

Car Sharing, Ride Sharing and Alternative Transportation - US - March 2019

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This report looks at the following areas:

- Consumers don't want to get rid of their cars
- Ride sharing quickly maturing as a market
- Many ride share users are light users



"Advances in technology have disrupted traditional transportation options such as public transportation, taxis, and even personal vehicles. Consumers can now easily hail a ride or book a car for the day using an app. This Report will examine consumers' attitudes and behaviors regarding the growing mobility market."

- **Jennifer White Boehm,**
Associate Director - Financial Services & Automotive

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- Coming IPOs for Lyft and Uber may impact market dynamics

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Lyft focused on drivers
- Uber builds toward “urban mobility platform”
- Too many drivers contributing to gridlock?
- Niche upstarts compete for ride sharing services

WHAT’S WORKING?

- Lyft demonstrating care for drivers
- Lyft connects to consumers on a social responsibility level
- Free rides for Black History Month
- “Green Mode” allows for electric vehicle pick up
- Uber’s bike sharing proves to be a popular addition
- Uber partners with Dr Pepper to offer \$5 off rides

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- Too many drivers contributing to gridlock?
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