



FROM INFRASTRUCTURE TO ECO-SYSTEM: EV CAR SHARING IN ESTONIA

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Director, e-mobility solutions, NOW!
Innovations





BUILDING BLOCKS OF ELMO PROGRAM

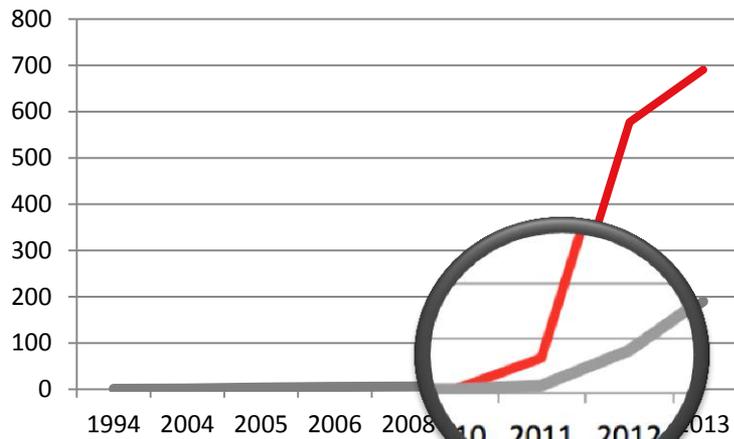
**CHARGING
INFRA-
STRUCTURE**

**AWARENESS
RAISING**

**PURCHASE
INCENTIVES**



HOW TO TRIGGER THE EV UPTAKE?



Data source: Estonian Road Authority, October 2013

**TOTAL NUMBER OF EVS
REGISTERED IN ESTONIA**

**NUMBER OF EVS OWNED
BY PRIVATE PERSONS OR
COMPANIES
(GOVERNMENT FLEET
EXCLUDED)**

DEALING WITH THE NEW BARRIERS

**DISTRUST TOWARDS THE EV AND
BATTERY TECHNOLOGY**

**DISTRUST TOWARDS THE (QUICK)
CHARGING TECHNOLOGY**



SILVER BULLET?

**MIX OF TECHNOLOGIES HAD TO BE
DEPLOYED TO OVERCOME BARRIERS**

FULL MARKETING MIX

PUBLIC RELATIONS MANAGEMENT

SURVEYS AND ANALYSIS

EXPERIENCE SHARING





**EXPERIENCE
SHARING WITH
REASONABLE
COSTS**

**CAR SHARING – THE METHOD OF
PROMOTING THE EV'S AND DEAL
WITH DISTRUST ISSUES.**

EASY FOR YOUR PERSONAL BUDGET

SERVICE DESIGN



**LOWER THE
BARRIERS**

**BALANCE
RISKS**

**REDUCE THE
LEARNING
CURVE**



SELF-SERVICE: PARTNERSHIP WITH THE CUSTOMER IN THE NEW LEVEL

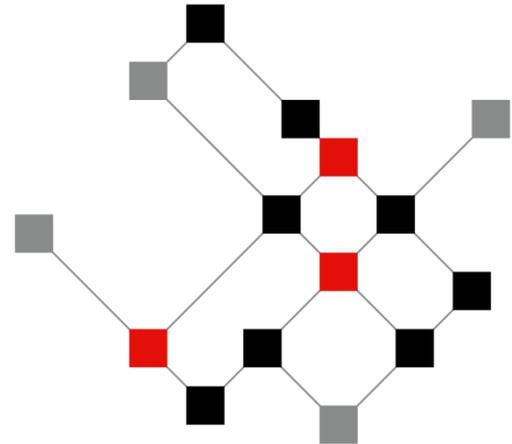


SIMPLE SUBSCRIPTION OVER THE WEB

IMMEDIATE ACTIVATION OF ACCOUNT

FIND THE CAR ON THE MAP

AND OFF YOU GO!



RISK BALANCING IN SELF-SERVICE MODEL



RISKS

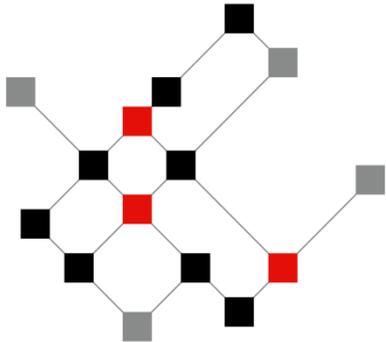
TRAFFIC HAZARDS

USER MISBEHAVIOUR

CREDIT RISKS

FRAUD & THEFT

...



SOLUTIONS

ID-CARD BASED IDENTITY RECOGNITION

AUTOMATIC LICENSE VERIFICATION

24/7 FLEET MONITORING OVER THE

TELEMATICS

HUMAN-READABLE MANUALS, RULES

AND TERMS

INSURANCE

COUNTRY-WIDE SERVICE TEAMS

KEY FEATURES OF ELMO CAR SHARING



24 CARS: 16 NISSAN LEAFS, 8 MITSUBISHI I-MIEVS

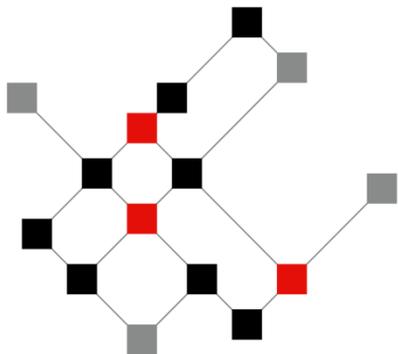
RENT AND RETURN FROM/TO ANY HOTSPOT IN TALLINN OR TARTU

POST-PAID, MONTHLY BILLING

MOBILE ACCESS

CHARGING INCLUDED

LIVE SINCE AUGUST 2013



**1. HOUR
6 EUR**

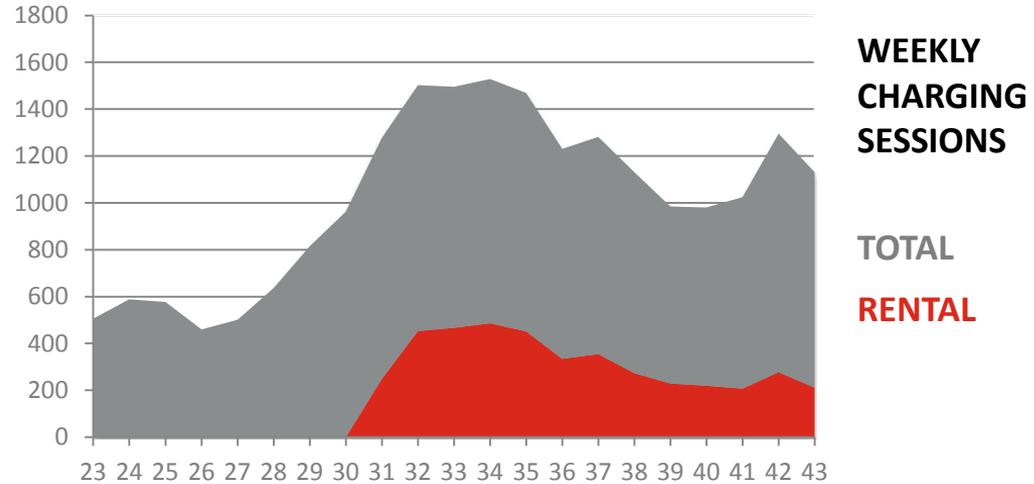
**2.-X HOUR
3 EUR/H**

**24 HOUR
30 EUR**

SYNERGY WITH THE CHARGING INFRA- STRUCTURE

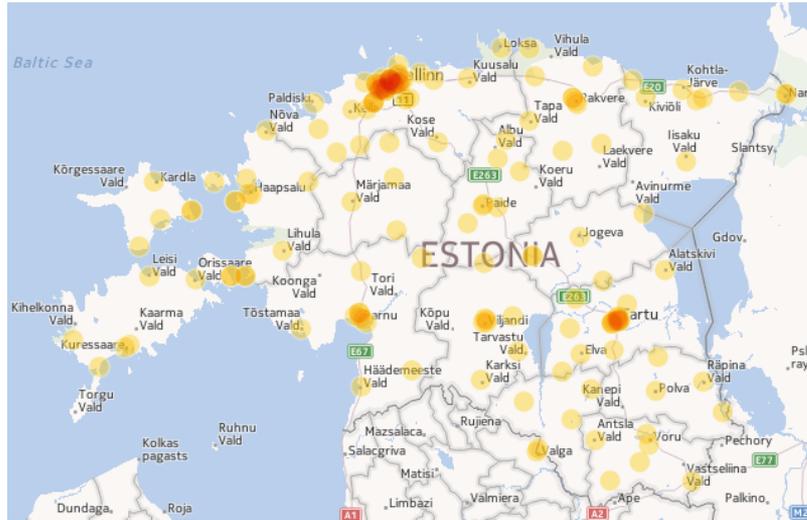


ADOPTION AND USAGE



LESSONS LEARNED FROM TELECOM YOU CAN INCREASE THE USAGE OF INFRASTRUCTURE THEN YOU HAVE MORE INTEGRATED SERVICES

ADOPTION AND USAGE



HEATMAP OF
CHARGING
SESSIONS BY
ELMO RENT
CARS

LESSONS LEARNED
IF YOU HAVE A GOOD INFRASTRUCTURE YOU
CAN SELL MORE OF YOUR SERVICE

SUMMARY

CAR SHARING IS FOR SHARING THE EV EXPERIENCE

IT FITS WELL INTO THE OVERALL IDEA TO PROMOTE EV'S

TO MAKE IT POPULAR, THE SERVICE DESIGN IS ESSENTIAL

CAR SHARING AND OTHER MOBILITY SERVICES INCREASE THE VALUE OF THE INFRASTRUCTURE



THANK YOU!

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MOBILE.PAYMENT.BILLING.