GìrACI: can car sharing boost eMobility?

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ACI Global

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ebridge-project.eu

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Outline

- ACI Global and the car sharing
- The «GìrACI» service
- The electric challenge for GìrACI
- The role of car sharing for the eMobility development

Who we are?

Restoring mobility

- 24/7 Assistance
- 3.000.000 of yearly calls
- 800.000 rescues
- 200 multilingual and multiskill operators
- network of 700 roadside assistance and rescue points, through about 3.000 vehicles

- International coverage
  - 40 covered Countries

Enabling a smarter mobility

Mobility information services

National stakeholder of Traffic and Mobility Information services with 4 Traffic Information Centers, works in cooperation with public and private entities to provide advanced information services at local and national level through the Luceverde and Radiotraffic brands;

Providing a better mobility

GìrACI, the ACI Global Car Sharing

Why ACI Global?

- Optimisation of fixed operational costs, targeting new customers, increasing contact with customers, cross marketing
- Organization: national network available, call centers, familiarity with assistance and sustainable mobility
- New proposition to ACI Members and International network (FIA) enabling interesting synergies

Facts and figures

Up to date

- Active in 3 cities:
  - Milano (114 cars, 5.000 Members)
  - Verona (70 cars, 600 Members)
  - Firenze (40 cars, 400 Members)

GuidaMi CAR SHARING MILANO

CARSHARING FIRENZE

- Coming soon: Bari, from 01/2016, **fully electrical** Car Sharing
- Business Plan includes B2C and B2B services, 17 cities targeted in 2020

The «GirACI» service

Strengths

- ✓ A nation-wide programme
- ✓ City-tailored solutions
- ✓ Services covering wider urban areas (not only downtown)
- ✓ Flexible service model («take-away» AND early booking)
- ✓ Technological advanced, user friendly access and interfaces

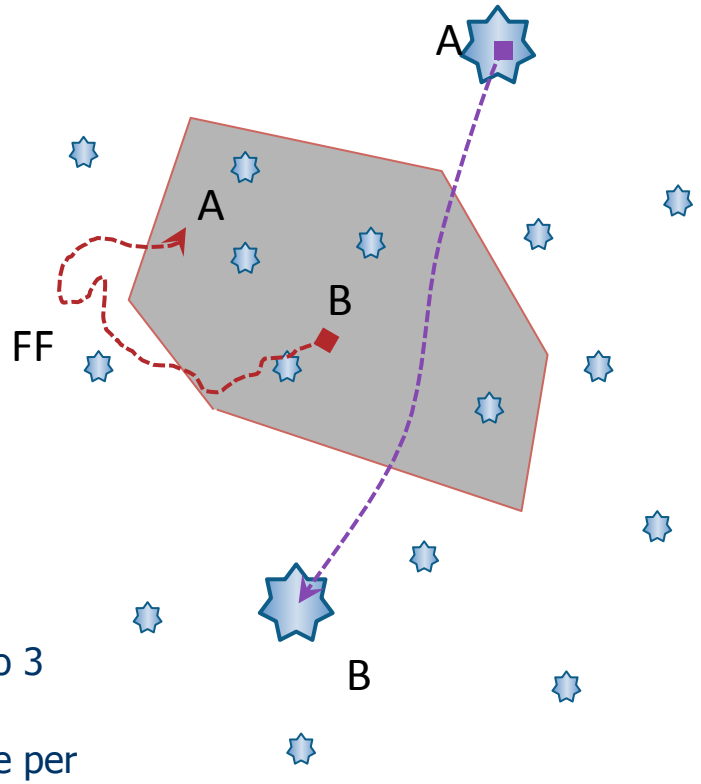
❑ The role of technology

- Positioning and mobile technologies combined with connectivity (telematics) played an essential role in the recent car sharing "boom"
- Integration with on-board tecnologies and access to data is crucial to the service
- OE vs After Market technologies

GìrACI Car Sharing

Service model

- Point-to-Point (P2P) + Free Floating (FF)
- Limited FF Area: for shorter journeys
- Network of Stations: for longer trips



- ❑ Standard trip: A-B (point-to-point), but also A-B (FF)
- ❑ Average ride duration: 2-4 hours
- ❑ Average distance travelled: 10-30 km
- ❑ Booking: take away (FF, 30') and earlier planning (up to 3 days)
- ❑ Fares: no subscription cost; fare per minute driven, fare per minute parked (50 km included); daily fare
- ❑ Fleet: limited number of vehicle models

ACI Global for GuidaMI

GuidaMi
CAR SHARING MILANO

- Develop and integrate the car sharing supply in Milan with a sustainable service, tailored for the wider City
- Provide a service conceived to be:
  - **Flexible**, boasting also a station-based "one way" option
  - **Available to early booking**, both in origin and in destination
  - **Integrated with public transport** and with the main mobility nodes within the wider city
- Customer targets include medium-long distance travelers (minimum 1 hour), both individual and companies

The ACI Global Car Sharing and eMobility

The car sharing for the eMobility development

Comune di Verona

- 10 VW eUP running (fully EVs)
- «point to point» model
- 5 charging stations

Running from April '15

GuidaMi CAR SHARING MILANO

- 4 Citroen C Zero
- «Round trip» model
- 4 charging stations

Comune di Bari

- 30 Nissan Leaf
- «Free Floating» and «point to point»
- 6 fast charging stations
- Further charging stations shared with public

Coming next January '16

Car sharing and eMobility development

Opportunities

- Studies (*) confirm that the presence of EVs in car sharing provides access to a first eMobility experience, otherwise difficult to access;
- Car sharing members have chances to **familiarize with eMobility** (charging operations, range limitations, …) and may increase their **desire** to regularly use (if not own) an electric vehicle;
- Training opportunity for operating Electric Vehicles (fleet operators, roadside assistance)
- the current **car sharing popularity** can help to drive the development of charging infrastructures.

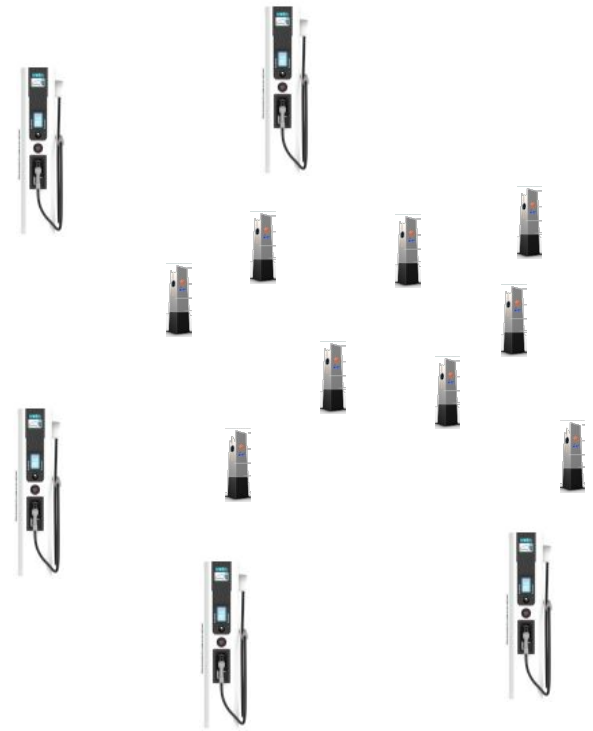
- Adding ecological efficiency to the car sharing fleet (overall emissions improved)
- Bringing eMobility "supporters" to car sharing programmes (generating new customers)

(*) https://www.move-forward.com/news/details/carsharing-is-increasing-diversity-among-electric-vehicle-users/

Car sharing and eMobility development

Open issues in Italy

CAR SHARING



- General **availability of charging infrastructures**;
- **charging standards** related to charging speed and service model (free floating vs station based)
- **"sharing" park spots** between car sharing members and electric car owners at charging stations
- Investments in charging infrastructures: who should do it?
  - California's Zero Emission Vehicle Program has offered incentives for car sharing operators to include EVs and plug-in hybrid vehicles (PHVs) in their fleets.;
  - In Italy, local authorities are more and more asking car sharing operators to invest in charging networks

Thank You for your attention.

www.giraci.com

il car sharing

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