

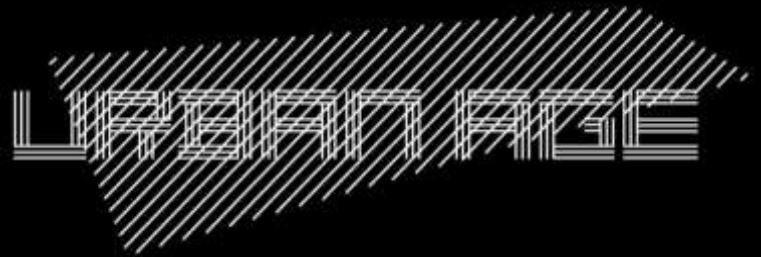
URBAN AGE ELECTRIC CITY CONFERENCE

DECEMBER 2012

Rainer Becker

car2go GmbH, Daimler AG

Shared electric vehicles



URBAN MOBILITY

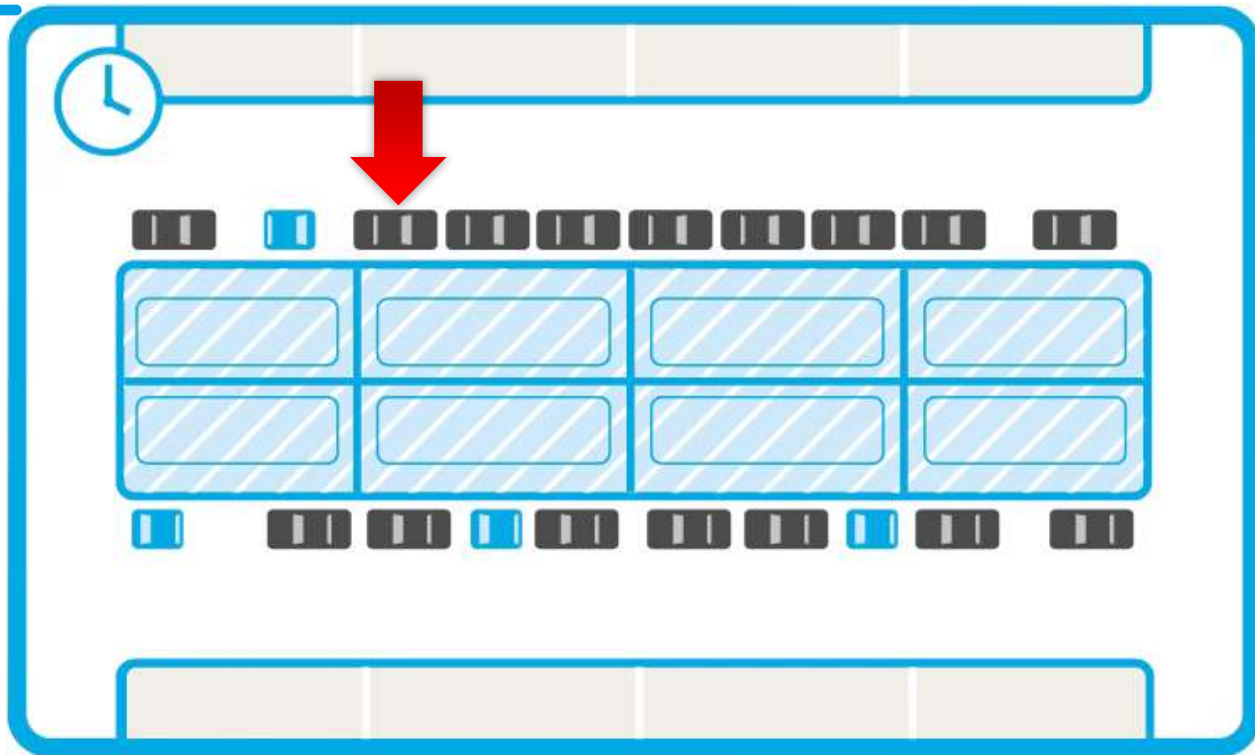
- SHARING ELECTRIC CARS

Urban Age Electric City
Conference
London, 6-7 December 2012

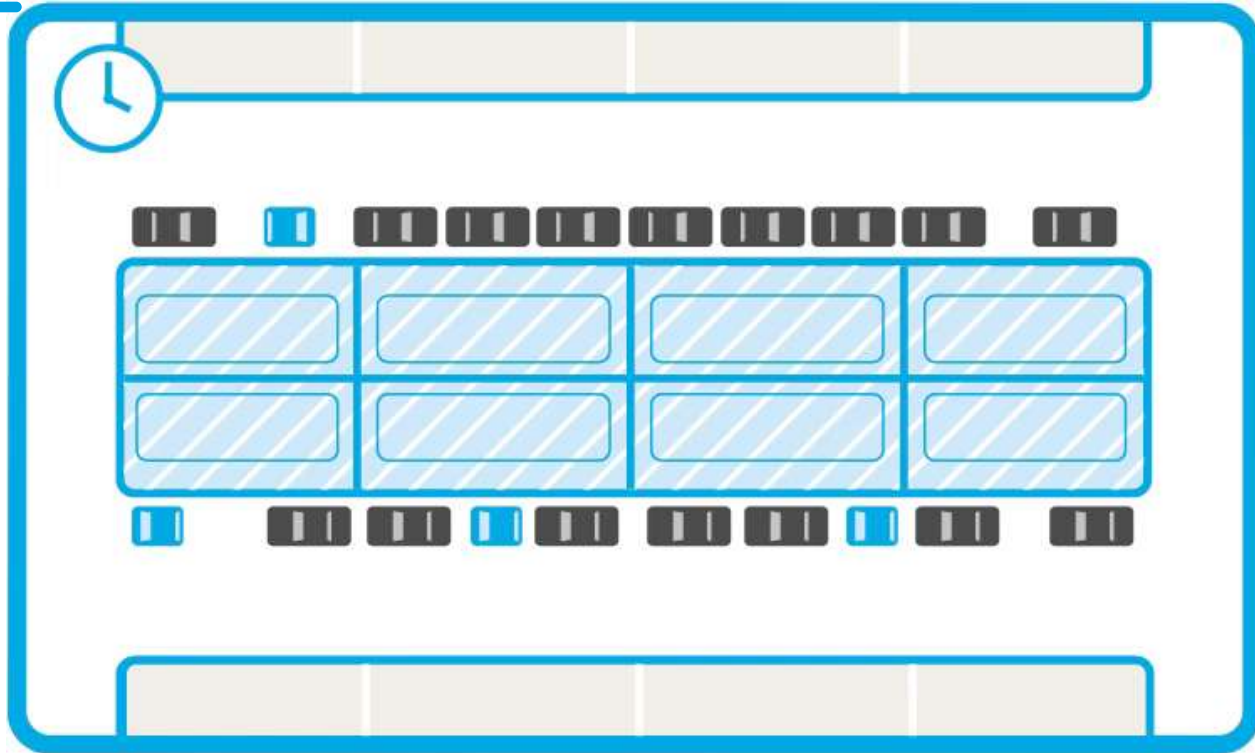
Rainer Becker
Chief Operating Officer
car2go GmbH



CAR2GO'S DO MORE WITH LESS SPACE



CAR2GO'S DO MORE WITH LESS SPACE



CAR2GO IS OPERATED IN 17 CITIES WORLDWIDE

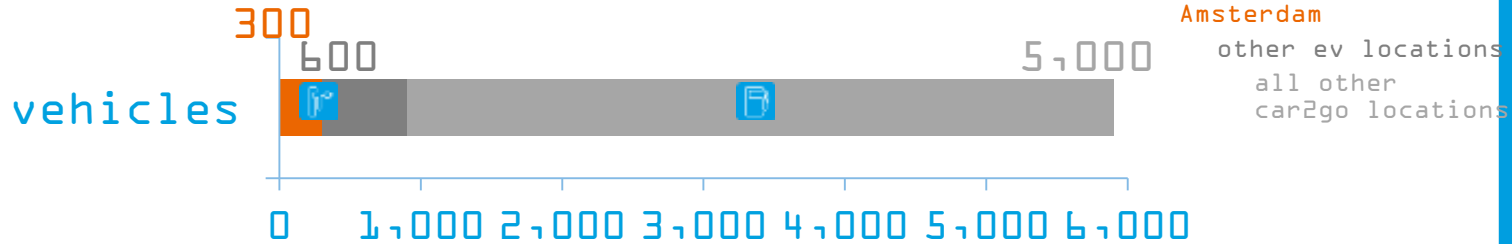


IN THREE LOCATIONS CAR2GO WENT ELECTRIC.

 300 smart fortwo ed each in Amsterdam-
San Diego and Stuttgart



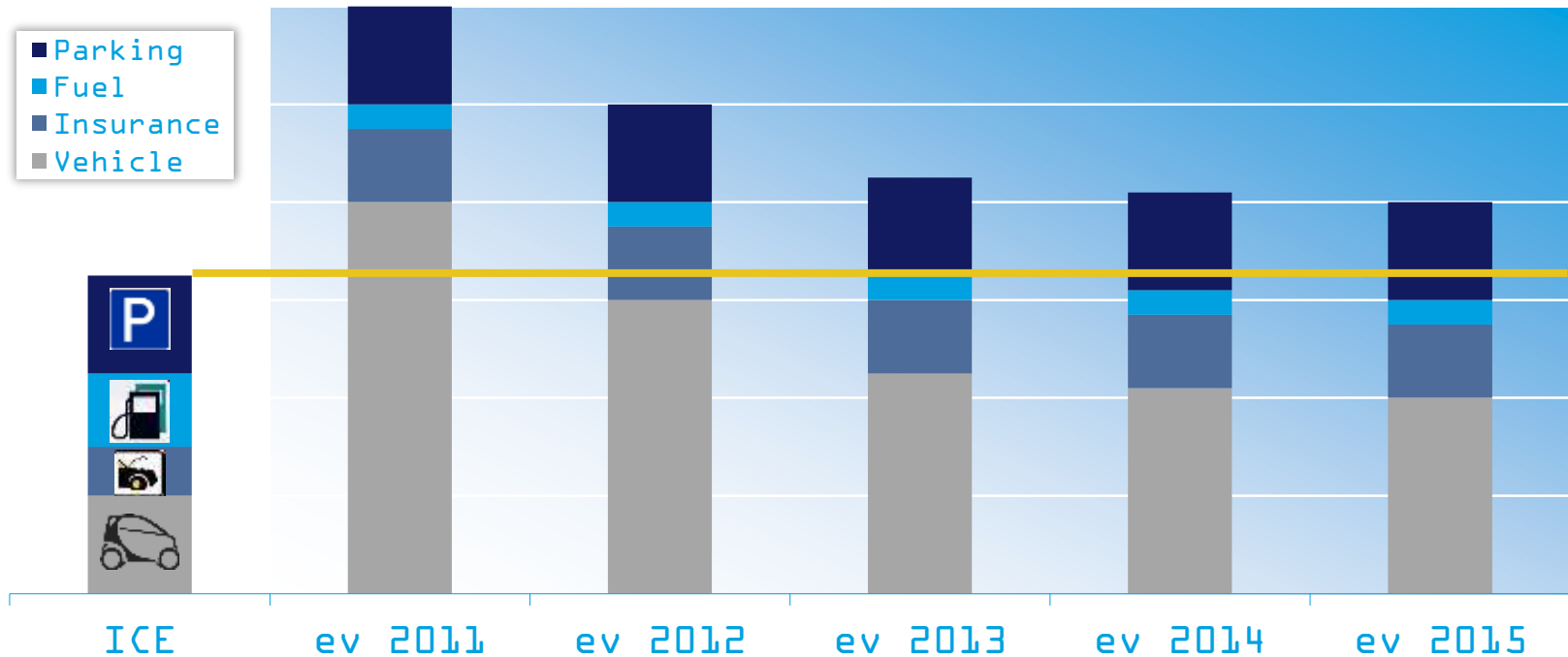
AMSTERDAM IS A FULL SCALE EV-ONLY CAR2GO OPERATION



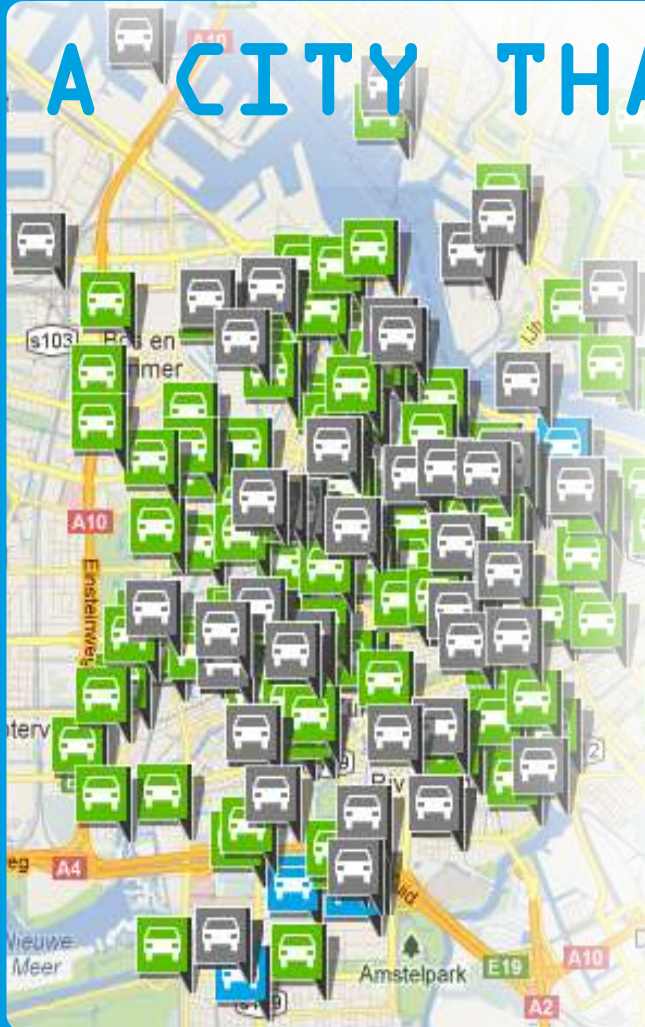
80 km² home area



THE BUSINESS CASE IS MORE CHALLENGING FOR AN EV-FLEET



A CITY THAT IS SERIOUS



FREE PARKING FOR ELECTRIC VEHICLES



ONE CHARGING POLE PER PURCHASED EV



210 CHARGING POLES /
430 CHARGING SPOTS IN THE CITY



1,000 CHARGING SPOTS
BY END OF 2017



TECHNOLOGY.

CONVENIENCE.

EXCITEMENT.

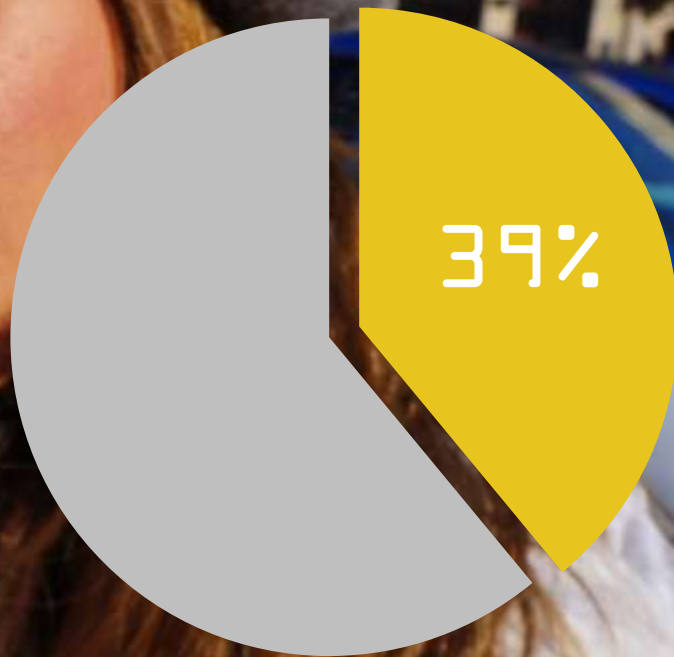
GETTING USED TO.

STANDARDIZATION.

CAR
2GO

39% OF CAR2GO CUSTOMERS ARE DRIVING LESS KM BY PRIVATE

CAR



CAR2GO'S ACTIVE USERS COMBINE MODES OF TRANSPORTATION

Public Transportation

Private Car

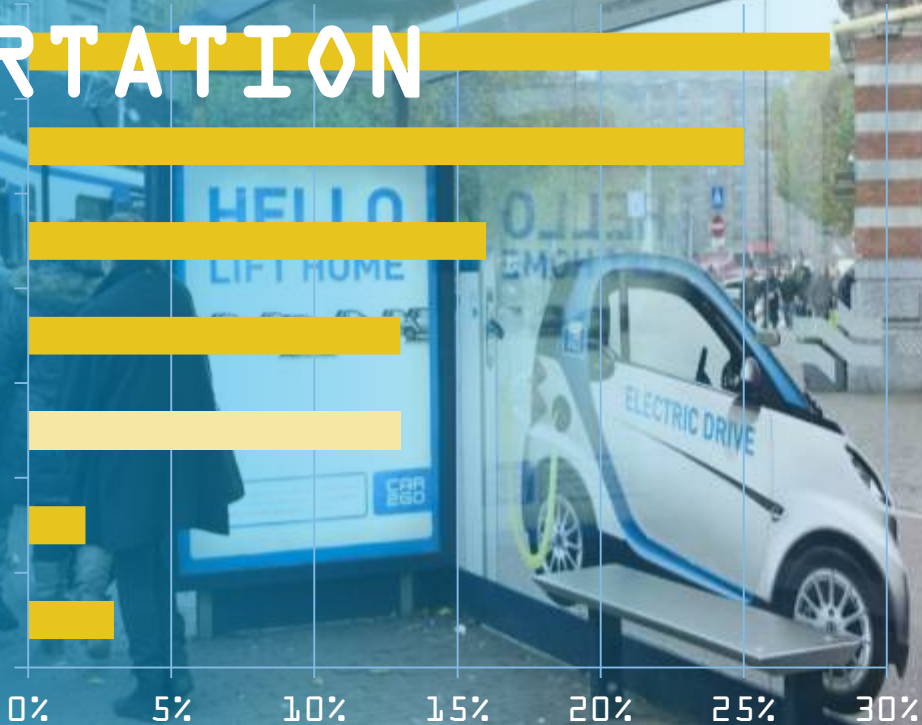
Walk

Bicycle

car2go

Taxi

Other



car2go survey: "If you think about how you move around the city which modes of transportation do you usually use?",
USA, Canada and EU (Vienna and Amsterdam only), N = 25,240

Thank you very much!