ADVANCED MOBILITY SOLUTIONS:
Corporate CarSharing

Science For A Better Life

Milan, October the 11th 2019

Corporate CarSharing
The value added

Mobility Services

The reservation easy and flexible vehicles via the online platform and access ensure the mobility of employees at all times.

Cost reduction

Reduce Total Cost Of Mobility (TCM) thanks to efficient processes and an innovative business model.

Higher efficiency

A perfect and simple IT management ensures the maximum use of the car pool during business hours and during the weekend, reducing the burden of management costs.

Employee motivation

All employees receive a mobility service easy and affordable, with a pay per use at a cost determined by their company.
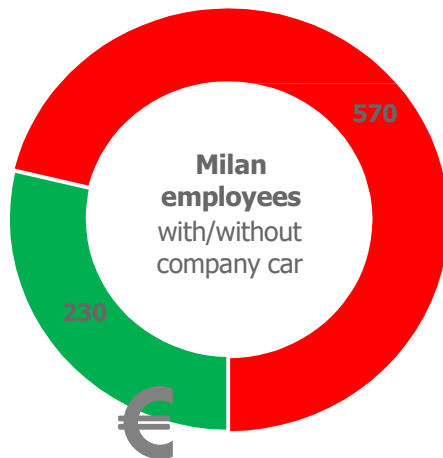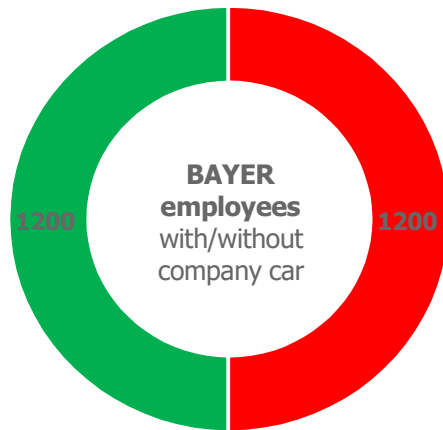
Corporate Car Sharing
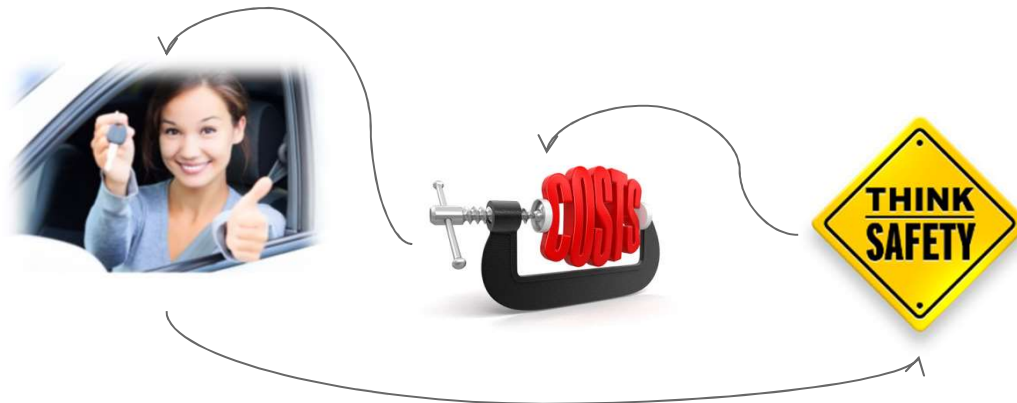
Targets of the service

- The **main target of Corporate Car Sharing is optimizing** the management of long-term rental **cars not assigned to specific employees** (e.g car pool), conceding the usage of vehicles for private purposes, aiming at **reduction in "Total Cost of Mobility"** for companies

- In order to define an *ad hoc* offering, **the selected supplier analyzed** fleet usage **data from several companies spread throughout Italy**, understanding the **main cost items** that constitute the **Total Cost of Mobility** of companies

Bayer business case:
a self funding project

BAYER
employees
with/without
company car

1200   1200

Milan
employees
with/without
company car

570

230

€

ANNUAL COSTS

. PARKING LOTS
. RENT-A-CAR
. TAXI
. PRIVATE CARS

Business and private travels

Registration — Access Booking Platform — Car Reservation — Car Access — Car Check — Drive — Return — Invoice

Business usage

24/7

Costs allocation for BUSINESS use

Private usage

Mon – Thu 17.00 – 8.00
Fri – Mon 15.00 – 8.00

Payment for PRIVATE use

Azienda

Mobility Management cost centers

AlphaCity

Credit card
or
Payroll

The pilot project

Vehicles

For the **launch** of the **pilot** the **offer for Bayer** covers all **the available segments**, allowing to test the **service** for all the kind of trip purposes, from **operative trips** to **representative ones**

Hatback/Sedan

Volkswagen Golf

▶ *Dedicated car sharing fleet*
(Car Maintenance Included)

▶ **Drop-Off** at the **company parking**

▶ *Full car availability*

Monthly fee per vehicle,

inclusive of all the **rental**

services for Bayer

Project results

	2017	2018	2019
Total reservations	666	721	398
Tot Km of travel	79456	115653	82019
Avg trip	119,30	160,41	206,08
Avg trip duration (h)	35	57	54
Registered Drivers	402		

	2017 vs 2016	2018 vs 2017
RIMBORSI KM AUTO PRIVATA	-68,76%	-87,38%

Thank you!

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