

KEY FACTORS OF SUCCESS FOR EV CARSHARING FEEDBACK FROM THE AUTOLIB EXPERIENCE

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17-20 NOVEMBER 2013. BARCELONA. GRAN VIA VENUE.

The world's largest EV Car-sharing

- 1,800 EV
- 4,400 charging points
- 100,000 subscribers
- More than 3 million rentals
- More than 25 million kilometers driven since the opening of the service

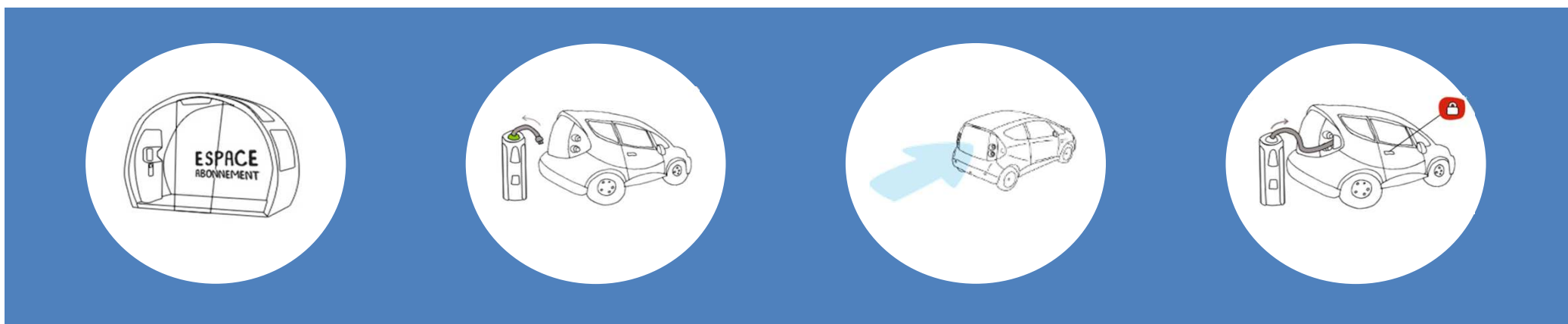
*October 2013



What is EV car-sharing ?

- Join the scheme and get your access card
- Pick-up your car
- Drive to your destination
- Park the car

The convenience of having a car without the hassle and the cost of it!





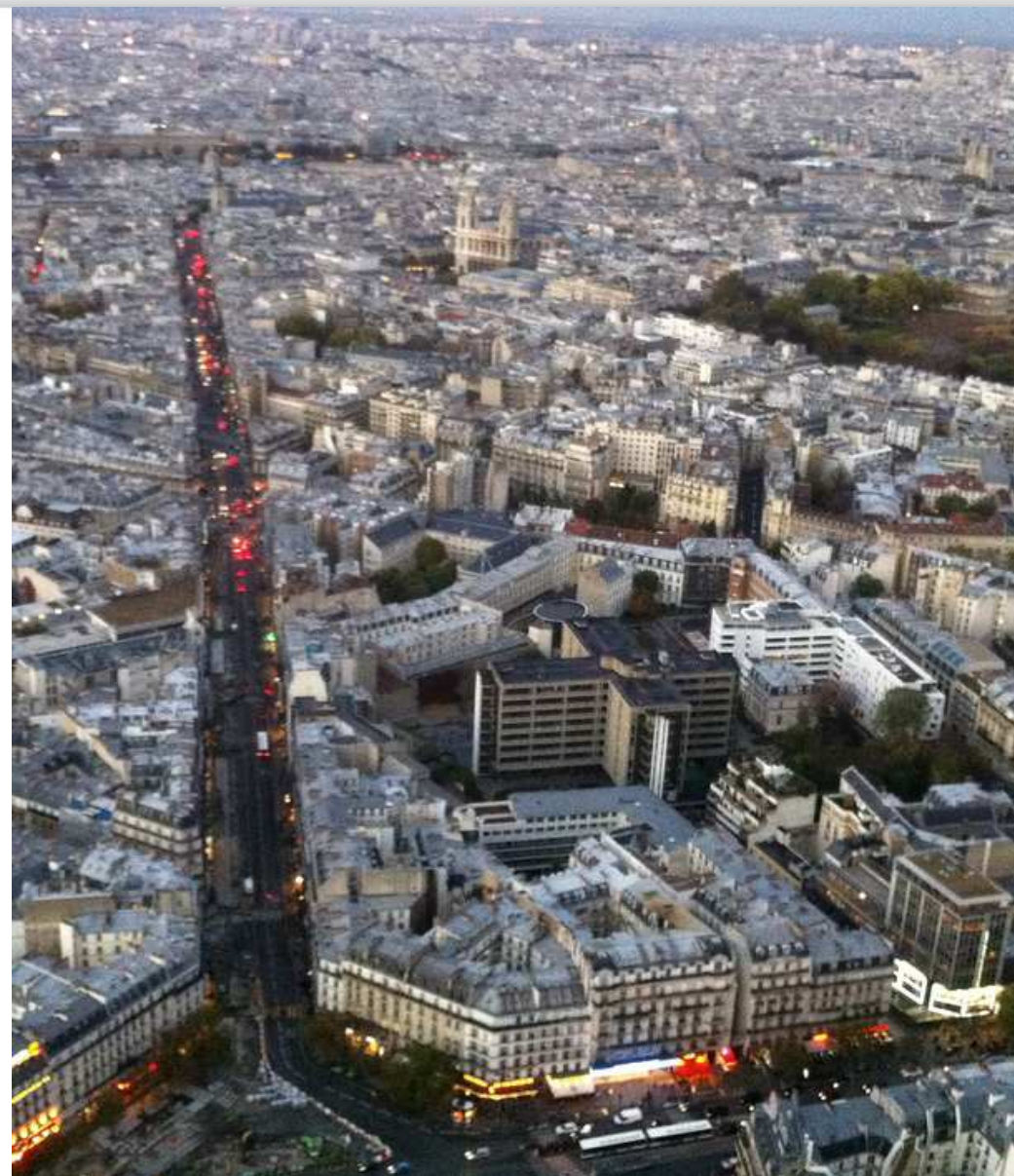
Feed-back on what drives mass-market adoption of urban EV car-sharing

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#1 : High density of population

- Paris city
 - 2.2 million inhabitants
 - 21,000 inhabitants per km²
- Paris area
 - 4.4 million inhabitants
 - 6,700 inhabitants per km²



#2 : ICE pollution and congestion

- Particulate matter emitted by diesel motors
- 60 hours lost in traffic jams per person per year
- -15% of parking spaces in the last 10 years



#3 : Numerous alternatives to car ownership

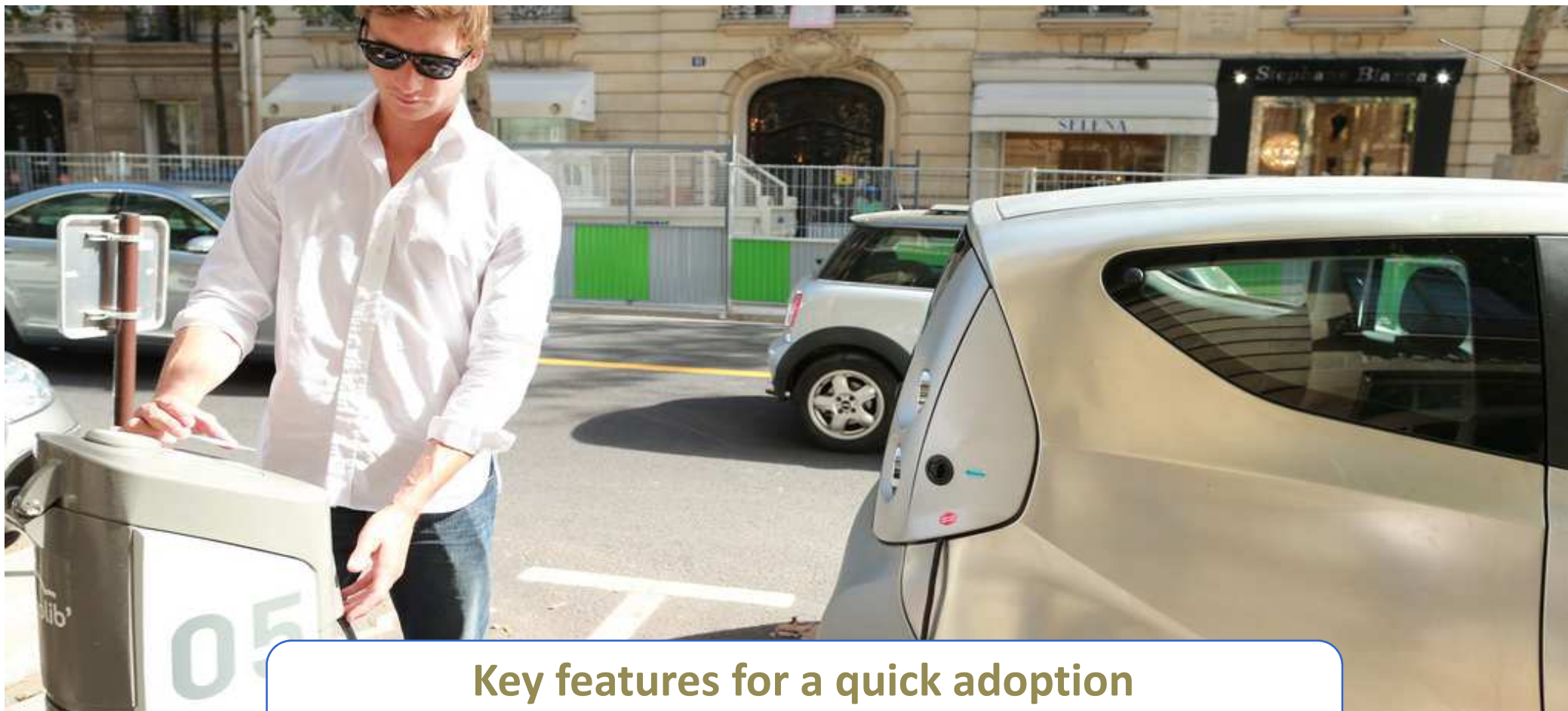
- 303 subway stations
- 12,000 bus stations
- 1,230 Velib' stations



#4 : Political will and leadership

- March 2008 : Bertrand Delanoë is reelected Mayor of Paris. Autolib' is part of his political program
- December 2009 : launch of the RFP
- December 2010 : Bolloré Group is chosen to operate the service
- December 2011 : launch of the service
- 19 cities at the launch of the project in December 2009, 54 cities by September 2013





Key features for a quick adoption of the EV car-sharing service

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#5 : Comfortable EV with an outstanding autonomy

- A « real » car: the Bluecar
 - Roof
 - Doors
 - 4 seats
 - Authorised on motorways

- A large autonomy
 - 250 km autonomy with Lithium Metal Polymer battery
 - 97% of Autolib' users are « satisfied » or « very satisfied » with the autonomy



#6 : One-way trips

- One-way trip is the ability to pick-up the car at point A and to return it back at point B
- More practical : the user is not forced to return the car back to the starting point
- Cheaper : the user does not pay for the parking time



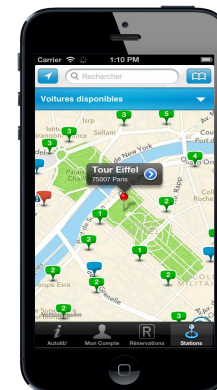
#7 : Dense network of stations to pick up and return the EV

- Rental stations on-street
 - Visibility & awareness
 - Easy access to the vehicle
 - Proximity : less than 400 meters between 2 stations
- Some stations are equipped with sign-up kiosk to join the service within 7 minutes
 - Visio conference
 - Real time printing of access card



#8 : “Always connected” user experience

- Visio conference on street
- On board computer for GPS navigation and “one touch” access to the call center
- Smartphone app
- Ability to book a car before departure
- Ability to book a parking place at the arrival station
- Connected car for operational surveillance (e.g. charging rate...)



#9 : Close collaboration with electricity supplier

- Power utilities are key partners to build the infrastructure
- Power utilities are committed to new mobility solutions
- EV Car-sharing can be used as a smart grid element : power supply with renewable energy, demand response...



#10 : Operator's proven ability to deliver the service to the public

- 1,800 EV
- 4,400 charging points
- 300 on-the-street *ambassadors*
- 100 remote *counselors* at the call center 24/7



Summary : key factors of success for EV car-sharing

- #1 : High density of population
- #2 : ICE pollution and congestion
- #3 : Numerous alternatives to car ownership
- #4 : Political will and leadership
- #5 : Comfortable EV with a outstanding autonomy
- #6 : One-way trips
- #7 : Dense network of stations to pick up and return back the EV
- #8 : “Always connected” user experience
- #9 : Close collaboration with electricity supplier
- #10 : Operator’s proven ability to deliver the service to the public

BlueSolutions : a comprehensive vision of E-mobility



BlueCarsharing

BlueCarsharing is the first self-service EV fleet solution developed at the scale of large cities. This new mode of transport changes the way we see the city.



BlueFleet

BlueFleet is a complete solution for corporate mobility. It includes the leasing of EV vehicles and a carsharing program for employees.



BlueBus

Bluebus is a 100% electric vehicle developed with Gruau and equipped with 90 kWh Lithium-Metal-Polymere batteries. It has an autonomy of 120 kilometers.



BlueTram

Bluetram is a 100% electric vehicle equipped with supercapacitors. It recharges at every stop in a matter of seconds. This disruptive solution without catenaries neither rail represents a small investment.



BlueBoat

Blueboat is a solution for port and inland waters cleaning, and for transportation and leisure navigation.

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Thank You!