

New Urban Trends

Urban Mobility re-defined by Daimler

moovel GmbH
Copenhagen, 21st May 2014



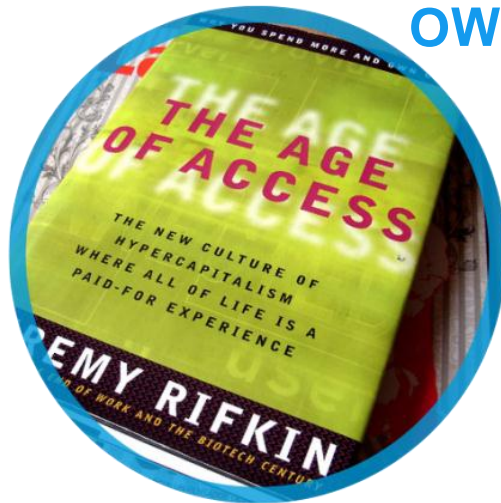


URBANISATION

**ALWAYS ON
& CONNECTED**



**ACCESS TRUMPS
OWNERSHIP**

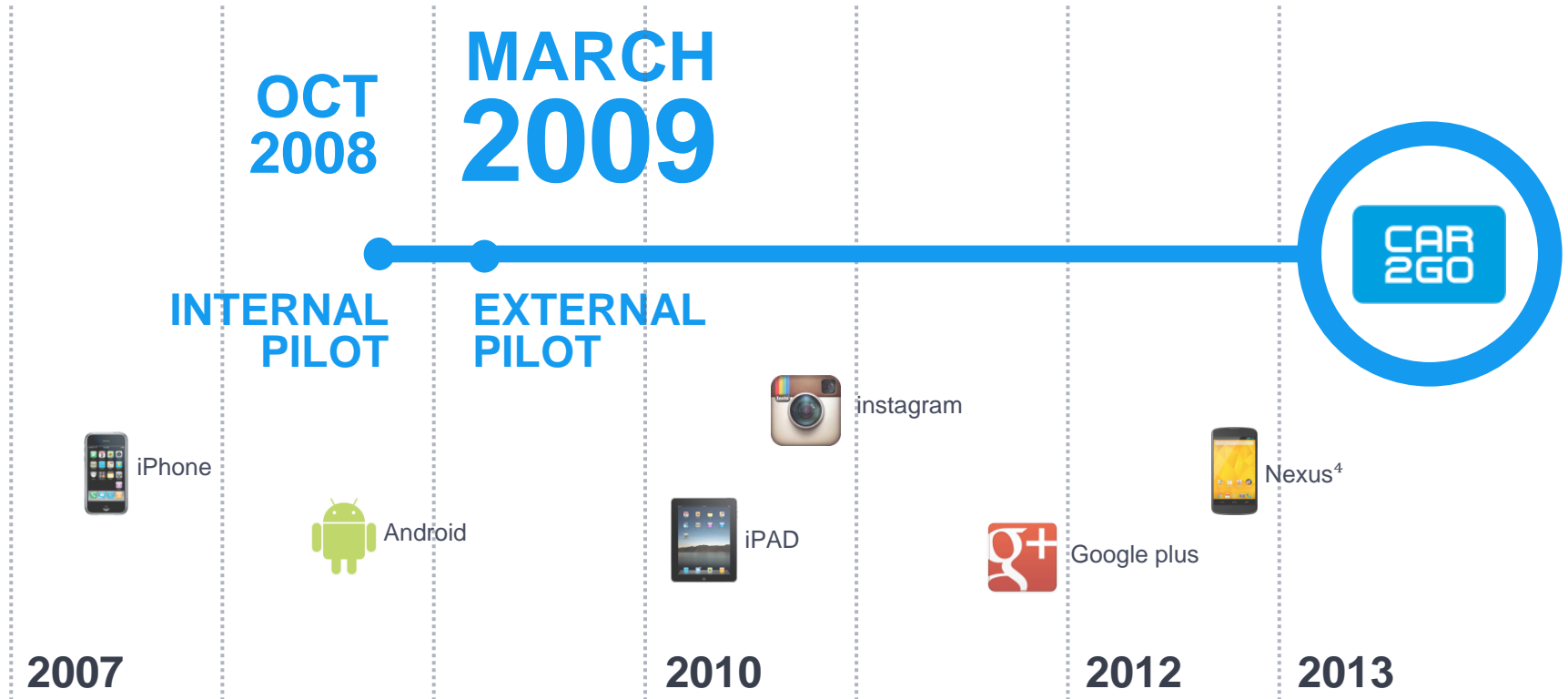


**AUTONOMOUS
DRIVING**





Pioneering free-floating carsharing with car2go



car2go provides easy and instant access to mobility





THE DIFFERENCE IS ...

MANY CARS – EASY TO FIND

TRANSPARENT PRICING SYSTEM

SPONTANEOUS RENTAL

ONE WAY

OPEN END

DROP OFF ANYWHERE

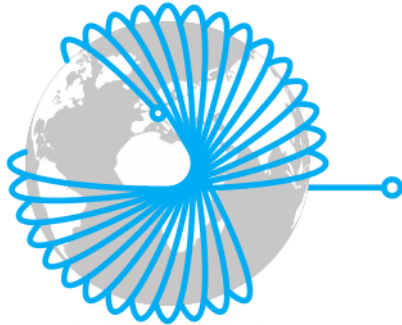
PARK FOR FREE



car2go: Revolutionizing the carsharing industry and preparing the ground for the self-driving era



• car2go is available in 27 cities across 7 countries.

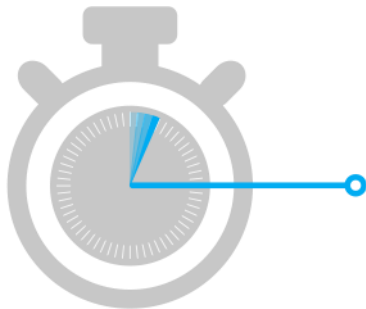


150 million
DRIVEN KILOMETERS

3750x
AROUND THE WORLD

11.000
VEHICLES

700.000+
CUSTOMERS



21million
CAR2GO RENTS

**EVERY
2 SEC.**

A RENTAL STARTS



Last 127 years:

AUTO_{mobile}



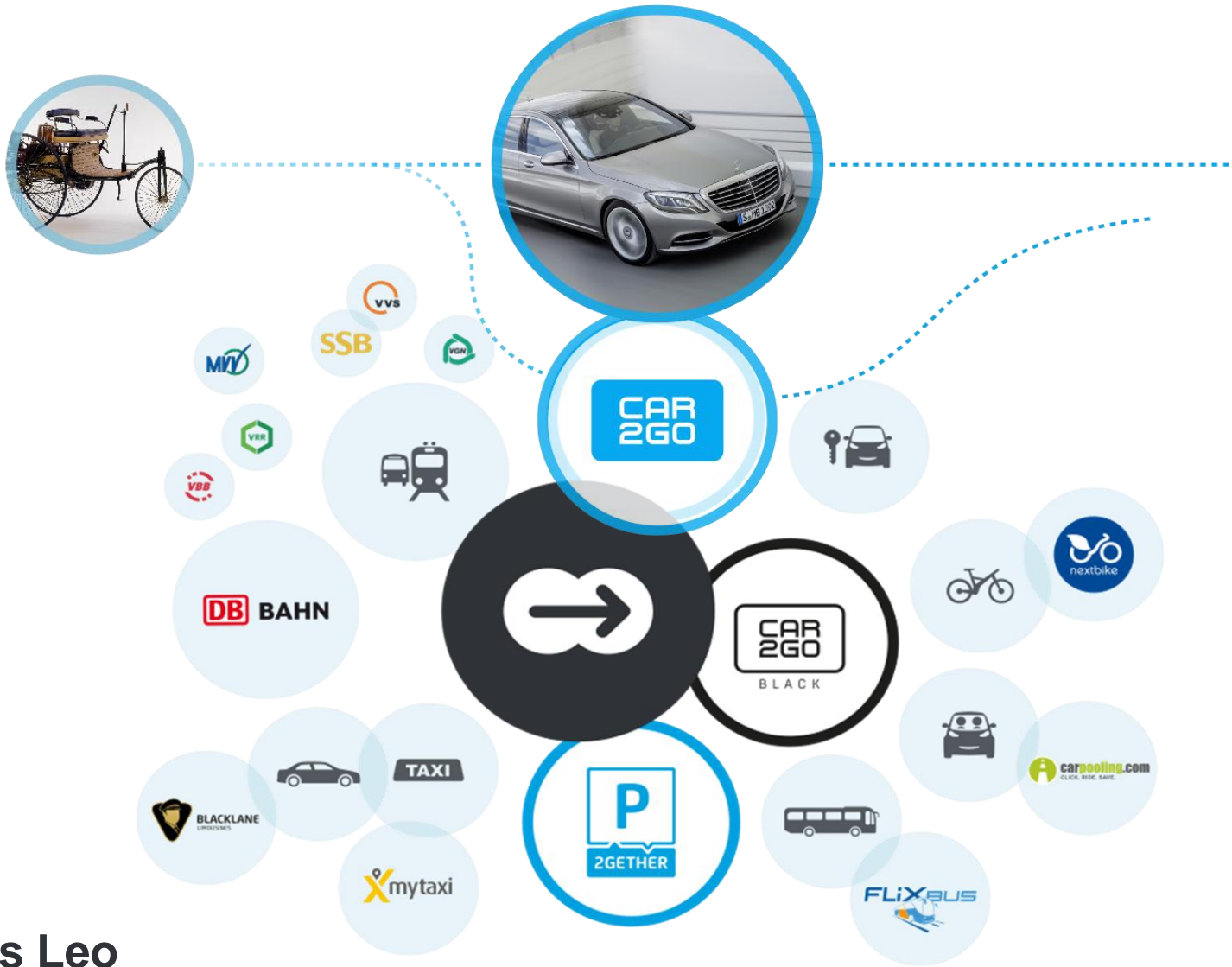
Future:

Auto MOBILE



2014 & beyond: Building the mobility ecosystem





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