

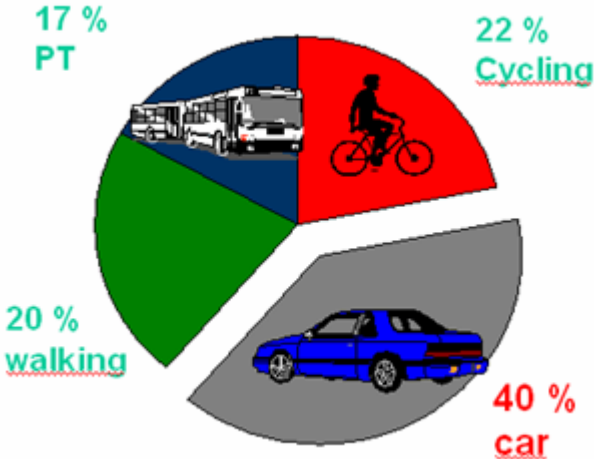
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# Transferring Car-Sharing experience - challenges and lessons learned

Michael Glotz-Richter, City of Bremen

# Bremen

547.000 inhabitants



# City of today



# City of today



# ...just imagine...



...to regain streetspace  
in our cities...

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Car-Sharing is a key !

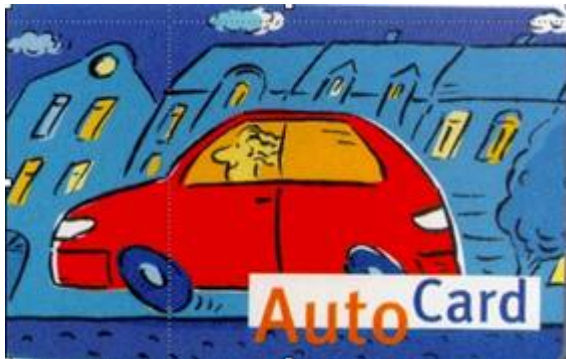
...the Bremen experience...

# Bremen Car-Sharing

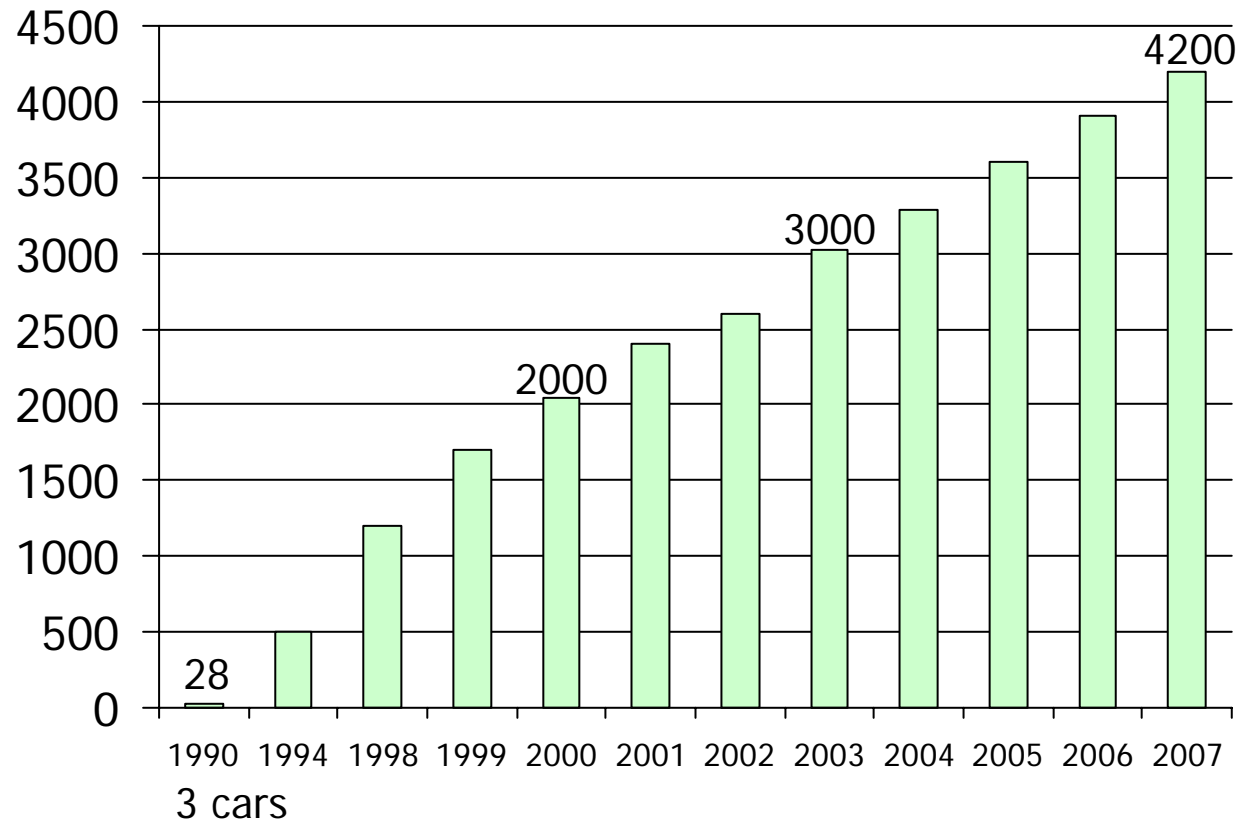
- Bremen: 547.000 inhabitants
- Operator: cambio 
- > 4.600 customers (May 2007)
- fleet > 110 cars
- 37 locations

# Bremen Car-Sharing

Growth...



## Development of Car-Sharing in Bremen



# Urban Development



Every Car-Sharing vehicle **replaces** **4 - 8 private cars!**

Bremen:  
Car-Sharing replaced 900 private cars

Parking garages for 900 cars = value 7 - 18 mio €

# Urban Regeneration



- Car-Sharing in near Public Transport stops („mobil.punkt“)



# Car-Sharing + Public Transport



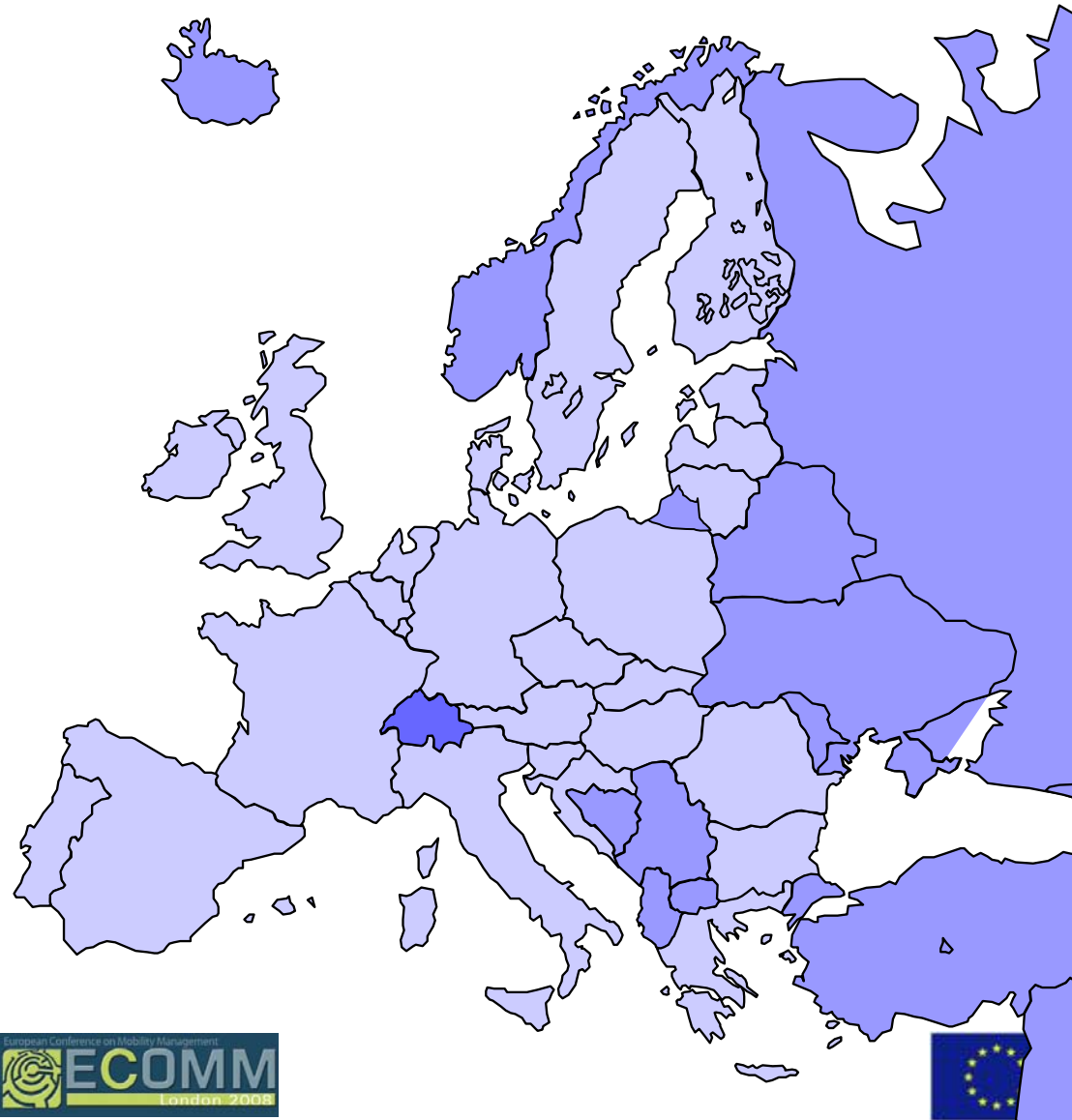
Bremer Karte plus  
AutoCard

since 1998  
partnership of  
Public Transport and  
Car-Sharing

# Potential

Example EU25:

- 400 mio inhabitants
- > 4 mio Car-Sharer
- 600.000 cars to be replaced
- 3.000 kilometers urban space regainable



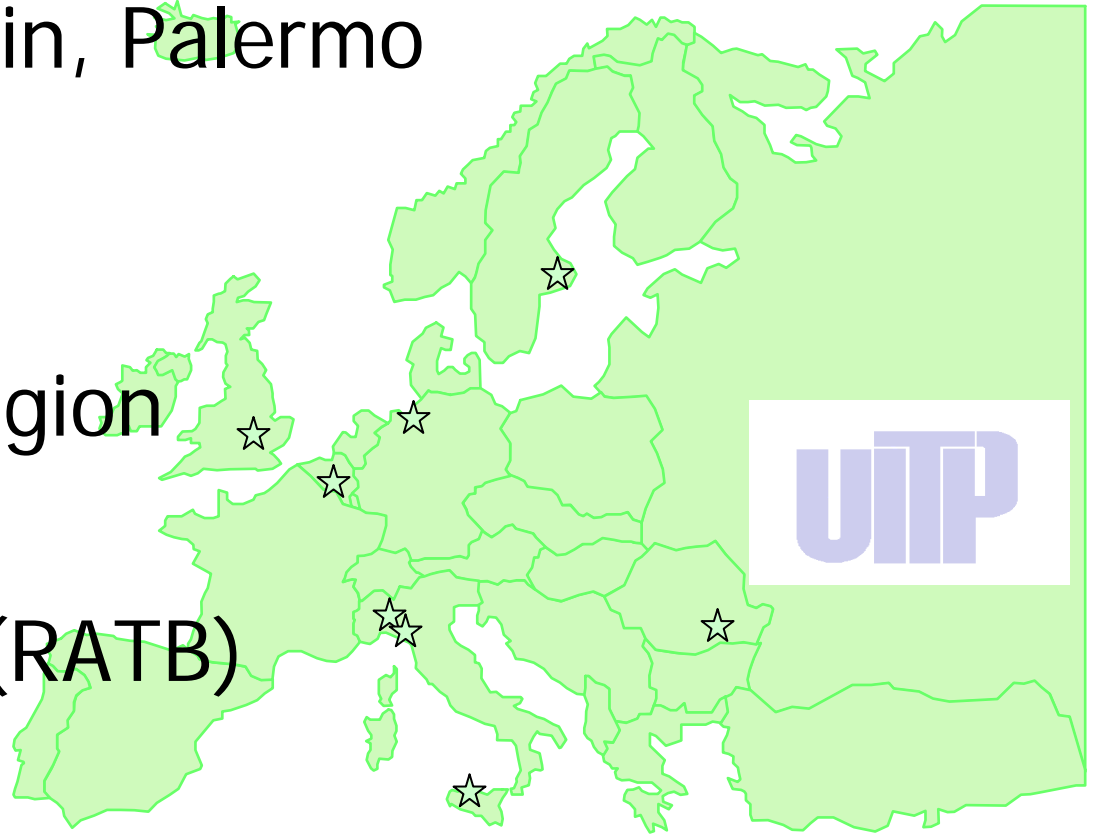
# Car-Sharing

– Bremen is sharing it's experience



# *moses* project (2001-2005)

- Bremen
- Genua, Turin, Palermo
- London
- Stockholm
- Walloon Region
- UITP
- Bucharest (RATB)



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# Showcase: London

# moses @ London

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17th September 2002

## Urbigo Launched in Southwark

URBIGO, a brand new "use-by-the-hour" car share concept for city dwellers will today be unveiled in the inner London borough of Southwark.

Urbigo, which is managed by Avis Rent-A-Car Ltd, is being launched in conjunction with pioneering councils Southwark, Sutton and Transport For London and is designed to help save motorists' money and cut congestion in inner cities.

**Urbigo**  
Drive it. Don't own it.

# *moses* @ London



AVIS started „Urbigo“  
with own newly  
developed soft- and  
hardware (key fob)

Funding by TfL

Launch of Car-Sharing  
in London Sept 2002



# *moses* @ London



AVIS started „Urbigo“  
with own newly  
developed soft- and  
hardware (key fob)

Funding by TfL

Launch of Car-Sharing  
in London Sept 2002



# *moses* @ London



Peripheral business of AVIS

Not successful

Growth rates  
below expectations

Disappeared from the  
market



# Car-Sharing @ London



new / other operators  
started with more success



Zipcar  
Streetcar  
CityCarClub



High growth rates today

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# Showcase: Bucharest

# *Car-Sharing@* Bucharest



Operator RATB

Initially planned to adapt the system elements of *cambio* Bremen

Changed to self-developed technologies

test operation  
summer 2003

# *Car-Sharing@* Bucharest



Operator RATB

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Changed to self-developed technologies

test operation  
summer 2003

# *Car-Sharing@* Bucharest



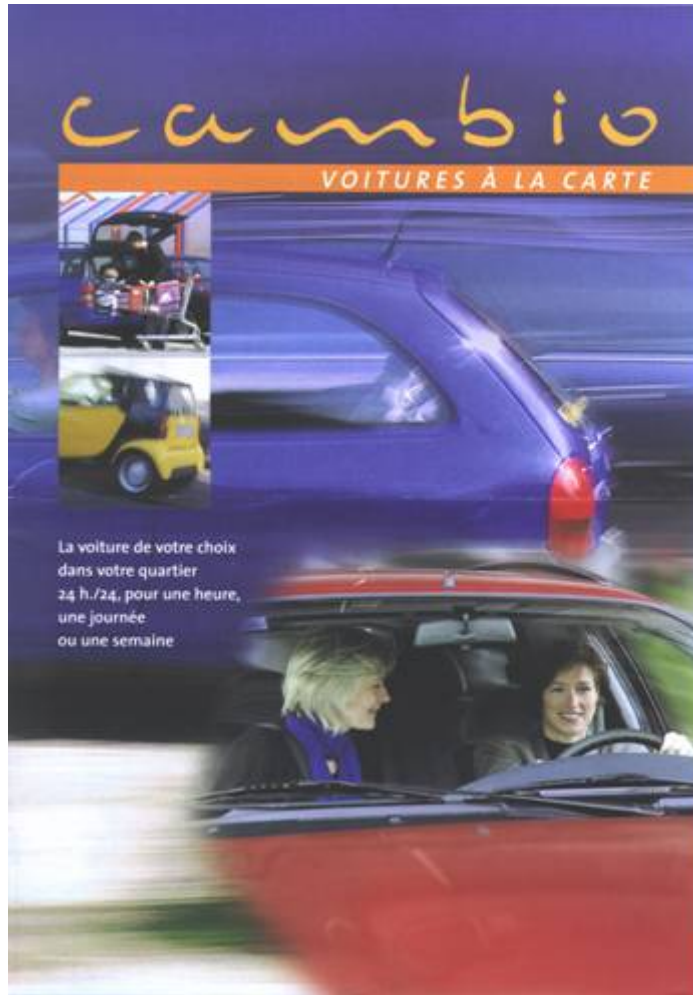
Bucharest Car-Sharing  
did not reach  
targeted operation level

dissappeared from the  
market

---

# Showcase: Belgium

# *moses* @ Belgium



Bremen experience transferred to Belgium

Joint venture with *cambio* Bremen

adapting existing system elements of *cambio*

avoid reinventing the wheel

# *moses* @ Belgium



Launch of first Car-Sharing station  
in **Brussels** Namur by the Walloon  
Minister for Transport José Darras in May 2002

Bremen experience  
transferred to Belgium

Joint venture with  
*cambio* Bremen

adapting existing system  
elements of *cambio*

avoid reinventing the wheel

[www.cambio.eu](http://www.cambio.eu)

# Car-Sharing @ Belgium



Joint venture with  
*cambio* Bremen

adapting existing system  
elements of *cambio*

avoid reinventing the wheel

Launch of first Car-Sharing station  
in **Brussels** by the State Secretary of the Brussels Government  
Delathouwer, in May 2003

[www.cambio.eu](http://www.cambio.eu)

# Car-Sharing @ Belgium



Started from scratch but integrated 15 years of experience

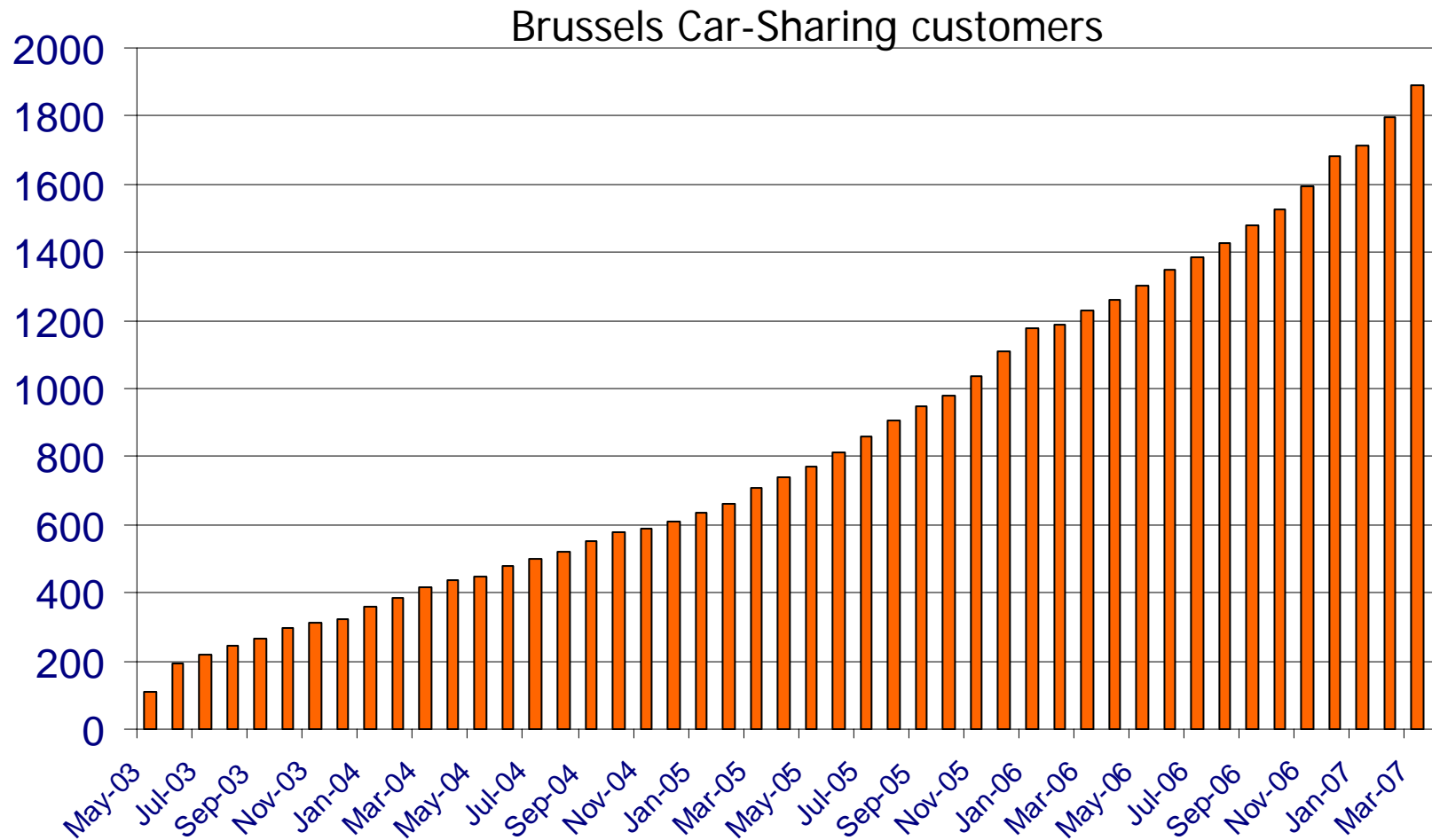
2007: in all Belgian cities

Public Transport involved

Very visible offer

[www.cambio.eu](http://www.cambio.eu)

# Car-Sharing @ Belgium



# Car-Sharing @ Belgium



2007, Brussels: Campaign  
„Breath better - Recycle your number plate“,  
and get around in Brussels for free“

Joint venture with  
*cambio* Bremen

adapting existing system  
elements of *cambio*



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# Lessons learned

# Underestimated

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- Car-Sharing is a professional business
- Enthusiasm and money is good...
- ...but by far no sufficient

# Core Business

- AVIS Urbigo and Shelldrive did not succeed
- Some 'big players' (Greenwheels, mobility, Zipcar, cambio,...) ...  
core business: Car-Sharing !



# Use professional experience

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- Joint ventures (e.g. cambio Belgium) or cooperation with experienced operator
- Don't reinvent the wheel...
- Mainly a question of service quality, customer orientation

# Integration

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- (private) operator
- Framework setting by cities
- Mixture private / corporate users
- Integration with Public Transport helpful

# CATALIST C-2-C

- CIVITAS CATALIST offers City-to-City exchange and practical support e.g.:
- Site Visits,
- presentations,
- thematic workshops,



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION



# CATALIST C-2-C

- 'Take-up' may apply for support within CATALIST project
- See CIVITAS website or contact for Car-Sharing City of Bremen



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# Thank you for your attention

[www.civitas.eu](http://www.civitas.eu)

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