



Starting CarSharing

Implementation - Organisation - Marketing

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cambio



Starting CarSharing

Implementation - Organisation - Marketing

General - Requirements - Preparation

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General - Requirements - Preparation



- First CarSharing in Europe 1988
- Starting with 1 to 4 cars
- As an association or co-operative

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General - Requirements - Preparation



- Today: >Real offer<
- Example of Saarbrücken
- 200.000 inhabitants
- 12 cars from the start
- 4 Locations
- 300 customers in 1 year
- Aachen = 250.000 inhab.
- 300 customers in 3,5 years



Starting CarSharing

Implementation - Organisation - Marketing

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Starting CarSharing

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⇒ Know-How

⇒ CarSharing

- Get consulting
- Join franchise system
- Use modular paid services
- Get CarSharing partner for joint venture
- Get information on open market



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⇒ Know-How

⇒ CarSharing

⇒ Local Specials

- Demographic topics
- Traffic and urban planning
- Political atmosphere
- Legal aspects



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⇒ Know-How

⇒ Capital

- Own capital
- Fund raising
 - Business Plan
 - Saarbrücken:
subsidy of 250.000 ☐



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⇒ Know-How

⇒ Capital

⇒ Political Support

• Reputation

• Parking lots



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⇒ Product

- Services to offer
- Tariff structure
- Prices
- Legal using conditions
- Name & corporate Identity



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⇒ Product

⇒ Locations



Starting CarSharing

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General - Requirements - Preparation

⇒ Product

⇒ Locations

⇒ Fleet

⇒ Access technology

- Choose System

- Choose Product

- Lockers

- On-board computers

- Both

- Find specially skilled garage





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⇒ Product

⇒ Locations

⇒ Fleet

⇒ Access technology

⇒ Cars

- Technical feasibility
- Price negotiations
- 'Real offer'



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General - Requirements - Preparation

⇒ Product

⇒ Locations

⇒ Fleet

⇒ Access technology

⇒ Cars

⇒ Infrastructure

- Maintenance garage
- Car wash
- Define rhythm of maintenance & care

Starting CarSharing

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General - Requirements - Preparation

⇒ Product

⇒ Locations

⇒ Fleet

⇒ Access technology

⇒ Cars

⇒ Infrastructure

⇒ Insurance

- Price comparison

- Legal frame

Starting CarSharing

Implementation - Organisation - Marketing

General - Requirements - Preparation

⇒ Product

⇒ Locations

⇒ Fleet

⇒ Access technology

⇒ Cars

⇒ Infrastructure

⇒ Insurance

⇒ Fuel card

- Price comparison

- Regional differences in spread

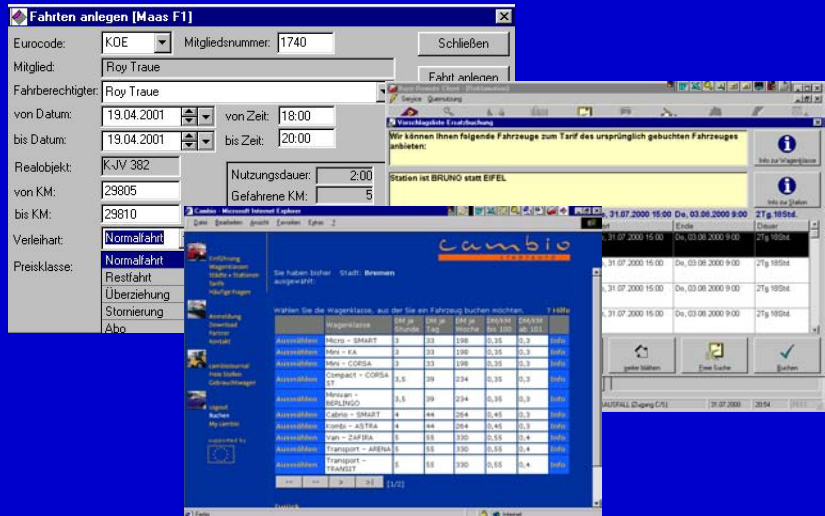
Starting CarSharing

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General - Requirements - Preparation

- ➔ Product
- ➔ Locations
- ➔ Fleet
- ➔ Software

- Administration and billing software
 - compatible with reservation software
 - compatible with accounting software
 - automatic ride registration
- Reservation software
 - compatible with access-system (e.g. CUCM)
 - web reservation





Starting CarSharing

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General - Requirements - Preparation

- ⇒ Product
- ⇒ Locations
- ⇒ Fleet
- ⇒ Software
- ⇒ Office

- Traditional Car Sharing office
 - Centrally located
 - With assembly room
 - Telecommunication offer
- Sales office
 - Central administration for several cities
 - Points of sale



Starting CarSharing

Implementation - Organisation - Marketing

General - Requirements - Preparation

- ⇒ Product
- ⇒ Locations
- ⇒ Fleet
- ⇒ Software
- ⇒ Office
- ⇒ Partners

- Public Transport
- Taxi
- Car rental



Starting CarSharing

Implementation - Organisation - Marketing

General - Requirements - Preparation

- ⇒ Product
- ⇒ Locations
- ⇒ Fleet
- ⇒ Software
- ⇒ Office
- ⇒ Partners
- ⇒ Staff

- Branch manager
- Fleet manager
- Secretary

Starting CarSharing

Implementation - Organisation - Marketing

General - Requirements - Preparation

- ⇒ Product
- ⇒ Locations
- ⇒ Fleet
- ⇒ Software
- ⇒ Office
- ⇒ Partners
- ⇒ Staff
- ⇒ Company foundation

- Lawyer and tax adviser
 - Articles of company
- Notary
 - Formal registration into register of companies
- Bank
 - Account and financing
- Membership
 - Trade association
 - Chamber of commerce
 - european car sharing



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Implementation - Organisation - Marketing

General - Requirements - Preparation

- ⇒ Product
- ⇒ Locations
- ⇒ Fleet
- ⇒ Software
- ⇒ Office
- ⇒ Partners
- ⇒ Staff
- ⇒ Company foundation



Starting CarSharing

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Starting CarSharing

Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management



Starting CarSharing

Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management

⇒ In house

- Accounting
 - Tax declaration
- Budgeting
- Controlling
 - Regular business assessment
- Balance preparation
- Financing
 - Technical development
 - Car purchase



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Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management

⇒ In house

⇒ Tax adviser

- Salary accounting
- Financial statement (balance)



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Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management

⇒ Front office

- Phone calls
 - Information & consulting
 - Customer care
- Office visits
 - Information & consulting
 - Customer care



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Finances - Service - Technique - General

Management

⇒ Front office

⇒ Administration

- Data maintenance
- Billing
- Reminding
- Interface to reservation call centre
- Interface to marketing
 - Customer's news
 - Customer's manual

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Finances - Service - Technique - General

Management

⇒ Front office

⇒ Administration

⇒ Reservation

- External call centre

- 24/7 service

- > 500 cars for 100% own service





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Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management

⇒ Front office

⇒ Administration

⇒ Reservation

⇒ Fleet management

- Purchase
- Car registration
- Interface to call centre
- Maintenance & care
- Damage management
- 24/7 emergency service
- Equipment
- Sale



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Implementation - Organisation - Marketing

Finances - Service - Technique - General

Management

⇒ Office

- Computing network administration
- Software development



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Finances - Service - Technique - General

Management

⇒ Office

⇒ Fleet

- Access technology troubleshooting
- Access technology development



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Finances - Service - Technique - General

Management

⇒ Decisions

- Locations
- Fleet
- Staff



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Finances - Service - Technique - General

Management

⇒ **Decisions**

⇒ **Strategies**

- Product
- Financial
- Technical
- Co-operations
- Competition, merging



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Implementation - **Organisation** - Marketing

Finances - Service - Technique - General

Management



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Implementation - Organisation - Marketing



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Implementation - Organisation - Marketing



Starting CarSharing

Implementation - Organisation - Marketing

Strategy - Tasks & Hardware



Starting CarSharing

Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

⇒ Philosophy

- Vision: defining aims
- Stiles
- Principles



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Strategy - Tasks & Hardware

⇒ Philosophy

⇒ Name

- Legal registration and trademark protection
- web domain registration



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Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

- ⇒ Philosophy
- ⇒ Name
- ⇒ Market analysis

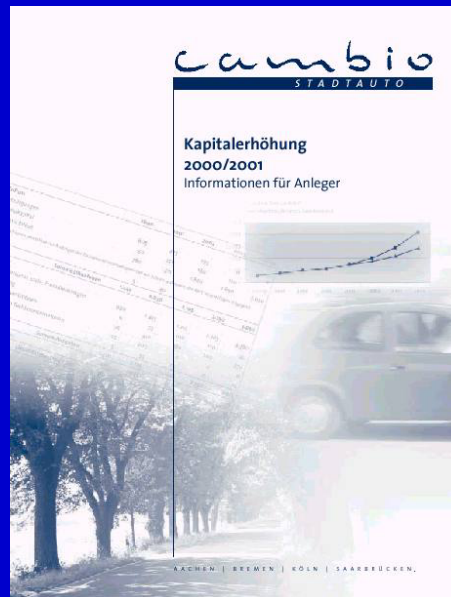
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Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

➔ Fundraising

- Attract shareholders
- Attract public subsidies
- ✂ Business-plan leaflet





Starting CarSharing

Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

⇒ Fundraising

⇒ Presswork

⇒ Initial tasks

- Preparing Articles
 - subscription offer
- Initial Press conference
 - Inviting local & national press
 - Inviting local V.I.P.s
 - ✘ Press index (press, radio, TV)
 - ✘ V.I.P. index
 - ✘ Press invitation
 - ✘ Press release
 - ✘ Press file



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Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

⇒ Fundraising

⇒ Presswork

⇒ Initial tasks

⇒ Within running
business

• Every opportunity

– New location

– New City

– First 100, 500 & 1000
customers

– New offers or products

– New co-operations

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Implementation - Organisation - Marketing

Strategy - Tasks & Hardware

- ⇒ Fundraising
- ⇒ Presswork
- ⇒ Advertising

- Scene Magazines
- Public Transport
 - ✗ Posters
 - ✗ Stickers
- “Big Shots”
 - Busses & Trams
 - Cinema’s



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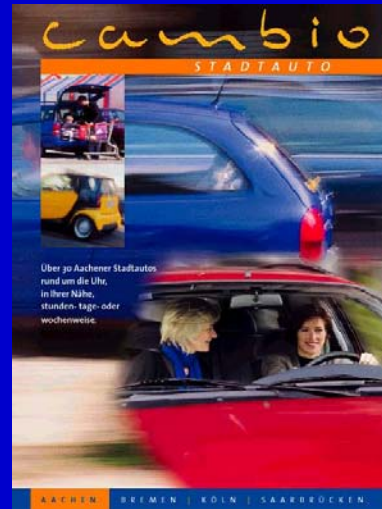
Strategy - Tasks & Hardware

➔ Fundraising

➔ Presswork

➔ Advertising

➔ Distribution of
Leaflets



- Permanent distribution

- Defining spots
- Finding distributor

- Ad hoc distribution

- Quarters
- University
- Business complexes

- On demand

- Phone call
- Internet
- Fax
- Common mail

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Strategy - Tasks & Hardware

- ➔ Fundraising
- ➔ Presswork
- ➔ Advertising
- ➔ Distribution of Leaflets

- ⚡ Location signboards
- ⚡ Location racks
- ⚡ Car stickers



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Strategy - Tasks & Hardware

- ➔ Fundraising
- ➔ Presswork
- ➔ Advertising
- ➔ Distribution of Leaflets
- ➔ Cars & Locations

- Product information
- Registration
- Reservation



The screenshot shows the cambio website interface. Key sections include:

- Kontakt:** Allgemeine Informationen, Geschäftsstellen (listing various cities like Hamburg, Köln, etc.), and a 'Kontakt' button.
- Anmelden:** Buttons for 'Anmeldung', 'Download', 'Partner', and 'Kontakt'.
- Tarife:** A section for 'Bonus' and 'Der BonusTarif' with a table of prices.
- Wagenklassen:** A table listing car models and their prices.
- supported by:** A logo for the European Union.

Preiskl.	z. B.	1	2
1	Ford KA Corsa 3türig Smart pulse	3,00	3,50
2	Corsa 5-türig Renault Kangoo Citroen Berlingo	33,00	39,00
3	Astra Kombi Ford Escort Kombi Smart Cabrio	198,00	234,00
4	Transit Opel Zafira Arena Transporter	0,38	0,38
5	Bus 9-Sitzer Volvo Kombi V70 Transit-L 951tzer	0,32	0,32

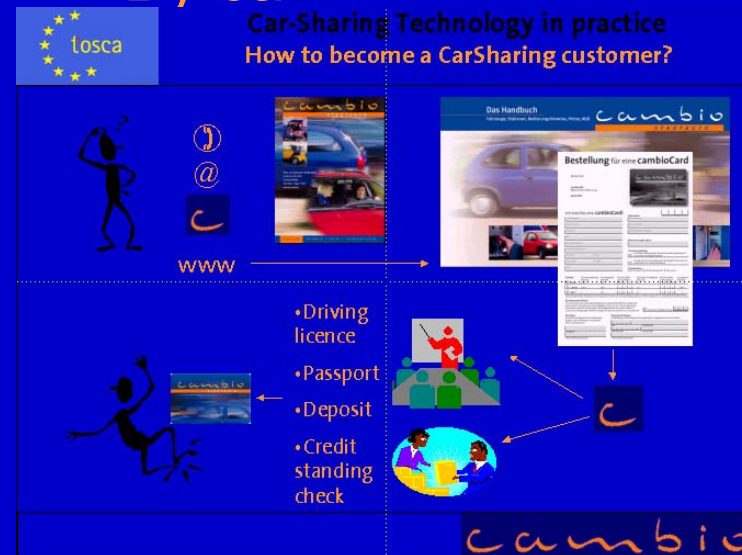
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Strategy - Tasks & Hardware

- ➔ Fundraising
- ➔ Presswork
- ➔ Advertising
- ➔ Distribution of Leaflets
- ➔ Cars & Locations
- ➔ Web site
- ➔ Customer information

- At local office / points of sale
- Information evenings
- By call



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Strategy - Tasks & Hardware

- ⇒ Fundraising
 - ⇒ Presswork
 - ⇒ Advertising
 - ⇒ Distribution of Leaflets
 - ⇒ Cars & Locations
 - ⇒ Web site
 - ⇒ Customer information
 - ⇒ Field service
- Attract companies
 - Attract administrations
 - Build up index
 - Phonecalls first
 - At-the-face-date
 - ✘ Company leaflet
 - ✘ Visiting cards

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Strategy - Tasks & Hardware

- ⇒ Fundraising
- ⇒ Presswork
- ⇒ Advertising
- ⇒ Distribution of Leaflets
- ⇒ Cars & Locations
- ⇒ Web site
- ⇒ Customer information
- ⇒ Field service
- ⇒ Customer relationship

- ✂ Customer's Journal
- ✂ Customer's Manual
- ✂ Smart card
- ✂ Driving reports
- ✂ Other office material





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Thank you for your attention!

Roy Traue

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Bremen