



# All You Need To Know About Corporate Carsharing

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# What is Corporate Carsharing?

Falling under the category of shared mobility, corporate carsharing refers to a transportation strategy for businesses in which a company shares its vehicles with its employees on an as-needed basis.

Corporate carsharing is a component of offering Mobility as a Service (MaaS), as it enables users to plan and book their means of mobility – in this case, the use of a company vehicle.



# How Does It Work?

Corporate carsharing involves an employee – or a group of employees travelling to the same destination – requesting to use a company vehicle as their means of transportation rather than a personally-owned car.

The company vehicles are made available from a corporate carsharing pool and shared for a fixed or flexible period of time.



A booking system allows employees to reserve specific time allotments, in which they will be using the company vehicle.

Once booked, the employee can use the company vehicle during their time slot and return it when their booking has expired.

Typically, corporate carsharing operates under one of three methods:

- **One-way Fixed:** Station-based carsharing has fixed points or stations. An employee can pick up the vehicle at any station A and drop it off at any other station B.
- **Free Floating:** Station-less carsharing has free-floating parking spots throughout the area of operation. An employee can pick up the vehicle at any flexible station and drop it off at any available parking spot.
- **Station Based:** Station-based carsharing has a fixed garage or parking spot. The employee needs to return the vehicle to the same station at the end of the reservation period.

To unlock and operate a reserved company car, the company provides the employee with either the keys to the vehicle or they can implement a keyless entry feature.

Keyless entry allows an employee to use a mobile application or key tag to unlock the vehicle and operate it with the keys that always remain within the car.

# Market Outlook

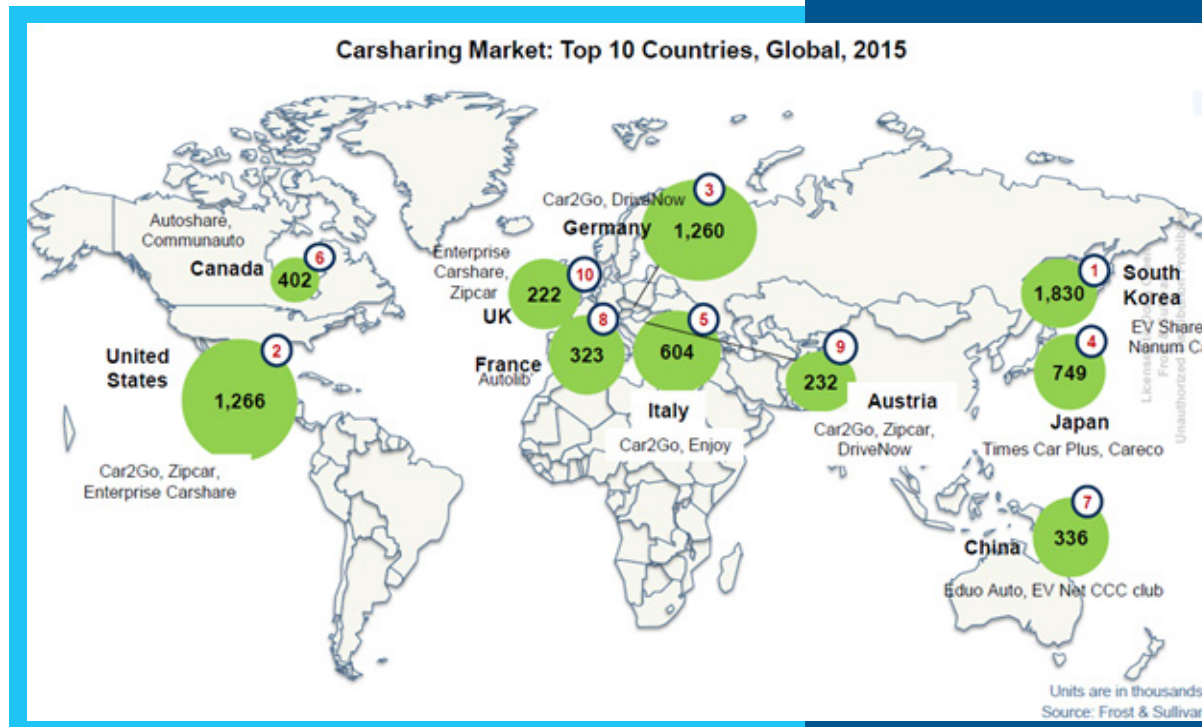
Over the past decade, shared mobility and corporate car-sharing have quickly risen to popularity. Market research from an industry study by Frost & Sullivan shows this to be the case with the following statistics:

- Expected growth to reach 36.37 million members and 427,129 vehicles by 2025 globally.
- Expected total revenue growth of \$9.23 billion in 2025 globally.

Currently, the carsharing industry is the largest in Europe, where Germany leads the way with the greatest market share among European countries.

However, as global leaders continue to implement carsharing and reap the benefits, other countries will follow suit, leading to further growth of an already rising industry.

According to Yahoo Finance, this is especially true for North America, where the market for carsharing is projected to exceed \$4.8 billion by the end of 2024.



# Why Should Organizations Implement Corporate Carsharing?

Car sharing brings many benefits to corporations, including aiding employees, reputation, the environment, and their bottom line.



## Employee Mobility

With corporate carsharing, companies are able to provide their employees with a convenient and reliable transportation solution, especially for any employees who do not have a company car but need to be mobile. In this way, employees can save costs and time.

With this in mind, corporate carsharing can be extremely beneficial for employee efficiency.

Depending on your line of business, a readily-available mobility solution in place helps ensure your employees can get where they need to be in a timely, organized fashion.

# Improve Company Reputation

With vehicles contributing to overall carbon emissions, a greater emphasis has been placed on sustainable mobility – and with the importance and global scale of eco-friendly initiatives, businesses are expected to do their part.

Corporate carsharing is a simple way for companies to join the sustainable mobility movement. By rotating vehicles and deploying them to optimize their use, companies can reduce fuel consumption and their overall carbon footprint.

## Promote Car Pooling

If employees are travelling to the same location, corporate carsharing makes it simple to organize and book a single car to take multiple employees at once, rather than each having to take their own car.

## Encourage Vehicle-Ownership Substitutions

Many will opt to save the cost of owning a car and turn to other ways to be mobile outside of work. This includes using public transit, walking, biking, or carsharing services that ultimately contribute to less fuel usage than consistently using a personally-owned vehicle.

## Contribute to Less Traffic

Since shared vehicles lower the need for personal vehicles, this helps decrease the number of cars that clutter streets and highways. Lower traffic allows commuters and those on the road to go to and from destinations more efficiently, helping to lower emissions created per trip.

While reducing your carbon footprint is a huge benefit to the environment, it is also beneficial to your company's public image.

By fulfilling your corporate responsibility through sustainable vehicle management, you improve the company's reputation and how consumers view your business.

A positive reputation can go a long way in helping to attract better talent and more customers – two factors that can help you save on marketing costs and improve your bottom line.

## Government Regulations & Tax Benefits

While it looks great on a company to go green and use sustainable mobility, it also benefits you from a government perspective.

As cutting CO2 emissions becomes a higher priority in the global fight against climate change, governments will continue to regulate and incentivize companies who are able to do so. Carsharing can play a part in meeting these regulations and qualifications for various government incentives and programs that financially reward companies - including potential tax breaks - for their efforts to become more sustainable.



## Cost Savings

Corporate carsharing can be a significant contributor to reducing the total cost of owning and managing a fleet.

Since carsharing helps deploy vehicles with maximum rotation, companies do not need to have as many vehicles on hand. This saves money on the initial cost of purchasing a new vehicle and added costs that come along with it, such as parking and fuel.

Another costly expense to consider is maintenance. Fleets are expensive to maintain, and even if vehicles are not being driven daily, they still cost money in upkeep that could be better spent in other areas.

By right-sizing your fleet with the optimized use of vehicles through corporate carsharing, unnecessary fleet expenses can be cut, helping to increase savings and your bottom line.

Another bonus to the cost-cutting effects of corporate carsharing is the ability to publicize a company name and logo on the road. Acting as a mobile billboard, company cars being used by employees help offer brand exposure that would otherwise need to be paid for through costly forms of marketing.

# What are the Benefits to the Employees?

## Car Access vs Private Ownership

Living and working in a metropolis or a big city with multimodal transportation options (i.e. taxis, Uber ride-sharing, various public transport, bike rentals), owning your own car can be expensive, if not excessive.

Monthly payments for private car ownership – car lease, insurance, maintenance, parking, and gas – often do not justify how frequently the car is being used for personal trips.

With corporate carsharing, employees in highly populated urban areas get the perfect option for filling in the gaps in their daily mobility – while employers get the maximum vehicle rotation in their fleet and share the usage costs.



## Business vs Personal Trips

When employees can use corporate vehicles for work-related trips, this saves them a lot of time on admin and expense reimbursements, while your business gets a lot more agility – especially if you require frequent travel from your staff.

But companies can also choose to allow their vehicles to be used by employees for personal trips – and share the costs!

### How?

Whenever an employee uses a company vehicle for their own private trips (e.g. appointments, pick ups), they can mark that in the system as ‘Personal’ use, and the company can deduct personal-use costs at the end of the month from their paycheck.

In some countries, a company that allows employee’s private use may also qualify for government fringe benefit tax, if proper documentation is maintained.

This way, employees get better means of mobility that matches their needs – and at a much better cost!

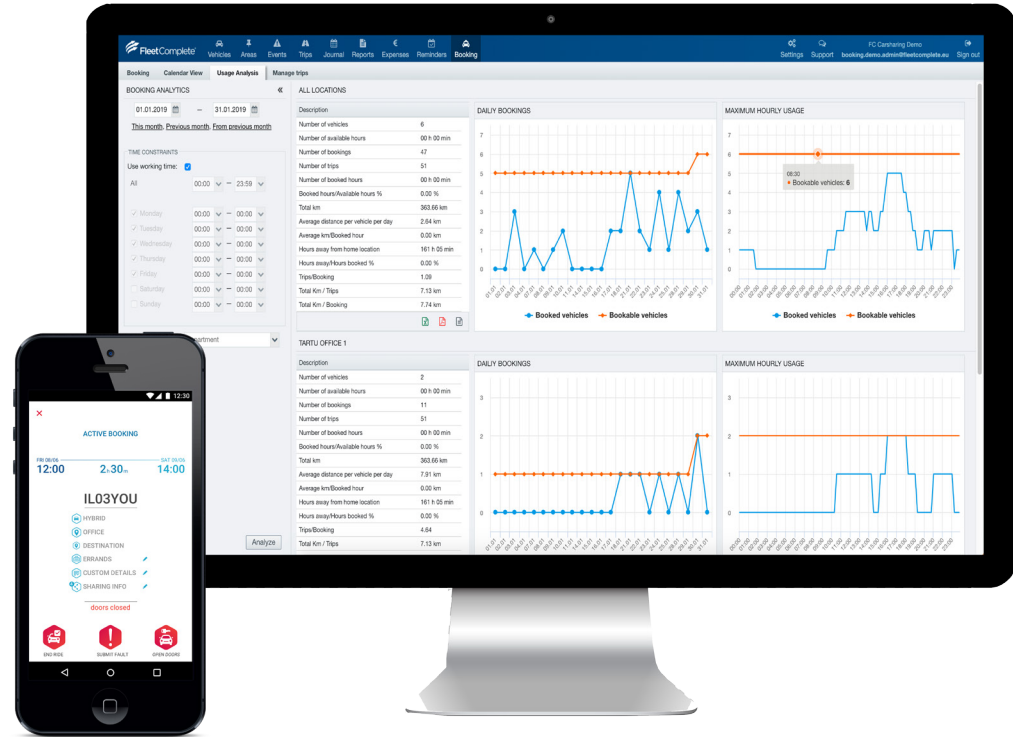


# Why Fleet Complete Carsharing?

## Solution Overview

Fleet Complete Carsharing solution combines a booking system for your car pool, a vehicle tracker connected to the engine, a mobile application for your employees, and reporting capabilities – all in one!

Using Fleet Complete Carsharing will save you valuable time, bring visibility into your fleet capacity, and help your employees get on the road faster to keep driving your business forward.



You will get:



Clear view of available and reserved vehicles



Open doors via Mobile App and RFID card



ERP system integration



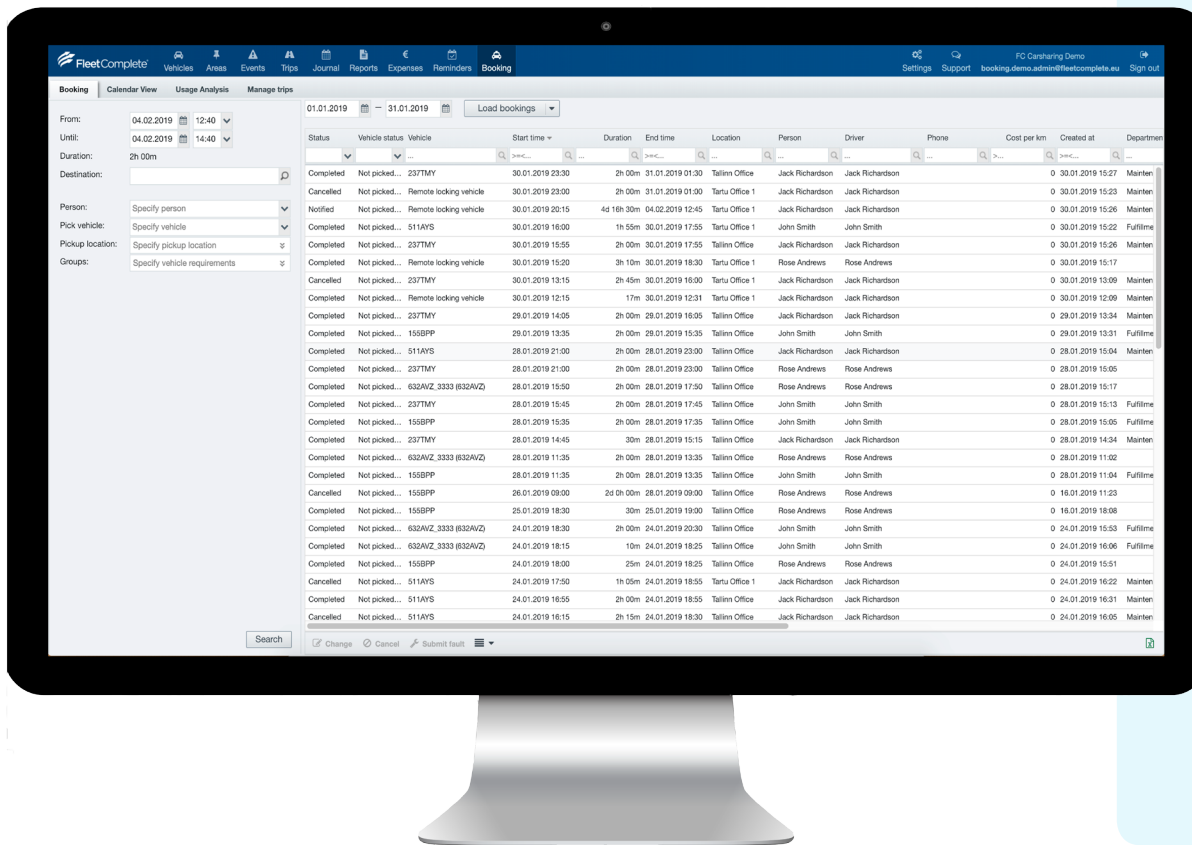
Easy car booking process for employees



Automatic reports for data-driven decisions



Optimized fleet to reduce costs and lower carbon footprint



If your organization already has a carsharing system but still uses Outlook or Excel Spreadsheets to handle car bookings, switching to Fleet Carsharing will help you:

- Get rid of a time-consuming manual process
- Have a clear overview of company car usage and fleet capacity
- Provide insight into cars that are underused while costing in upkeep
- Get visibility into what specific vehicles are available

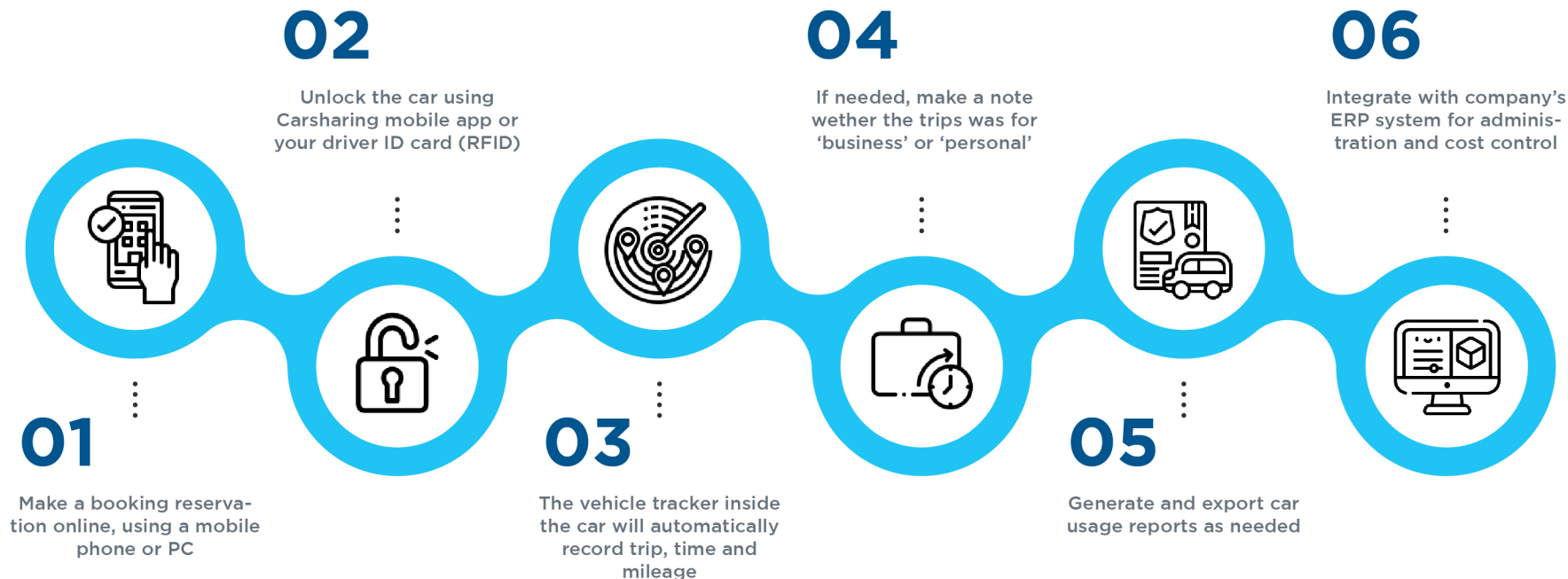
# How Does Booking with Keyless Entry Work?

This is the most secure and convenient form of corporate carsharing.

When making a car reservation through the Fleet Complete booking platform, employee's driver ID credentials are sent to the tracker in the car.

To open the vehicle, a Driver ID card needs to be scanned by the RFID reader located in the windshield. The ID will have to match the one in the booking system at that specific time to make sure the car is being used by the correct employee who will be allowed to unlock and lock the car.

The ignition key is left in the glove compartment.



# Is Using Keys Still Possible with Fleet Complete Carsharing?

If your organization would prefer to use keys for your carsharing, then there are two more options you can explore with Fleet Complete:

## Booking + Keys

This is a form of carsharing that uses a calendar reservation system to book vehicles according to the size and type needed. The Fleet Complete car booking system assigns employee Driver ID to the selected vehicle, but keys are still required to enter.

The in-vehicle RFID reader is optional for extra security.

## Only use keys

This is the simplest form of carsharing with the lowest level of security. There is no advanced booking system.

Employees use keys to access the vehicle and have to scan their driver ID card on a designated reader inside the vehicle to start driving.



# Here is How a Customer Uses Fleet Complete Carsharing

## Telia Eesti

Telia Eesti is the largest Estonian telecom and IT service provider. As a company, Telia Eesti is committed to using technology to make people's lives - **including their 1600 employees** - easier and more convenient.

Telia Eesti's corporate fleet consists of approximately 150 vehicles across Estonia, and 10 of them are used today for carpooling.

"We call them 'pool cars'," explains Mari-Liis Vihul, Head of Administrative Department at Telia, "this means that everybody can book a car from the office and use it for their personal needs. That also helps us get rid of cars that are not used frequently."

"Employees can only use N1 category cars - which are light vehicles - and as long as they fill out their business-vs-private logbook, the Estonian tax benefit system supports this, but only for N1 cars."



Here are some quick usage stats for Telia Eesti carsharing from January 2021 to May 2021:

- Cars available to book: **10**
- Bookings: **968**
- Number of trips: **4032**
- Number of booked hours: **12,934**
- Total km: **110,043**

## What is the process?

Mari-Liis clarifies: “Today, we synchronize Telia’s active directory information with Fleet Complete platform to enable login with Telia account for employees.”

Employees download the Fleet Complete Carsharing app and use it to:



“Every week, employees who have used the cars get a message to look over their last week’s driving trips and mark if they were for private use or for business.”

“At the end of the month, data from Fleet Complete is sent to Telia’s payroll, and the costs for private trips are deducted from the employee salaries. Similarly, company car usage costs come to managers so that they can check if those are correct.”





## Why is Corporate Carsharing Good for the Company?

- Carsharing helps optimize costs through more efficient use
- Car decals acts as brand advertisement while driving through city streets
- Telia's pool cars are EVs, so this gives employees opportunity to test out electric cars

"It's good for the employees as it gives them the possibility to really try new type of cars - as the electric cars are really new today on the market - and a lot of people haven't tried them before. It also lets them get used to the charging systems."

"Another plus side," adds Mari-Liis, "if you live in the city center, then you can give up having your own car, because you know you can always book one from the office."

"So it's really good for the company; it's great for the employees, and it's good for the environment."

# Fleet Complete Carsharing Features



## Get maintenance reminders

Regular maintenance keeps vehicles health optimal - and costs to a minimum. The reminder module keeps track of your service schedules and warns you about overdue maintenance.



## Keyless entry (optional)

Keyless access to carsharing can be achieved using either the smartphone app or key fob and associated hardware installed in the car.



## Monitor performance

Set up Key Performance Indicators (KPIs) for your top metrics, including average fuel consumption or number of kilometers driven. Clear charts and statistics will show you where optimization is needed.



## Driver ID (optional)

ID card scanning can be used as a method to unlock the car. For companies that do not want to use the booking system, it can also be used as a standalone and simple solution to keep track of who is driving in which cars.



## Fleet Complete Carsharing Benefits

Cars are distributed automatically based on trip purpose, availability, and priority, so employees cannot choose one vehicle over another, and the entire fleet is used evenly.

Fleet managers have a clear and transparent overview of who drove which car and for how long. Also, the fleet manager has an overview of where the car was using a GPS tracking system.

A usage analysis, generated as often as needed, provides a data-based understanding of vehicle use and optimizes fleet size.

If more than one employee has the same destination and time frame, the system will merge those bookings for one car.

The reporting system allows for separating the costs between different departments based on employee bookings. This gives an overview of fleet-related costs per department and allows you to automatically bill departments based on their actual car use.

Keyless car entry with an RFID card or mobile app makes sure that only an authorized person can access the vehicle.

Use cases show that using a carsharing system also helps maintain vehicles in good condition, keeping them cleaner and needing less service checks.

# Still have questions?

Reach out!

At Fleet Complete, we recognize that no two businesses are alike, so we can help customize solutions to your unique needs. Our Professional Services team works globally to tailor applications and integrations to fit your organizational requirements. If you have specific questions or not sure if the Carsharing solution is right for you – give us a call or request a demo for FREE, and we'll clarify everything for you!

For more information, visit us at [fleetcomplete.com](https://fleetcomplete.com)



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