

# Commuter 2.0

The environmentally friendly  
commuter solution



**carpooling.co.uk**

**CLICK. RIDE. SAVE.**



# The environmentally friendly commuter solution: Commuter 2.0

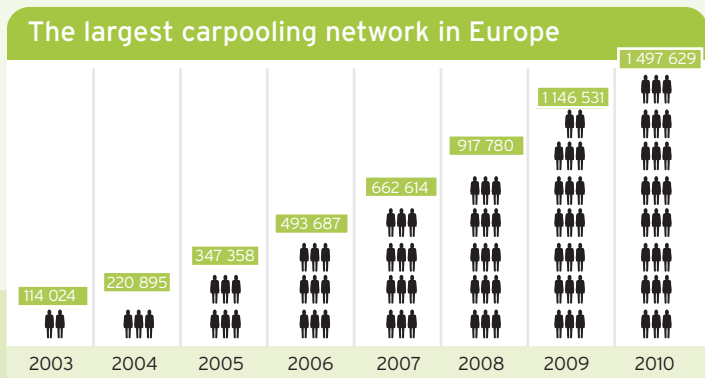
Millions of people drive to work every day in their cars, most of them by themselves. This fills cities to the brim with traffic, decreases air quality and damages the environment. The solution to this problem is unbelievably simple: In order to make the streets emptier, the cars need to be fuller. In Germany and Europe we have been successfully working for years on this solution, and now we are bringing our successful formula to regional commutes.



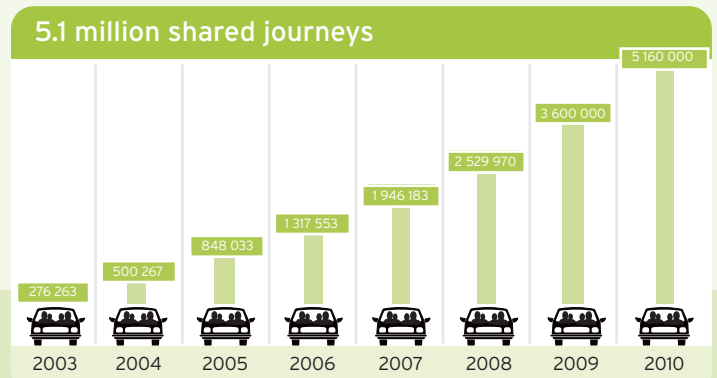
## Europe's market leader is getting regional: [carpooling.co.uk](http://carpooling.co.uk)

Having facilitated over 5.1 million shared journeys in 2010, the carpooling.co.uk platform is the internet's leading carpooling portal.

The aim is simple: The more people who take part, the more offers and requests will be made, and the more successful people's efforts to carpool will become. Our platform has 8 times as many carpools as our next biggest competitor, therefore our users find what they are looking for, and keep coming back to us.



Since 2001 our platform has continuously evolved and improved. We now have more than 3.3 million registered users and this continues to rise.



More than 5.1 million lifts were searched for and matched in 2009. That is 5.1 million successful results. We are expanding, because we work.

### Why many carpooling commuter systems fail

There are lots of commuter carpooling systems, but unfortunately most fail as they don't provide what people really need, an extensive amount of offers and requests. Therefore the users of these systems often get quickly frustrated and come to us.

### Already in your region

With over 3.3 million registered users we have already reached critical mass in your area.

Therefore we are your best partner for a commuter system!

Our users are throughout Europe, with our largest stronghold being in Germany, providing a well established driver and passenger network.





# The Benefits of Carpooling:

## For Companies

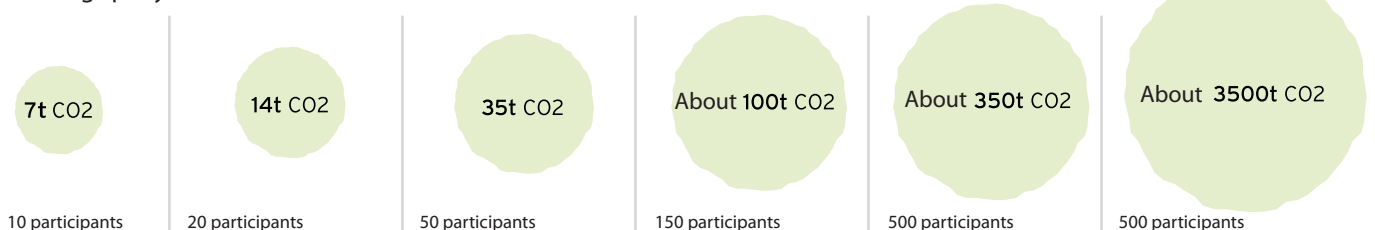
- + Better environmental balance:**  
Carpooling is an effective and proven way to measurably reduce noise and pollutants. This helps when writing those sustainability reports, etc.
- + Higher staff satisfaction:**  
Employees who travel together often like working together. Employees are more relaxed, more punctual and therefore more valuable. By sharing petrol costs, maintenance costs, insurance, and tax, the money saved acts as an indirect pay rise.
- + Effective corporate social responsibility measure:**  
Carpooling reduces traffic jams during rush hour, giving companies an opportunity to promote positive corporate responsibility.
- + Decreased parking costs:**  
More shared journeys means fewer parking spaces are used and therefore company costs are lower.

## For Cities and Communities

- + Infrastructure relief:**  
Fewer cars mean less noise and fewer traffic jams.
- + Keep up with EU environmental policies and goals:**  
Less traffic means lower CO2 emissions, and less dust and other pollutants.
- + Decreased investments:**  
Fuller cars relieve the streets and car parks, meaning that less road maintenance and cleaning is needed.
- + Indirectly improve and increase public transport:**  
Buses and trains cannot go everywhere, but carpooling breaks through these barriers. [carpooling.co.uk](http://carpooling.co.uk) enables journeys to be shared when going to sports stadiums, regional events, theatres, museums and shopping centres.
- + Residents save money:**  
With 100 shared journeys to and from work, 2 commuters will generally save over £650.

## Environmentally friendly: Reduce CO2 emissions through commuter carpooling

Savings per year \*



\*Assumptions: An average car CO2 emission of 155g/km, 220 work days, a commute of 10km, and the passengers give up their cars.



## Our Offer:



## A Carpooling Portal for your Company or Community

### Our Services:

- + Conception, development and running of your company/community carpooling portal
- + Matching the portal to your corporate design
- + Integration into your intranet
- + Added results through a connection to our database with 3.3 million users (to increase the chance of matching journeys)
- + Support (Customer Service email, protection from improper use, etc.)
- + Marketing support (Readymade marketing material, use of the platform for user communication, via newsletters and news boxes)

### If Desired:

- + Integration of public transport providers (bus, train, etc.)

### Costs:

- + Free for residents and employees
- + Small setup and service fee for communities and companies.

## Contact

carpooling.com GmbH  
Nymphenburger Str. 86  
80636 Munich

www.carpooling.co.uk

Email:  
info@carpooling.com

Tel.: +44 (0) 203 239 3022

