INNOVATIONS IN URBAN MOBILITY

Dan Grossman, Vice President
our mission
to enable simple and responsible urban living
cars by the hour or day. Gas and insurance included.
customers as collaborators – a new Social Contract
Zipcar today

870,000+ members
10,000+ cars
29 major metro areas
400+ cities & towns
375+ universities
35+ airports
Zipcar: Cost Savings, Convenience & Impact

Financial Freedom

19% of HH budget (avg.)
- Transportation
- All other

6% of HH budget (Zipster)
- Transportation
- All other

Community Impact

Environmental Impact

1,600 lbs CO2 reduced/year/member
× 870,000 members
= > 1 billion tons CO2 per year reduced
Introducing Zipcar ONE WAY
there’s a zip for every trip.

We’re hard at work on something new at Zipcar – one-way trips! Pretty soon you’ll be able to reserve a Honda Fit from one spot and return it to another – with guaranteed parking on both ends! (I know, right?) The soon-to-come Zipcar ONE>WAY plus Zipcar roundtrips, means getting around the city is about to get better.
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