

Car Pooling and Car Sharing New Integrated schemes and User Behaviour

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Taxistop - cambio

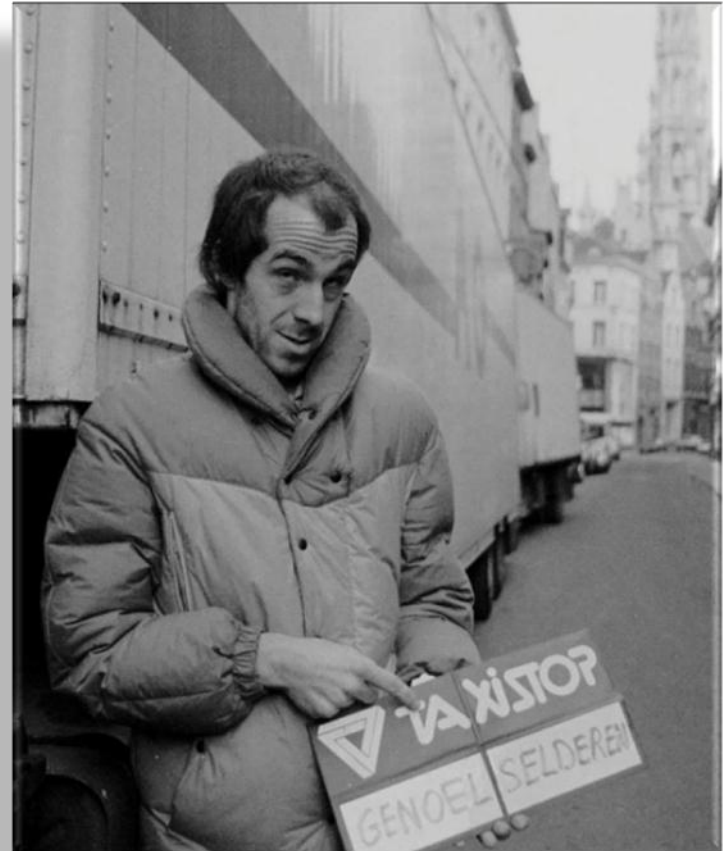
Doing more with Less

Philosophy since 1975

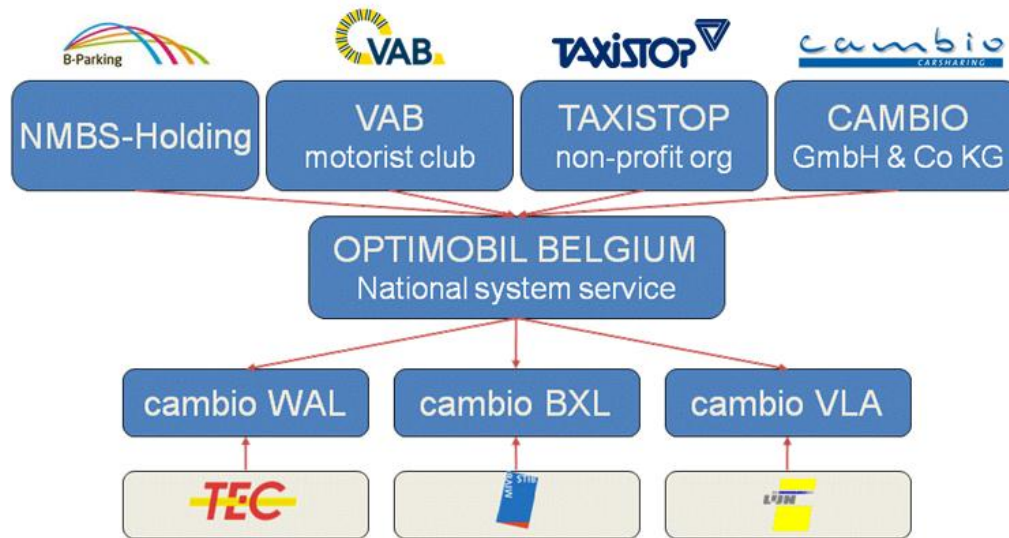
- Car Pooling
- Car Sharing
- Home-linking
- ...

Since 2010:

Collaborative Consumption



cambio



Cambio today

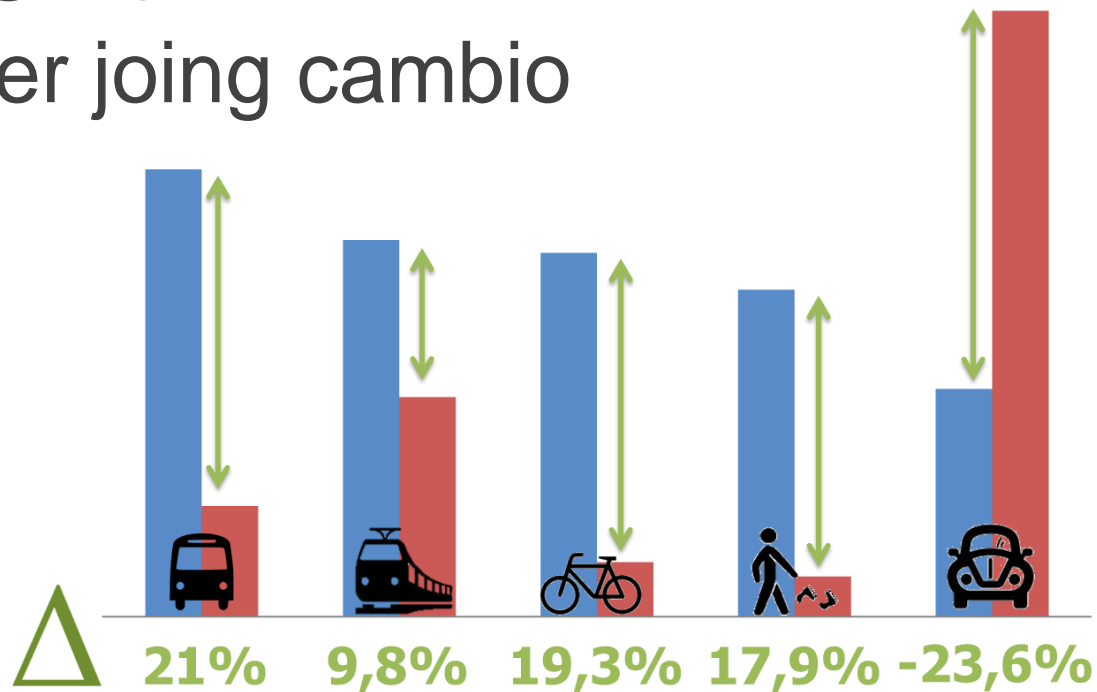


- 3 regions
- 27 cities
- 224 stations
- 540 shared cars
- 15845 users

Urban Benefits of Car Sharing

Modal Shift:

Use after joining cambio



Effect on urban space consumption:

1 cambio car replaces at least

10 private cars

Challenges for the city

“Doing more with Less”

- More city dwellers, financial challenges

→ Urban Infill

Sharing as a strategy to make smarter use of urban space, and limited resources



Challenges for the city

Import of cars and CO₂

→ Import of empty seats

Car pooling reduces the number of cars

A network of transit parkings with seamless connection makes car pooling much easier



Challenges for users

Going from a → b

(Parking) Cost-reducing

- Car Sharing is cheaper than car owning (< 10 000 km)
- Car Pooling, is cost sharing

Flexible

- Depending on the quality of car sharing schemes & bike facilities & public transport
- Car Pooling → Regular & Occasional & Instant

Generation Y

“Smartphone, instead of a car”

- Buying less cars
- Driving less kms



Access is more important than ownership

Work-life balance and flexibility are becoming more important than having a company car

Car Pooling and Car Sharing
'Doing more with less'

*Because we need to,
and we are ready for it!*