Can car sharing facilitate a more sustainable car purchase?

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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...

www.collesangiorgio.it

www.broncohorsepower.info

www.autoblog.com

www.aaafoundation.org
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
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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

[Image: www.huffingtonpost.com](http://www.huffingtonpost.com)
[Image: http://gelookahead.economist.com/]

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

Marylouriedger2.wordpress.com