
- Peer reviewed literature, case studies, and reports
- Car sharing companies' vehicle models and locations (urban, college campuses)
- Interview practitioners and experts

Interviews

- 12 interviews, 7 practitioners, 5 experts, ~ 1 hour each
- In person and over the phone, in offices and cafés
- Chosen to get a sampling of different types of car sharing
- Semi-structured, recursive abstraction



Can car sharing affect car choice?

Anecdotal evidence that people will purchase the same type of vehicle they usually drive in car sharing

Reaction to our idea?

Easier to sell car-free lifestyle

Convenience of having the car all the time

Mobility insurance – maybe dealers? Maybe new models of car sharing – neighborhood fractional ownership, restricted circles of sharing

Consumer welfare implications

	+	-	=	?
Capital/sunk costs	Lower vehicle purchase costs	Membership costs		
Operational costs	Less fuel used	Costs of mobility service		Less driving
Other costs	Variety of vehicles	Proximity of shared vehicle Planning, reservation time and ease Availability of vehicles General inconvenience	Symbolic value of vehicle	

Variety of vehicles

Country	Company	Type of Service	Regular cars	7+ seaters	Transport vehicles	AWD	Total
Sweden	Sunfleet	Traditional	12	1	3		15
	Göteborg Bilkoop	Traditional Non-Profit	7	0	1		8
	Stockholm bilpool	Traditional Non-Profit	6	0	0		6
	Bilpoolen.nu	Traditional Non-Profit	2	0	0		2
	Lunds bilpool	Traditional Non-Profit	5	0	0		5
USA	Zipcar	Traditional	18	3	7	3	28
	City Carshare	Traditional Non-Profit	19	0	4	2	25
	DriveNow	One way, all electric	1	0	0	0	1
	RelayRides	Peer-to-Peer	286	23	155	215	464
	car2go	One way	2	0	0	0	2

Car sharing today...fleet

United States

- Depend on business model
- Most popular:
 - Cheapest, closest vehicle (usually smaller, fuel efficient)
 - Luxury / utility vehicle

Sweden

- Green and safe
- Commercial - larger, more expensive vehicles (Volvo Sunfleet)
- Low maintenance



How to support car sharing

United States

- Insurance!
- Visible, dedicated parking
- Limited / expensive non-car sharing parking

Sweden

- Visible, dedicated parking
- Limited / expensive non-car sharing parking



driedger2.wordpress.com

Problem	Solution
Personal adjustments	Stored in phone
Week-end peak demand	More business members ; cooperation with car-rental
Don't want to share with strangers	Smaller sharing circles
Storing stuff	?? Depends on what...

Conclusion

- Car sharing today not an option for mobility insurance
- But new business models and cooperation open up for possibilities

THANKS! QUESTIONS?

fsprei@chalmers.se

Car sharing today...customers

- Urban, high density, other mobility options
- Well-educated, young (25-45), tech savvy
- Parking restricted

Sweden – environmental interest, families



Future mobility

United States

- On-demand transportation



Sweden

- More integrated mobility

