



Around the corner, around the clock.

Media Kit

Member Profile

Flexicar doesn't just have customers – it has members who must respect each other to ensure the service flows smoothly.

Flexicar members are often passionate Flexicar advocates, with the majority of the 2000+ new members being referred by existing members. There is an even split between male and female members, with the average age of a Flexicar members being in their thirties.

A survey in mid 2009 provided some more information on the valued Flexicar members.

- 57% of Flexicar members didn't own a car when they joined but 10% have sold a car since joining and 27% have avoided buying a car.
- 80% also nominating as a primary or important reasons that it made **financial sense** to join Flexicar rather than owning a car and 74% listed the **environmental benefits** of car sharing as a primary or important reason for joining, with
- Members' most popular form of transport other than Flexicar is their own feet – 86% of members walk as 'transport', and 40% ride as transport, several times a week and a 73% use public transport several times a week.
- 91% of members said that the availability of a Flexicar was excellent or good.
- Flexicar is also great for business, with almost of third of drivers using Flexicar for business.
- Flexicar is thought more flexible than taxis or car rental by 86% of members.



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- Members like convenience, with 70% of members able to walk less than 4 blocks to access a car.
- Flexicar is used by members for a huge range of uses, most popular being: visiting friends or family (53%), a trip to a key shopping destination (47%), getting out of town (36%) and grocery shopping (26%).
- With the savings they receive from car sharing, members would rather build up some savings or investments (27%), save for a holiday (17%) or pay off their mortgage (16%).

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