



## **CAR2GO VANCOUVER TOPS 100,000 MEMBERS: BECOMES THE LARGEST CAR2GO MEMBERSHIP CITY IN THE WORLD**

**car2go Celebrates 100k Member Milestone With a New-Member Discount**

**Fresh Data Shows How car2go Vancouver Members Use the Easy, Cost-Effective Carsharing Service**

**[CLICK TO TWEET: #vancity is now home to the largest @car2go membership in the world!](#)**

**[CLICK TO TWEET: #vancity further secures "carsharing capital of North America" title: 1 out of 6 Vancouverites are @car2go members!](#)**

**VANCOUVER, BRITISH COLUMBIA (February 29, 2016)** - [car2go](#), the largest, fastest growing carsharing company in the world, announced today that its membership in Vancouver has passed 100,000 members, making it the largest car2go membership in the world. To celebrate this milestone, new members who register with car2go between now and Sunday, March 13 will receive a discounted registration rate of \$15.00 (regularly \$35), along with 30 minutes of free drive time when they register at [car2go.com](#) using promotional code **VAN100K**.

"Vancouver continues to set the standard for how innovative, efficient mobility solutions can improve quality of life and make car ownership an option rather than a necessity," said Chris Iuvancigh, General Manager of car2go Vancouver. "We celebrated several exciting milestones in 2015, including the introduction of a 4-door car2go pilot program and doubling our fleet to 1,250 vehicles, making it the largest in the world. We are thrilled to start 2016 with another exciting milestone and welcome new members to the largest car2go membership in the world with a discounted rate and free drive time."

In celebration of the 100,000 member milestone, car2go also provided a fun and interesting look at how its Vancouver members have used car2go since the launch of the service. This data illustrates how popular the service is because of its ability to make transportation easier where Vancouverites live, work and play. Some highlights include:

- **33,558,759** – Total kilometers driven in Vancouver since car2go launched. This distance equates to traveling to the moon over 80 times.
- **5,800,000** – total car2go trips since launching in Vancouver
- **8,040** – The most car2go trips taken in a single day: October 31, 2015. Halloween!
- **102.7 The Peak** –most popular Vancouver radio station played

- **3,006** – Trips taken to Grouse Mountain
- **\$338,000** – The dollar amount car2go has donated to local charities including Canuck Place Children’s Hospice, KidStart Mentoring Program, Leave Out Violence (LOVE) and Covenant House Vancouver.

car2go has also won numerous awards in Vancouver for improving mobility, including "Best Carshare Service" in *Georgia Straight’s* Best of Vancouver awards from 2011 – 2015 and “Best Carshare” in *Vancouver Courier’s* Stars of Vancouver awards from 2011 – 2015. All of the car2go Vancouver user data gathered can be seen in an infographic the company released, which can be found [here](#).

Keep up to date on all of car2go Vancouver’s milestones, events and promotions by following [@car2goVancouver](#) on Twitter and connecting with [car2go on Facebook](#).

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### Note to Editors

The infographic illustrating all of the car2go Vancouver data gathered is available for download [here](#).

### 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. 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 1,200,000 registered members and a fleet of 14,500 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 [media.daimler.com/ms/car2go/e](#).

### About Daimler

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. And the Daimler Financial Services division 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, 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 and fascinate. Daimler consequently invests in the development of alternative drive trains with the long-term goal of emission-free driving: from hybrid vehicles to electric vehicles powered by

battery or fuel cell. Furthermore, the company follows a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving. 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, as well as Mercedes-AMG, Mercedes-Maybach and Mercedes me, the brands smart, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and Daimler Financial Services' brands: Mercedes-Benz Bank, Mercedes-Benz Financial, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2015, the Group sold around 2.9 million vehicles and employed a workforce of 284,015 people; revenue totalled €149.5 billion and EBIT amounted to €13.2 billion.

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