



HAVAS Village

NEW WAYS OF MOBILITY
Carsharing & Mobility Subscriptions



Carsharing



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Carsharing

What is it about?

With the success of companies like AirBnb or Uber, sharing economy business models have been established. Such platforms enable access to goods and services apart from actual ownership.

The sharing economy enables the redistribution and use of underutilized assets, leading to more sustainable consumption.

Carsharing concepts have been hailed as a possible driver of sustainable mobility.

Public and society pressure to reduce greenhouse gas emissions of the transport sector and so more sustainable mobility has grown constantly over the years and putting carsharing solutions in the spotlight.



Utopia or Real Gamechanger?

The big breakthrough of these business models is still outstanding.

Reasons vary, from unprofitable business models to higher perceived comfort levels of owning a car, resulting in a constant increase in private vehicle purchases.

At the same time, in urban areas becomes the demand for a new, less car-based and more sustainable transport policy and infrastructure stronger.





What`s new ?

In classic car renting, customers need to pick up and return the rented vehicle at a pre-defined station where the keys are handed over.

The booking period is usually daily.

With carsharing a new form of car rental was introduced.

Mobility Subscriptions



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What`s the car subscriptions about?

In relation to business models like Netflix and Spotify, a car subscription makes the option for consumers to subscribe to a car on a monthly base, with the possibility of cancelling the service at any time.

The usual duration of the subscription varies between one and twelve months.

To maximize convenience for the consumer and differentiate from other car-based mobility solutions such as leasing and rental.

These subscription models form a new segment between rental and leasing.

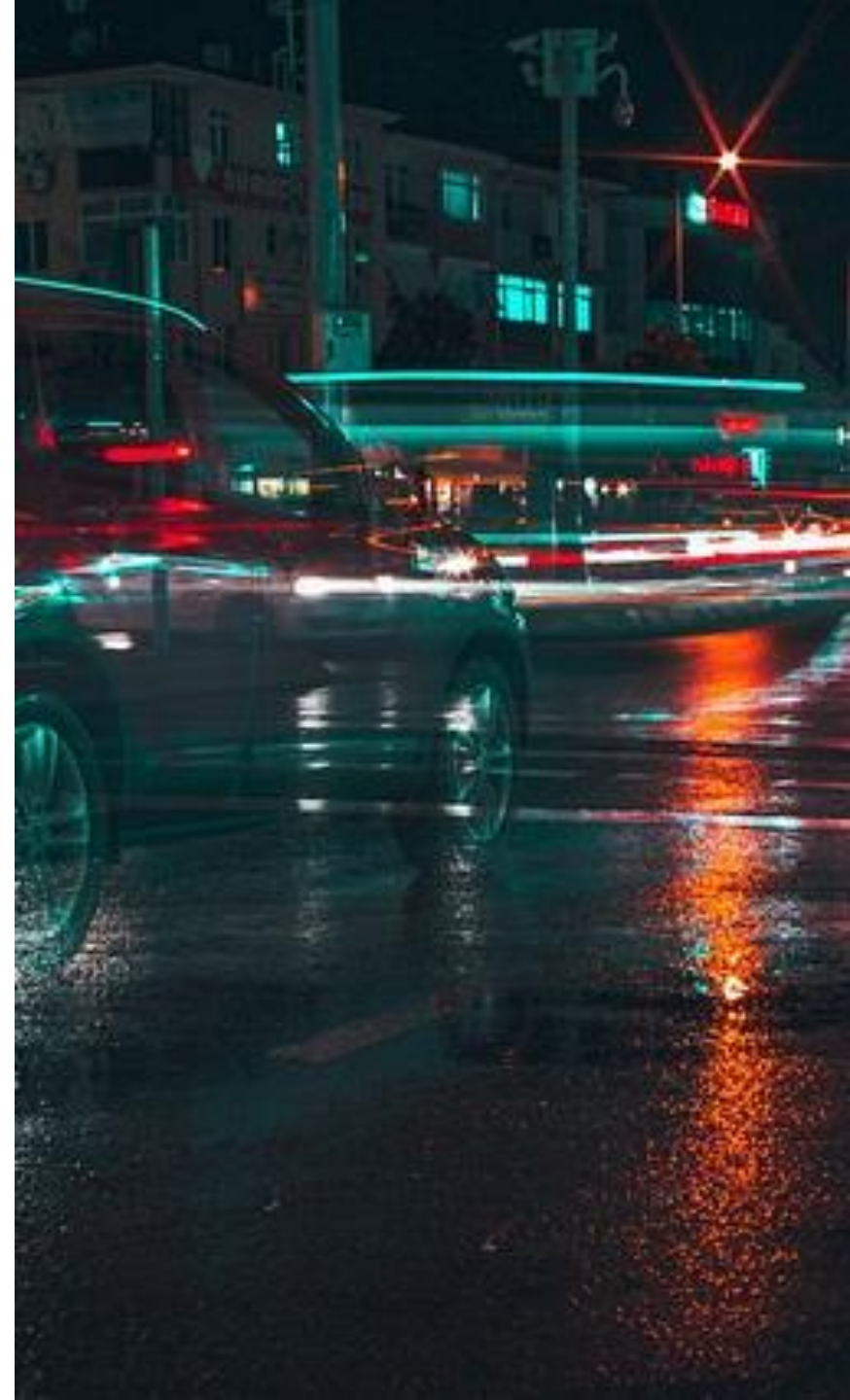


Mobility Subscriptions

Providers of car subscriptions offer a wide range of services that include depending on the subscription model cost insurance, maintenance and taxes, main inspections, tire changes, door-to-door service, switching cars during the subscription duration, and so on.

More and more of the younger generations are focusing on flexibility and practicality when it comes to car ownership.

An innovative concept in the mobility sector is car subscriptions. In the past few years, it gains popularity as an alternative to traditional car ownership.





Factors: Convenience and Trust

One of the most important factors is the simplification of booking, and flexible cancellation conditions, which represent a key element of value propositions.

Further **convenience** is one of the main factors for car subscriptions. A crucial factor for establishing a consumer base is **trust**.



HAVAS Experience

It depends heavily on where you live and how the infrastructure is there. In larger cities with a good network of public transport, owning a car is often superfluous and only an expensive luxury that can be saved.

In this specific case, with the principle of car sharing and a car subscription, it makes perfect sense. You can subscribe to a car for a limited time, depending on whether you are for a specific trip or a specific stage of your life, such as a temporary job that is difficult to reach publicly.

This would also help relieve car-crowded cities and reduce traffic problems, congestion, emissions and parking problems. We see it as a growing business with a lot of potential.

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