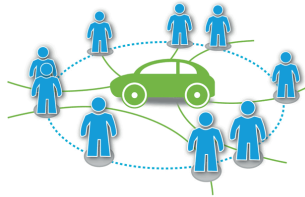


## “ Car sharing

Car-rental model in which people hire cars for short periods of time, typically by the hour. It is often organized as a subscription-based service and is attractive to those who make only occasional use of a vehicle.



The city of Utrecht expanded its car-sharing service to residential areas on the outskirts of the city thanks to a market segmentation research. Thanks to a promoting campaign, in 3 years members increased by +25%