

Car sharing

Development ideas

Helsinki 22.3.2012





Ei koske City Car
Clubin autoja
Gäller ej City Car
Clubs bilar.



Matto-Center
www.matto-center.fi

My dream of car sharing

- Flexible parking (i.e. Car2Go, DriveNow)
- Owning a car is a much worse experience by 20 than today
- Higher cost for parking private cars, higher car taxation
- Higher emission tax for private cars
- Bus lanes for car-sharing cars
- Joint marketing actions "Owning a car is not a cool thing"
- Public private partnership in building new houses, less parking places = less costs = cheaper apartments
- Electric car charging stations
- Allowance to give out parking tickets
- Snow problem solved
- Tax reliefs for P2P car sharing users
- Only profitable service is sustainable, only profitable and sustainable service is scalable business

P2P car sharing

- Next generation car sharing solutions

The screenshot displays the MeGo website interface. At the top, there is a navigation bar with the MeGo logo on the left and four menu items: "palvelu", "liity palveluun", "usein kysyttyä", and "yhteystiedot". Below the navigation bar, there are several car listings, each with a photo of the car, its model name, and the hourly rental price. The listings are:

Model	Price / hour
Lexus RX400h	€11.99
Lexus CT200h	€17.99
Opel Astra Sports Tourer	€10
Think City	€8
Fiat 500	€7
Smart Passion for Two	€9

On the right side of the interface, there is a teal-colored box with the following text:

Tervetuloa MeGo:n sivuille.
Vuokraaminen on alkanut! Liity jäseneksi ja tule mukaan mullistamaan yksityisautoilua!

Intelligent mobility 2014

- Vision: While using car sharing you provide services for rural areas
- Vision: We change the meaning of mobility

