

The unconventional approach



C a r S h a r i n g
Schweiz • Suisse • Svizzera • Svizra

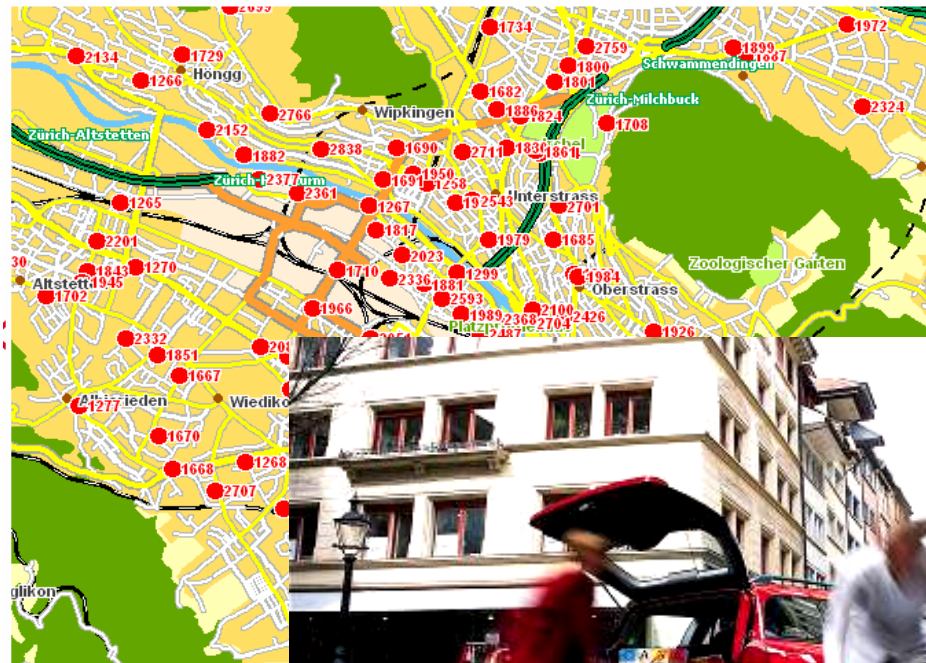
Peter Muheim

COO Mobility CarSharing Switzerland
CEO Mobility Support AG

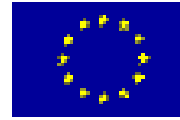
'Keys to Car-Sharing: Moving the City of tomorrow', Brussels, 27-28 January 2005

Mobility is also car-sharing...

- **Decentralized**
- **Hourly basis**
- **Self-service**
- **The right car for the occasion**

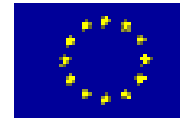


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... but with a few differences:

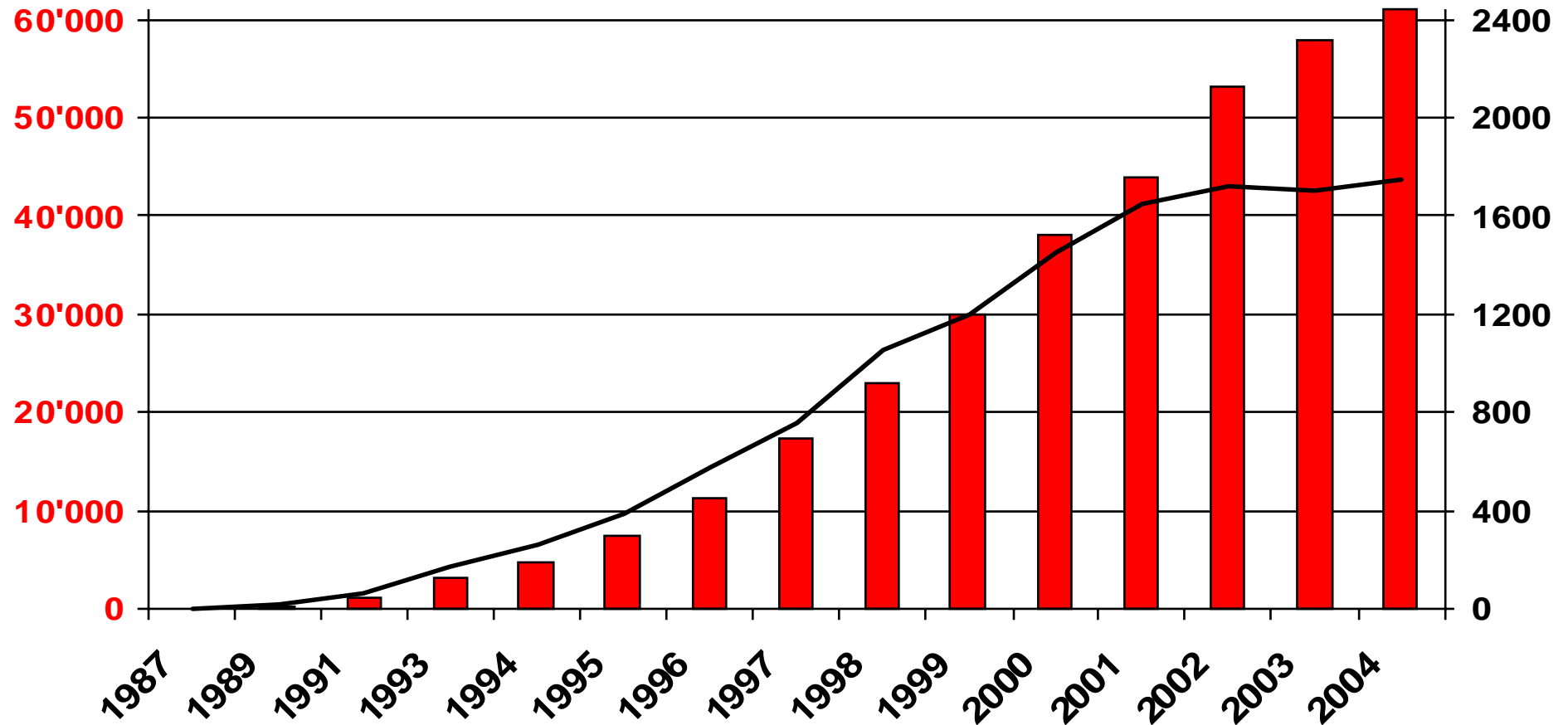
- **Roots going back to 1987, when modern car-sharing first came into being**
- **28,000 cooperative members**
- **Strong market orientation**



Strong customer growth

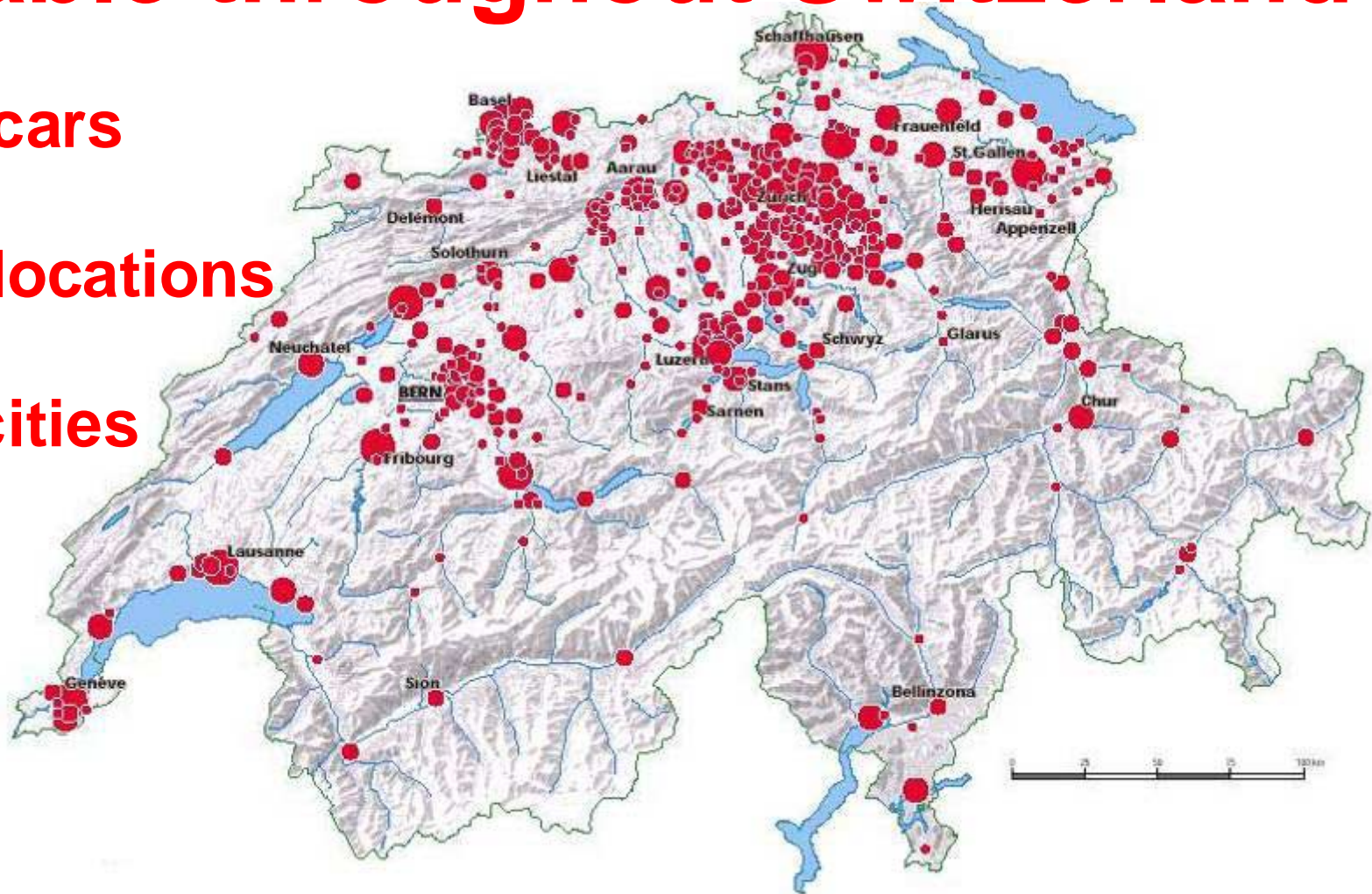
Customers

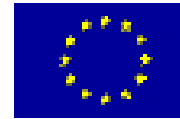
Cars



Available throughout Switzerland

- 1750 cars
- 1000 locations
- 400 cities





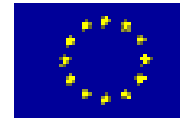
Strong partners...



Plus 15 other tariff associations



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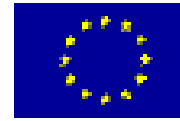


... outside the mobility market, too

MIGROS



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Einfach rechnen

Mobility Business CarSharing

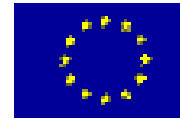
- 25% customer growth
- 16% of the demand total
- sales of 2.3 million Euros

Business CarSharing - the best form of supporting car-sharing!



Mobility.
carsharing
München • Köln • Stuttgart • Bonn

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Facts & Figures

113 FTEs

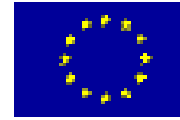
27 million Euro sales

20% cash flow

3% return on sales

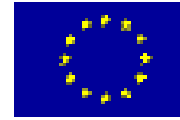
over 50% equity ratio

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Positive Indicators:

- ↗ **Productivity per employee**
- ↗ **Productivity per car**
- **Costs per car**
- ↘ **Costs per customer**
- ↘ **Service trips < 3.5%**
- ✓ **Feedback management**



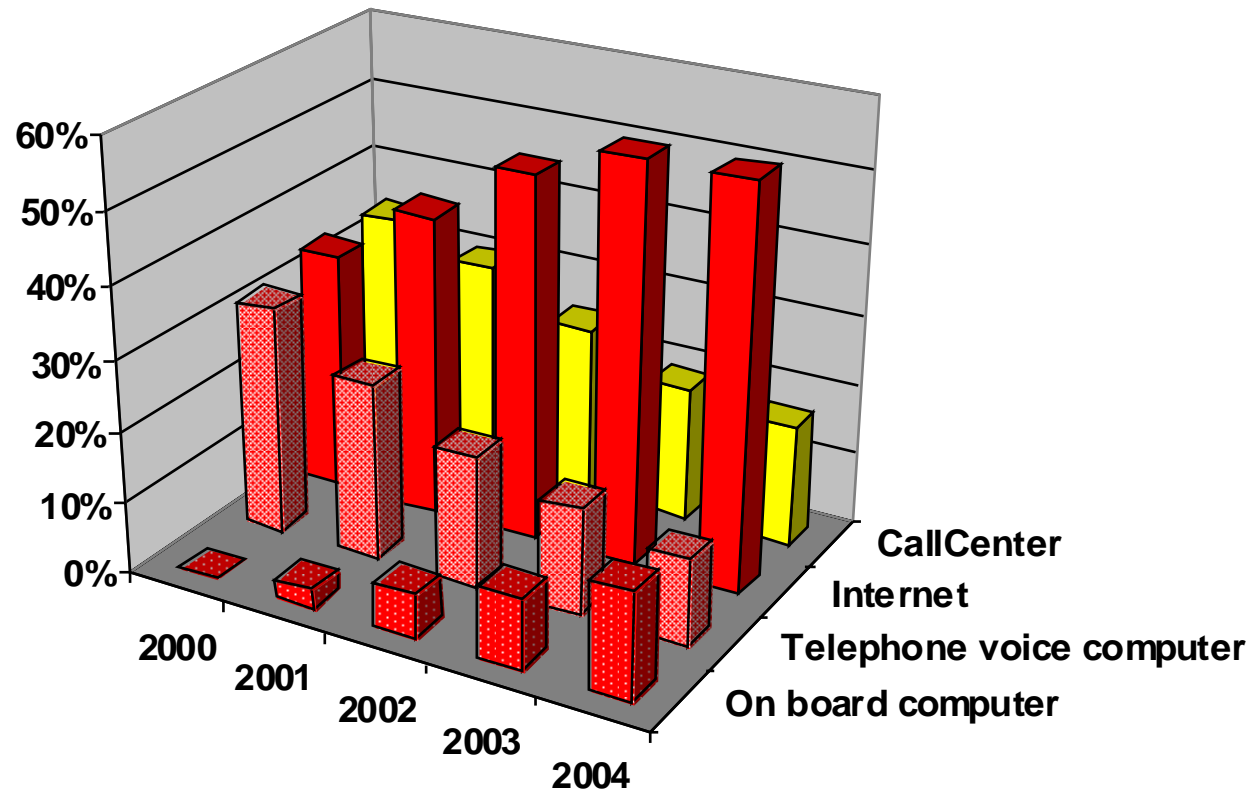
Numerous transactions....

➤ 1.2 million reservations

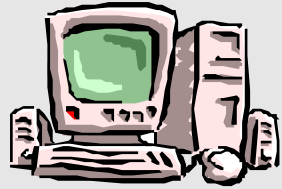
➤ 800,000 trips

➤ 240,000 invoices

...call for full automation



**E-Business
quota 83% !**



Internet reservation

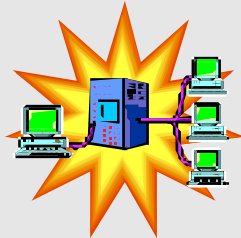


Call center reservation



ARS reservation

Fully electronic...



MobiSoft / SQL server

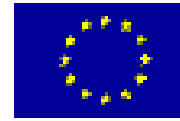


SMS centre

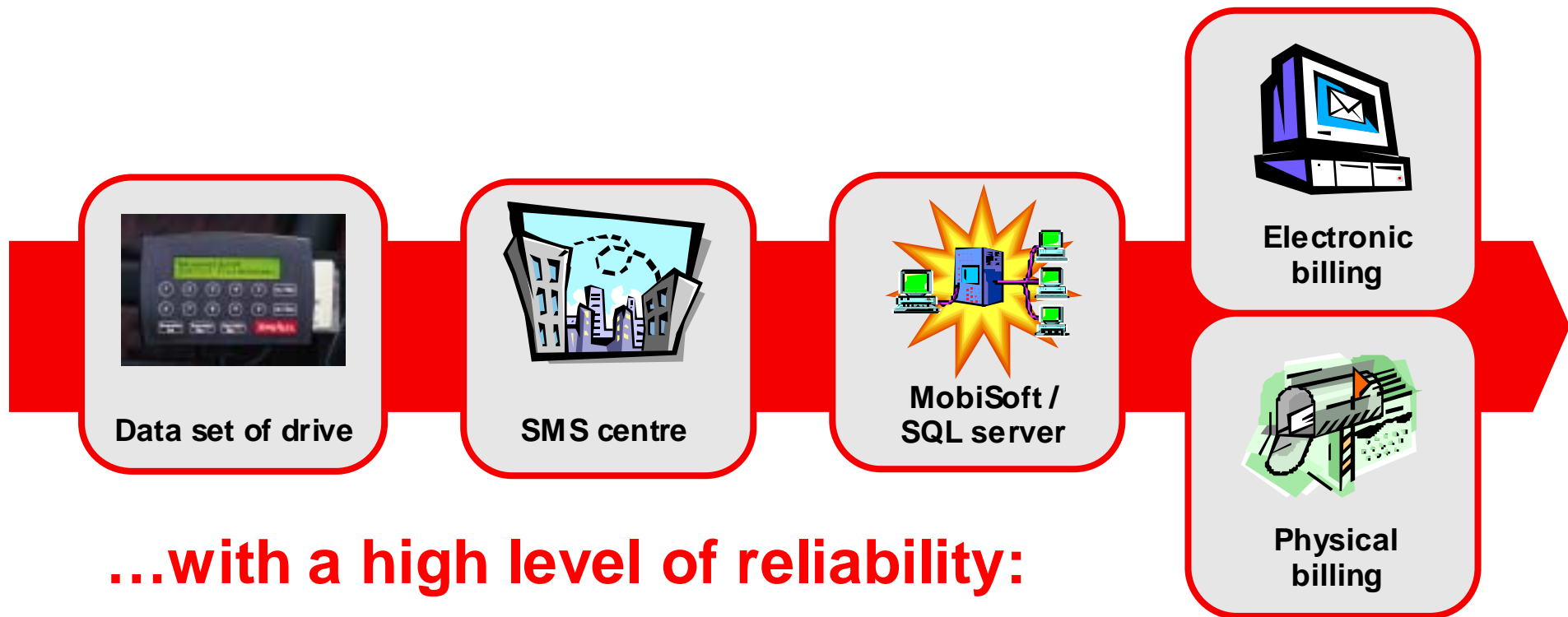


On-board computer

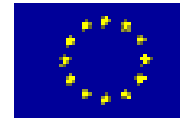
...from reservation to car...



...and back again as invoice to customer...



**...with a high level of reliability:
system availability 99.86%!**



Keyless go!

open...



...drive off

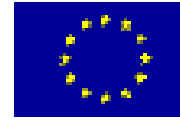
...start...

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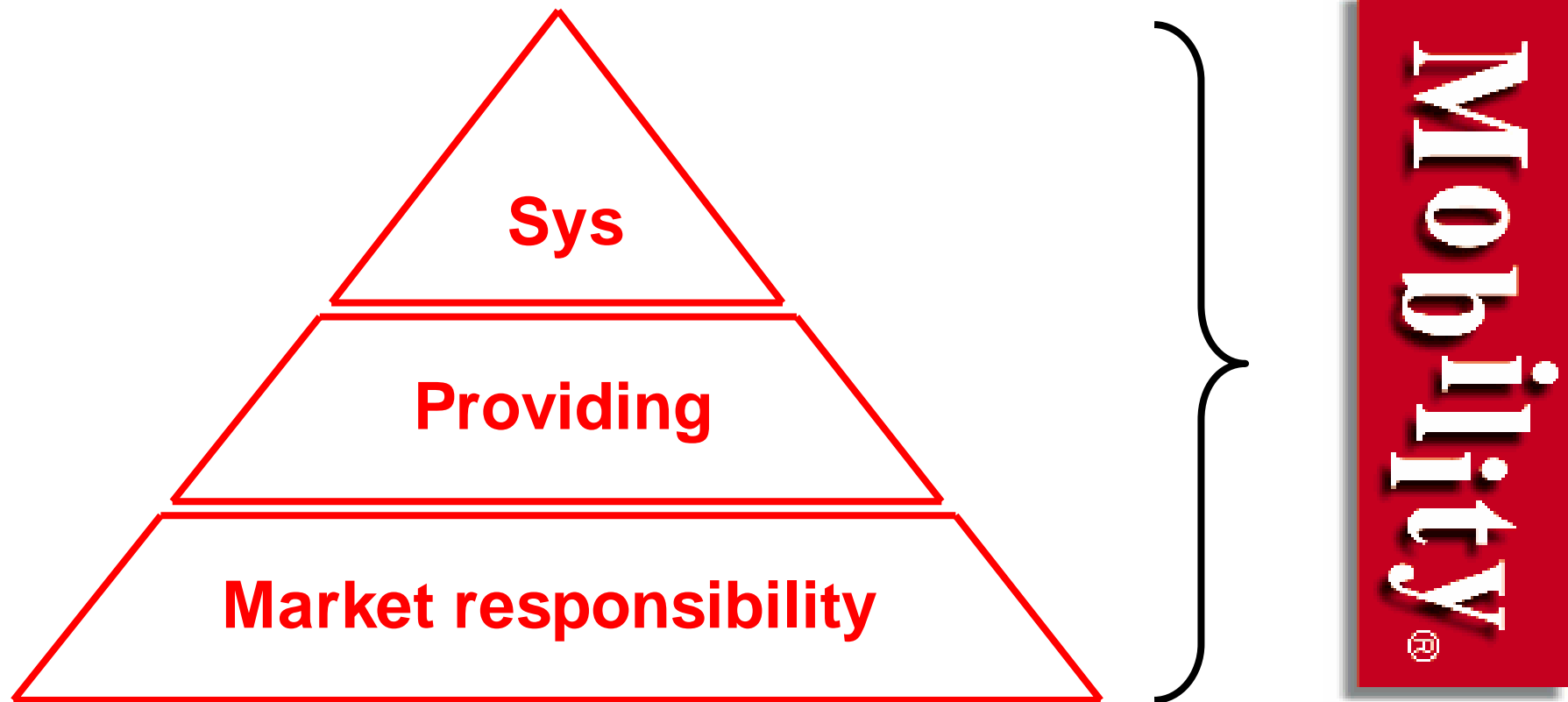
The vision of the public car

In future
various cards
shall provide
access to a
Mobility car

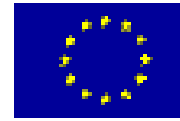




Fully integrated company as success factor



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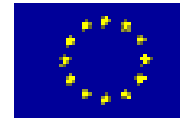
Mobility Support AG

- **100%-owned by the Mobility Cooperative**
- **Car-sharing know-how is passed on**
- **Qualified experts:**
 - **Peter Muheim (CEO)**
 - **Reiner Langendorf**
- **Access to all Mobility resources**

Mobility Support AG offers

- **Advice:**
 - **Presentations**
 - **Initial workshop**
 - **Financial business plan**
 - **Project plan**
- **Provision of MobiSys for Mobility clients**
- **MobiSys sales incl. implementation/training**





Customers Mobility Support AG

Advice:

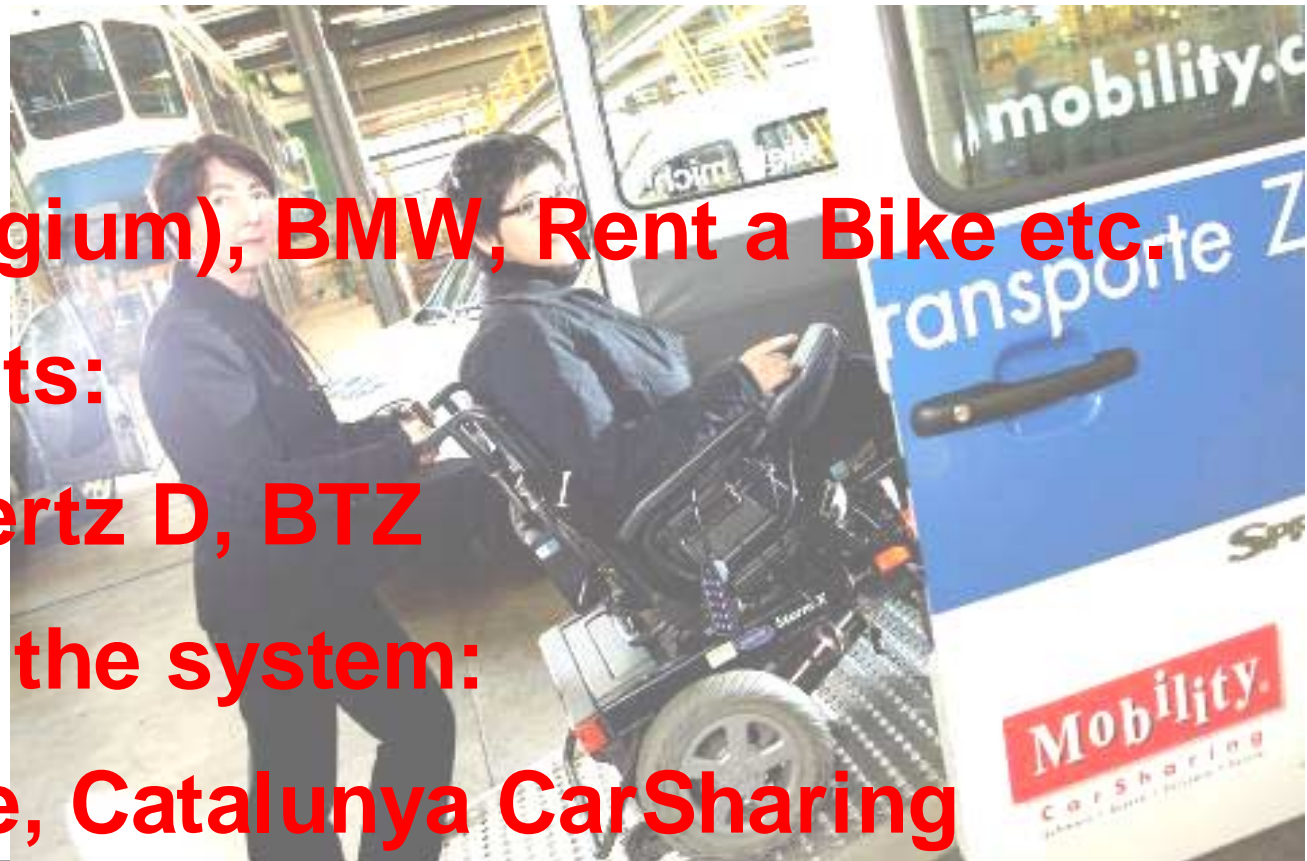
- de Lijn (Belgium), BMW, Rent a Bike etc.

MobiSys Clients:

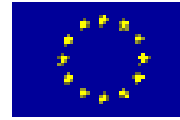
- RailLink, Hertz D, BTZ

Purchasers of the system:

- DenzelDrive, Catalunya CarSharing

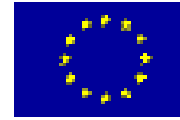


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MobiSys is the leader:

- **Multi-client capable and multilingual**
- **Successful in three countries:**
 - **Switzerland, Austria and Spain**
 - **72,000 customers**
 - **2,800 cars**
 - **1.8 million transactions per year**



Thank you for your attention!