

In LeasePlan's recent global driver survey, nearly ten percent of drivers expressed interest in corporate car sharing, while only two percent of U.S. drivers showed interest in the idea. Although car sharing may not be a popular trend today, it may become more mainstream in the future. Check out the article below to see if car sharing is right for your fleet.

The following article comes from LeasePlan's Global Fleet Insights Blog by Yang Xiangyu, Analyst for Automotive & Mobility Supply Services at LeasePlan Supply Services.

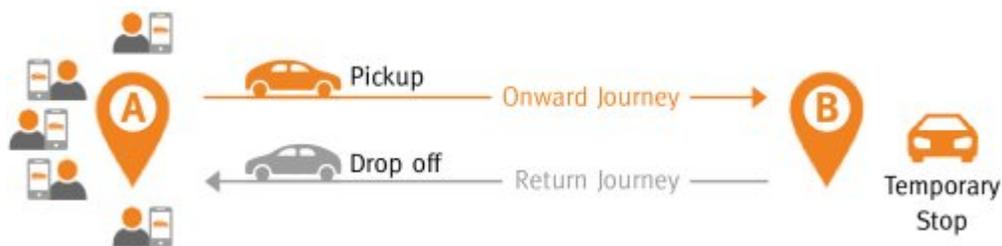
Car Sharing: Your Fleet Mobility Solution?

Burgeoning populations in major cities -- not only Asia, but also Europe and the Americas -- are fast turning cars into city pariahs. Traffic congestion and parking issues seriously impact the environment and are also slowing down business operations as well as driving up costs. Fast-developing technologies -- especially smartphone technology and connectivity -- is opening up a vast array of innovative mobility solutions. But the actual number of vehicles on the roads will have to be cut back if anything is to be achieved. How does car sharing fit into this picture and is it something you should be considering?

Car Sharing: The Way it Is

Typically, in corporate fleet pools, car sharing is a solution where multiple-drivers share a pool of vehicles. Managing these vehicles is often a major drawback: requiring a lot of human resources to manage the car pool, ensure availability and optimize operations.

Most companies with a corporate fleet pool use a return car sharing system (see illustration below). This means that a driver books a car online, picks up the vehicle at point A, uses the vehicle to do what he has to do and afterwards returns it its original location A.



The biggest drawback of this system is that it is not flexible. It does not cater for people wanting to simply go from point A to point B or continue their journey, say, by train.

On the other hand, in systems built around free-floating options -- where it's not mandatory to return the vehicle to point A -- availability and predictability are major issues. It is recommended

that free-floating systems are only used in specific cases, such as moving within a manufacturing site for example.

New Technology, New Perspectives

Here are just a few of the newest technologies that are quickly changing car sharing options:

- Booking a vehicle via an app or webpage, no matter where you are located
- Unlocking or locking vehicles by app or using an RFID card (same card used to enter the office)*
- Remote control on vehicle conditions to make sure the vehicle is ready to use

Such technologies are adding a new dimension to vehicle availability and predictability that will make flexible car sharing options viable and a sound economic choice.

** A Radio-frequency identification card uses electromagnetic fields to transfer data, for the purposes of automatic identification and tracking.*