KEY FACTORS OF SUCCESS FOR EV CARSHARING

FEEDBACK FROM THE AUTOLIB EXPERIENCE

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The world’s largest EV Car-sharing

• 1,800 EV

• 4,400 charging points

• 100,000 subscribers

• More than 3 million rentals

• More than 25 million kilometers driven since the opening of the service

*October 2013
What is EV car-sharing?

- Join the scheme and get your access card
- Pick-up your car
- Drive to your destination
- Park the car

The convenience of having a car without the hassle and the cost of it!
Feed-back on what drives mass-market adoption of urban EV car-sharing
#1: High density of population

- Paris city
  - 2.2 million inhabitants
  - 21,000 inhabitants per km²

- Paris area
  - 4.4 million inhabitants
  - 6,700 inhabitants per km²
#2: ICE pollution and congestion

- Particulate matter emitted by diesel motors
- 60 hours lost in traffic jams per person per year
- -15% of parking spaces in the last 10 years
#3 : Numerous alternatives to car ownership

- 303 subway stations
- 12,000 bus stations
- 1,230 Velib’ stations
#4 : Political will and leadership

- March 2008 : Bertrand Delanoe is reelected Mayor of Paris. Autolib’ is part of his political program
- December 2009 : launch of the RFP
- December 2010 : Bolloré Group is chosen to operate the service
- December 2011 : launch of the service
- 19 cities at the launch of the project in December 2009, 54 cities by September 2013
Key features for a quick adoption of the EV car-sharing service
#5: Comfortable EV with an outstanding autonomy

- A « real » car: the Bluecar
  - Roof
  - Doors
  - 4 seats
  - Authorised on motorways

- A large autonomy
  - 250 km autonomy with Lithium Metal Polymer battery
  - 97% of Autolib’ users are « satisfied » or « very satisfied » with the autonomy
#6: One-way trips

- One-way trip is the ability to pick-up the car at point A and to return it back at point B
- More practical: the user is not forced to return the car back to the starting point
- Cheaper: the user does not pay for the parking time
#7 : Dense network of stations to pick up and return the EV

- Rental stations on-street
  - Visibility & awareness
  - Easy access to the vehicle
  - Proximity: less than 400 meters between 2 stations

- Some stations are equipped with sign-up kiosk to join the service within 7 minutes
  - Visio conference
  - Real time printing of access card
#8 : “Always connected” user experience

- Visio conference on street
- On board computer for GPS navigation and “one touch” access to the call center
- Smartphone app
- Ability to book a car before departure
- Ability to book a parking place at the arrival station
- Connected car for operational surveillance (e.g. charging rate...)
#9 : Close collaboration with electricity supplier

• Power utilities are key partners to build the infrastructure

• Power utilities are committed to new mobility solutions

• EV Car-sharing can be used as a smart grid element: power supply with renewable energy, demand response...
#10: Operator’s proven ability to deliver the service to the public

- 1,800 EV
- 4,400 charging points
- 300 on-the-street ambassadors
- 100 remote counselors at the call center 24/7
Summary: key factors of success for EV car-sharing

#1: High density of population

#2: ICE pollution and congestion

#3: Numerous alternatives to car ownership

#4: Political will and leadership

#5: Comfortable EV with outstanding autonomy

#6: One-way trips

#7: Dense network of stations to pick up and return back the EV

#8: “Always connected” user experience

#9: Close collaboration with electricity supplier

#10: Operator’s proven ability to deliver the service to the public
BlueSolutions: a comprehensive vision of E-mobility

BlueCarsharing
BlueCarsharing is the first self-service EV fleet solution developed at the scale of large cities. This new mode of transport changes the way we see the city.

BlueFleet
BlueFleet is a complete solution for corporate mobility. It includes the leasing of EV vehicles and a carsharing program for employees.

BlueBus
Bluebus is a 100% electric vehicle developed with Gruau and equipped with 90 kWh Lithium-Metal-Polymere batteries. It has an autonomy of 120 kilometers.

BlueTram
Bluetram is a 100% electric vehicle equipped with supercapacitors. It recharges at every stop in a matter of seconds. This disruptive solution without catenaries neither rail represents a small investment.

BlueBoat
Blueboat is a solution for port and inland waters cleaning, and for transportation and leisure navigation.

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Thank You!