

CarSharing in Germany

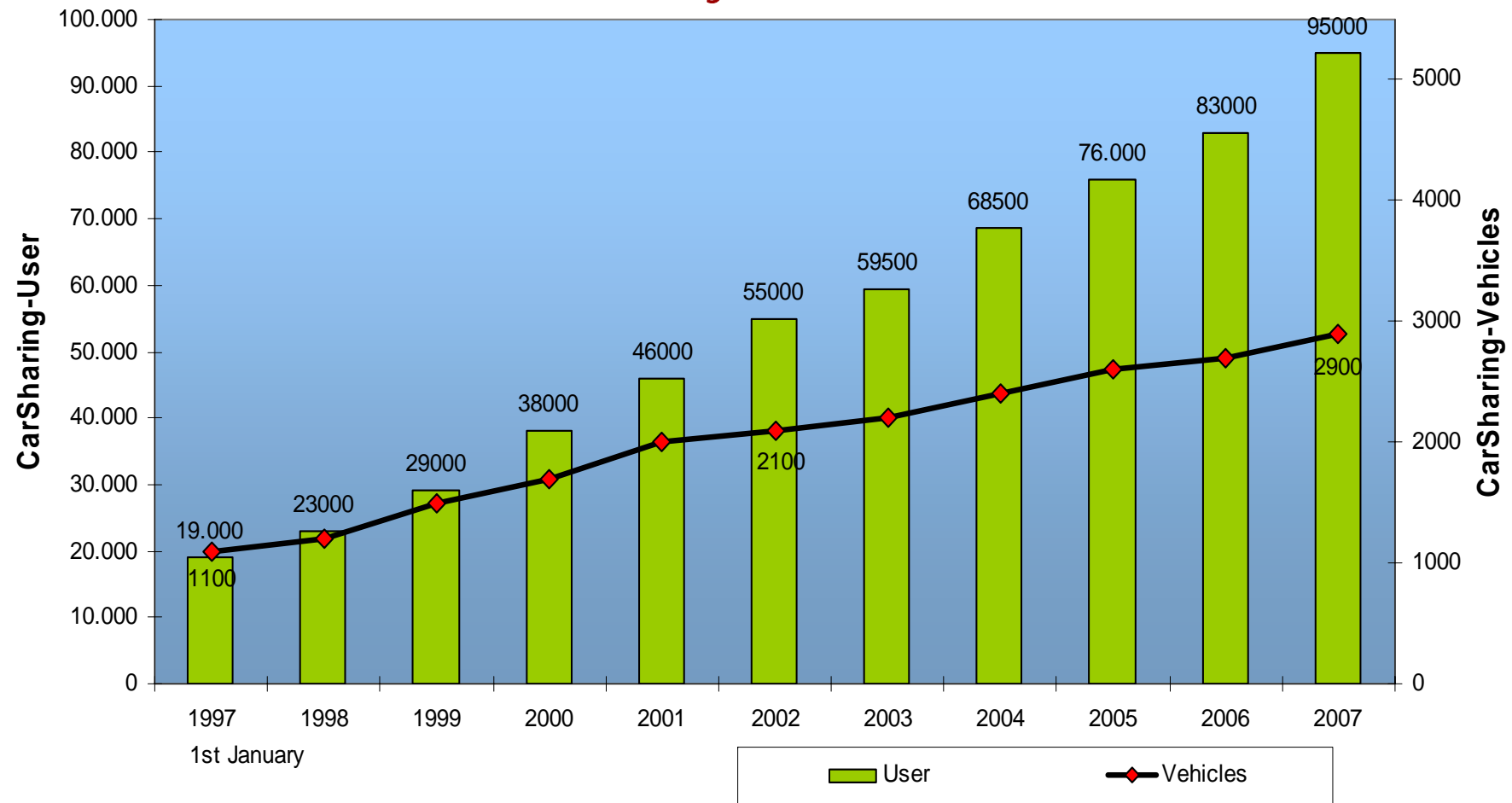
**Bustrip-Workshop „Sustainable Urban Transport
Planning – from Theory to Practice“**

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Development of CarSharing in Germany

May 2007: 100.000 customer in Germany



Some more basic facts of CarSharing in Germany

- About 100 CarSharing organisations, which are operating in the bigger cities as well as in small municipalities.
- In 260 cities CarSharing is offered. 30 million German are living in a city where CarSharing is offered.
- The 15 biggest CarSharing organisations in Germany hold 75 % of the customer.

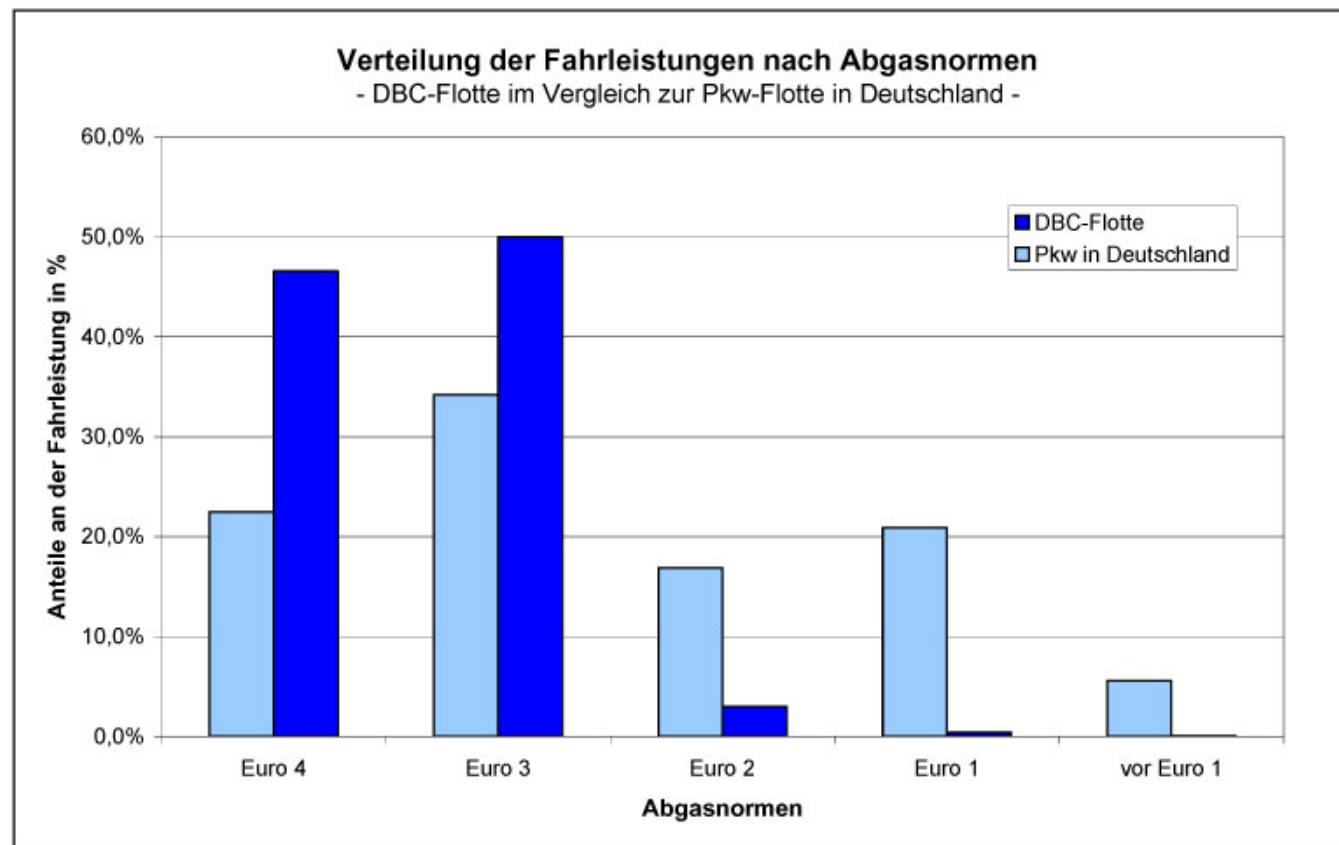
Components of Traffic and Environmental Reduction of CarSharing

4 Components lead to traffic and environmental reduction

- CarSharing fleet
- CarSharing tariffs
- Replacing of private cars
- Influence on individual behaviour.

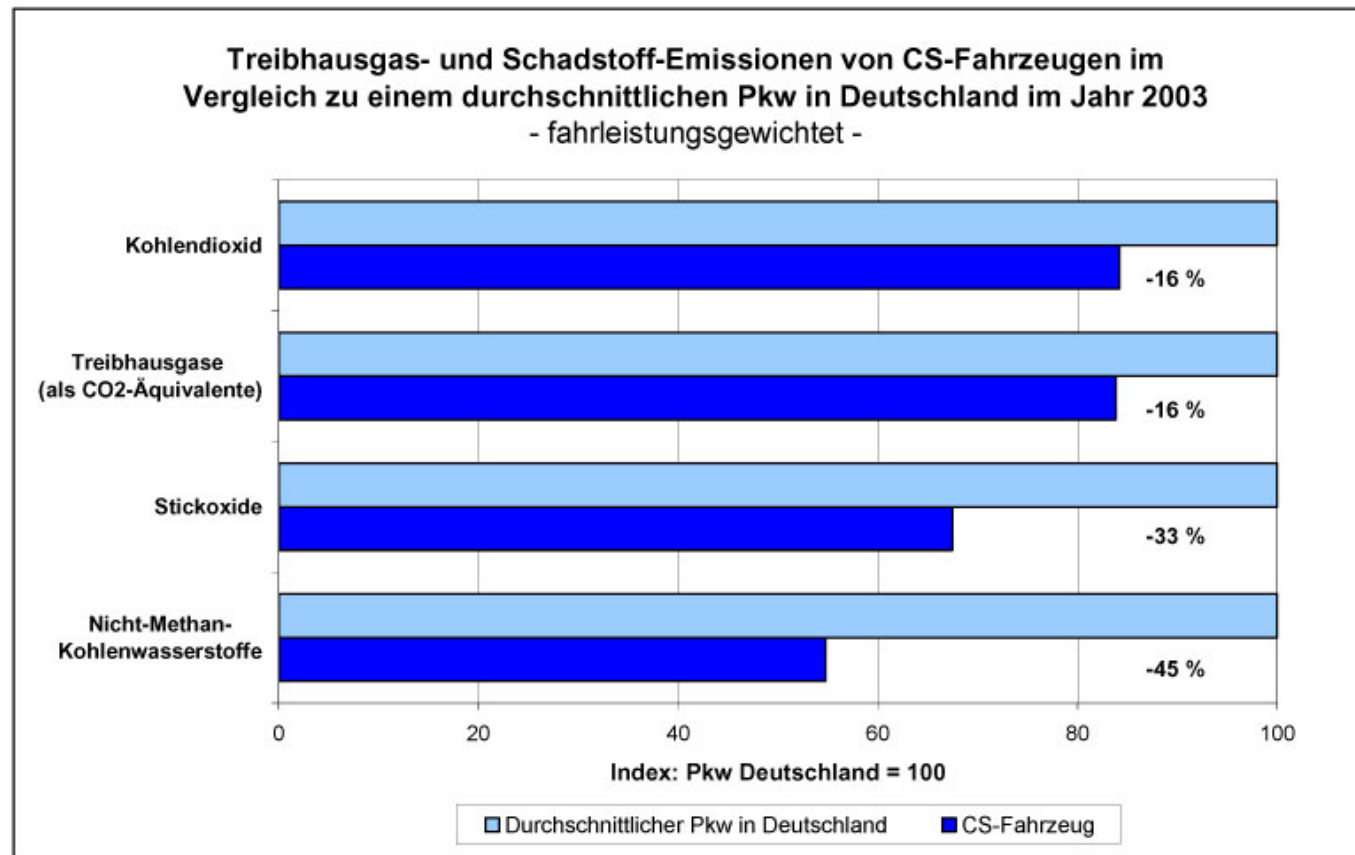


CarSharing-vehicles are younger than the average of German private cars. Therefore they put technical potentials faster into practice.



Source: WZB-Studie „Die intermodalen Dienste der Bahn: Wirkungen und Potenziale neuer Verkehrsdienstleistungen. Berlin 2005

CarSharing-vehicles consume less fuel than the average of German private cars. They are smaller motorized as well. Therefore their carbon dioxide emissions are lower.



Source: WZB-Studie „Die intermodalen Dienste der Bahn: Wirkungen und Potenziale neuer Verkehrsdienstleistungen. Berlin 2005

Environmentally friendly Eco-label RAL-UZ 100 („Blue Angel CarSharing“) – Voluntary Engagement of CarSharing-Organisations

- Strict consume limits of fuel for the average of the CarSharing fleet
new cars from 2008 average 140 g CO₂/km
new cars 2002 bis 2007 average 165 g CO₂/km
- Strict limit of noise emissions
not more than 71 db(A) average for all vehicle bought since 2002
- The combination of all criteria is hard to be kept for cars from German production – if you have to look for business management criteria.



Every CarSharing-Vehicle replaces four to eight private Cars.

Results from an evaluation of Bremer Mobilpunkte

- 30 % of the private customer get rid off a private car after entering the CarSharing-organisation, as well as 21 % of the business customer.
- 55 % of the private customer and 66 % of the business customer didn't carry out a planned purchase of a new car.



Quelle: Abschlussbericht Viking-Projekt, Phase MIP 04

CarSharing saves space for a better urban development in densely populated town districts. It creates potentials for the development of all transportation modes (inclusive for the remaining private car traffic).

CarSharing as Measure for CO₂-Reduction

Results from a very current CarSharing evaluation in Switzerland:

Every active user of CarSharing saves 290 kg CO₂-emissions per year;

- + because of using smaller motorized and fuel saving vehicles,**
- + because of a CO₂ saving modal split while using PT, bicycle and walking for most of the daily activities.**



September 2006

Evaluation Car-Sharing

Schweizbericht

Important Target Groups for Advertising Activities

Even in Germany where CarSharing started 1989 in Berlin the system of CarSharing and the existing CarSharing offers are not sufficiently well-known in the majority of the population. You every time have to explain what CarSharing is and where you can find CarSharing offers.

The important target groups:

- Public transport user and PT oriented persons.
- Persons with higher formal educational qualifications.
- Persons with a rational attitude towards cars.
- Persons in a life cycle period with serious changes.

Current political activities in Germany

In the moment we are waiting for a new federal law which allows the local administration to establish CarSharing car parks in public space.

The welcome opportunity of this law:

- CarSharing organisations would open new car parks in dense populated districts nearer to their customers and potential customers. In these areas they don't find sufficient private car parks for their vehicles.
- CarSharing would become more public through their vehicles and car parks in the public space. Advertising would be easier.
- The combination of CarSharing and PT and CarSharing and non-motorized modes would be easier to communicate.

Thank you very much for your attention

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