The Potential for Daimler’s Car2Go in Austin
Katherine Kortum
University of Texas

What is Carsharing?

“If anyone has ever checked out a library book, you basically have the concept of carsharing.”
Karen Worminghaus, Boulder Carshare Co-Founder
Carsharing Models

- Nonprofits (61% of carshares)
- For-profits (74% of members)
  - Zipcar
  - Traditional vehicle rental operations

Daimler’s Car2Go

- Began in Ulm, Germany
- New business model for carshare?
- Unique characteristics:
  - One-way rentals
  - One vehicle type
  - Pay by the minute
Successful carshares have...

• Dense neighborhoods
• Low vehicle ownership
• Young members
• Highly-educated members
• High (and low) incomes
• Environmentally conscious and “daring” members

UT & Austin Characteristics

• Population
• Income
• Age
• Education
• Vehicle Ownership
• Travel Behavior
Survey

- Internet-based
- Both demographic and stated preference questions
- Distribution channels
  - Austin CarShare
  - City of Austin bike forum
  - University of Texas

Respondent Locations

- Home Locations
- Work Locations
Response Demographics

- Income: $68,438
  - Students: $37,132
  - Non-students: $80,696
- Age: 34.5 years
- Highly educated
  - 86% have a Bachelor’s Degree
  - 36% have a Master’s Degree

Response Demographics

- Vehicle Ownership
  - Mean of 0.8 vehicles/household
  - ACS members: median of 0 vehicles
- Travel behavior
  - Assumption: private vehicle travel is low
Survey Results

• 80% prefer one-way carsharing opportunities
• “No interest in carsharing” respondents were entirely male
• Most likely trip: errands
• Least likely trip: work/school

Conclusions

• UT and Austin’s CBD are both strong markets
• Students may prefer Car2Go to ACS due to different fee structures
• Limited capacity of Smart ForTwo vehicles may be problematic
“Smart Car-tortionists”

Questions?

Katherine Kortum
University of Texas at Austin
kkortum@gmail.com
Photo Sources

- http://www.symblogogy.blogspot.com/
- http://static.autoweblog.de/autoweblog.de/imgname--car2go_smart_far_19centmin_mieten--50226711-car2go.jpg