

未来城市创新可持续交通工具 THE FUTURE OF URBAN MOBILITY



CAR
2GO



戴姆勒交通服务集团

moovel GmbH

亚太区业务发展总经理

Head of Business Development Asia-Pacific

白悦仁

Rainer Becker



**TODAY'S
WORLD
CALLS
FOR**

**NEW MOBILITY
CONCEPTS**





MORE PEOPLE

+

SAME AREA

=

**MORE CONGESTION &
LESS PARKING**





URBANISATION



**ALWAYS ON
& CONNECTED**



**CHANGED
CONSUMPTION
HABITS**



URBANISATION



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URBANISATION



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CHANGED
CONSUMPTION
HABITS





Smartphones as the key to mobility

[M people]

8000

6000

4000

2000

0



World Population



World Internet Users



World mobile phone internet users

2012

2013

2014

2015

2016

2017

[year]

URBANISATION



ALWAYS ON
& CONNECTED



CHANGED
CONSUMPTION
HABITS





People consume in bits and pieces



YESTERDAY



TODAY





What does that mean for mobility consumption?

✓ The right transport for each situation



✓ The right transport for each situation





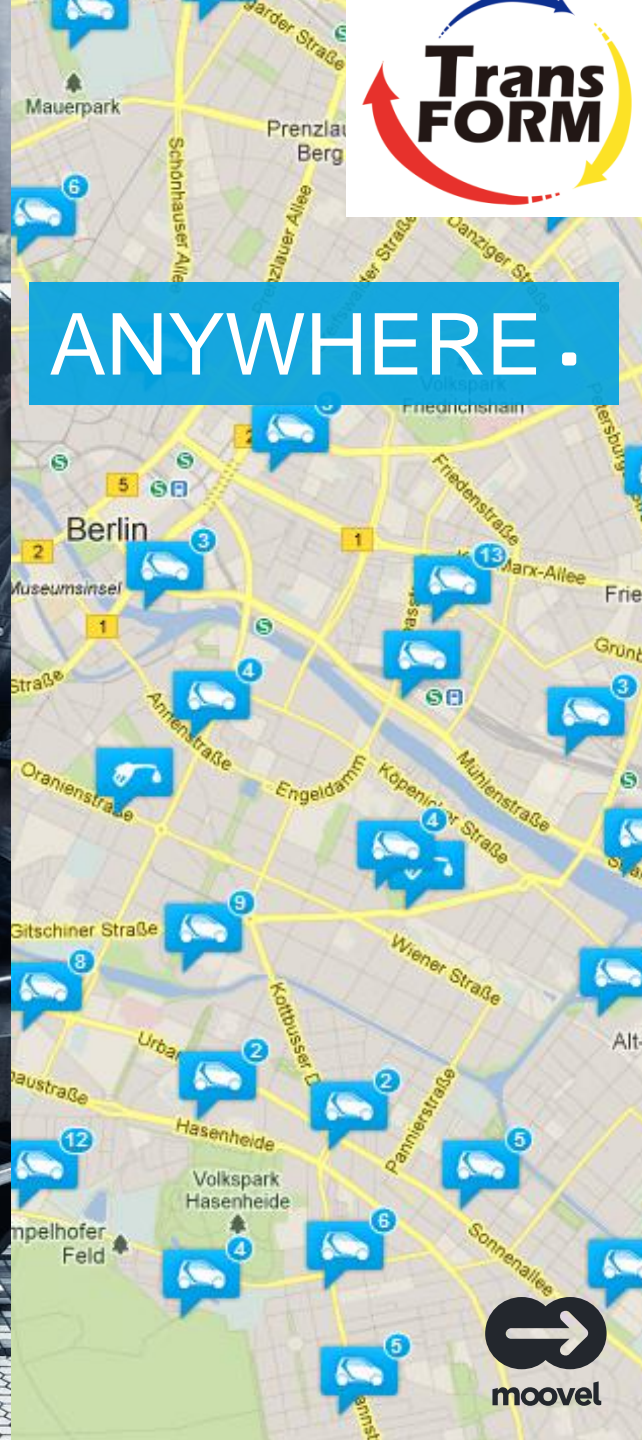
CAR-SHARING SOLVES URBAN MOBILITY CHALLENGES



SIMPLE.



ANYTIME.



ANYWHERE.



“单程、自由流动式”汽车共享体系

The free-floating concept

特征 Feature		传统汽车共享 Traditional Carsharing
单向行程 One-way Trips		只能为环向行程 Round-Trip Only
自由还车方式 Open Mode		预先协定地点 Scheduled
随时随地按需租赁 On-demand Rental		必须提前预定 Reservation Needed
最少租赁时间 Min. Rental Period	一分钟 1 Minute	三十分钟 30 Minutes
费用支付 Rate	按分钟/小时/天计算 Per Minute/ Per Hour/ Per Day	每15分钟 Per 15 Minutes
包含的费用 Cost Covered	燃油费, 保险, 停车费 Fuel, Insurance, Parking	燃油费, 保险费 Fuel, Insurance





找车
FIND CAR

上车
GET IN

租车开始
SIGN IN

出发
DRIVE

租车结束
LOG OUT

停车
PARK



给城市带来的优势 Benefits for the city

改善城市交通

Urban Traffic Improvement



- ❑ 在城市综合交通体系中，汽车共享与其它多种出行方式存在交叉并可以作为城市现有的公共交通系统的一种补充，类似于微循环公交，帮助使用者快捷地在不同交通方式之间切换，提高城市公共交通系统的使用效率和出行比例，满足不同人士的出行需要

In the city's **integrated transport system**, Car-Sharing and other modes of transport will intersect and complement each other in the city's public transport system. It is similar to a "microcirculation" transport system which will help users switch over to different modes of transport easily, increase the usage of the city's transport system and the ratio of public transport as compared to private transport, fulfilling the commuting needs of different people.

- ❑ 利用高科技的卫星定位和移动互联网等技术使得汽车共享高效且易于使用，有益于城市发展创新及可持续的交通解决方案

Car2go is using high-technology **satellite positioning** and mobile internet technologies to ensure that car sharing is highly effective and easy to use. This helps the city **develop innovative and sustainable transport solutions**.



给城市带来的优势 Benefits for the city

改善城市交通

Urban Traffic Improvement



- ❑ 独立的市场调研及汽车共享现有项目的数据表明：一台 car2go 车辆可以代替最多13辆私家车

Independent market research and existing Car-Sharing project data show that: one car2go vehicle can **substitute up to 13 private cars**

- ❑ 汽车共享成本明晰，通过提高车辆的利用率，减少车辆闲置带来的成本，同时没有私人车辆会产生的较多隐性成本，市民会因为考虑成本选择car2go而减少私人车辆的购买。

The Car-Sharing cost analysis shows that the system **reduces the cost** incurred by stationary cars through **increasing the usage rate of cars**. At the same time, the car2go system eliminates the hidden costs incurred by private cars. As such, city dwellers will consider using car2go services and hence the purchases of private cars will be reduced.

- ❑ 汽车共享车辆的使用理念和私家车是非常相似的，合理的使用价格促使客户只在必须情况下理性选择机动车辆出行

The system is made in a way to make the use **very similar to the use of an own private car**. On the other hand, due to the pricing structure people will only consider using a vehicle in situations where this is needed.

给城市带来的优势 Benefits for the city



益于环保

Environmentally Friendly

- 即行car2go采用的车辆为戴姆勒生产的smart车型，标准动力、混合动力和纯电动三种车型实现了尾气的低排放甚至零排放。其中标准动力的油耗每百公里低于5升

smart fortwo is **low emission** and **low fuel consumption** models with carbon dioxide emissions that are lower than 100 grams/hour.

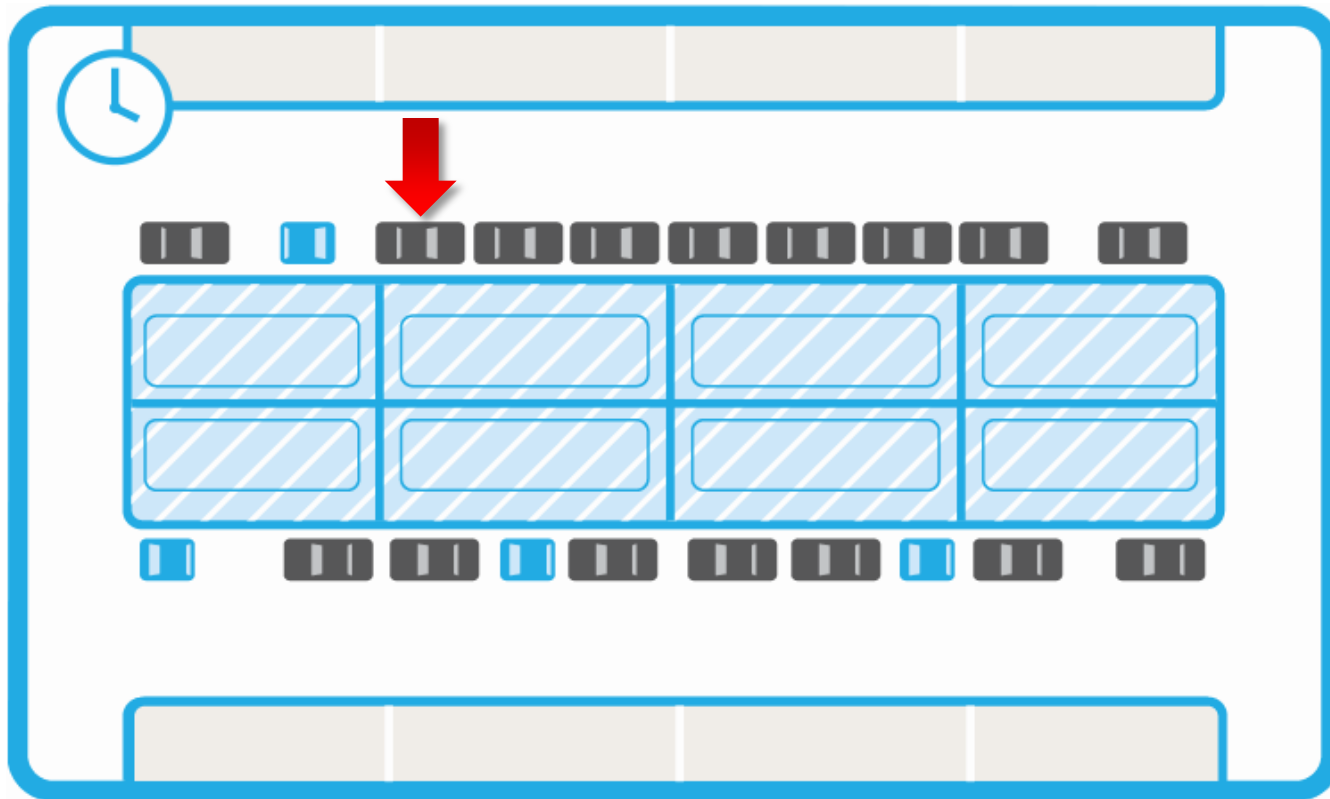
- 汽车共享最大的优势是最少的汽车被最多人充分利用，从而缓解交通压力，减少二氧化碳排放

The biggest strength of the car-sharing project is that it **maximizes the usage of cars**, allowing the lowest number of cars to be used by the highest number of people. As such, it eases traffic congestion and reduces carbon dioxide emission.



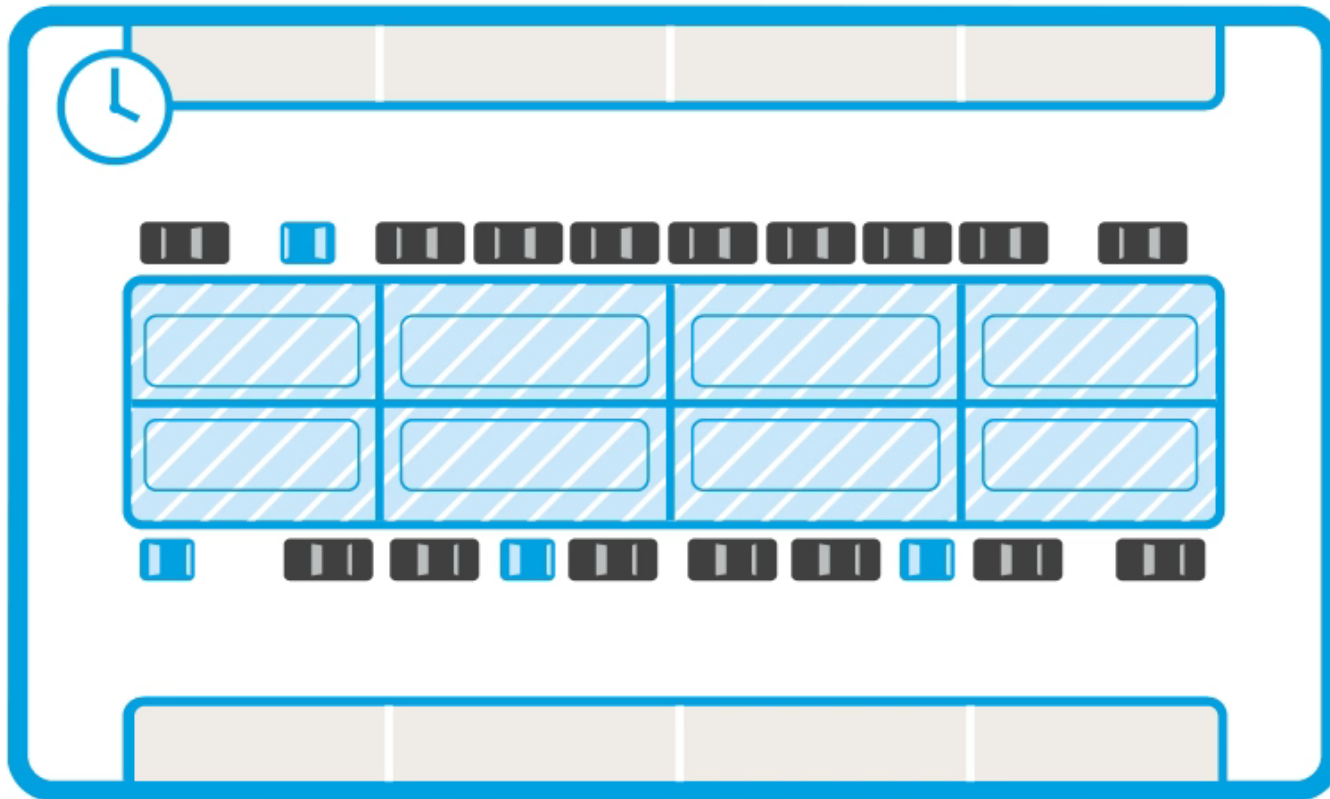


CAR SHARING DOES MORE WITH LESS SPACE

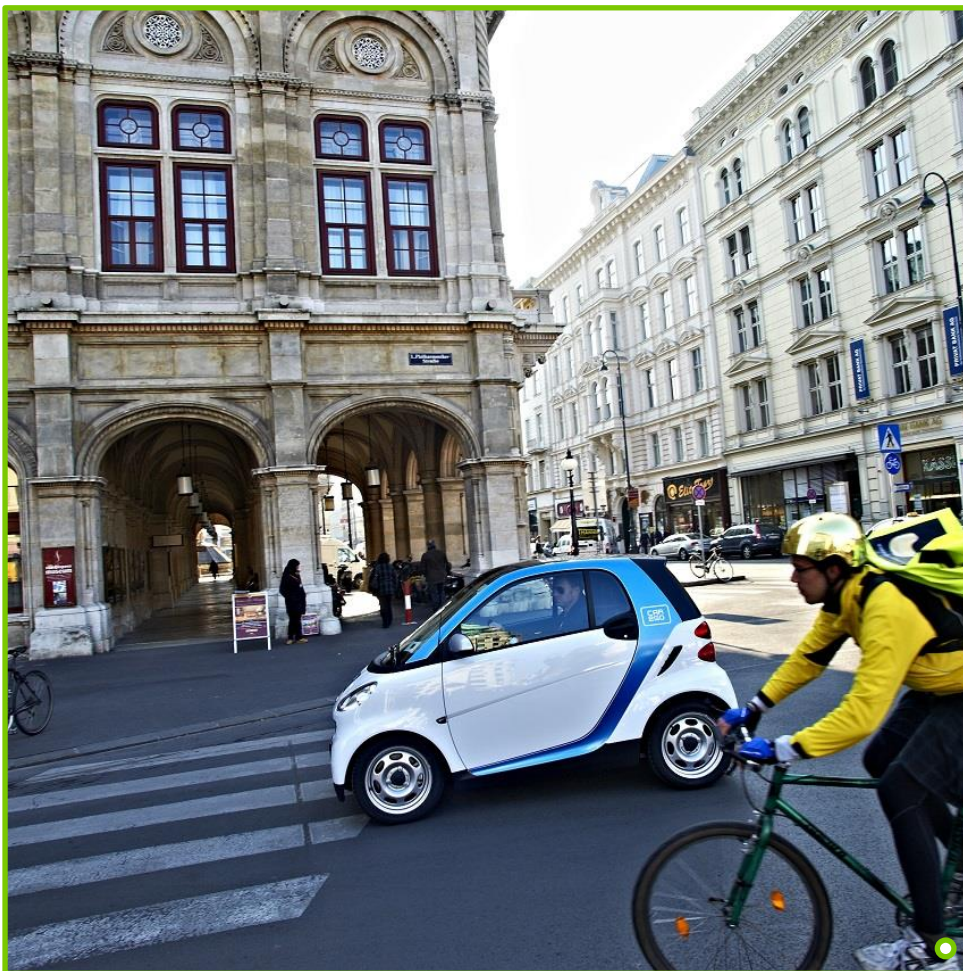




CAR SHARING DOES MORE WITH LESS SPACE



提升城市形象
Improve the City Image



汽车共享不仅将绿色交通解决方案带入人们的生活，统一涂装的灵动前卫smart车辆在城市中穿梭，为市民的出行带来了前所未有的便捷。即行car2go是一张全新的城市名片，为城市注入新鲜活力，塑造更具魅力、更具个性的过户大都市。





汉堡市欢迎car2go

HAMBURG WELCOMED CAR2GO FOR REDUCING TRAFFIC.



2010年10月，汉堡市市长Christoph Ahlhaus 先生(中)出席媒体发布会。



汉堡市城市发展与环境部参议员Anja Hajduk女士：

“在城市中每天寻找停车位或者在高峰时段陷入交通拥堵的人都知道在城市中减少交通流量的必要性。car2go通过替代私家车辆帮助了我们。car2go为所有需要用车的人提供了一种补充性服务。car2go有助于在交通方面使汉堡市更加环保与和谐。”

*“Anyone looking for a parking bay daily, who lives near a main street or is stuck in a traffic jam during peak hours knows that it makes sense to reduce vehicle traffic in cities. Such an offer [like car2go] helps us by **being an alternative to an own vehicle**. car2go is a **complimenting service** for all who move with alternative transport means, but need a car from time to time. car2go can contribute to a traffic scheme in Hamburg that is more environmental and compatible to the city, ...”*

car2go press announcement, 18 October 2010



▼ 温哥华市致力于成为最绿色的城市

VANCOUVER IN A BID TO BECOME GREENEST CITY.



2011年7月，温哥华市市长Gregor Robertson先生在首发新闻发布会中致辞。



温哥华市市长Gregor Robertson先生：

“我们非常兴奋car2go选择温哥华作为加拿大的首个运营城市。我们的目标是在2020年成为世界上最环保的城市，而提供更加绿色的交通方式对完成目标非常重要。我们想给市民提供全部的可持续交通选择，car2go独特的汽车共享模式就非常适合温哥华。”

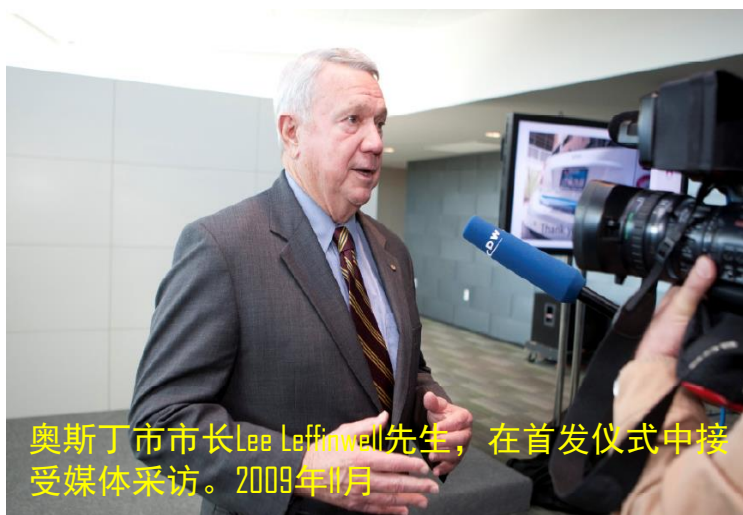
*"We're very excited that car2go will be making its Canadian debut in Vancouver. Our goal is to **become the greenest city in the world** by 2020, and providing cleaner transportation options is a big part of that. We want to ensure that we provide a full range of sustainable transportation options for our citizens, and **car2go's unique car-sharing model is a great fit for Vancouver.**"*

car2go press announcement, 28 April 2011

市长先生体验car2go



美国奥斯丁市是第一个德国本土外开展car2go运营的城市 AUSTIN WAS THE FIRST INTERNATIONAL LOCATION



奥斯丁市市长Lee Leffingwell先生，在首发仪式中接受媒体采访。2009年11月



奥斯丁市市长**Lee Leffingwell**先生在2009年11月17日**car2go**首发新闻发布会接受彭博社采访时说到：“奥斯丁市致力于确立并实施有关解决方案来应对城市发展、环境及交通可持续发展等所带来的挑战。与**car2go**合作的这个试点项目将是奥斯丁市在缓解交通拥堵、减少排放、增加公共交通使用方面采取的重要举措。”

——彭博社，

2009.11.17

Mayor Lee Leffingwell on 17 November 2009, at launch of car2go in Austin:

*"The City of Austin is committed to identifying and implementing solutions to address the challenges associated with urban growth, mobility and environmental sustainability. This pilot-program partnership between car2go and the City of Austin represents a **significant step toward helping us alleviate congestion, reduce emissions and increase the use of public transportation.**"*

Bloomberg, 17 Nov 2009

car2go在奥斯丁市运营6个月后,市长先生谈到：“我非常确定**car2go**是奥斯丁城市综合交通体系中非常必要的组成及补充。”

—— ABC电视台旗下KVUE.com网站，

2010.05.20

Six months after launch in Austin:

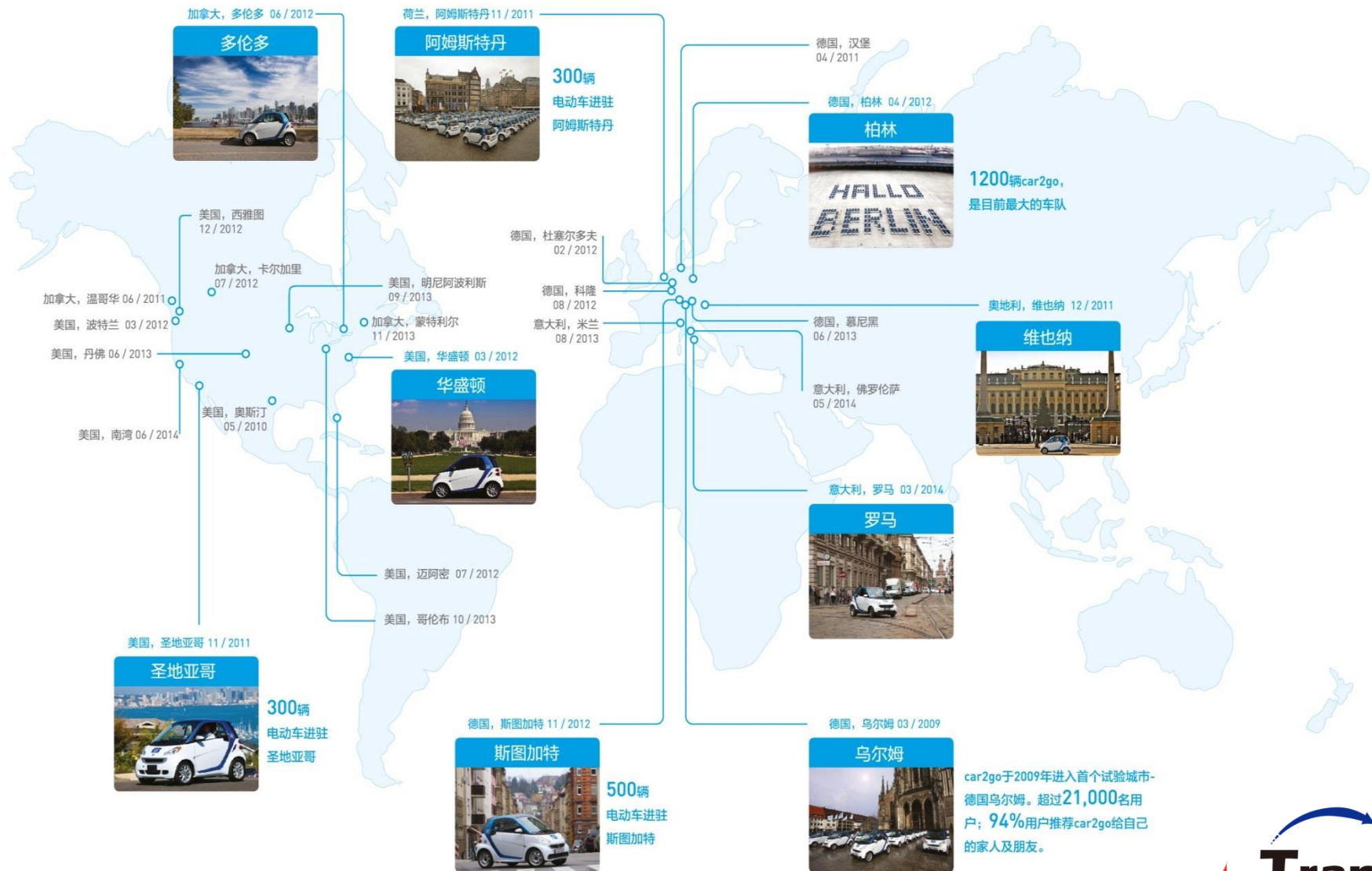
*"I believe it is **an essential element or essential compliment to mass transit.**"*

ABC Kvue.com, 20.5.2010

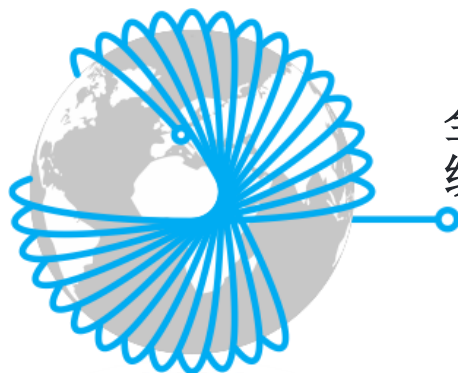


目前全球29个城市提供car2go服务，2016年预计达到50个城市

car2go is offered in 29 locations. By 2016, it will be in more than 50 cities



✔ car2go是已被证明的服务模式



全球累计行驶两亿公里
绕地球5000圈

200 million driven kilometers, 5000x

全球12,500辆运营车辆

11,000+ operating vehicles worldwide

全球100多万会员

1,000,000+ customers worldwide



累计三千两百万次租用

32 Million usage

每1.5秒钟，就有1位使用者

A rental is started in every 1.5 sec



CAR-SHARING



IN CHINA





重庆市人民政府与戴姆勒签署合作协议
LoI Signing Ceremony

媒体聚焦car2go落户重庆

Medias Focus car2go in Chongqing



重庆 car2go

网页 新闻 贴吧 知道 音乐 图片 视频

百度为您找到相关结果约24,800个

重庆 car2go的最新相关信息

[即行car2go 重庆说走就走](#)



【太平洋汽车网 重庆车主通】这个月咱们重庆召开了新闻发布会,宣布说,car2go将进入重庆市场,这是...
太平洋汽车网 3天前

[Smart随手租?比专车还酷炫 重庆率先试点](#) [亿邦动力网](#)
[Car2go在中国能走多远?](#) [东方网](#)

奔驰smart抢滩汽车租赁 car2go登陆重庆(图) - 两江



中国经济网汽车1月8日重庆讯(记者 文)交通服务集团旗下的汽车共享品牌car2go为第一步,重庆...

www.liangjiang.gov.cn/... 2015-01-09



CTV重庆

电话采访



戴姆勒智能交通服务集团
中国区首席运营官 国钦



我们需要客户的保证金去预付

全部

搜索他的微博

置顶 #重庆生活#【高大上！重庆成亚洲第一个能便捷租用smart的城市😎】等不到车时恨不得把路边的车开走？你可以了！德国戴姆勒集团car2go租车模式将引入重庆。届时，将有数百辆smart投放重庆中心城区，通过手机就能随时随地自助取车还车，并用手支付，租车按照分钟数收费（约2.1元/分钟）。



1月9日 16:19 来自 解放碑捡的三星Galaxy Note II

取消收藏

转发 1364

评论 923

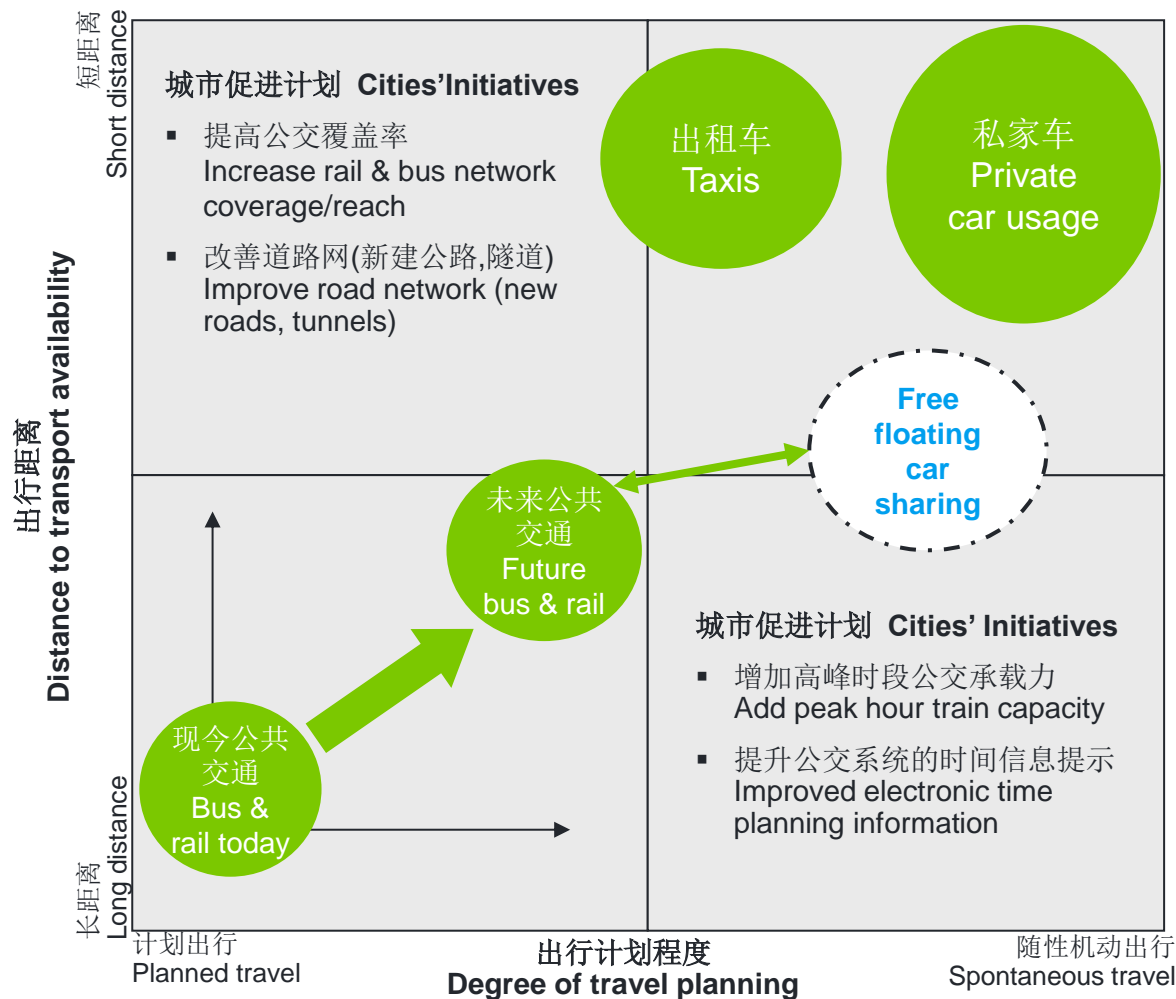
654

汽车共享在城市交通体系中的位置

Position of car sharing in urban traffic system

汽车共享为消费者提供灵活性,与城市交通系统相互补充

Car-sharing can complement Chinese cities' mobility systems without compromising on flexibility for customers



气泡的大小表示相关支出费用
Size of bubble denotes cost for user

限制自由流动汽车共享的因素

Limitations for free floating car-sharing in China



停车 Parking

- 北京—停车管理主体不明晰
- Beijing- The management subjects for parking is Unclear
- 深圳—昂贵的停车费
- Shenzhen-Very Expensive Parking Fee
- 重庆—市区公共停车供给不足
- Chongqing-Lack of Parking in Downtown

交通管理措施 Traffic Management

- 北京上海广州深圳—摇号购车
- BJ, SH, GZ, SZ- Lottery for License Plates
- 北京—尾号限行
- Beijing- Tail Number of Plates Restriction
- 成都—区域尾号限行
- Chengdu—Regional License Plates Number Restriction

违章处理 Traffic Violation

- 非现场违法处理车辆而非驾驶者
- Off-site Violation, Traffic Fines for Vehicles, not for drivers
- 扣分制度
- Points System for Driver License



Thanks

戴姆勒交通服务集团

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亚太区业务发展总经理

Head of Business Development Asia-Pacific

白悦仁

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