



The wide STARY Sky -2- Worldwide Approach Experience

Carsharing Upscaling: Practice and Experience in Asia

Carsharing... Experience

- Manage the Asia's first carsharing service and shape the industry
- Help implemented the first carsharing service in Korea and China

Own a car? No, thanks...but Let's share

NTUC Income's car-sharing scheme is gaining popularity and other companies are trying to cash in as well

By KARANJEET KAUR
TRANSPORT CORRESPONDENT

IFER car used to cost her more than \$1,000 a month to run. She had to make car loan payments, and pay for petrol, insurance and road tax.

And most of the time, the Fiat was just parked.

Now, for only \$150 a month, Madam Goh Chuen Chuen, 38, still gets a car to drive when she needs it.

The housewife is one of more than 2,000 people, mainly Housing Board residents, with NTUC Income's car-sharing cooperative.

From our location where it started in 1997, the scheme now boasts 27 car pick-up points and 45 vehicles. And it is still growing: 43 new cars have been ordered and another

five offset Tan Kin Lian.

Other companies are trying to cash in as well.

Last week, Honda announced its new scheme. It will charge \$15.90 an hour for the use of a 1.8-litre petrol-electric hybrid car. Each extra minute costs up to 30 cents.

Start-up could be Popular Rent A Car, which plans to start car-sharing in private estates and condominiums soon, and its general manager, Mr. Ho Kuei Kuei.

But what draws people to car-sharing? Flexibility and low cost. For as little as \$8 an hour, a car is theirs to use.

Rental companies do not rent cars by the hour, only by the day, week or month. Madam Goh, who usually takes the car to her daughter's school, says, "It's



CAR ON DEMAND
Depending on your needs, there are now more ways to drive without buying a car. Using a 1,500cc car as an example, we find out how much it costs to drive for a day.

OWNING A CAR
• CAR PRICE (10% down payment and 7-year loan period)
• ANNUAL CHARGES
Insurance
Road tax
Petrol
Maintenance (basic servicing only; does not include repair costs)
Parking

AVERAGE COST A DAY
PRICE: The car is always there when you need it.
NOTE: Most of the time it's parked so you're paying for nothing.

RENTING A CAR
• AVERAGE RENT A DAY (including insurance and petrol) \$100
PRICE: Daily, weekly and monthly bookings available. No road tax or car sales.
NOTE: No hourly bookings and you pay for petrol, insurance and

Cash rebates for car-share members

INCOME's six-year-old car-sharing scheme will have a surplus of about \$1 million by the end of this year, and its members can expect their first cash rebate soon.

For a venture that started in 1997 amid public scepti-

entitlement prices were quite volatile in those days. Now, we feel COEs are more stable," Mr Lai said, explaining that Income needed to keep more cash then.

Members may get back "5 to 10 per cent" of what they

"Unlike in the bigger countries, you don't need a car for 24 hours here," he said.

For a registration fee of \$104, an annual membership fee of \$124.80 and a refundable deposit of \$100, users get to drive a car for less than an

LAND TRANSPORT

master plan 2013

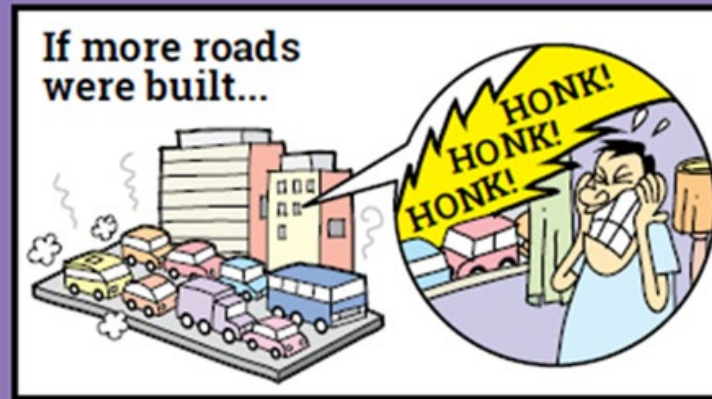
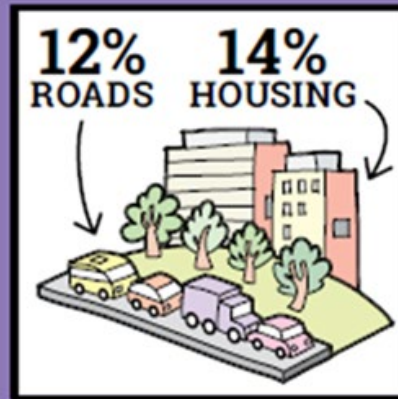
From executive summary

reliability and also spread out demand by encouraging off-peak travel. We aim to give you more travel options, for example, by making it easier for you to catch a taxi or take part in car-sharing services. Information to facilitate your travel on the various modes will be made easily and widely available.

LIVEABLE AND INCLUSIVE COMMUNITY

Mobility Now... Situation & Trends

Singapore is a small country;
12% of our land area is already
dedicated to roads, compared
to housing at 14%.



**So you see why we really can't afford
to keep on building more roads.**

And it's not hard to agree that public transport
is the way to go. Taking public transport is also
a greener mode of travel. While it's already
convenient for most of us to get around by public
transport, we believe things can be even better.

Excepts Taken Land Transport Authority, Singapore

Market Summary... Asia Carsharing



> 20

million users in 9 countries

Asia Carsharing... Different Stages



Optimistic
(Hope)



Realisation
(Truth)



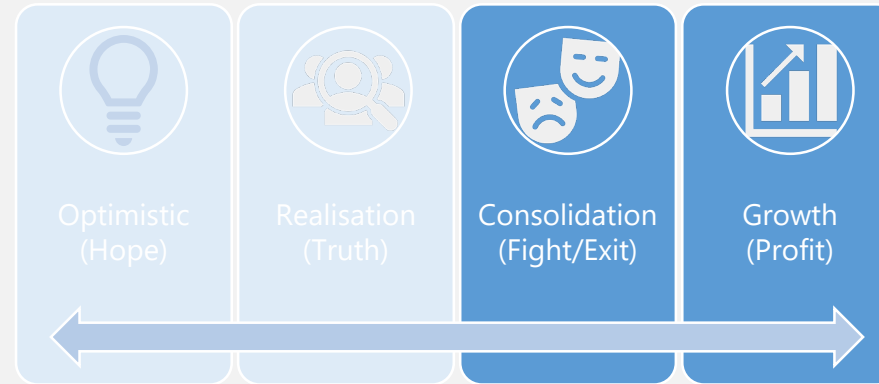
Consolidation
(Fight/Exit)



Growth
(Profit)

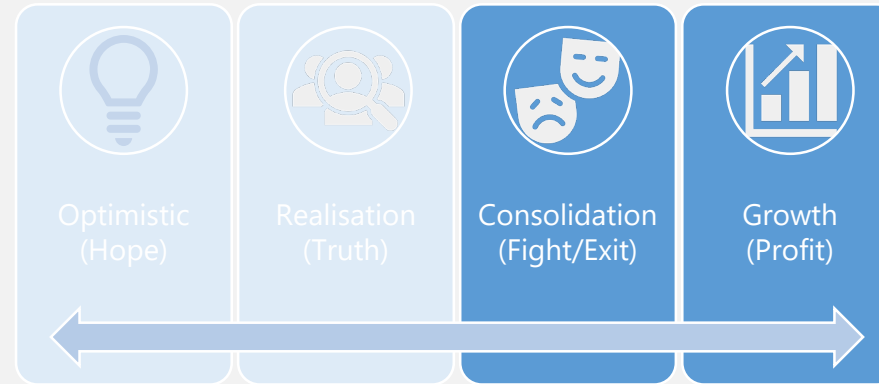


Asia Carsharing Experience... Singapore



Started	CSOs	Cars
1997	7	> 2,000

Asia Carsharing Experience... Japan



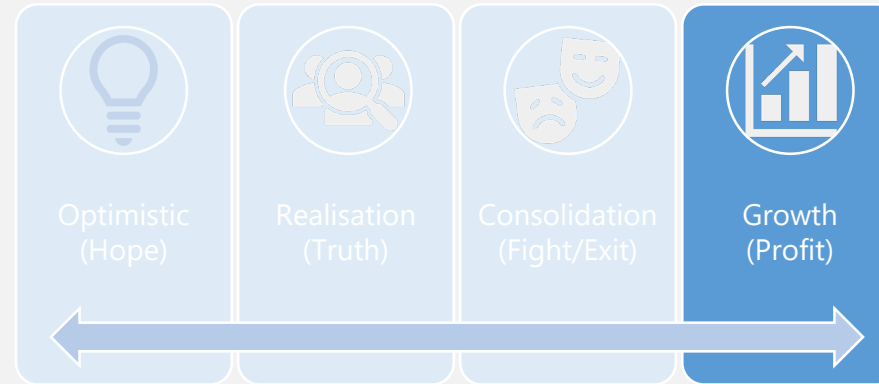
Started
2002

CSOs
31

Cars
> 29,000

Estimate taken from Foundation for Promoting Personal Mobility and Ecological Transportation

Asia Carsharing Experience... Korea

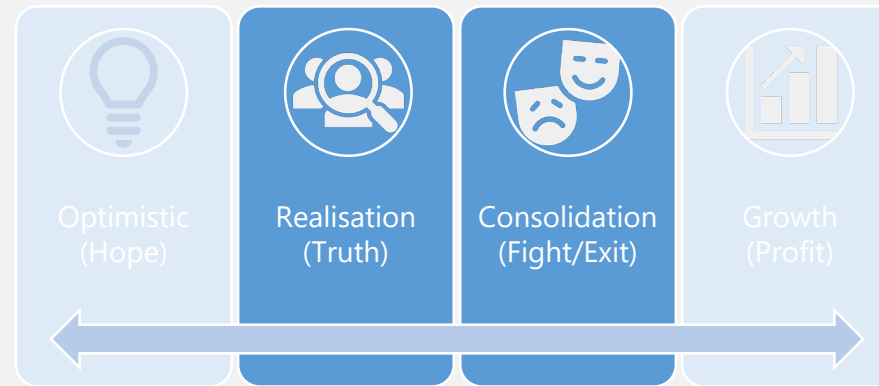


Started
2009

CSOs
4

Cars
> 23,000

Asia Carsharing Experience... China



Started
2010

CSOs
7

Cars
> 200,000

Asia Carsharing Experience... China

Date:	2010-8-28
Media:	上海日报
Media(Eng):	Shanghai Daily
Page:	E01

Car idea worth sharing

Zhu Shenshen

A GREEN life sometimes just needs a good idea like sharing cars.

And sharing their expertise, officials from Germany's Bremen Municipality demonstrated to their Shanghai peers at the Expo site how they solve problems of traffic jams, high fuel prices and

said Michael Glotz-Richter, project coordinator and senator for environment, construction, transport and European affairs.

Different from car rental, the car sharing project provides users with parking spaces, 24-hour online and phone booking and no need to worry about fuel costs.

"It's a new way of thinking —

The project is supported by city authorities, energy agencies, public operators and research organizations from eight Europe Union member states.

For a booming city like Shanghai, car-sharing can be a boon as space is limited and an increasing number of cars on the road can lead to problems of congestion.

At least one local company,

people wanted to own cars as a status symbol in addition to just using them for transport.

The way Shanghai limits traffic and protects the environment at the moment is with its monthly car plate auction. Prices for city car plates are the highest in the country. This month the average price of a plate was 40,169 yuan (US\$5,900).

Date:	2010-8-29
Media:	解放日报
Media(Eng):	Jiefang Daily
Page:	3

不来梅“汽车共享”有望在上海试点

6家案例馆馆长做客奉贤,为南桥新城建设支招

本报讯 (记者 黄勇娣)世博会结束后,上海重点规划的南桥新城将全面推开建设。眼下,它该如何充分汲取世博城市案例的经验和智慧?奉贤区日前特地请来了巴塞罗那案例、欧登塞案例、不来梅案例、台北案例等6家城市案例馆的馆长和协调人,花3个小时面对面倾听这些城市在宜居

随后再进行科学评估和修正,最终形成一套切实可行的指标体系,全面推动南桥新城的低碳建设。

针对新城建设中的一些具体难题,奉贤区各有关部门负责人还向世博城市案例协调人虚心请教。对于南桥新城今后的建设实践,不少世博城市案例协调人给出了中肯的意见和建议。

Date:	2010-8-30
Media:	21世纪经济报道
Media(Eng):	21st Century Business Herald
Page:	29



“共享汽车”来中国

Glotz-Richter
欧洲汽车共享项目“momo”主要协调人。

几乎所有的国际大都市都会遇到这个问题:无论政府新修或者加宽了多少条道路,驾驶者还是会觉得街道太拥挤。堵车成了都市人的梦魇,如何停车让驾驶的樂趣一扫而空。但是谁也没有办法避免“越来越多汽车挤在越来越有限的道路”上这个问题。

在德国汽车制造的中心城市,不莱梅市在空气污染、能源消耗、二氧化碳减排等问题上承担了巨大的压力。但正在采用一套

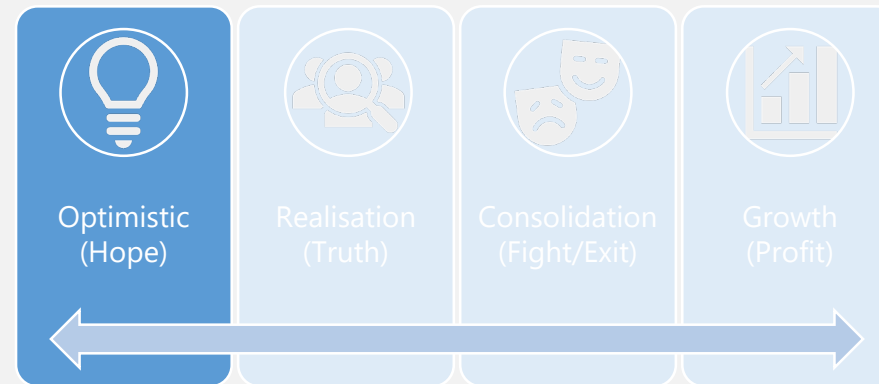
宣传,改变习惯。上海案例馆的馆长茅伟雄提醒,目前要把世博案例馆中展示的智能家居技术集成起来,成本会非常高,现实条件还不具备,但是,新城建设必须进行超前的基础性规划,为将来的“智能生活”预留好空间。

欧登塞案例馆馆长还介绍,目前,欧登塞已经与

Asia Carsharing Experience... China

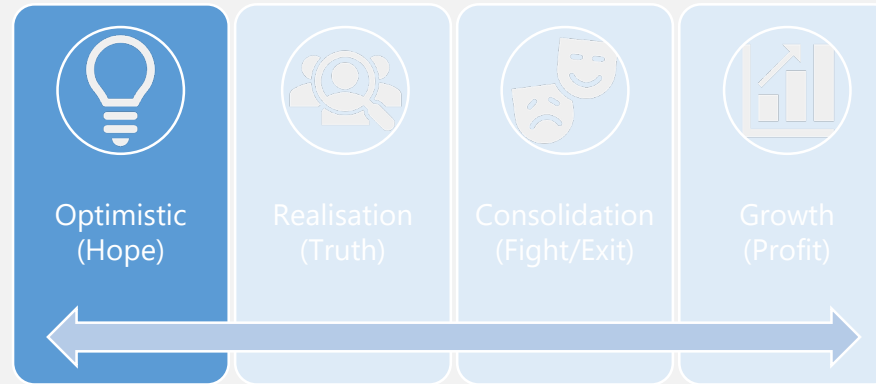


Asia Carsharing Experience... Malaysia



Started	CSOs	Cars
2016	4	> 3,000

Asia Carsharing Experience... Taiwan



Started
2017

CSOs
4

Cars
> 2,500

Asia Carsharing Experience... Challenge



Asia Carsharing Experience... Challenge

Problem carsharing is
trying to solve???



Asia Carsharing Experience... Challenge

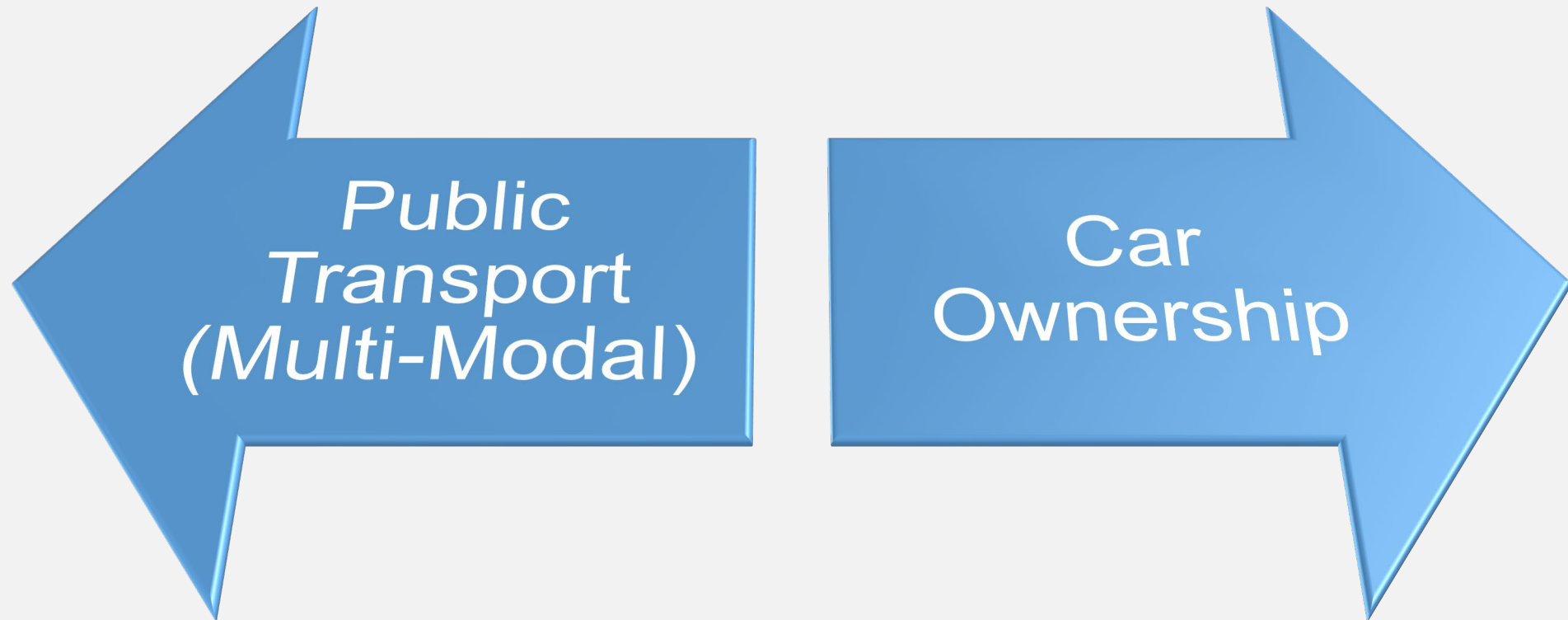
Lack of Understanding / Knowledge

*Public Transport + Carsharing **NOT** Public Transport vs. Carsharing*

Asia Carsharing Experience... Challenge



What Do Cities Want... Political Issue???



What Can Cities Do... Policies

- Developing pilot programs with clear objectives
- Implementing regulatory changes to accelerate adoption of carsharing as part of the future mobility ecosystem

Policy makers should to look at how the users consume service rather than from policy point of view

Transformations... For The Better!

Transportation

(Moving people from A to B)

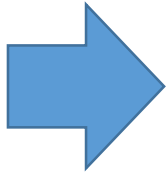
Mobility

(Giving people options to choose)

Liveability

(Why we move)

Transformations... For Better Cities!





THANK YOU

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