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car2go publishes White Paper: Why carsharing plays a decisive role in the breakthrough of electric mobility

- E-carsharing plays an important role for the breakthrough of electric mobility
- The operation of carsharing fleets provides valuable knowledge for the overall further development of electric mobility

Stuttgart – Electric carsharing gives new impetus for the breakthrough of electric vehicles. car2go, the global market leader in the free-floating carsharing sector, today published a White Paper showcasing the five main reasons why e-carsharing plays a central role in the development of electric mobility.

“Fully electric carsharing is an optimal test environment for electric cars. The technology is subjected to maximum strain and proves its suitability for everyday use under real conditions,” said car2go CEO Olivier Reppert at the Future Mobility Summit in Berlin. The valuable knowledge gained on a day-to-day basis is of benefit not only to vehicle manufacturers, but also for the “overall system of electric mobility” including electricity providers, network operators, battery manufacturers, research institutions, cities and, of course, the users.

“We are convinced that the future of carsharing is electric – which is why we are promoting its systematic development. Fully electric carsharing fleets further strengthen the already positive effects of carsharing, for example the improved air quality in metropolitan areas. Additionally, we help cities solve the chicken-and-egg problem incurred with the charging infrastructure. Hence, we make a significant contribution towards the further promotion of electric mobility as a whole,” explains Reppert.

car2go already operates purely electric carsharing fleets in three locations (Stuttgart, Amsterdam and Madrid) with a total of 1,400 vehicles which are used by 365,000 customers. Thus, car2go is one of the world’s largest providers in the electric carsharing sector. An additional 400 electric cars will be introduced by the end of 2019 in Hamburg.

“Electric mobility and carsharing both follow the same strategic goal: to make cities a cleaner and better place to live. But there is more to it,” states the car2go White Paper. “We understand purely electric driving to be an interaction of a variety of components – from the battery to the electricity network, to the charging infrastructure and then the undeniably positive customer experience.” It is about promoting the overall system of electric mobility.

The White Paper can be downloaded [here](#).

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

About car2go

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car2go is the market leader and pioneer of free-floating carsharing and is one of the leading mobility services of Daimler AG. The concept is simple: worldwide over 14,000 smart and Mercedes-Benz vehicles can be reserved and rented via a cost-free smartphone app at any time. Today, over three million customers use this flexible mobility concept in 26 locations in Europe, North America and China. car2go thus offers a sustainable solution for urban mobility and contributes as a part of the mobility mix significantly to the reduction of congestion in cities. Additionally, at three European locations car2go operates 100 percent electric fleets with 1,400 vehicles, making car2go one of the biggest electric, fully flexible carsharing providers. Driving these positive effects continuously forward is part of car2go's main objectives. car2go is a wholly-owned subsidiary of Daimler AG and has its headquarters in Leinfelden-Echterdingen near Stuttgart.

Daimler at a Glance

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, financial investments, credit cards, and innovative mobility services. The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, it is a motivation and commitment of Daimler to shape safely and sustainably the future of mobility: The Group's focus is on innovative and green technologies as well as on safe and superior automobiles that appeal and fascinate. Daimler consequently invests in the development of efficient drive trains with the long-term goal of locally emission-free driving: from hightech combustion engines about hybrid vehicles to electric drive trains powered by battery or fuel cell. Furthermore, the company follows a consistent path towards intelligent connectivity of its vehicles, autonomous driving and new mobility concepts. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment. Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Its current brand portfolio includes, in addition to the world's most valuable premium automotive brand, Mercedes-Benz (Source: Interbrand-Study „The Anatomy of Growth“, 10/5/2016), 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 Daimler Financial Services' brands: Mercedes-Benz Bank, Mercedes-Benz Financial Services, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2017, the Group sold around 3.3 million vehicles and employed a workforce of more than 289,300 people; revenue totalled €164.3 billion and EBIT amounted to €14.7 billion.