



Around the corner, around the clock.

Media Kit

Business Overview

How it works

People who need occasional access to a car – or a second car – join as Flexicar members. Once they are members, they can then book cars online or over the phone, up to a minute before. Members receive a Flexicard, a smartcard giving them access to the Flexicars, parked on streets around inner-suburbs. Keys are located inside the vehicles. Members drive around for the length of their booking, then return the car to the same spot they collected it from. They are then sent an invoice at the end of each month, tracked by the smartcard Technology.

What it costs

Members join by paying a once off joining fee of \$30 – with subsequent 'household' or business account members paying only \$15 (or \$10 on some plans). Members then opt for a monthly value plan, which works similarly to a mobile phone plan with a set monthly credit purchase and discounted rates. Flexicar charges all-inclusive hourly rates from \$9.25-\$13.95 depending on the plan selected, while other companies impose different combinations of monthly membership fees, hourly booking fees and per-kilometre rates. As rates are all inclusive, members do not have to cover the cost of petrol, insurance, maintenance or cleaning. The only additional costs are an annual \$70 insurance charge, tolls and, if members drive more than their allocated kilometers per day (between 100-150km dependent on plan), it's 15-20 cents for additional kilometres. Invoices are sent electronically at the end of each month.

History

Flexicar (then Flo Carshare) staged a pilot testing phase from December 2004- February 2005. The service launched in Melbourne on March 2005, with an "official launch" event in August 2005 by Deputy Premier Thwaites and Lord Mayor John So. The name was changed to Flexicar in October 2006, to better reflect the purpose of the service. Flexicar launched in Sydney in February 2007.



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Fast Facts:

- As at October 2009 there are 2150 members, with almost 30% being business drivers.
- Flexicar has in its fleet Smart Cars, Honda Jazzes, Subaru Forester, Corolla Station Wagons and Honda Civic Hybrids.
- Flexicar has partnerships with seven Local Councils, Metlink and Honda.
- Flexicar has attracted funding from City of Melbourne Small Business Development Scheme and from the Victorian Government's Sustainability Fund. Flexicar has also received funding from private equity investment.
- Flexicar was selected as a finalist in the 2009 and 2008 National UN World Environment Day Awards, the 2009 and 2008 Melbourne Awards and the 2007 B3000 Melbourne Awards. Monique was selected as a winner in the Victorian Telstra Business Women's

Size of business

As at October 2009, the service has 80 cars and 2150 members, with a further 5 cars expected to be added by December 2009.

Partnerships & Ownership

Flexicar works in partnership with the City of Port Phillip, City of Melbourne, City of Yarra, Moreland City Council, City of Maribyrnong, City of Sydney and Manly Council. Councils provide parking spaces for the Flexicars. Flexicar also has active business partnerships with Metlink and Honda. The business is a private company, owned by the founders, staff and a group of local investors.

Environmental Benefits

Flexicar members either sell their cars or avoid buying one altogether. This means older, more polluting cars are replaced with new, more fuel efficient vehicles; less space is taken up for parking as fewer cars are needed to meet the driving needs of the same number of people; existing parking spaces are used more efficiently; and the environmental impact of car production is distributed over multiple users.

Flexicar also reduces car use, while increasing walking, cycling and public transport use. As Flexicar is a pay-as-you-go service, members choose to use a car only when necessary. This means a reduction in traffic congestion, greenhouse gas emissions and other pollutants.



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Locations

Flexicar operates in both Melbourne and Sydney. Flexicar adds cars every month or so, based on demand. In Melbourne there are cars at:

- Abbotsford: Stanton St & Albert St
- Albert Park: Montague St
- Balaclava: Carlisle St & St Kilda Town Hall
- Brunswick & Brunswick West: Glenlyon Road, Victoria St, Union St, Blyth St, Grantham St, Edward St & Albion St.
- Carlton: Leicester St, Carlton St, Keppel St & Grattan St
- Carlton North: Rathdowne St & Pigdon St
- CBD: 2 @ Little Lonsdale St & 3 @ City Square & 1 @ Nicholson St & 1 @ St Kilda Rd
- Clifton Hill: Queens Pde, North Terrace and Drummett Cres.
- Collingwood – Landridge St & Wellington St
- Docklands: New Quay & Victoria Harbour.
- East Melbourne: Nicholson St & Victoria Pde
- Fitzroy: Kerr St, Victoria St & Napier St
- Kensington: Bellair St
- North and West Melbourne – Errol and Wrecklyn Sts AND North Melbourne Station
- North Fitzroy: Best St (2 cars), Newry St & Park St
- Port Melbourne: Liardet St & Rouse St
- Richmond: Lyndhurst St, Lennox St & Muir St
- Seddon: Greig St
- South Melbourne: Park St and York St
- South Yarra: 2 x Toorak Rd West
- St Kilda: Blessington St, Fitzroy St, Acland St & Carlisle St
- Southbank: Wells St & Sturt St
- Yarraville: Ballarat St & Sommerville Rd

In Sydney there are cars at:

- Manly: 2 cars – National Car Park
- Surry Hills: Crown St and Riley St

For more information, contact Monique Conheady (monique@flexicar.com.au) or Kimberly Palmer (Kimberly@flexicar.com.au) on 03 9094 1600.