

**Next Stop:
Millennials**



XVII CONGRESO AMERICANO

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Cd. de México
6 al 8 de Julio 2015

Evo Car Sharing

Frank Fotia, CAA





Car Sharing Service

- * new brand name, independent of club – EVO
- * appeal to millennials, traditionally non-members
- * users of public transportation
- * city of Vancouver – 250 Toyota Prius hybrid vehicles

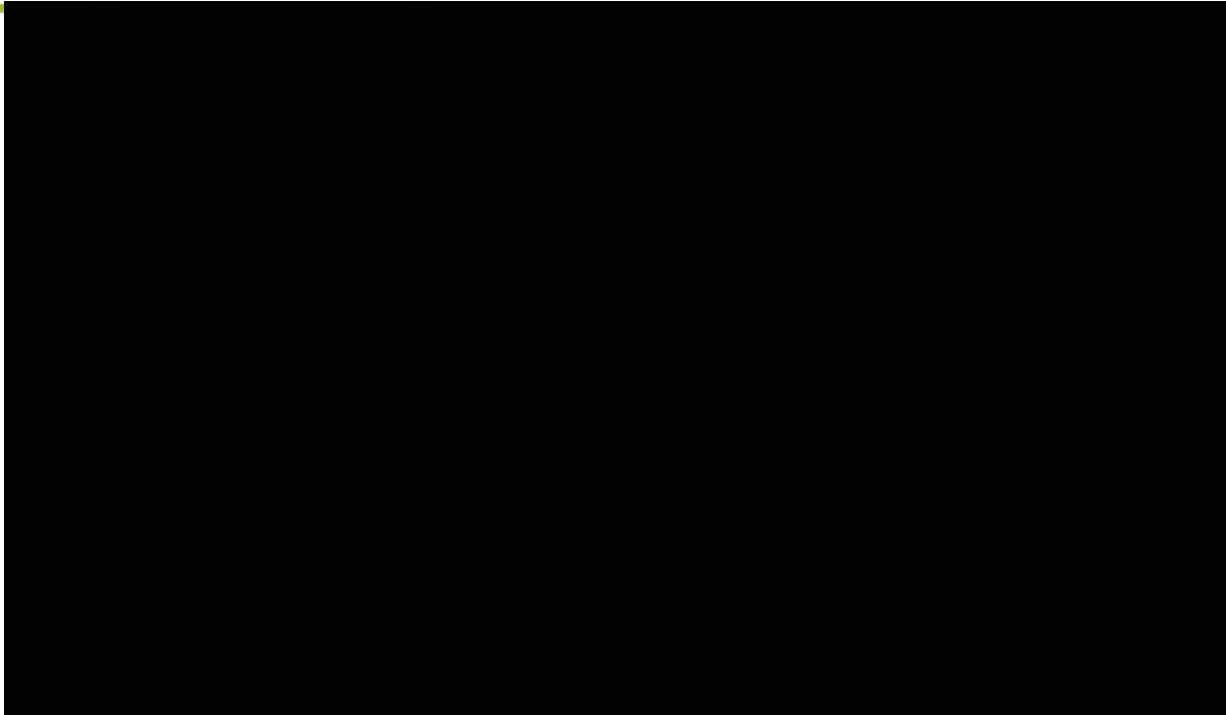
Goal

- position club as relevant to millennials
- offer alternatives to vehicle ownership
- mobility solutions



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Tremendous Opportunity

45%



of North American
17 year olds had a drivers
license in 2010, down
more than two thirds from
1978

-23%



less vehicle miles
travelled by 16-34 year
olds in 2009 vs. 2001

44%



of Millennials make an
effort to replace driving
with other options

29%+



estimated annual growth
of the car sharing
category for the next 8
years

15%



of BCAA's Membership
base are Millennial vs.
32% of total British
Columbia population

19%



perceive BCAA as
"innovative" and 25%
perceive us as "modern" –
well below other age
groups

44%



"Trust BCAA a lot" vs.
67% for ages 35-54 and
71% for ages 55+

42%



of Vancouver Millennials
surveyed say that they
intend to use a BCAA
powered car sharing
service (purchase intent)

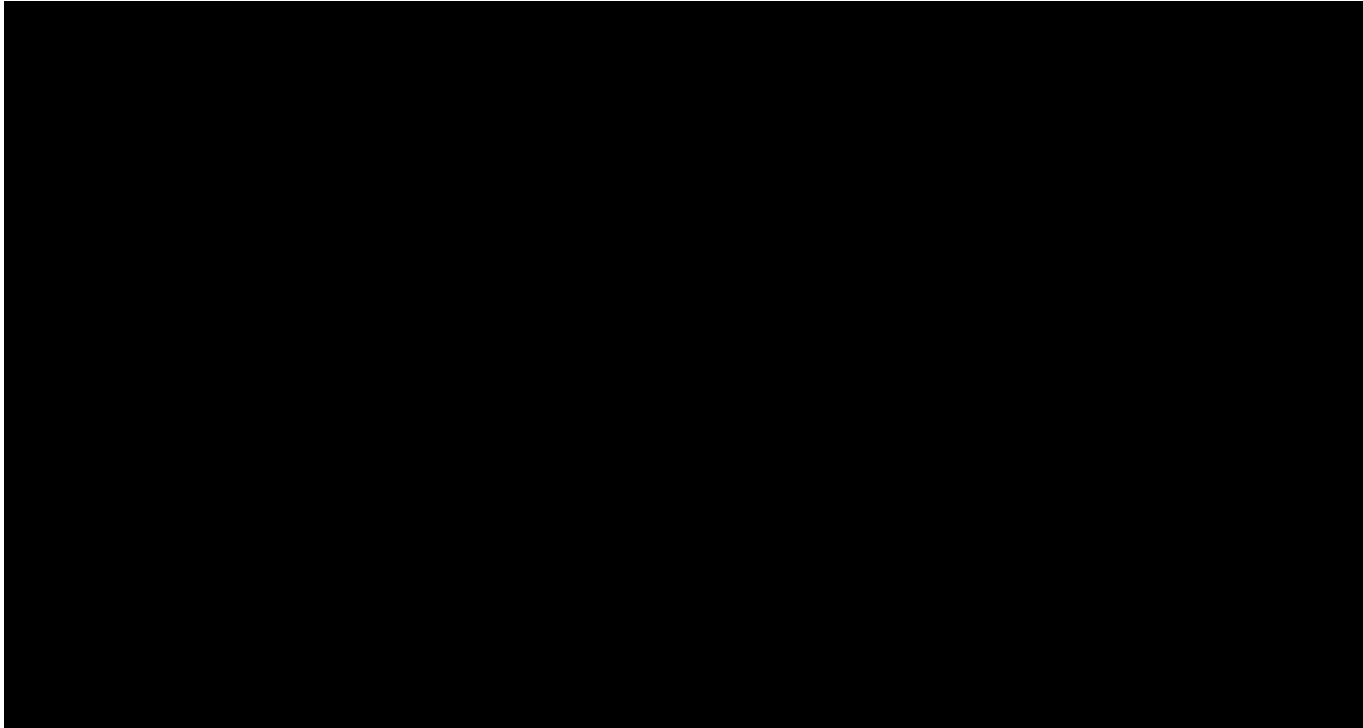


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Share the Freedom



Welcome to Evo Car Sharing

A Simple Customer Experience



FIND A CAR ONLINE
OR WITH THE APP



UNLOCK AND
HIT THE ROAD



PARK ANYWHERE
IN THE HOME AREA

Another Reason Membership is Rewarding

BCAA Members try
Evo FREE and get 60
min FREE driving

Join the Evolution of car Sharing in BC

Pay only for what you use. We cover the rest. Yep, our per minute rate includes gas, insurance, parking and up to 200km/trip.



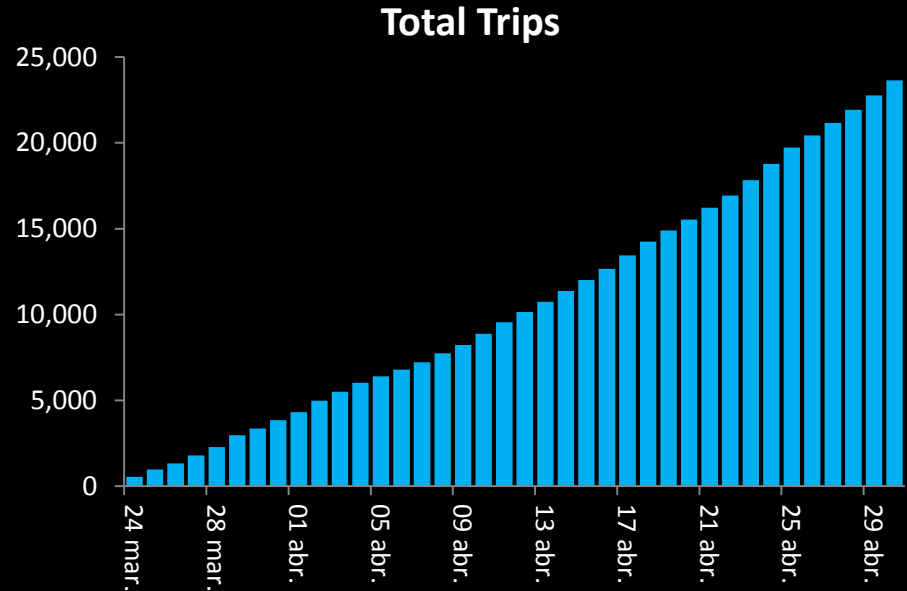
SIGNUP WITH OFFER



CREATED BY BCAA

Tremendous Initial Response

- Initial Results:
 - More than 13,000 registered users in 6 weeks
 - Almost 30,000 trips driven
 - 800-1,000 trips each day
 - Over 140,000km driven





CAA British Columbia first North American club to offer vehicle sharing service

CAA also offers roadside assistance for bicycles

Our goal – to offer mobility solutions for all Canadians



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