



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 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 \$50 – with subsequent household members paying only \$30. Members then pay a small monthly access fee of \$10 which includes an hour's driving. Alternatively, they can opt for a monthly value plan, which works similarly to a mobile phone plan. Flexicar charges all-inclusive hourly rates from \$9-\$12 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 tolls or, if members drive more than 100km per day, it's 15 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:

- Member numbers broke 1000 in April 2007, making Flexicar Australia's largest car sharing service
- Flexicar has in its fleet Smart Cars, Honda Jazzes and Corolla Station Wagons.
- Flexicar has partnerships with five 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.

Size of business

Flexicar is Australia's largest car sharing service, based on membership numbers. As at July 2007, the service had 40 cars and over 1200 members, with a further 10 cars expected to be added by August 2007.

Partnerships & Ownership

Flexicar works in partnership with the City of Port Phillip, City of Melbourne, City of Yarra, Moreland City Council 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:

- CBD: 2 cars - Little Lonsdale Street & 3 cars - City Square Car Park & 1 -St Kilda Rd
- Southbank: Wells Street & Sturt Street
- Carlton North: Rathdowne Street & Pigdon Street
- North Fitzroy: Best Street, Newry Street & Park Street
- Fitzroy: Kerr Street, Victoria Street & Napier Street
- Brunswick: Glenlyon Road, Victoria Street, Union Street & Blyth Street
- Elwood: Broadway
- Balaclava: Carlisle Street
- St Kilda: Blessington Street, Fitzroy Street, Acland Street & Carlisle Street
- Richmond: Lyndhurst Street, Lennox Street & Muir Street
- Carlton: Leicester Street, Carlton Street, Keppel Street & Grattan Street
- Prahran: High Street x 2 cars

In Sydney there are cars at:

- Manly: 2 cars - Whistler Street public car park

The next Flexicars will be in South Melbourne, Albert Park, Port Melbourne, North Melbourne and West Melbourne.

More information:

For further information, contact Monique Conheady or Debbie Joyce

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