



August 8, 2018

car2go on the Road: Customers Increasingly Rely on Flexible Mobility during Vacation

- the number of cross-border rentals has increased in the first half of 2018 by 42 percent
- when abroad, German customers prefer to drive in Italy and Austria
- being flexible with just one account in 14 European cities

Stuttgart – Flexible carsharing also on vacation: compared to the previous year, the number of cross-border rentals increased in the first half of 2018 by 42 percent. These include trips by business travellers as well as tourist visits to European car2go locations.

The preferred destination for transnational journeys is Germany. Within the first six months of 2018, European car2go customers took 43 percent of the overall international trips on German roads. Thereof Italian and Austrian customers most frequently drove a car2go in Germany. However, where do German customers prefer to drive when abroad? The clear favorite is the Austrian capital. In Vienna, almost 90 percent of car2go trips taken abroad are cross-border rentals from German users.

Also in the Italian cities Florence, Milan, Rome, and Turin German customers like to use free-floating carsharing of car2go – and this even more often. Nearly the half (47 percent) of the cross-border rentals in Italy are made by German users. With 41 percent, the Spanish customers are just behind. Overall, Italy occupies the second place: around 30 percent of the transnational journeys taken during the first half of 2018 took place in the country of “La Dolce Vita”.

“The user numbers make clear that free floating carsharing does not only play a decisive role for our customers at home: for many, flexible mobility has become indispensable even on vacation,” says Olivier Reppert, CEO of car2go.

One Account, 14 European Cities

People using car2go regularly at home, do not have to go without it during vacation. car2go customers have around 8,000 vehicles (Mercedes-Benz and smart models) in 14 European cities at their disposal. For using free-floating carsharing of car2go transnationally, the users just have to accept the local terms and conditions. With their normal car2go account, they can move freely and individually at any time, whether it is in Austria, Germany, Italy, Spain or the Netherlands.

From the Airport to the Hotel, or Day Trips with car2go

Very popular is the car2go rental beginning or ending at the airport, which is possible in twelve European cities. Therefore, the vacation can begin without the annoying search for a parking space. The onward journey with the car2go from the destination airport to the accommodation is also easily possible thanks to the cross-border rentals of car2go vehicles.

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The car2go packages are perfectly suited for an individual sightseeing tour or the ways to the museums. car2go cars can then be used for 12 or 24 hours at a more favorable price. These packages can be booked flexibly before starting the rental in Vienna and in all German cities (despite Stuttgart) as well as in Italy.

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About car2go

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 25 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 DAL). 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.