



**Press release**

January 11, 2018

**Financial year 2017: car2go grows significantly and strengthens its market leadership**

- car2go increases its number of customers by 30 percent to 2.97 million
- 24 million car2go vehicle rentals worldwide
- Longer average rental duration thanks to car2go packages

*Stuttgart* – customer growth, longer rental duration and increased vehicle utilization: car2go has shown dynamic growth in the financial year 2017. With 2.97 million customers, the company has been able to further strengthen its global market leadership in the flexible carsharing sector. In comparison to the previous year, the number of members rose by 30 percent. Still top of the list of car2go cities with the most customers are Chongqing in China (234,000 customers), Berlin (219,000 customers) and Madrid (190,000 customers). In North America, car2go achieved an important milestone at the end of 2017 with more than one million customers now using car2go in the United States and Canada.

“2017 was a really successful year for car2go,” said Olivier Reppert, CEO of the car2go Group. “We have grown in all areas – number of customers, rental duration and vehicle utilization rate – and in all regions where we operate. And for 2018, all signals point towards further growth.”

In the past fiscal year 2017 alone, our customers rented a car2go vehicle more than 24 million times. The greatest rentals growth rates were achieved in Milan (plus 678,000 rentals), Berlin (plus 622,000 rentals) and Hamburg (plus 454,000 rentals). With the introduction of the car2go packages, which have made longer rentals even more attractive for customers since September, the average rental duration has increased by 30 percent.

Somewhere in the world, a car2go vehicle is rented almost every second. During the financial year 2017, the utilization rate of the around 14,000 vehicles increased to approximately 38 percent. In response to customer demand, car2go also expanded its fleets with new smart and Mercedes-Benz models in 2017.

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**You can find more information and press images at [www.car2go.com](http://www.car2go.com) and on the Daimler Global Media Site: <http://media.daimler.com/>**

### About car2go

car2go is the market leader in the free-floating car-sharing sector and is a wholly owned subsidiary of Daimler AG. With the car2go carsharing concept, smart fortwo and Mercedes-Benz vehicles can be hired anywhere and anytime at affordable (per minute) prices. The vehicles can be found, booked and paid for using a smartphone. The car2go car-sharing service has been operating since 2008. It is internationally available at 26 locations (14 in Europe, including seven in Germany, 11 in North America, and 1 in Asia in Chongqing/China). Transnational usage is possible within Europe and North America. The vehicles, which now total around 14,000, have been rented by more than 2.9 customers. Purely electrical fleets with a total of 1,400 vehicles are available in three locations (Stuttgart, Amsterdam and Madrid). Thus, car2go is one of the largest providers in the electric vehicle car-sharing sector. The car-sharing provider's headquarters are in Leinfelden-Echterdingen near Stuttgart. Operations within Europe are managed by car2go Europe GmbH, a joint venture company of Daimler and Europe's leading car rental company, Europcar. Further information can be found at [www.europcar-group.com](http://www.europcar-group.com).



### Daimler at a glance

Daimler AG is one of the most successful automotive companies in the world. With its business divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the vehicle manufacturer is one of the largest suppliers of premium cars and the world's biggest manufacturer of commercial vehicles. Daimler Financial Services offers financing, leasing, fleet management, insurance policies, capital investments and credit cards as well as innovative mobility services. The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in 1886. As a pioneer of automotive construction, Daimler continues to shape the future of mobility today: the Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate its customers. Daimler invests continually in the development of alternative drive systems – from hybrid vehicles through to pure electric vehicles with batteries or fuel cells – with the goal of making emission-free driving possible in the long term. Additionally, the company emphatically promotes accident-free driving and intelligent networking, right through to autonomous driving. Daimler sees living up to its responsibility to society and the environment as both an aspiration and an obligation. Daimler sells its vehicles and services in nearly all countries of the world and has production facilities in Europe, North and South America, Asia and Africa. The brand portfolio includes in addition to Mercedes-Benz, the world's most valuable premium automobile brand, as well as Mercedes-AMG, Mercedes-Maybach and Mercedes me, the brands smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses and the Daimler Financial Services brands: Mercedes-Benz Bank, Mercedes-Benz Financial, Services, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the Frankfurt and Stuttgart stock exchanges (stock exchange abbreviation DAI). In 2016, the company sold around 3 million vehicles and had a workforce of a total of 282,488 employees. The turnover was 153.3 billion euros, the EBIT amounted to 12.9 billion euros.