



International Conference:
Electric Mobility Going Global
Berlin 28th of May 2013 – 9:45-11:15

FORUM 2

Intermodality : Mobility and Transport Concepts

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1. First Electric car-sharing service in the world
2. Delegation of Public Service between the Bolloré Group and 47 municipalities
3. A fully integrated solution
(car → IT)

1. Choice by the Bolloré Group for the Lithium Metal Polymer battery



Autonomy of 250 km

2 million rental

20 million of km covered



No technical problem

2. A future for the storage:



Electrical erasure



The capacity market

- 80 000 subscriptions sold
- 28 000 annual subscriptions
- 2 million rental
- 70% subscription renewal
- 95% of satisfaction
- 80% of cars' booking
- 92% « one way »

TARGET

- Young People (between 25 and 45 years old)
- Men for 65 %

 Internet

 I-phone

 I-pad

 40% of subscriptions sold via the web

 90% booking via digital

1. Simple marketing simple to get a supply market to a offer market
 - Simple range (1 day -> 1 year)
2. A customer Service 24 hours a day
 - Visio, Municipalities Information, Assistance
3. Teams on the ground 24 hours a day
 - Cars' balancing, Cleaning, Customer Assistance

4. 800 stations in Paris and the suburbs
5. 4000 recharging stations
6. 1800 bluecar



Thank you!

