



E-CAR CLUB




EMBRACE THE EVOLUTION



Introduction

Christopher J. Morris

Managing Director
E-Car Club





Our Mission

“To improve local mobility whilst simultaneously reducing both the cost and environmental impact of each journey decision made”

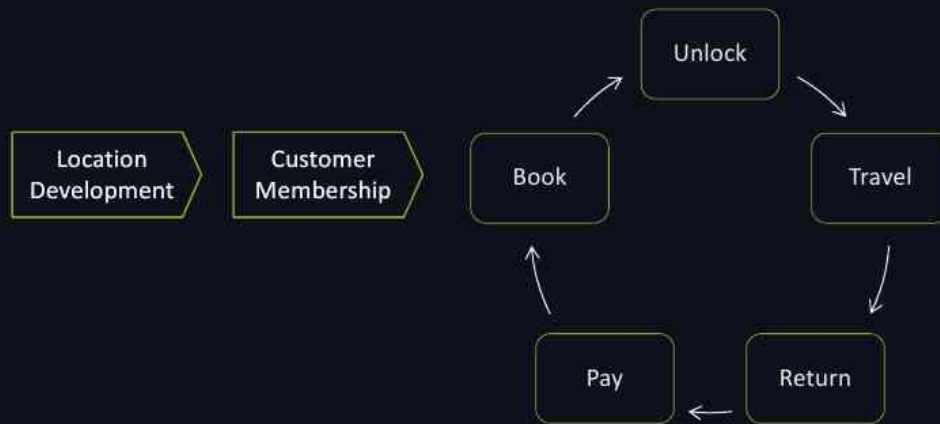


E-Car Club

- Founded in 2011
- UK's first entirely electric pay-per-use car club
- Industry leading team and board (including former MD of Zipcar Europe and Head of Energy Technology & Innovation from British Gas)
- Key Partnerships with British Gas, Nissan and Renault.
- Operating EV Car Sharing under a mixed-use model in; local communities, small-large businesses, business parks, universities, for public sector bodies and with housing associations



Car Club Model



*“ On-demand access to a vehicle...
without the cost or hassle of owning one ”*



Why an entirely electric car club?

COST

- Lower total cost of ownership (TCO) at car club usage levels
- Reduce Administration Burden
- Increase efficiency of fleet
- Revenue Share

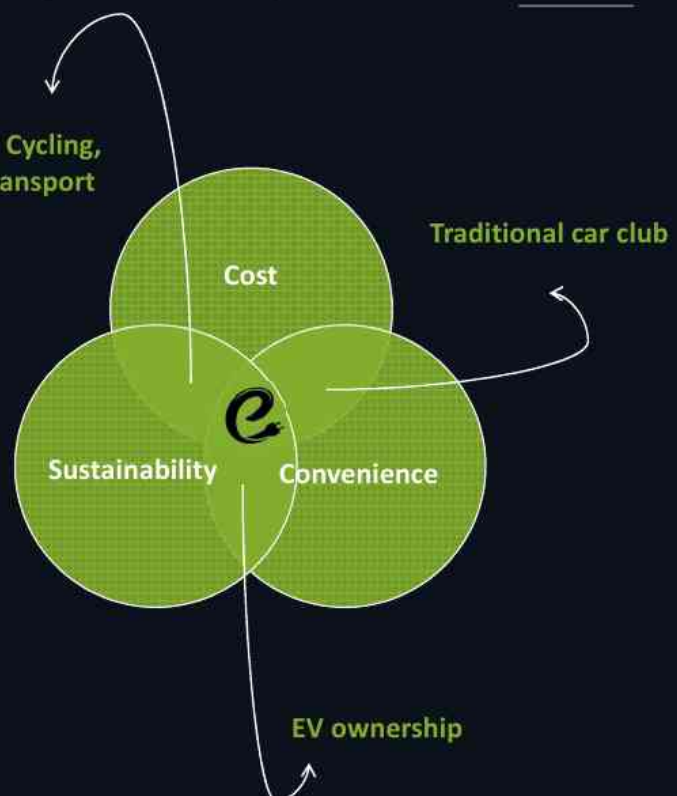
SUSTAINABILITY

- Zero tailpipe emissions
- 30-40% reduction in well-to-wheel CO₂ emissions
- Overcoming psychological barriers to EV adoption

CONVENIENCE

- Provides flexibility of a car when needed
- Access to a variety of vehicles; cars and vans
- Scheduling and management systems

Walking, Cycling,
Public transport





CURRENT OPERATIONS



CURRENT OPERATIONS



	Vehicles	Members	Journeys	Utilisation
YR END 13-14	15	300	2500	15%
YR TO DATE	35	500+	9500+	18%
YR END 14-15	80+	2000+	-	22% +



THE CASE STUDY

East London RSL Partnership

*Participants: Institute for Sustainability, UK Power Networks, Renault,
Poplar HARCA, Tower Hamlets Homes*



What can we achieve?

COST

- Cost effective option for business travel
- Affordable access to a car for local community

ENVIRONMENT

- Well to wheel CO₂ reduction
- Lower Tailpipe Emissions – Improved Air Quality
- Accelerated EV uptake

POPLAR

- Improved mobility for low income households
- Stimulating local business
- Unique Case Study





Proposed Focus

8 CAR PILOT, 40+ POTENTIAL

Mixed use: Housing Association Staff and Residents

Partner aim: (1) To reduce transport poverty by providing essential car access to low income households. (2) Provide a sustainable, cost effective business travel option. (3) Help to popularise EV use and combat poor air quality.

"Poplar HARCA's partnership with E-Car and the resulting electric vehicle car club has been a real success... Access by staff to our conveniently located vehicles offers increased flexibility to business journeys that many need to take regularly."

Sustainability Manager, Poplar HARCA

"E-Car makes sense on the crucial points of price and availability. As a result, it plays an increasingly important role in community life. Not everyone can afford to keep a car and this is a great chance for people to take those necessary journeys."

E-Car Community Member, London



Usage Options Discussed

Option A: "Flexible"

30 hours per week

Access any E-Car across
the network

Option B: "Exclusive"

Unlimited Access
0800-1700 (weekdays)

Exclusive access to
selected vehicles

Option C: "Unlimited"

Unlimited Access
0800-1700 (weekdays)

Non-exclusive unlimited use,
revenue share from selected
vehicles

Local Businesses and members of the community to access E-Cars by the hour (£5.50/hr) or day (£45/day) with potential for 100% subsidy under voucher scheme.



What's included?

Free business membership per car (*up to agreed number*)



- Fully managed fleet
- Breakdown cover
- Insurance
- Maintenance
- Cleaning
- 24/7/365 E-Car Support



- Access to online booking system
- Carbon & Utilisation Reporting
- Electricity
- Member workshops



The Nissan Vehicles

Nissan eNV200 Van



Range: ~70 miles
Payload: 770 kg
Charge time: 4 hours
Seats: 2-5

Nissan LEAF



Range: 85 miles
Charge time: 4 hours
Acceleration: 0-30 mph in 3.4s
Seats: 5



The Renault Vehicles

Renault Kangoo Maxi Z.E. Van



Range: 60 miles
Payload: 850 kg
Charge time: 6 hours
Seats: 2-5

Renault ZOE Z.E.



Range: 85-90 miles
Charge time: 3.5 hours
Acceleration: 0-30 mph in 4s
Seats: 5



FINAL SITE SELECTION AND LAUNCH (October 2013)



Poplar – 9 Month Usage Review

Operating Statistics

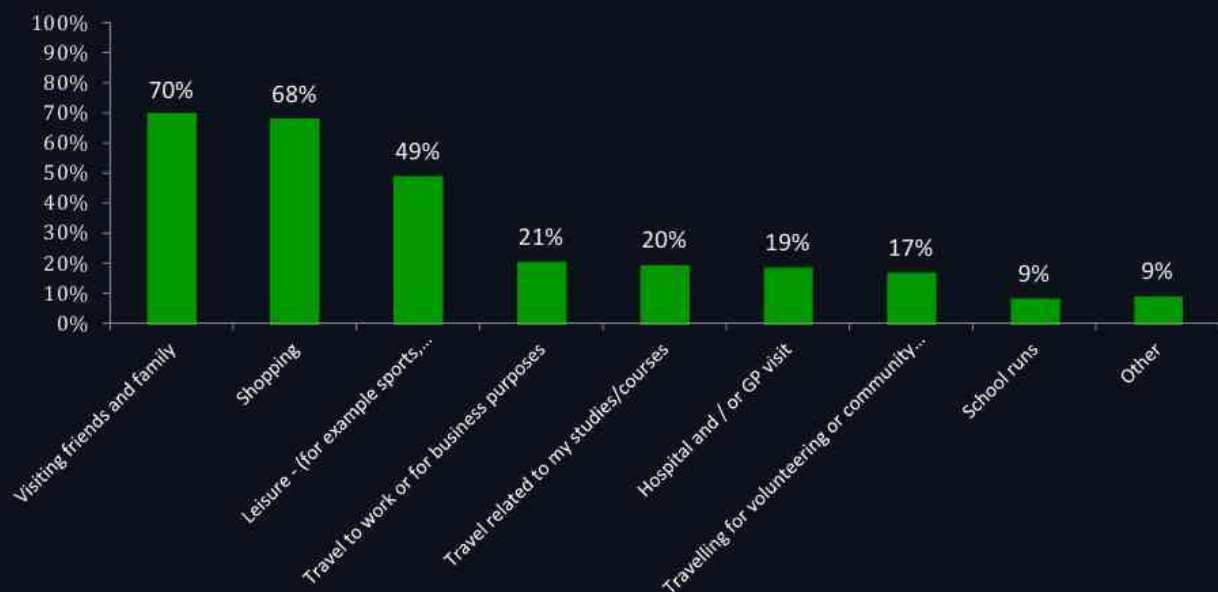
Vehicles Deployed (Launch)	4 vehicles (2 Renault ZOE, 2 Renault Fluence)
Vehicles Deployed (Current)	8 vehicles (5 Renault Zoe, 3 Renault Fluence)
Active Business Members	34
Active Community Members	136
Members from lowest quintile household income	42%
Average Utilisation Rate (last 3 months)	34%

Member Feedback

E-Car provide an "excellent or very good" service	95.2%
Find booking an E-Car "easy"	95.4%
Find access or use of an E-Car "easy"	80.9%
Want E-Car to remain operational in their region	100%



Poplar Community Journeys





Social Impact Reporting & The E-Car Voucher Scheme

"...we are impressed by E-Car's commitment to address this issue [access to low cost transport] and creating cross sector partnerships with local authorities and local communities to help these households in transport poverty, E-Car schemes that will reduce transport costs and improve quality of life for many people across the UK."

Martin Orrill, Head of Energy Innovation and Technology, British Gas



EMBRACE THE EVOLUTION 

Key Partners



- University of Hertfordshire
- EVvalu
- UK Power Networks
- hourbike
- FUTURE TRANSPORT SYSTEMS
Integrating transport with infrastructure
- Institute for Sustainability
- IGNITE
Energy To Change Society
- Technology Strategy Board
Driving Innovation
- source
EAST
- centrica
- NISSAN
- RENAULT
- British Gas



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Questions



Christopher J. Morris
Managing Director

chris.morris@e-carclub.org
www.e-carclub.org
+44 (0)20 3603 2259

