



# INNOVATIONS IN URBAN MOBILITY

Dan Grossman, Vice President





# our mission



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to enable simple  
and responsible  
urban living

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A group of four people, two women and two men, are sitting on a sled in a snowy mountain landscape. They are all wearing winter gear, including hats, gloves, and jackets. The woman on the left is wearing a bright cyan jacket and a pink and blue striped beanie. The man in the center is wearing a green and brown patterned sweater and a grey beanie. The woman on the right is wearing a pink jacket and a pink and white checkered beanie. They are all laughing and looking at each other. The background shows a snowy mountain range and a forest of bare trees.

**cars by the  
hour or day.  
gas and  
insurance  
included.**





i'm a zipster

**customers as  
collaborators –  
a new Social Contract**

# Zipcar today

870,000+ members

10,000+ cars

29 major metro areas

400+ cities & towns

375+ universities

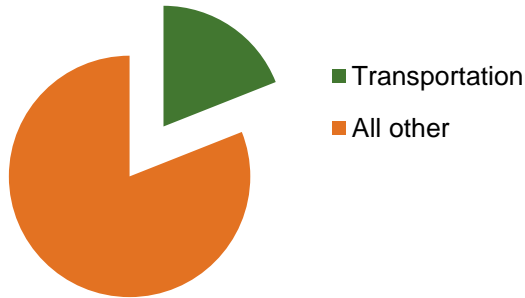
35+ airports



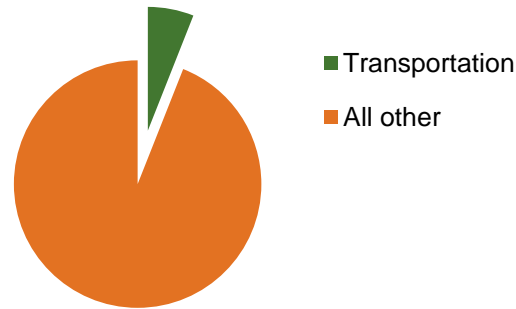
# Zipcar: Cost Savings, Convenience & Impact

## Financial Freedom

19% of HH budget (avg.)



6% of HH budget (Zipster)



## Environmental Impact



1,600 lbs CO<sub>2</sub>  
reduced/year/member  
x  
870,000 members  
=  
> 1 billion tons CO<sub>2</sub>  
per year reduced

## Community Impact







*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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