

Can car sharing facilitate a more sustainable car purchase?

Diana Ginnebaugh, Stanford University

Frances Sprei, Chalmers University of Technology

BECC 2014



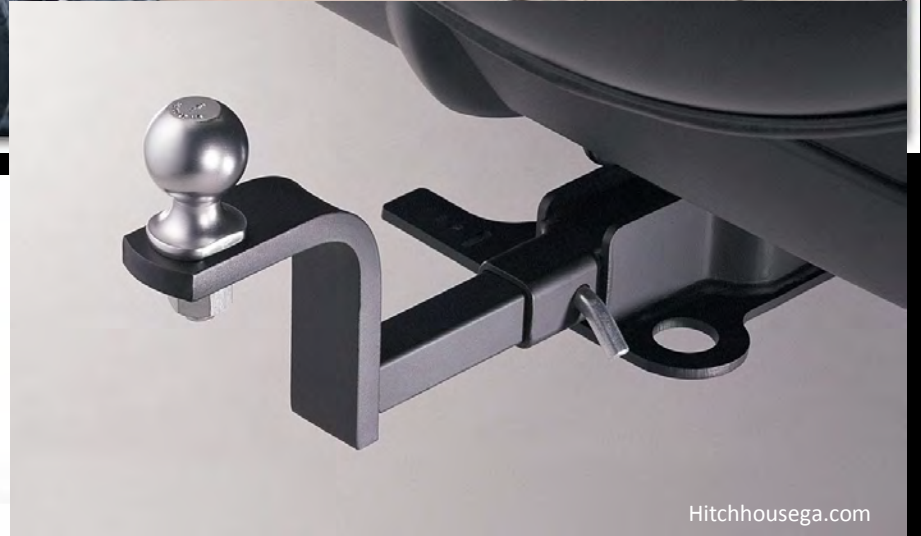
Uses for your vehicle

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



Mobility Insurance



Lots of considerations when buying a new car...



Shift in consumer purchase behavior

Daily Vehicle

- More fuel efficient
- Less expensive
- Limited miles ok



Mobility Insurance

- Traditional car sharing
- Peer-to-peer car rental
- One way car sharing
- Car rental
- Car dealers
- New business model?

United States and Sweden/Europe

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

United States and Sweden/Europe

- 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
 - Traditional
 - One way
 - EV-only
 - Peer to peer
 - For profit and non profit
 - Coops



Themes from interviews

- Customers
- Fleet
- How can car sharing be supported?
- Future mobility
- Can car sharing impact car purchase behavior?

Car sharing today...customers

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

Sweden – environmental interest, families



Car sharing today...fleet

United States

- 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

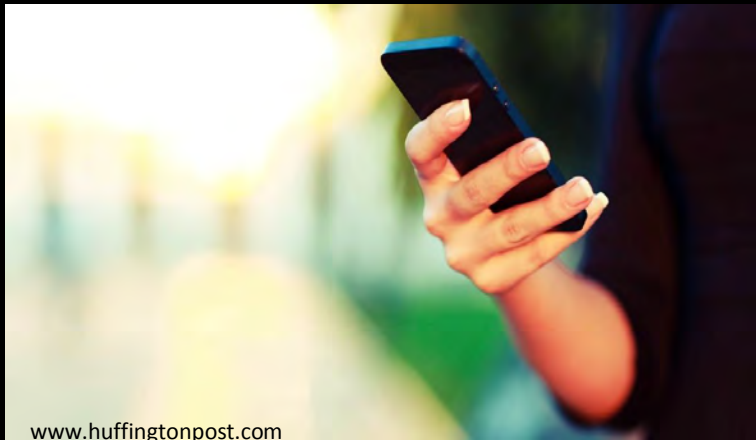
- Visible, dedicated parking
- Limited / expensive non-car sharing parking



Future mobility

United States

- On-demand transportation



Sweden

- More integrated mobility



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, tough to compete with the convenience of having a car in your driveway

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

More fuel efficient vehicles on the road...

- New business model needed
 - Mobility insurance
 - Concierges service
- Needs to be as convenient as owning the vehicle
 - Walk to vehicle
- Peak demand on evenings, weekends, holidays
 - Partner / involve car rental or business customers
 - Fractional / shared ownership
- Trust for sharing – more flexible schemes
 - Community / neighbor / family / friends

For you...try something new

