



CAR2GO CROSSES TWO MILLION GLOBAL MEMBER MILESTONE

- **Strong 43-percent year-over-year membership growth**
- **Every 1.5 seconds a car2go member takes a trip in car2go vehicle**
- **car2go offering free registration to new U.S., Canadian members for a limited time**

AUSTIN, TEXAS October 4, 2016 – car2go announced today that the world’s largest one-way carsharing service has crossed the two million global member milestone.

car2go N.A. is the largest flexible one-way carsharing service in North America with 800,000 members. The service also boasts more than 1.1 million members across Europe and 100,000 members in Chongqing since car2go launched its first Chinese location in April, 2016.

Every 1.5 seconds, a car2go member takes a trip in one of the service’s 14,000 vehicles serving car2go members in nine countries on three continents.

"car2go has a unique growth story," said Olivier Reppert, Global CEO of car2go. "car2go was first to market with one-way free-floating carsharing in 2009, and since then we have been able to captivate more people in more cities. We are planning for consistent growth."

Globally, car2go has enjoyed significant 43-percent year-over-year growth. This underscores the huge and growing potential of the carsharing sector. According to an August, 2016 carsharing report¹ by Frost & Sullivan, the global carsharing market is expected to grow from 7.9 million people in 2015 to over 36 million people by 2025.

"car2go is clearly leading the carsharing market when it comes to member levels and the number of cities they've launched the service," said Martyn Briggs, Principal Mobility Analyst at Frost & Sullivan. "car2go's growth illustrates the scalability of carsharing as a global mobility business model, especially with the recent successes the service has seen in Chongqing, China. The rise of carsharing can be attributed to a changing paradigm of demographics, social preference shifts towards usage of vehicles instead of ownership, and technology that enables the seamless short term rental of vehicles. Vehicle manufacturer-backed global carsharing services like car2go are providing an attractive new, innovative urban mobility solution that blurs the lines between private and public transport."

The introduction of four-door Mercedes-Benz CLA and GLA vehicles to car2go's European fleet helped to drive increased membership. car2go continues to operate a very popular four-door Mercedes-Benz pilot program in select Canadian locations.

Free Registration for New Members

To celebrate its two million member milestone, car2go is offering free registration (regularly \$35) to new U.S. and Canadian car2go members for a limited time. Simply

visit www.car2go.com to register using the promo code JOINC2G to become a member today. Members are encouraged to keep up-to-date on all the latest member events and promotions by following [@car2go on Twitter](https://twitter.com/car2go) and connecting with [car2go on Facebook](https://www.facebook.com/car2go).

car2go's free-floating car-sharing service does not use fixed rental stations or require reservations. Instead, vehicles are spread throughout a city. car2go members simply use the car2go app on their smartphone to unlock, drive and park their car2go in any legal parking space within that car2go location's Home Area.

Independent Research Confirms car2go, one-way carsharing takes cars off the road and reduces greenhouse gas emissions

Recent research highlighted the power one-carsharing has to improve quality of life in increasingly dense North American cities. In July, a research team from The University of California Berkeley released the findings of the first-ever impact study of one-way carsharing in North American cities. The study found that car2go removed up to 11 vehicles from urban roads in the five cities studied and helped to dramatically reduce greenhouse gas emissions. The researchers estimated that in 2015 alone, car2go removed up to 28,000 personal vehicles from the streets of Calgary, San Diego, Seattle, Vancouver and Washington, D.C.

To download a PDF of UC Berkeley TSRC's one-way North American carsharing study, please visit http://innovativemobility.org/wp-content/uploads/2016/07/Impactsofcar2go_FiveCities_2016.pdf

About car2go N.A. LLC

car2go N.A., LLC, a wholly-owned subsidiary of Daimler North America Corporation, offers an innovative mobility solution in rapidly growing urban areas via a carsharing network of eco-friendly smart fortwo vehicles around the world. A flexible and "on demand" mode of transportation, car2go complements existing public transportation by bridging the gaps between the "first and last mile" of a member's commute. Today, car2go's global operation is the largest, fastest-growing carsharing program in the world with more than 2,000,000 registered members and a fleet of over 14,000 vehicles in 30 locations across the globe.

The innovation and environmental sustainability of car2go have earned international acclaim, including TripAdvisor's 2015 "Travelers' Choice" award, "Best Carshare" from the Vancouver Courier, "2015 Best CarSharing Service" from Best of D.C., "2014 Best CarSharing App" from Best of D.C., recognition from the Austin Chamber of Commerce with the "Greater Austin Business Award" for its positive impact on the city's traffic, and the prestigious "2010 EPA Clean Air Excellence Award" from the U.S. Environmental Protection Agency. Further information on car2go is available at car2go.com and car2go.com/NA/en/press/.

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