

Title: ***Can you make a businessman take a green car on a business trip?
SunFleet – a green car when you need one.***

Highlight Summary and presentation:

SunFleet is an environmentally sound car sharing system for companies and organizations that wish to provide their members with access to green cars with minimum administration and great flexibility in combination with the possibility for the companies to present a positive environmental image.

What is needed to make people change, both in their mind and behaviour regarding incentives, new technology and marketing?

Contact:

? **Name:** Per Lanevik
? **Organization:** SunFleet Carsharing
? **Address:** Skårs led 3, 412 63 Göteborg, Sweden, +46 31 703 71 61
? **E-mail & web:** per.lanevik@sunfleet.com www.sunfleet.com

Objectives:

People take the car to work because they might need to use it during the day. But most days the vehicle just stays idle, spending 22 hours total in a parking lot. Furthermore, it's often an old, dirty car because new, green cars cost too much. It's often major traffic jam into the city and expensive to park the car.

SunFleet is founded on a vision that if people could share a car through the company, they could take a fresh car when they need to, and use public transport every day. Sharing makes a green car affordable and saves parking space. However, it is also an administrative burden to own and run.

Incentives ?

People need to feel and understand what the benefit is for them.

It 's very personal. It can be the cost, or easy access or the enviroment

Technique making it easy?

? Our telematics system enables users to access the car with just a mobile phone. By connecting a communication box to the vehicle on-board computer, the authorized user can unlock the booked car with just an SMS message. By eliminating the need for managing access cards, keys etc., we could save our customers ten euros per booking compared to a manual system! The system also becomes more robust and less costly since you don't need a person to manage the keys.

? Our lean and innovative reservation system enables users and the company to do all the business through a web browser.

How do we market it?

People need to feel that this is the new intelligent, modern way to travel. The telematic system shows the future and it 's exciting to be a member in carsharing. To be in the front of technique. The business segment need a full service concept with maintenace of the cars, reservatione system, customer & road support.

Targeted Groups/ Beneficiaries:

SunFleet serves all kinds of organizations in the city, providing employees and members with access to a green, new car:

- ? We work with companies whose employees make business trips by car.
- ? We also aim to serve those who cannot afford a car of their own, by working with housing companies to set up a residential car pools for tenants. Thus people in less favored areas can have access to new, green, safe cars with the landlord as guarantor. The Gothenburg student housing company will even offer our cars to students.
- ? We will also serve residential non-profit car sharing clubs who currently find the administration too laborious.

Verifiable indicators:

- ? Our 200 users can now commute by public transport every day. With a typical commute of 20 km a day, we can save the city over 80 000 private car trips per year with a total of some 1.5 million gasoline-powered person-kilometers.
- ? Our customers can save 1 500 sq.m. of parking space.
- ? Cars are used about seven hours per day, substantially more than most private cars, thus making more use of bound capital and natural resources.

The future :

We will grow and establish sites in other cities in Sweden and abroad. Meanwhile, we will develop our telematics concept with services such as mobile positioning to further refine user-friendly and efficient time-keeping and reporting, access and security. Furthermore, we will expand the business to meet the needs of residential car pools where our customers are housing companies and car-sharing clubs. In the end we will also offer the private segment access to our system.

Potential for replicability :

The SunFleet concept is built from start up to be replicable to other sites. The reservation and administration system is entirely Internet based, whereas each car is assigned to one customer and remains with the local site. Setting up a new site takes minimum effort because service and car wash is mobile, whereas administration is centrally managed. Customer organizations always administer their own users, so all you really need is a parking space and access to a GSM network.