

Sustainabilitylive! 2010

Can we meet our mobility needs without owning cars?

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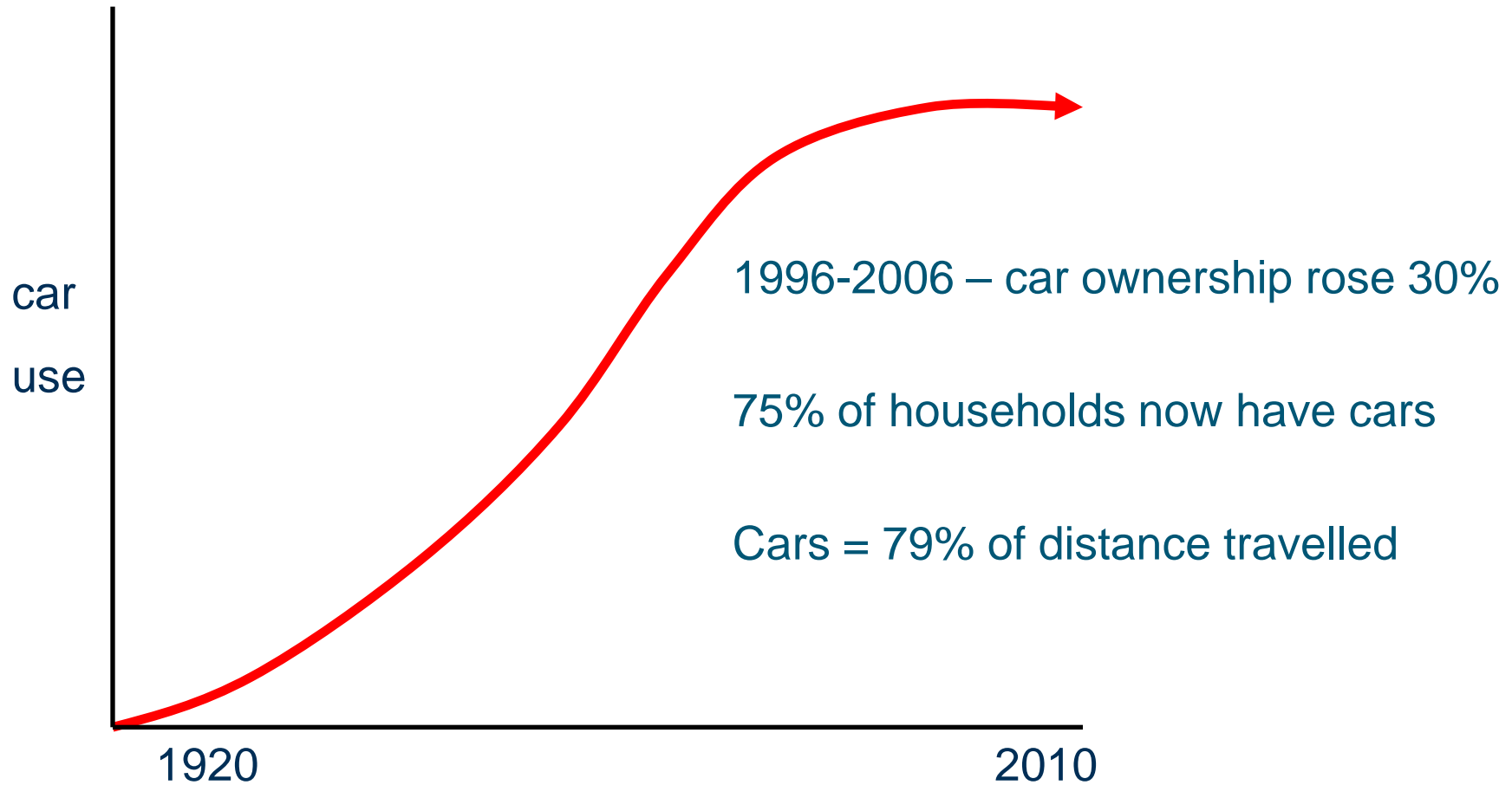
- Context
- Mobility options
- Recommendations
- Conclusions

WHO WE ARE

- Over 170,000 cars
- 10 million rentals per year
- Average CO2 of 148g/km

WHAT WE DO

- Flexible mobility
- Equality of access
- Test bed for new technology/vehicles
- Safe working environment
- Car rental + car clubs = same thing!



Source: 2008 National Travel Survey

Can we meet our mobility needs without owning cars?

NO

But we could meet our mobility needs...

- By owning smaller/cleaner cars
- By owning fewer cars
- By using our cars less
- By integrating car use with other forms of transport



- Option 1
Family-owned Zafira MPV doing 12,000 miles per year (170g/km CO2 or 45mpg)



- Option 2
Family-owned Polo Blue Motion doing 10,000 miles per year (99g/km CO2 or 74mpg)
AND
Rented Zafira MPV doing 2,000 miles per year (170g/km CO2 or 45mpg)

A smarter choice!



Millions of people use a van each year, but most rent one when they need it.

More people are taking this “pay as you go” approach to their car needs, because it offers...

- Fixed cost
- Low risk (maintenance, depreciation)
- Convenient
- Right vehicle for the right job



A smarter choice!

Four million people use their car at work (grey fleet)

- Companies like it – little administration
- Employees like it – convenient, incentive to drive more

But there are cost, safety, CO2 and management issues.

Car rental can help...

- Cleaner, more fuel-efficient cars
- Newer, safer, well maintained cars
- Transparent, low cost
- Manageable – can integrate into wider transport policy

A smarter choice



Public transport is more sustainable – but doesn't meet every mobility need.

- Limited train routes and timetables
- Buses run on <25% of road network



Car rental can integrate with public transport, e.g. Business trip from London to Newcastle.

- Option 1 – Drive
- Option 2 – Train + bus/metro/taxi
- Option 3 – Train + car rental



A smarter choice!



Is our long-term relationship with the car on the wane?

- Costs
- Tax
- Legislation

Car rental offers “pay-as-you-go”, no-strings-attached motoring

A smarter choice!

It's not a case of...

“NO PAIN, NO GAIN”

It's more of a case of...

“NO BRAIN, NO GAIN”

Maintaining mobility, cutting CO2 and reducing car ownership.

CAR RENTAL IS A SMARTER CHOICE!



- Access to low-carbon incentives
- Stronger relations with transport hubs
- Exclusion from congestion charges
- Access to bus/taxi lanes
- Inclusion in government transport plans



Any questions?

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