Zipcar 101 @ Michigan Tech University
Agenda

- Who is Zipcar?
- What is Car Sharing?
- Who uses Zipcar and Why?
- Zipcar’s Leading Technology Platform
- Superior Insurance
- Integrated Marketing
- Cars and Rates
- University Costs
- How would Zipcar work at Michigan Tech University
- What’s the Difference
- Zipcar’s Environmental Impact
Who is Zipcar?

• The world’s largest and fastest growing car sharing company.
• Founded in 1999 – cars on the road since 2000.
• Values-based culture and organization.
• 450,000 Zipsters in 14 cities and 225+ universities (US, Canada, UK).
• Over 7,500 cars 21+ members can use whenever, wherever they want.
What is Car Sharing?

Zipcar is car sharing - “wheels when you want them.” Cars by the hour/day, on-demand 24/7, all inclusive.

Join >> Apply online today. It only takes a few minutes. Once you’re approved, you get your very own Zipcard in the mail. Students, faculty, staff only have to be 18+ to join Zipcar.

Reserve >> You can reserve for as short as an hour or up to 4 days, a minute before or a year in advance. Members reserve 6 different ways including online or over the phone. At the time of the reservation a wireless signal is sent to the Zipcar.

Unlock >> When members arrive at the Zipcar, their Zipcard identifies them and unlocks the door.

Drive! >> When done, they just return the car to it’s spot and walk away. Fuel, insurance, congestion charge and reserved parking are all included.
Who uses Zipcar and Why?

<table>
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<th>Cost Savings</th>
<th>Convenience</th>
<th>Commuter Program Support</th>
<th>Augment Fleet Use</th>
<th>Alternative to Ownership/Car at School</th>
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</table>

- Reduce the number of vehicles brought to your school and the surrounding community.
- Introduce sustainable transportation solution to students, faculty and staff that historically increases use of mass transit.
- Provide students, faculty and staff with a cost-effective alternative to ownership and University fleet alternative.
- Enables University to provide an award winning, self-service transportation option for freshman and sophomores, as well as international students.
Leading Technology

We have been perfecting our car sharing platform and technology for over 11 years with Zipcar’s in-house 50+ person engineering team.

Vehicle Technology
- 6 Reservation Environments – new iPhone application!
- GPS and GPRS – tracking and management
- Safe Vehicle Access
- Handheld integration = clean cockpit
- Two-way SMS to alert member to reservation, car location, license plate # as well as extending your reservation.
- i-Pod Connectivity

Operational Technology
- You have access to 20 real time reports 24/7, not just monthly, including:
  - 5+ Utilization reports (appendix A & B)
  - 3+ Member uptake reports
- Same platform used to manage 7k vehicles

Strategic Technology Partners
- Google, Apple, AT&T, BT and Facebook
- Zimride – exclusive Ride Sharing partnership
Leading Insurance Coverage

- 18+ - no parental waivers or consent forms
- Best comprehensive insurance in the industry and Zipcar is “primary”.

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<tr>
<th>Provider</th>
<th>Zipcar</th>
<th>Other</th>
<th>Other</th>
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<tbody>
<tr>
<td>Coverage - 21+</td>
<td>$300,000 csl</td>
<td>State minimum – less than $100,000</td>
<td>State minimum – less than $100,000</td>
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<td>Coverage - 18-20</td>
<td>State minimum</td>
<td>State minimum</td>
<td>Student must provide own primary liability of $300K+</td>
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<td>Deductible</td>
<td>$500</td>
<td>$250</td>
<td>$1,000</td>
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<td>Waiver Available</td>
<td>Yes</td>
<td>Yes</td>
<td>In some states</td>
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<tr>
<td></td>
<td>21+ can purchase $0 deductible for $75.</td>
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Zipcar Marketing

- Custom 90 day and 1 year marketing plan
- Self service marketing extranet
- Zipcar will work with you to produce a variety of custom and standard marketing materials for Michigan Tech University for the ’10/’11 school year and beyond:
  - Postcards
  - Posters
  - Brochures
  - Door Hangers
  - POP displays, small & large
Honk, honk. Zipcar’s coming!

Zipcar, the world’s largest car-sharing service, is coming to Loyola Marymount University! That means you’ll soon have access to cool cars that you can reserve for an hour or all day. It’s a convenient, economical and environmentally friendly alternative to the hassles of keeping a car on campus. With Zipcar, you’ve got wheels when you want them!

Join, reserve, unlock and drive
- Zipcars will live on campus and are available by the hour or day
- You only need to be 18+ to join
- Gas, insurance and 180 miles/day are included in every reservation
- Run errands, go shopping, road trip, whatever...

Receive $35 in FREE driving when you join for $35
Sign up starting June 1st at zipcar.com/ima

Q: What are the benefits of Zipcar?
The beauty of Zipcar is that you have the convenience of a car without having to think about gas prices, maintenance, insurance or parking on campus. Zipcar also saves you money. On average, Zipcar members save $500 a month compared to car owners.

Q: How is Zipcar environmentally friendly?
Did you know that every Zipcar takes 15-20 personally-owned vehicles off the road? To date, Zipcar estimates that it has taken more than 100,000 vehicles off the road! Car sharing also leads to fewer miles driven and less fuel consumed overall.

Q: How do I join and what does it cost?
Starting June 1, all LMU students (18+) can join for only $35 per year by visiting zipcar.com/ima. You’ll also get $35 in free driving during your first month of membership. Once you become a Zipster, you can reserve by the hour or by the day. Reservations start at $6 per hour or $66 per day and gas, insurance and 100 miles per day are always included.

Students ages 18-20 can use the Zipcar that live on the LMU campus, while members 21+ have access to 7,000 Zipcars worldwide at more than 150 universities across North America, and in cities like Washington, D.C., Atlanta, Boston, Chicago, London, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Seattle, Toronto and Vancouver.

Q: I'm an international student. Can I join Zipcar?
Yes! International students are welcome to join and we accept all drivers' licenses. For more information on eligibility requirements and the documents that you’ll need to apply, visit zipcar.com/apply/foreign-drivers.

Q: How do I learn more about Zipcar?
Visit zipcar.com/how/ or visit our FAQ page at zipcar.com/how/faqs/
Zipcar at Michigan Tech University—Cars & Rates

- **Personal Use**
  - The application fee for students, faculty and staff would be $25 (WAIVED) and there is a $35 annual membership fee (we will credit $35 in free driving for 1st 30 days).

- **Business Use**
  - The application fee for faculty/staff is $0 and a $35 annual membership fee (we will credit $35 in free driving for 1st 30 days).

<table>
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<tr>
<th>Make &amp; Model</th>
<th>CITY MPG</th>
<th>HWY MPG</th>
<th>EPA Smart Way*</th>
<th>EPA GHG Score**</th>
<th>Weekday Rates</th>
<th>Weekend Rates</th>
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<td>Scion xD 4 passenger</td>
<td>27</td>
<td>33</td>
<td>Smart Way</td>
<td>8</td>
<td>$8hr $66 day</td>
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<tr>
<td>Scion xB 5 passenger</td>
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<td>28</td>
<td>Smart Way</td>
<td>8</td>
<td>$8hr $66 day</td>
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<td>Smart Way Elite</td>
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<td>Mazda 3 5 passenger</td>
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<td>Toyota Prius 4 passenger</td>
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<td>48</td>
<td>Smart Way Elite</td>
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<td>$8hr $66 day</td>
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<tr>
<td>Honda Insight 4 passenger</td>
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<td>43</td>
<td>Smart Way Elite</td>
<td>10</td>
<td>$8hr $66 day</td>
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</table>

*SmartWay Elite is given to those vehicles that score 9 or better on both the Greenhouse Gas and Air Pollution Scores

*SmartWay is given to those vehicles that score 6 or better on both the Air Pollution and Greenhouse Gas Scores

**The EPA GHG Score reflects the exhaust emissions of carbon dioxide. The score is from 0 to 10, where 10 is best
University Costs

➢ Monthly Revenue Guarantees:
  - We require a revenue guarantee on each Zipcar ranging from $1,500 to $1,600 depending on vehicle type.
  - Why a guarantee?
    1. To mitigate our risk.
    2. To gain a partner who is invested in the program and is determined to see rapid adoption.
  - Any hourly and daily revenue earned will be deducted from the monthly revenue guarantee. Optimum utilization is between 38% - 42%.
  - Will the guarantees go away? – Yes, in 2 ways.
    1. After meeting the revenue minimum for 2 consecutive quarters
    2. If utilization warrants additional cars to be added to campus, these cars would be provided without a revenue guarantee and the other guarantees would go away all together.
How would Zipcar work at Michigan Tech University

• Post Agreement (pre launch)
  - Dedicated Zipcar Launch team and 6 week process - weekly calls and updates from fleet, marketing & your Senior Account Mgr.
  - Site Visit – location selection, meetings with principals, students and administration

• Launch (0-60 days)
  - Campus launch event – coordinated by Zipcar and Michigan Tech University
  - Zipcar to work with key departments to execute “Launch keys to success”
  - Dedicated account team works with you to move short and long term marketing efforts further

• Post Launch (60+ days)
  - Dedicated account team works with you to move longer term marketing efforts further
  - Continued no-cost marketing material and support
  - Superior program management and success tracking through real-time reporting
How would Zipcar work at Michigan Tech University

- We look to Michigan Tech University to provide:
  - High profile parking locations.
  - Light maintenance support (bring vehicles to maintenance appointments, help with damage requests, etc.
    a. Zipcar will provide fleet guidance and direction via our dedicated Fleet management and Member services staff.
  - To assist in marketing plan execution (which we would craft together).
  - An administrative contact to approve students, faculty and staff (only approve that they attend or work at University).
  - Zipcar will utilize our mobile car cleaner to conduct the cleaning of the vehicles every 8-10 days.
- A Dedicated Account Manager to facilitate ongoing program success and growth.
The Zipcar Difference

1. 10+ years of car sharing experience
2. 450+ dedicated employees = superior member experience
3. Unsurpassed insurance - $300,000 CSL
4. 6 Reservation Systems
5. 21+ members have access to over 7,500 vehicles & 14 major markets
6. ALL international driver’s licenses accepted
7. Dedicated account management team
8. Dedicated, in-house marketing team
9. Exclusive Zimride partner discount - $6k
10. 20+ real-time utilization and performance reports
11. Technological innovators
    – Proprietary “battery brain”, iPhone app, 2-way SMS texting…
12. PCI DSS Compliant
Environmental Impact

Fewer cars. Way Fewer.
– Each and every Zipcar takes 15-20 personally-owned vehicles off the road.
  = 6,500 vehicles off the road

Less and less driving.
– 90% of Zipsters drove 5,500 miles or less per year =
  =219 gallons saved per Zipster
  = 32+ million gallons of crude oil

Green gets even greener.
– 10% of the population is expected to adopt car sharing as their
  primary mode of transportation.
  = Billions of gallons of gas and oil
  = HUGE $ savings
  = an economic revolution!

A penny saved, a community revived.
– Zipcar members save more than $500 (vs. car ownership).
  = Thousands of $ back into the community
Appendix A – Reports

One of over 20 reports, Zipcar’s “Historical Overview” provides macro statistics on how your program is operating from month to month.

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<td>Revenue/Car/Day</td>
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<td>Revenue (posted during month)</td>
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<td>U/P Revenue (by post date)</td>
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<td>Miles driven</td>
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<td>Hours reserved</td>
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<td>Transactions (by post date)</td>
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Appendix B – Reports

Zipcar’s utilization reports provide you with a multitude of information including a 4 week vehicle performance report with hourly vs. daily by user type.
Yale students, faculty, and staff can join Zipcar for only $35/year. You also get $35 in free driving to use your first month!

Get 24/7 access to Zipcars parked right on campus! Simply reserve online, let yourself in with your Zipcard and drive. Our low hourly and daily rates always include gas and insurance.

You only need to be 18+ to join. Members age 18-20 can use a dedicated group of Zipcars that live on campus. Members age 21+ also have access to thousands of Zipcars all around the world. Find cars on or around the Yale campus.

note

Please use your Yale email address on your Zipcar application so we know who you are. You can always change it later.