



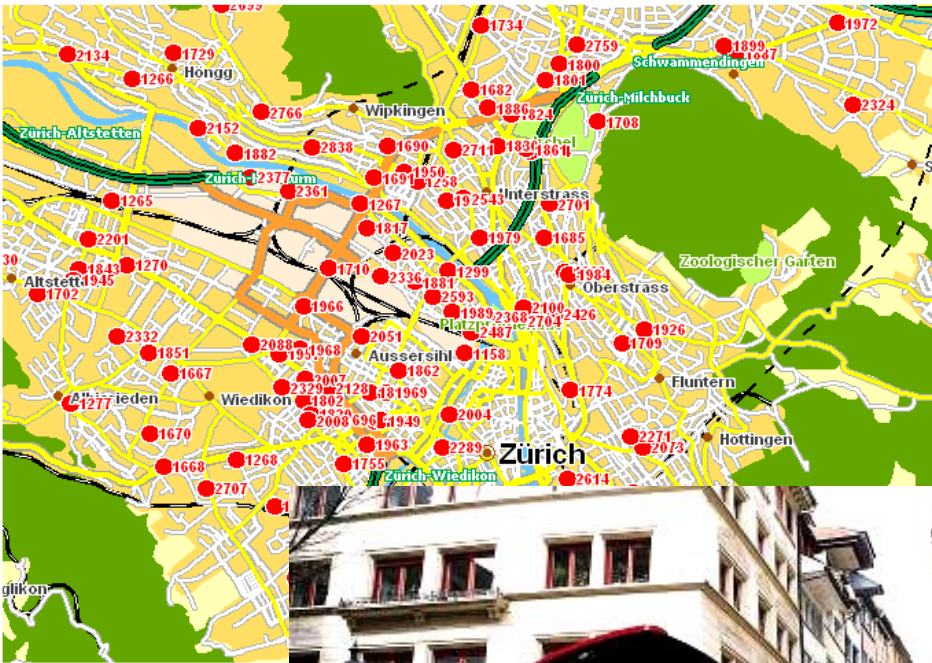
C a r S h a r i n g

Schweiz • Suisse • Svizzera • Svizra

Reiner Langendorf
Consultant Mobility Support AG

Car Sharing...

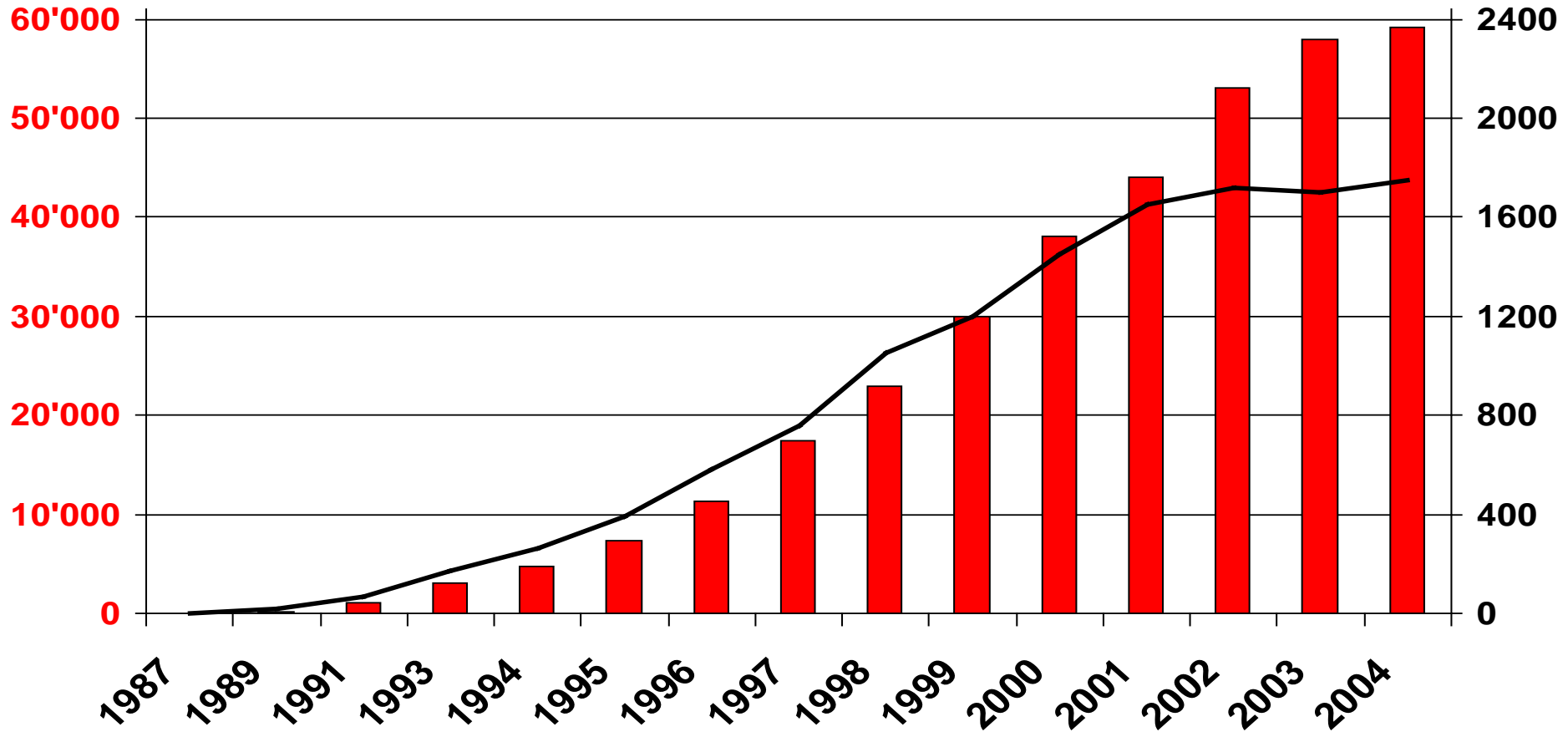
- Decentralized
- Hourly basis
- Self-service / 24h
- The right car for the occasion



Strong customer growth

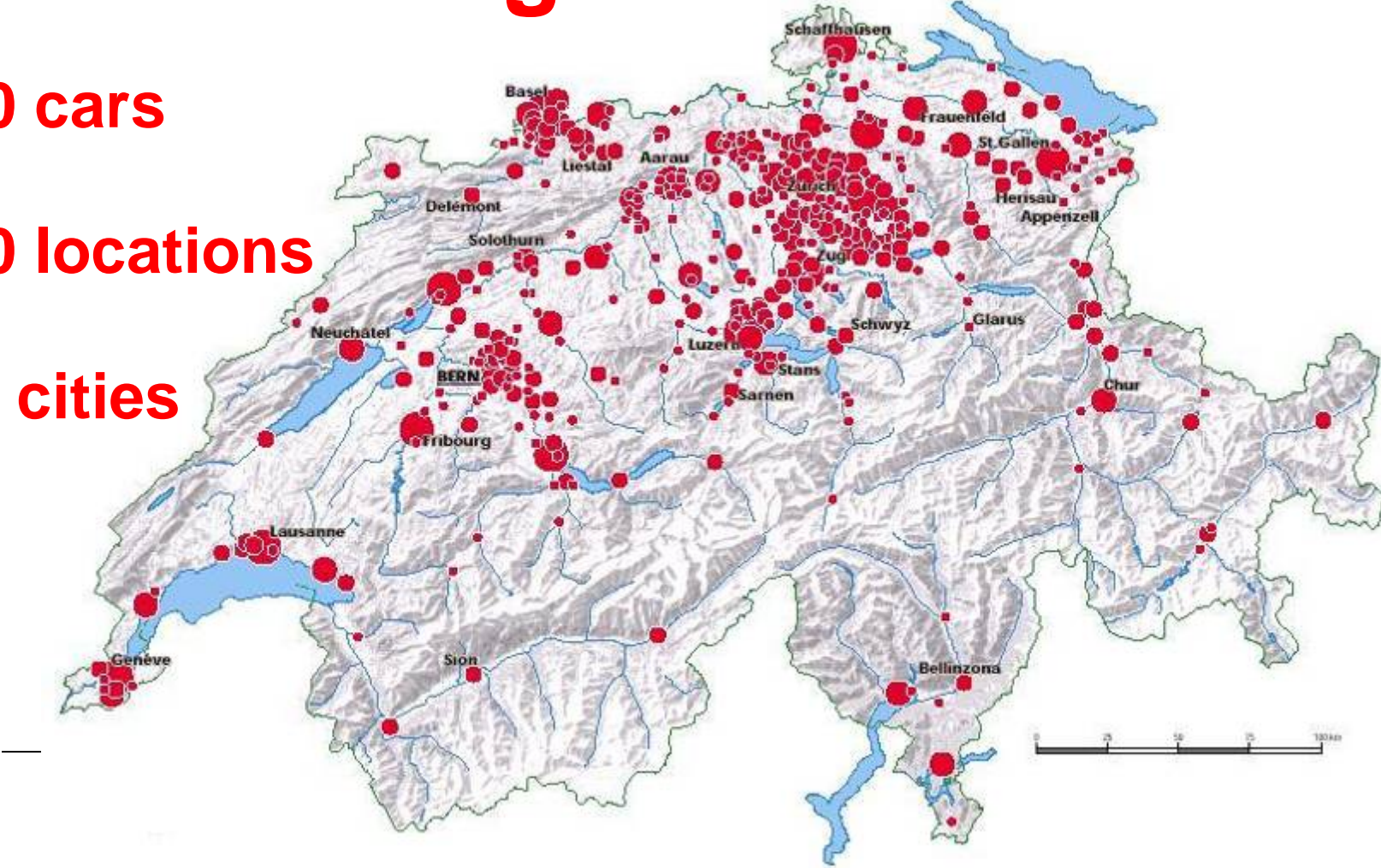
Customers

Cars



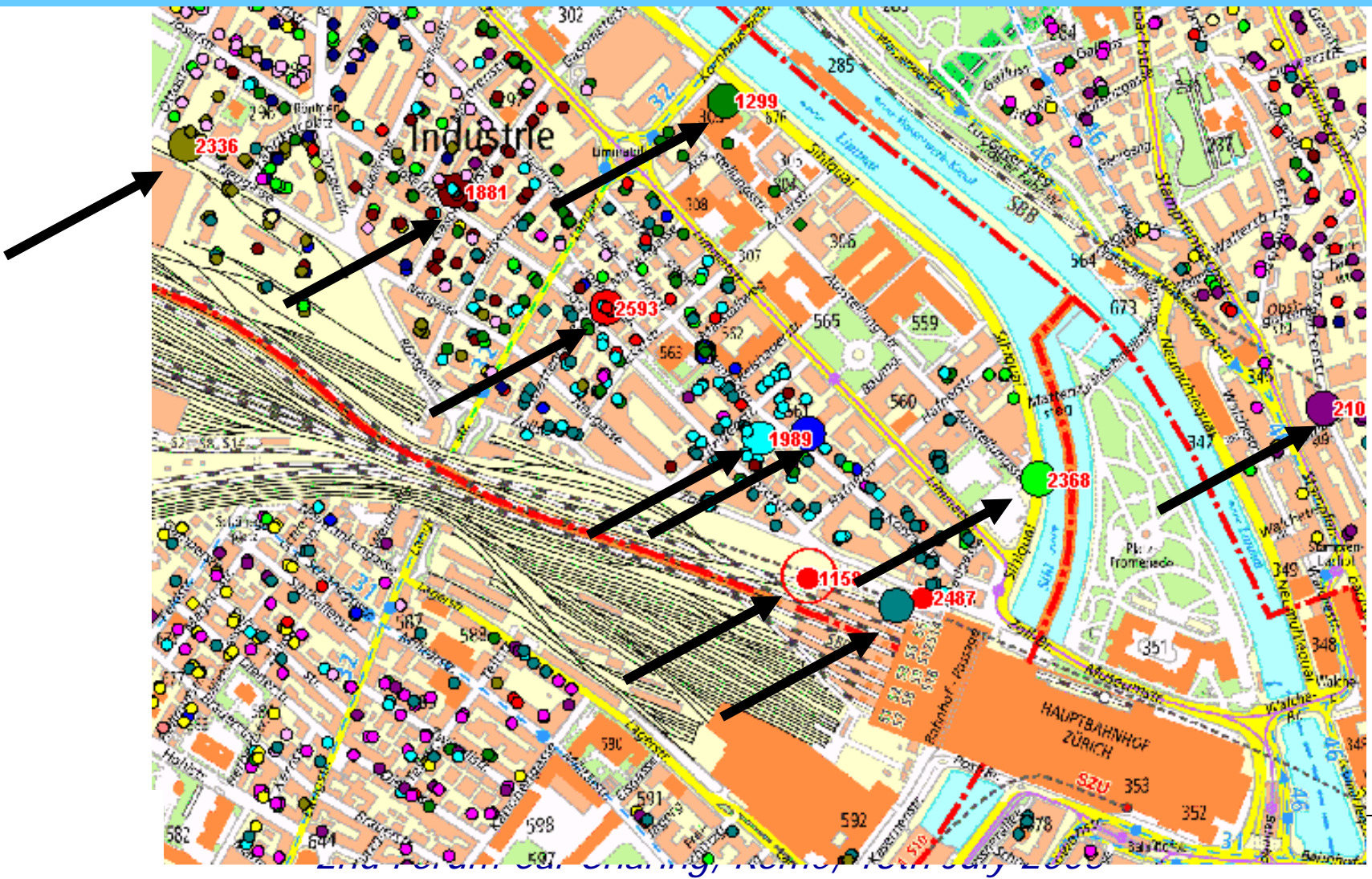
Available throughout Switzerland

- 1750 cars
- 1000 locations
- 400 cities



Zürich

360'000 inhabitants / 130 stations / > 300 cars





Strong partners...



SBB CFF FFS



ZVV
Zürcher Verkehrsverbund

Plus 15 other tariff associations



... outside the mobility market, too

MIGROS



2nd Forum Car Sharing, Rome, 13th July 2005

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



Facts & Figures

113 FTEs

27 million Euro sales

20% cash flow

3% return on sales

over 50% equity ratio

Positive Indicators:

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

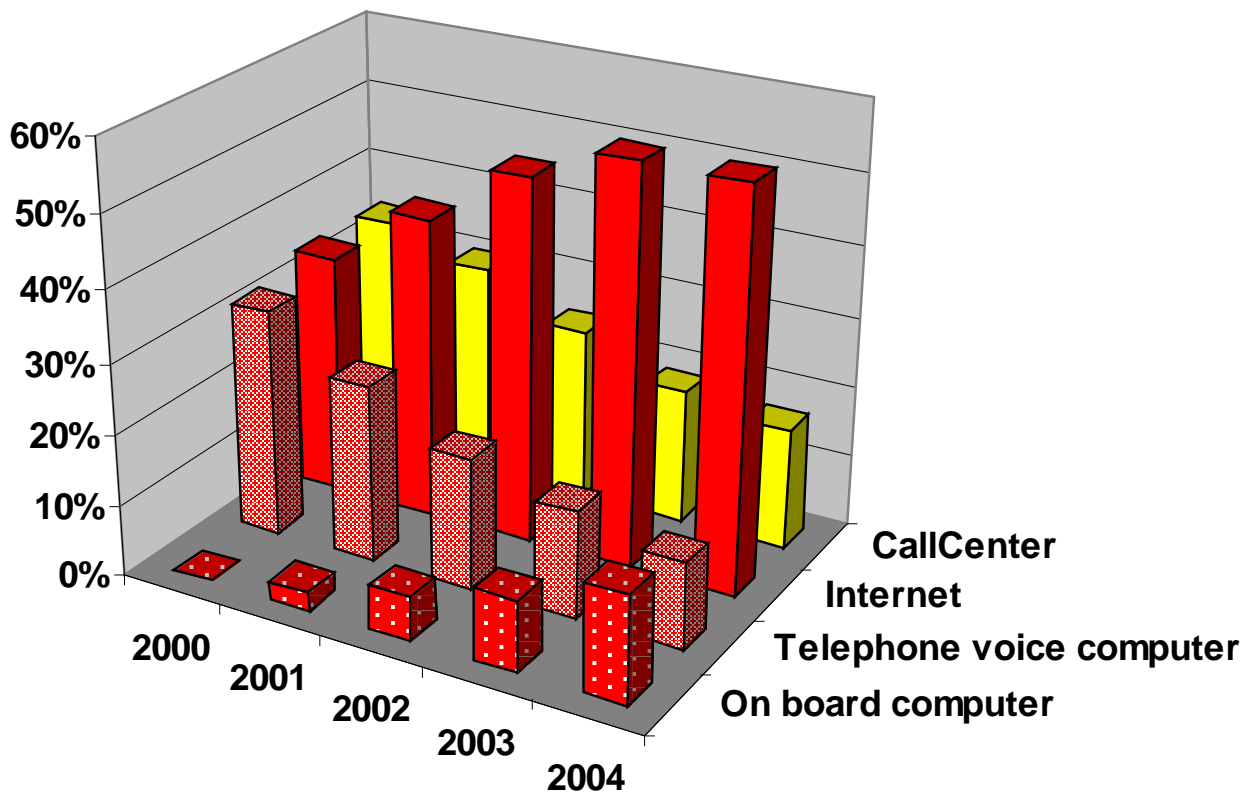
Numerous transactions....

➤ 1.2 million reservations

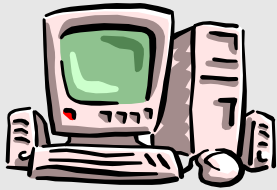
➤ 800,000 trips

➤ 240,000 invoices

...call for full automation



**E-Business
quota 83% !**



Internet reservation

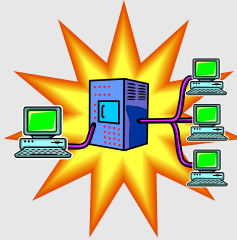


Call center reservation



ARS reservation

Fully electronic...



MobiSoft / SQL server



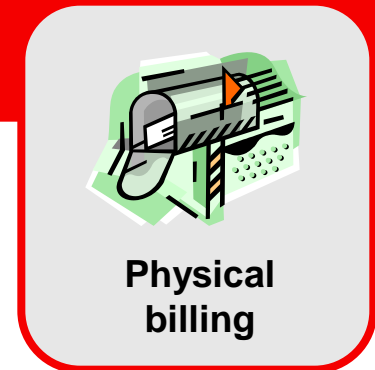
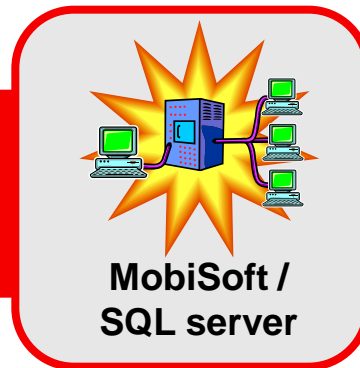
SMS centre



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...



...start...



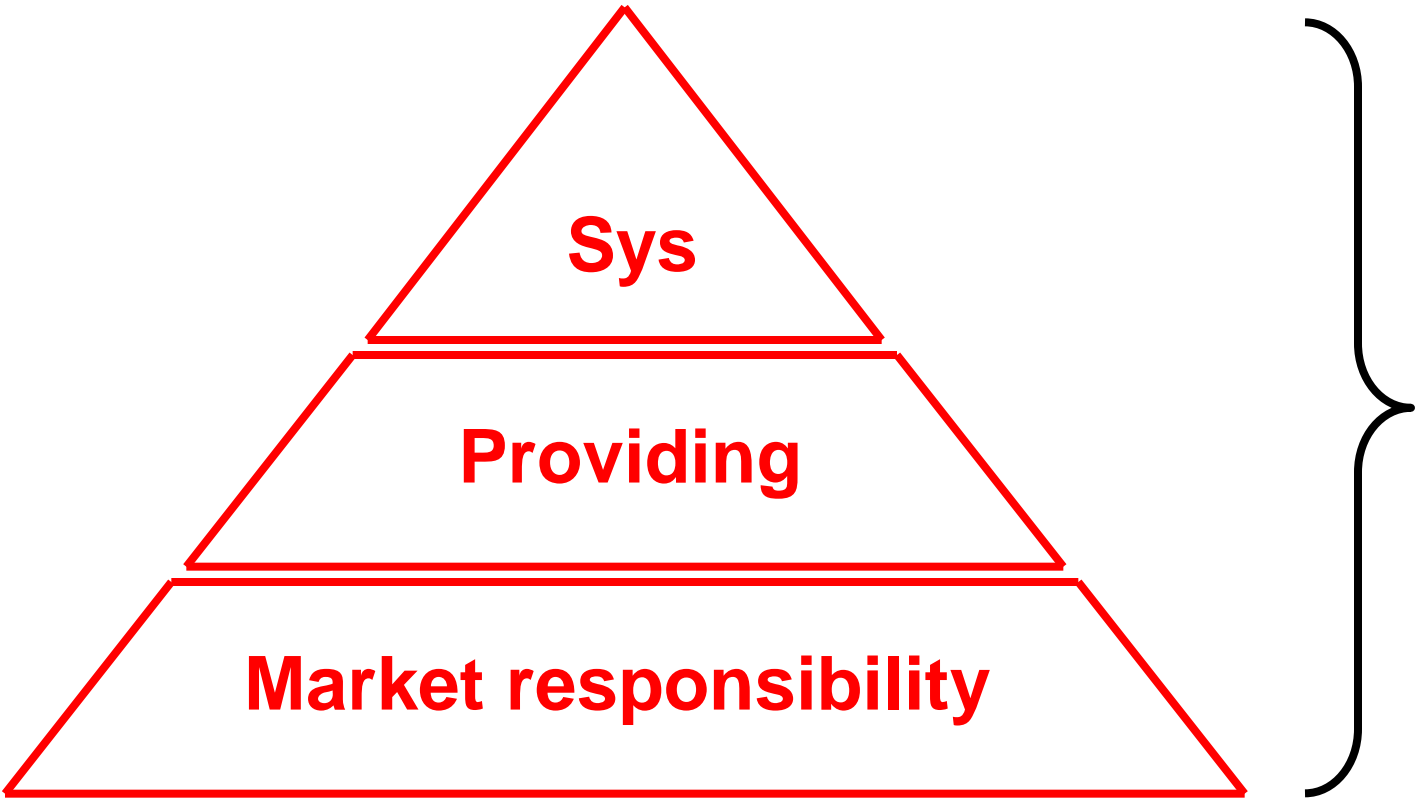
...drive off

The vision of the public car

In future
various cards
shall provide
access to a
Mobility car



Fully integrated company as success factor



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**



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**

Conclusion

+ Standardisation

+ Professionality

+ Offer

+ Cooperations

—————→ = Customer utility

—————→ = Growth CarSharing

—————→ = Growth Public Traffic

Thank you for your attention!