



Robert Schopen, Marketing Manager

Vision Statement



“provide solutions to ensure that vehicles are used in a smarter way”

- Mobility Provider – Not car rental!



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What we do



- Car sharing clubs UK wide
- Largest independent in UK
- 600 cars in 50 towns and cities
- Electrics, hybrids and low emissions
- From Aberdeen to Isle of Wight
- Grey fleet for Councils, NHS, Universities & Corporates
- Registered Social Enterprise



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Our History














- 2007 - Paul and Richard founded Option C in Durham
- 2008 - Secured Newcastle car club contract
- 2009 – Expanded across the UK - contracts with Council, NHS, Universities and developers
- 2012 – First UK Car Club to introduce Electric Vehicles to fleet
- 2013 – Rebranded to Co-wheels
- 2013 – First ‘visitor’ cars in Lake District including Renault Twizzys
- 2014 – Introduction of shared electric bicycles
- 2015 – First cars into London
- 2015 – Exceeded 5,000 members and 10,000 drivers
- 2016 – Won Greenfleet UK Car Club operator of the year
- 2016 – First car share in the world to introduce Hydrogen Fuel cell vehicles



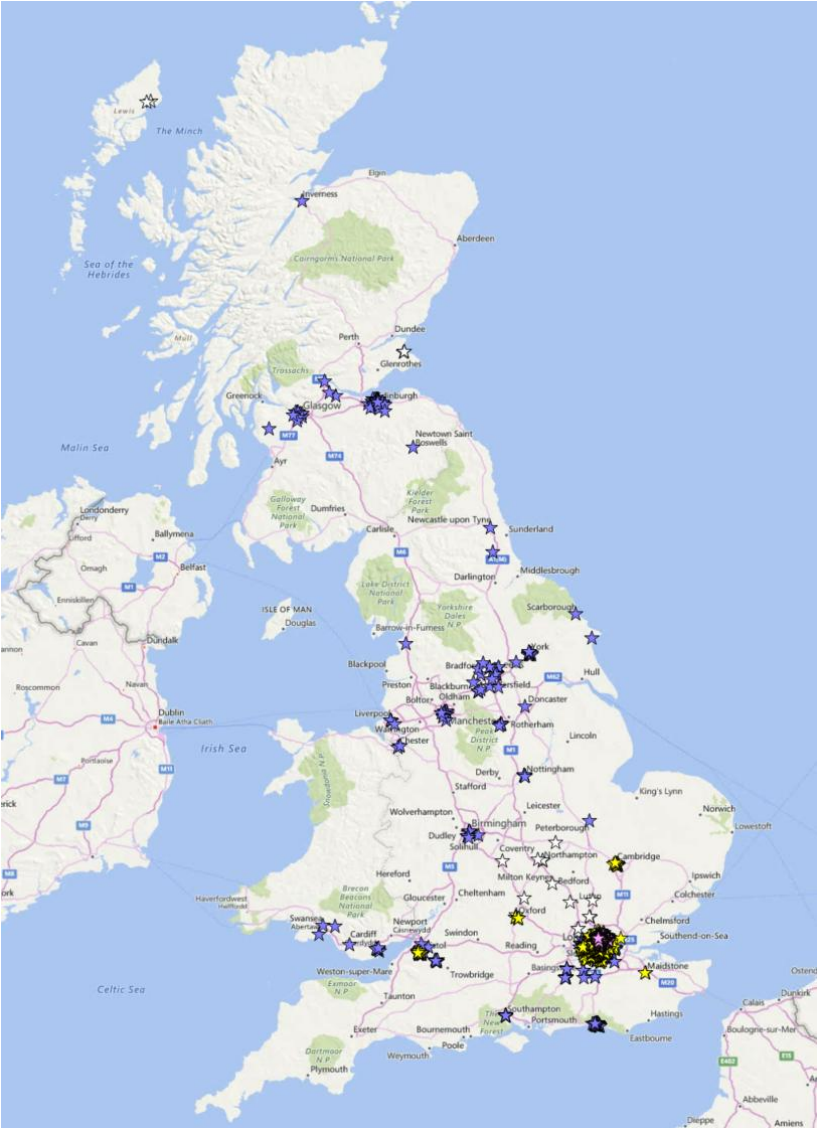
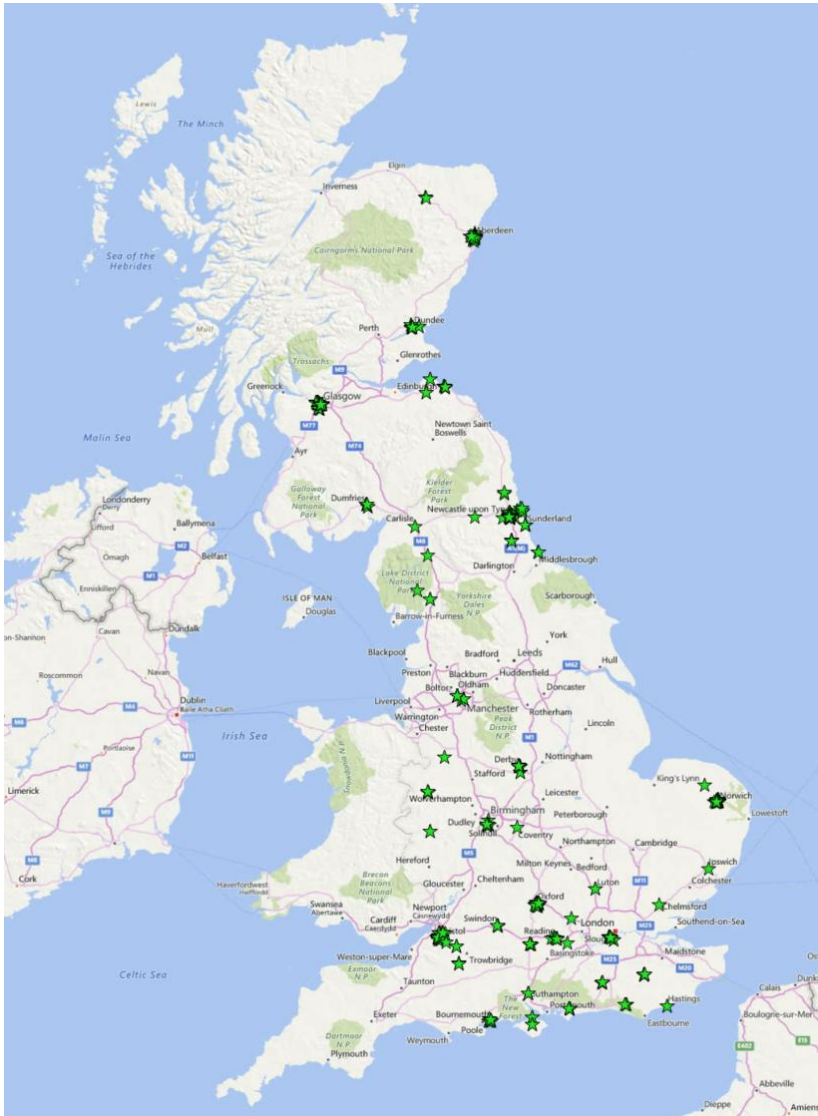
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Competitors

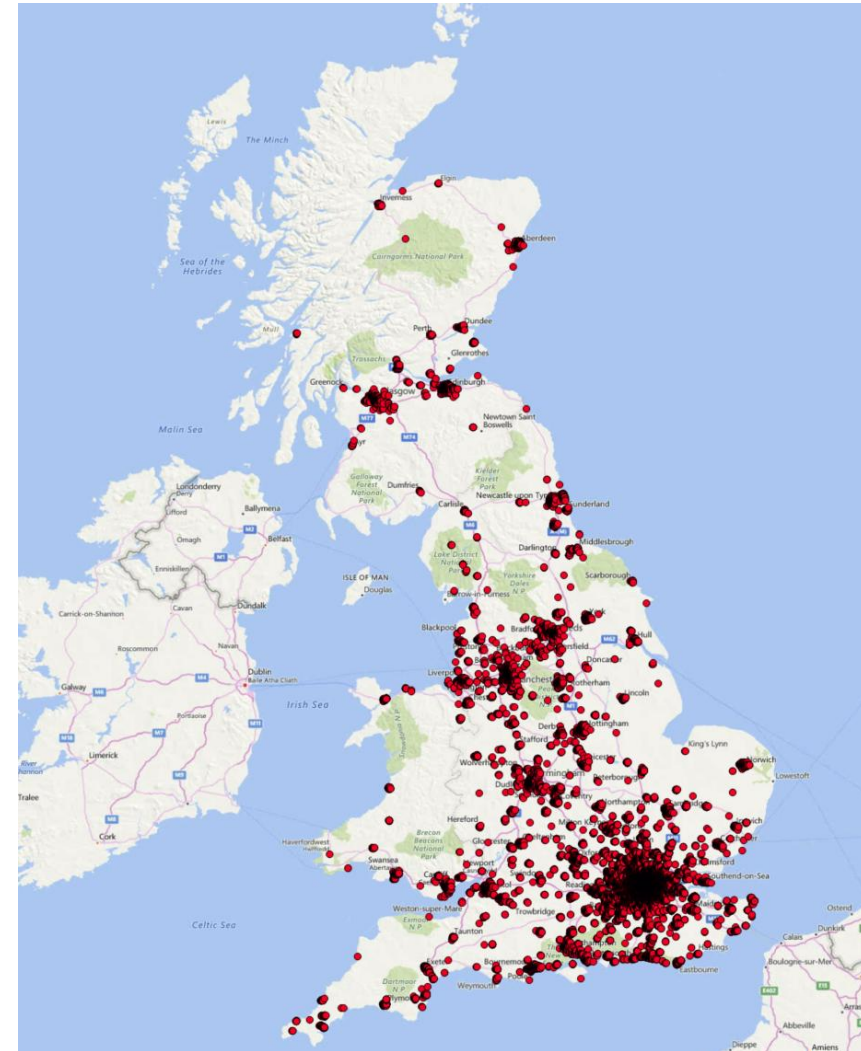
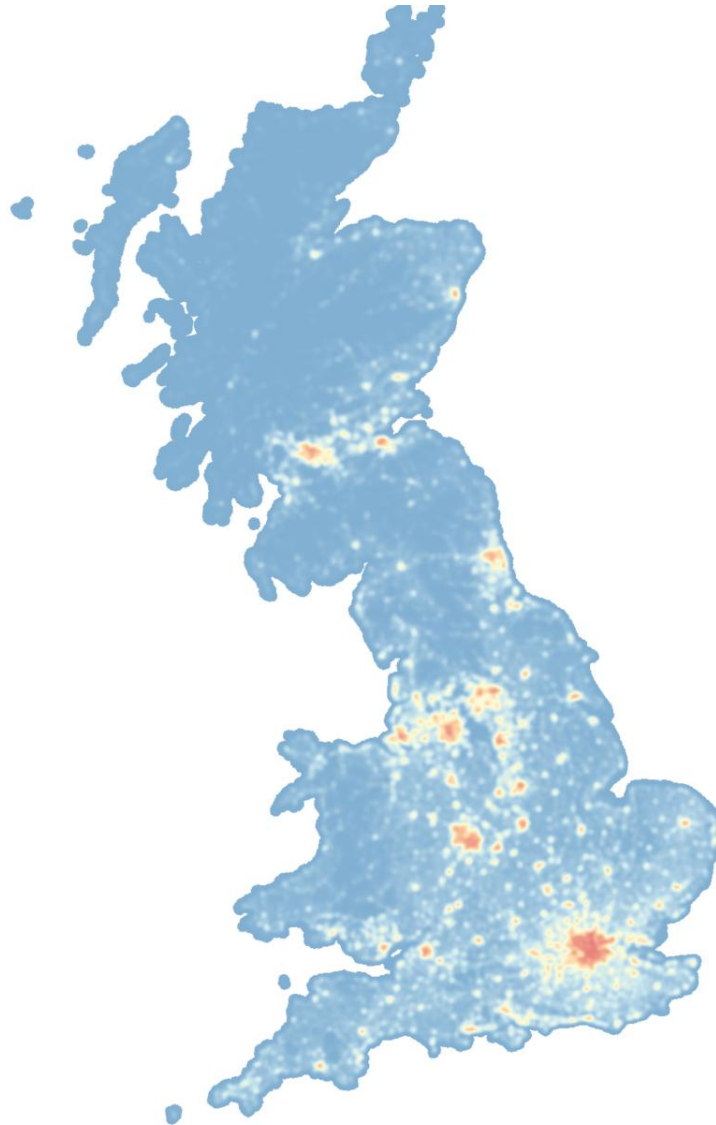


Name	PAYG	Fleet	Size of Operation	Threat Level
 - acquired by 	Yes	Yes	800+ vehicles (uk)	
	Yes	Yes	1,000 + vehicles (uk)	
	Yes	Yes	Own E-Car Club	
		Yes	National Car Share operation in limited spaces	
	Yes		290 cars across NE London. BMW / Mini Point to Point	
	Yes		25 Sites across London. Ford. Point to Point	Have now ceased operation
	Yes		Small, restricted to Dorset	
	Yes		100 EVs in London, aiming for 3000. Owns the charging infrastructure	
	Yes		0 in UK, massive worldwide	
	Poss	Yes	Massive (backed by Alphabet and BMW)	

Competitors

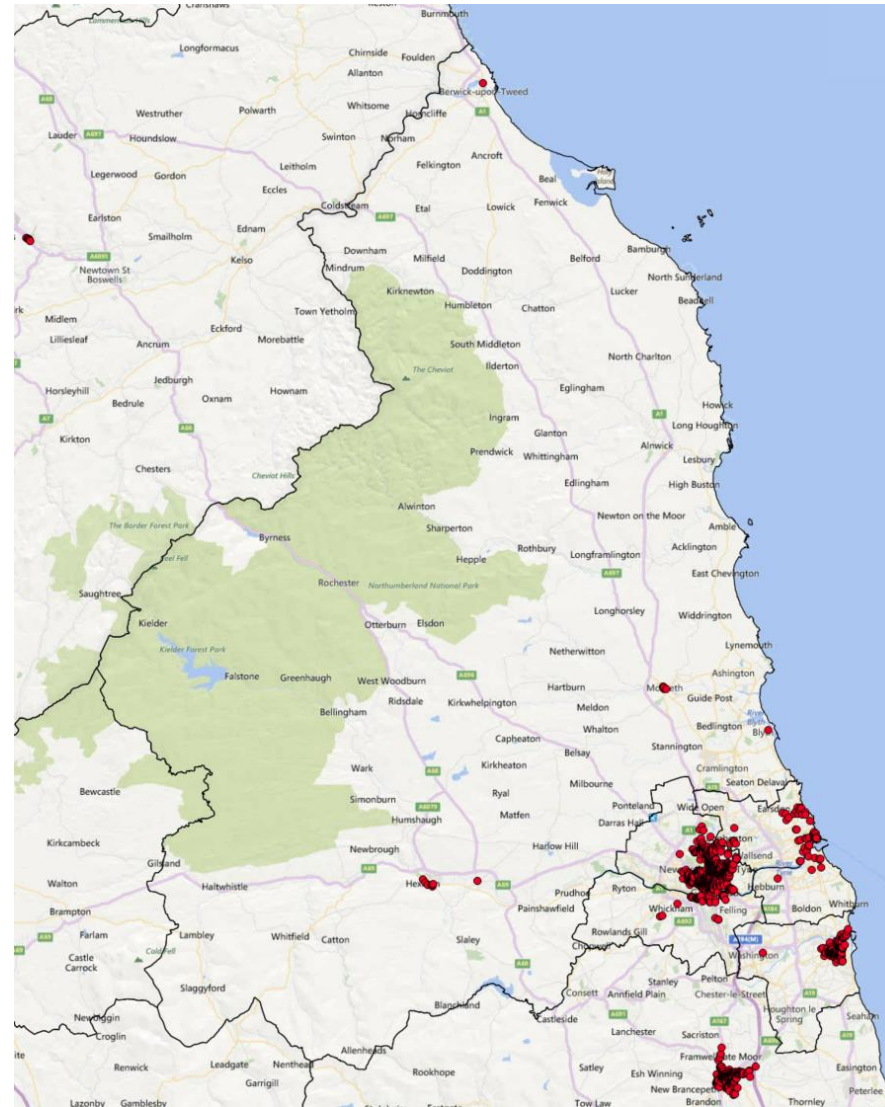


Who's is car sharing?



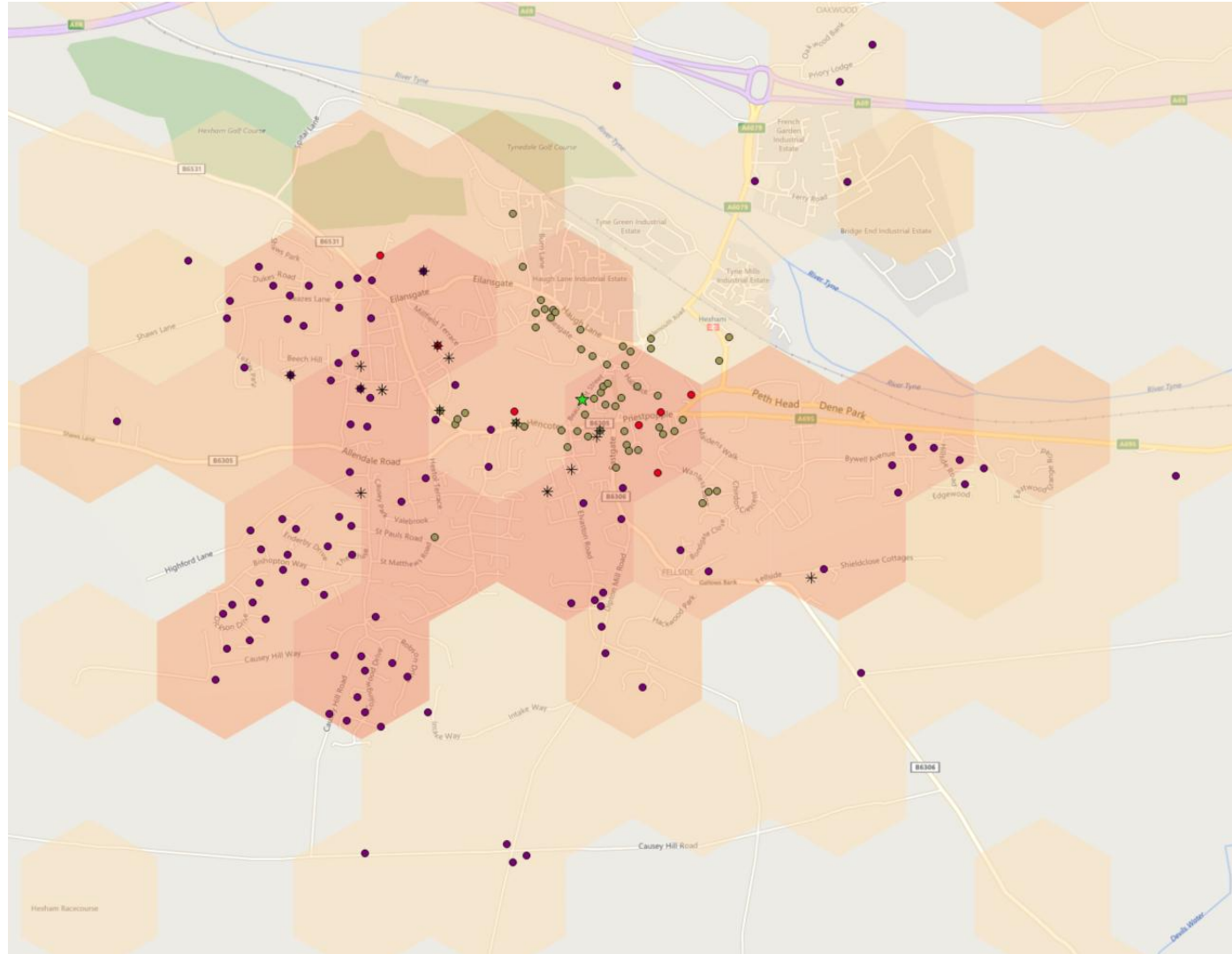
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Northumberland



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Hexham

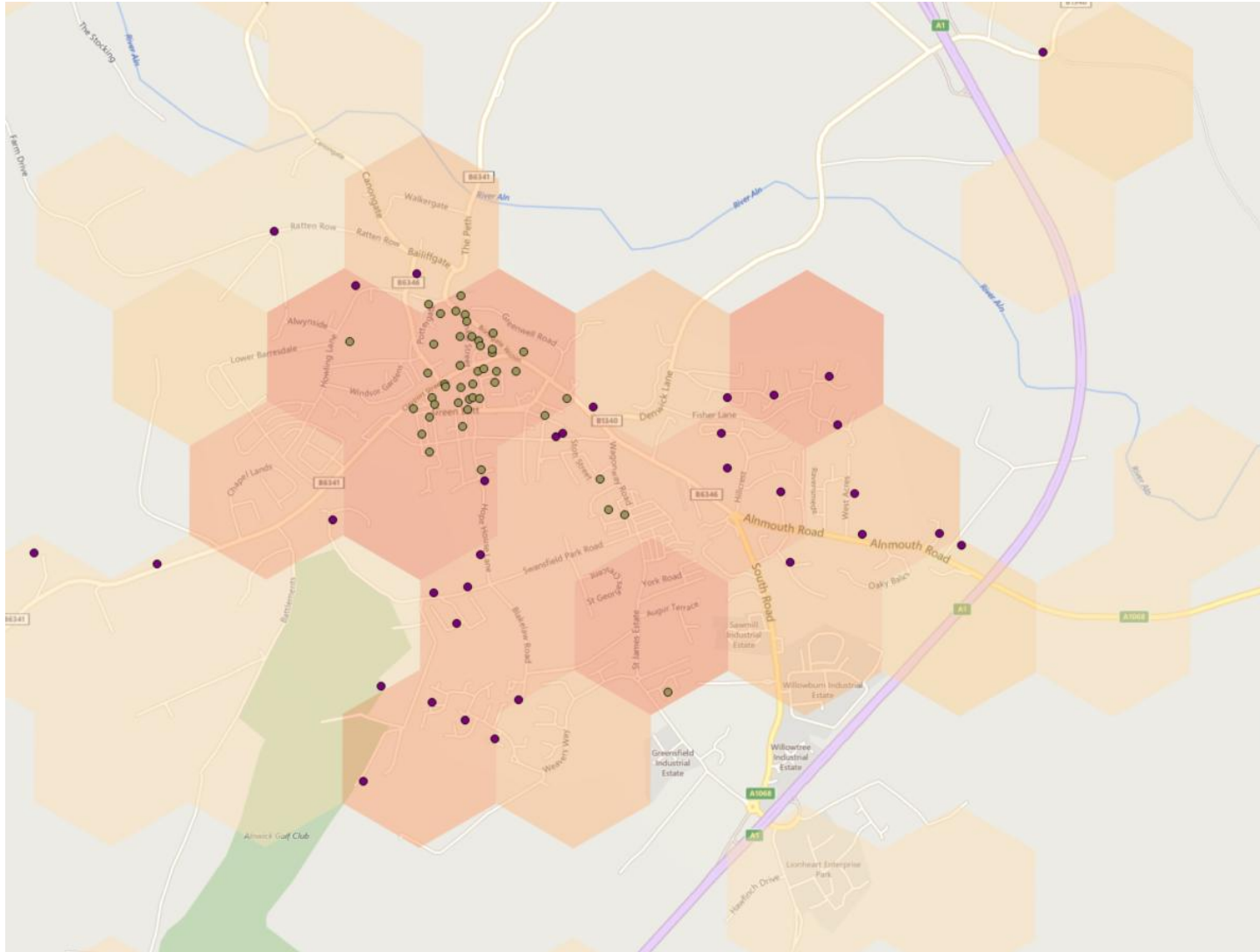


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Hexham - Results

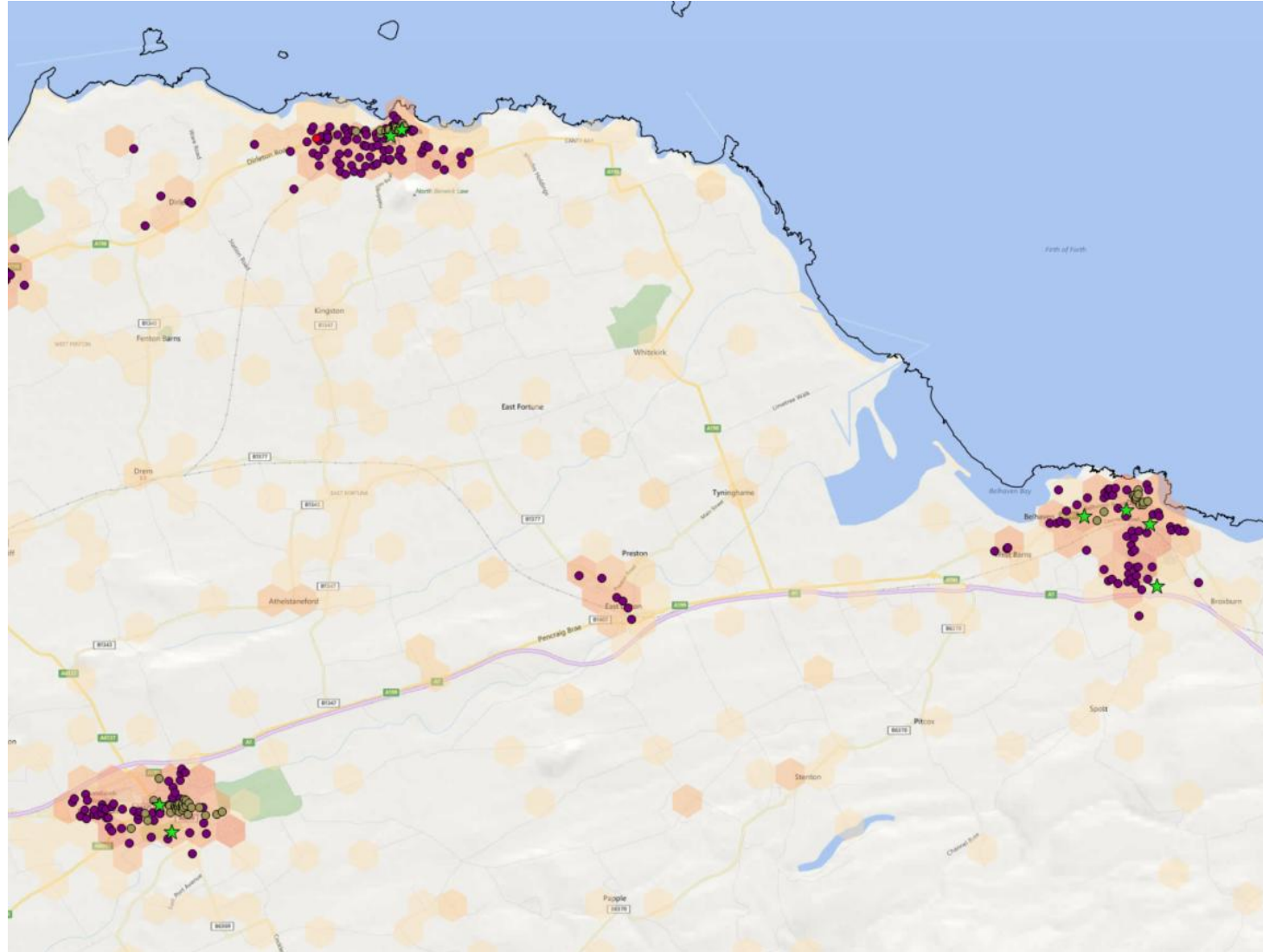
- Transition Town funded
- But no development worker
- 16% use – ideally need 20%+
- 12 members per car – 7 active
- Ideally needs 20 members – 12 active

Alnwick



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East Lothian

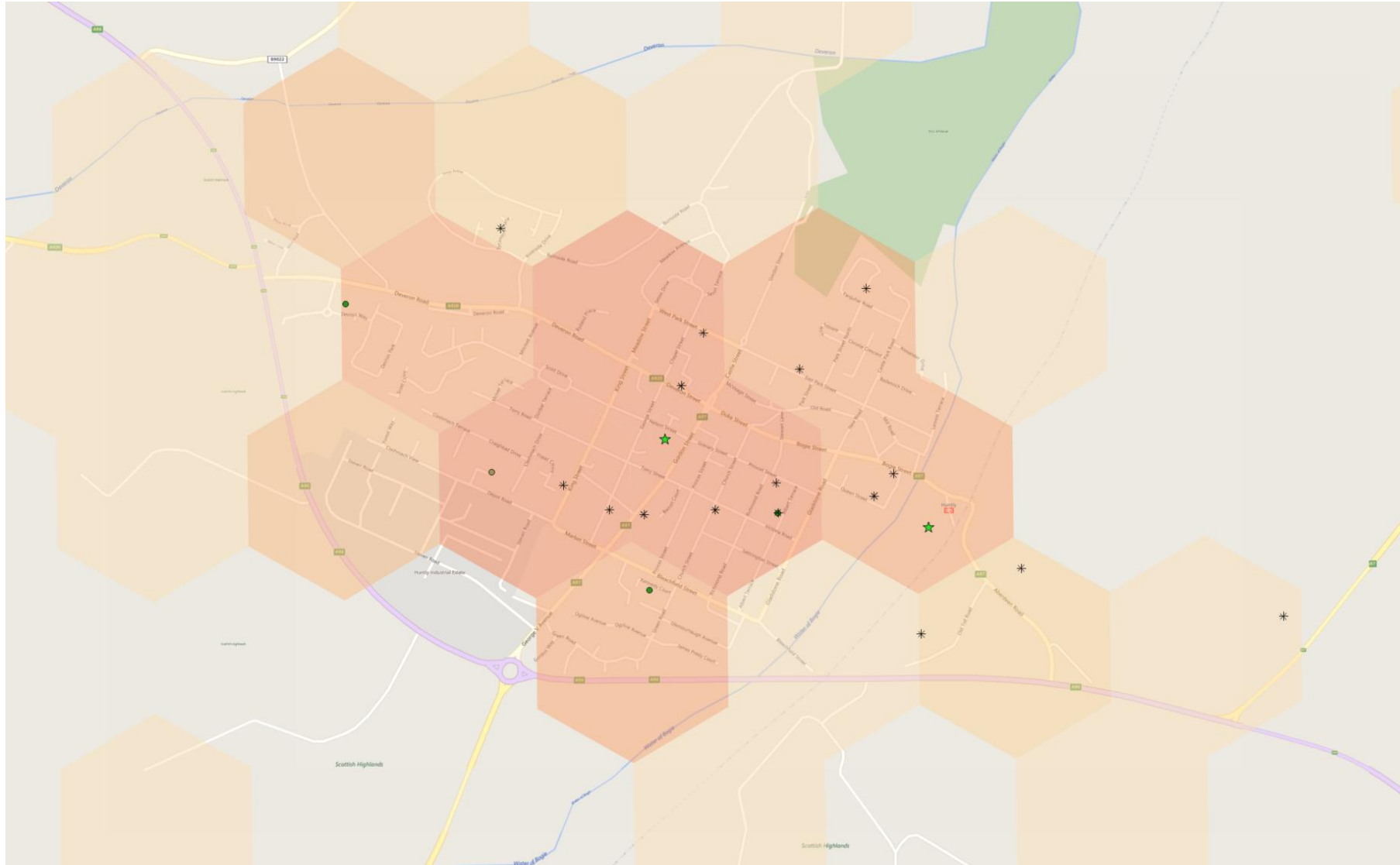


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East Lothian Car Club

- Locally managed franchise
- Board of volunteer directors
- Active Supporters group in each location
- Nine cars across three towns – North Berwick, Haddington & Dunbar
- Formed from the merger of Easywheels car club in Haddington and SpareWheels in Dunbar.

Huntly



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Huntly Car Club

- Most northerly and remote of our clubs
- Rural Aberdeenshire
- None of the groups associated with car sharing
- Community car club run as a Franchise
- 2 cars in Huntly
- Run by Huntly & District Development Trust
- Funded by the Climate Challenge Fund & Aberdeenshire Council

Successful Rural Car Clubs

- Franchise model (or visitor model eg Lake District)
- Local ownership & commitment
- Buy in & support from the local community
- More than one car!
- Funding especially for initial capital
- Backup & expertise from Co-wheels
 - 24 hour helpline
 - Website & booking system
 - Purchasing power

Questions?

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