our mission

to enable simple and responsible urban living
cars by the hour or day. Gas and insurance included.
HOW IT WORKS

1. join
2. reserve
3. unlock
4. drive

Membership from:
$7/mo or $70/yr

Driving rates from:
$8-10/hr
in neighborhoods, cities and airports across the globe
From the ordinary, to the extraordinary

Ryan O'Donnell
@ryanworking

Big ups to @Zipcar for the best way to bring our new son home from the hospital without worrying about a crazy taxi driver in NYC!
DIVERSE FLEET

HOLA. SÓC EL MEGANE MARIONA.

I'M MINI MAXIE. I'M FUN FOR QUICK GETAWAYS.

I'M PRIUS PLANET. I'M NEAT AND QUIET.

GOT AN OFFSITE? AUDI AT YOUR SERVICE.

GOLF GAVIN HERE. READY TO TAKE ON THE CITY.

I'M ED THE ZIPVAN. I HANG AT IKEA.
Zipcar Today
900,000+ members
10,000+ cars
470 cities & towns
400+ universities
50 airports
THE ZIPCAR IMPACT

Financial Freedom

19% of HH budget (avg.) 6% of HH budget (Zipster)

Community Impact

1,600 lbs CO2 reduced/year/member
×
900,000 members
= > 1.4 billion lbs CO₂ per year reduced
2 in 5 corporate members surveyed sold or postponed a vehicle purchase due to joining Zipcar.

This corresponds to 33,000 VEHICLES REMOVED across North America due to Zipcar for Business.

Source: Susan Shaheen, Ph.D. and Adam Stocker, *Information Brief: Cars Sharing for Business | Zipcar Case Study & Impact Analysis*, Transportation Sustainability Research Center - University of California, Berkeley (July 2015)
ZIPCAR MAKES COMMUNITIES BETTER PLACES TO LIVE

Sustainability
Congestion
Quality transit
Innovation & development
Equity & access

Reduce CO$_2$ emission
Fewer personal vehicles
Innovative transit option
Supports business growth
Access to affordable transit
PUBLIC PARTNERSHIPS

- Parking partnerships
- Residential density and transportation demand management
- Government fleet services

THE VANCOUVER SUN

Vancouver swaps parking requirement for car shares
Innovative plan lets developers cut five parking spaces in new developments for every co-op car they add

BY BILL METCALFE, SPECIAL TO THE SUN  NOVEMBER 28, 2014
ZIPCAR SERVICES TO GOVERNMENT

Zipcar makes government fleets more efficient, sustainable and cost-effective.

- Zipcar technology powers municipal-owned vehicles
- Employees have easy access
- Fleet managers track utilization, history and reporting; manage risk and security

Zipcar for Government

- Employees have access to reserve Zipcar vehicles to supplement city-owned fleet
- Gas, insurance and 180 miles of driving included

Save Money  Promote Sustainability  Manage Risk and Security
CONTINUOUS INNOVATION

One-way. Going your way.

- Spacious, low-emissions vehicle – fits up to five people + stuff
- First hybrid parking model: Ability to pre-reserve parking on or off street
- One-way drop-off and pick-up access at select airports
- Same award-winning member experience
- Exclusive partnerships with best-in-class parking technologies
- Cutting edge mobile reservation and co-pilot features
THE FUTURE OF SHARED MOBILITY

“Your Zipcar is now arriving…”
2.5 billion more people will live in cities by 2050
A world where car sharing outnumbers car ownership.
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