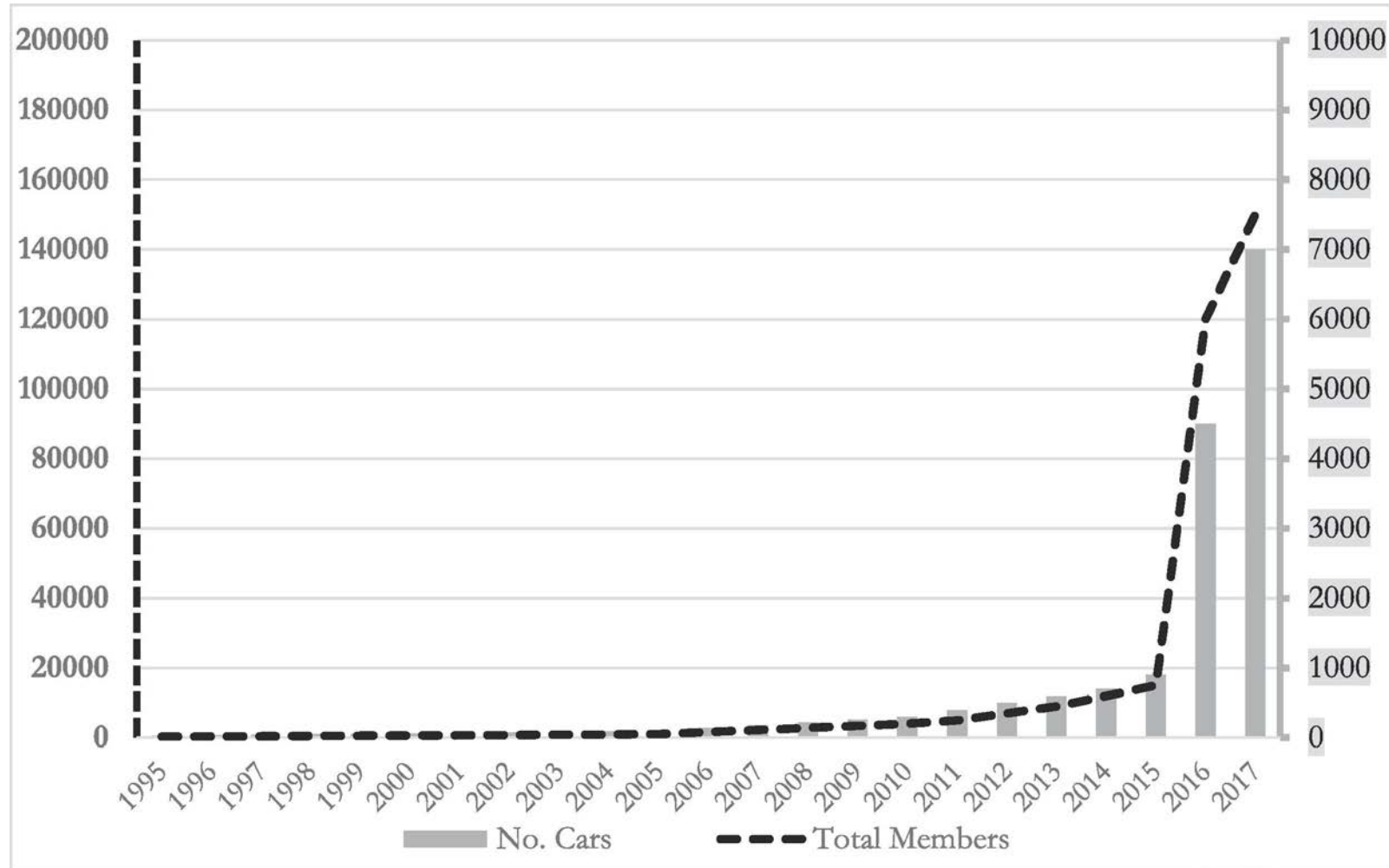


Car sharing, development and transition

Presentation at TEMPEST final seminar, Oslo, November 6th, 2019.

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Car sharing in Norway today*



Gradual and organic growth of the sector

1995 – Bilkollektivet established with support from

- Framtiden i våre hender (NGO)
- Miljøverndepartementet (Government)
- Grønt Arbeidsliv i Praksis (Cross-sectoral partnership)

1995
Bilkollektivet

1996
Bildelingen (Bergen)
Trondheim bilkollektivet

2004
Oslo bilpool (later Hertz
bilpool)

2009
MoveAbout

2015
GoMore
Nabobil

2016
Avis Now (later Zipcar)

2017
Hyre

Norway's first car sharing service providers:

- cooperatives business model
- inspired by Swiss/German examples
- located in largest metros
- focus on private customers

Entry of corporate and international actors:

- corporate business model
- incumbent rental car company
- expansion into smaller metros
- services to business customers

Peer-to-peer platforms:

- enabled by ICT
- facilitation rather than service provision
- rapid expansion of membership
- large geographic coverage

Blurring the boundaries:

- hybrid business model
- use of peer-to-peer (P2P) by third party enterprises
- membership tied of residency

Parking

Pilot



Policy

Oslo municipality: 600 public parking spaces reserved for shared cars

- Criteria
- Location/clustering
- Urban development

Incentives

Battery electric cars*

- Exemption from VAT (25%)
- Exemption from initial vehicle registration fee
- Exemption from annual vehicle registration fee
- Access to bus lane
- Exemption/reduced fee for
 - Road toll
 - Ferry ticket
 - Parking
 - Charging

- 250,000 electric vehicles today (almost 10% of total fleet), a market share close to 50% (2019)

Shared cars

1995: initial support to establish Bilkollektivet



2019: 600 reserved public parking spaces

Car sharing and the transition to a sustainable mobility

- Zero growth objective: growth in private transport demand in the largest Norwegian cities will be met by public transport, walking and bicycling
- Car sharing: a complementary service to support these modes
- Up-scaling niche market: Policy instruments/economic incentives, national strategy (NTP), local regulations (parking), National travel survey, interest groups (legitimacy)