

# ENTERPRISE OZ CHOUDHRI



# ENTERPRISE HOLDINGS

## UK & IRE



**470+**

UK & IRE Locations



**5,000+**

Employees



**100K**

Vehicles



**25**

Airport Locations



**Coverage**

Within 10 miles of 90% of the UK & IRE Population

# TOTAL MOBILITY PROVIDER



# INVESTMENT IN FUTURE MOBILITY

In 2013, we initiated a corporate venture-capital strategy targeting investments in emerging transportation technology and mobility companies



**Mobility**



**Customer  
Experience**



**Travel  
Technology**



**Autonomous  
Technology**



**Fleet  
Management**

# INVESTMENT IN FUTURE MOBILITY

Capital investments or commitments of more than \$2.4 Billion through wholly owned entity, Clayton Venture Partners. Recent investments include:



Mobileye



Deem



Quanergy



Coolfire  
Solutions



Mobi



Migo

# ENTERPRISE CAR CLUB



# CASE STUDY



**NORTH AYRSHIRE**  
COUNCIL



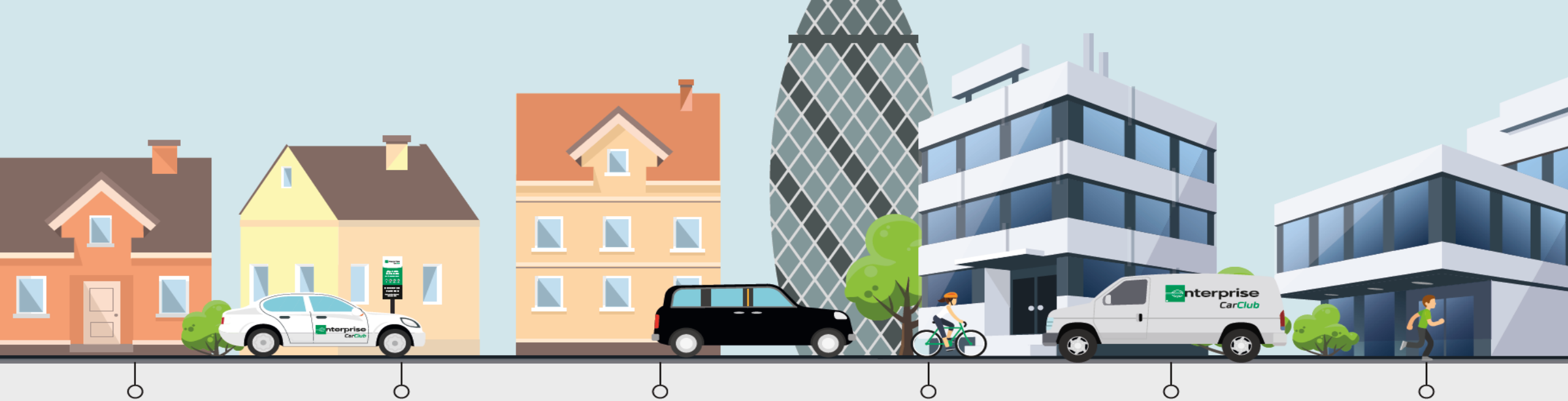
**The Highland  
Council**  
**Comhairle na  
Gàidhealtachd**



# THE CHALLENGE

- Heavy cultural reliance on personal vehicle use (Grey Fleet)
- Collectively, both organisations were reimbursing 9 million miles of staff travel in their own personal vehicles
- Costing over £3 million per annum
- It is a very old fleet – 9 years or older
- High emissions
- High risk of Duty of Care exposure





Car clubs provide alternative to car ownership, **reducing the number of cars on the road.**

Car Club vehicles are shared assets that provide **24/7 access digitally** in a wide variety of ways

Car Club Vehicles produce **43% less CO2** from tailpipe emissions that the average UK Car

Car Clubs are a great supporter of multi modal transport – **Promotes use of public transportation and Active travel**

Car club memberships **saved 49,220 tonnes of Co2 last year.**

Car Club membership is **combatting grey fleet mileage**

# THE SOLUTION

## Introduced Car Club in November 2015 with great success



Reduced their £1.2  
million business  
miles spend



37% reduction in CO<sub>2</sub>  
emissions or 9.1t  
of CO<sub>2</sub> annually



250 initial members now  
stands at 500

# THE RESULTS

## Introduced Car Club in June 2018 with great success



Saved £450,000 pounds



50 Tonnes of CO2 saved



20% reduction in grey  
fleet mileage

# THE RESULTS

# **BARRIERS TO OVERCOME**

- Fear of cultural change – You know what the problem is!
- Getting support from Leadership to deliver the programme
- Updating policy that will support behavioural change
- Engagement with suppliers – Innovation & Technology
- Upfront investment from the supplier– time and capital
- Investment cycles – short contracts
- Internal communication – Engaging Staff

# MOBILITY AS A SERVICE





UK commits to zero greenhouse emission by 2050



40,000 deaths attributed to air pollution



28% of carbon emissions come from transportation



1 in 5 of the UK's cars are more than 13 years old



1,700 people killed on the roads each year

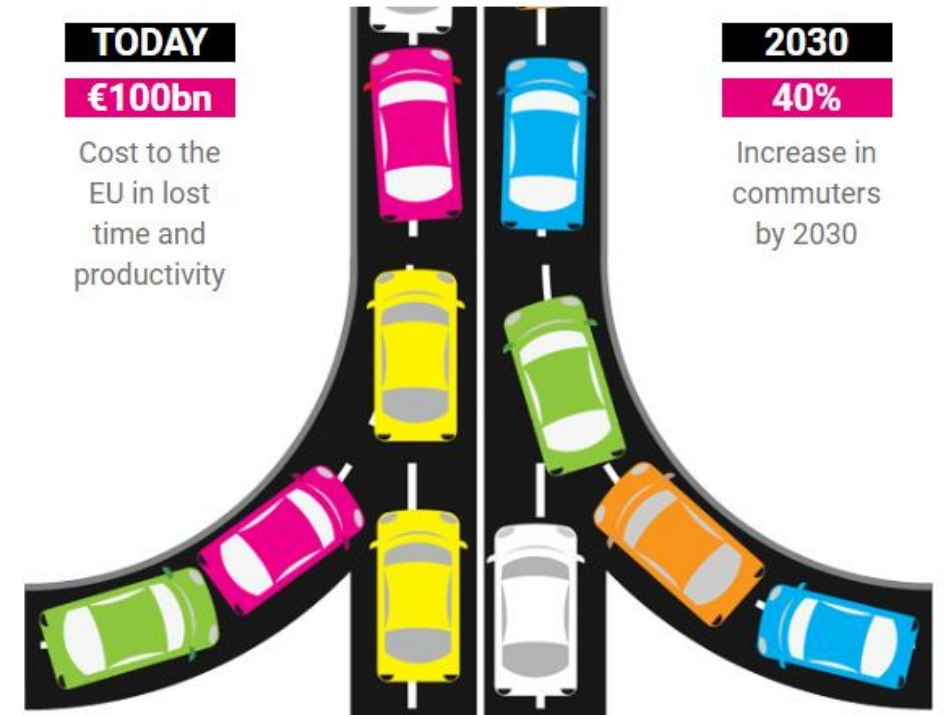


600% urban population growth since 1950 & growing

**ACT NOW**

- Mobility Credits Scheme would ask participants to scrap their diesel cars (Euro 1 to 5)
- In return, participants would be given pre-paid mobility credits (£2,000- £4,000) funded by the Clean Air Fund
- These mobility credits would allow access to public & shared transportation including Bike Hire, Car Clubs, Trams, Buses and Trains
- Mobility Credits really tackle the core cause of air pollution by taking polluting vehicles of the road and reducing congestion
- We know Transport behaviour is habitual...Mobility Credits really incentivise long term behaviour change

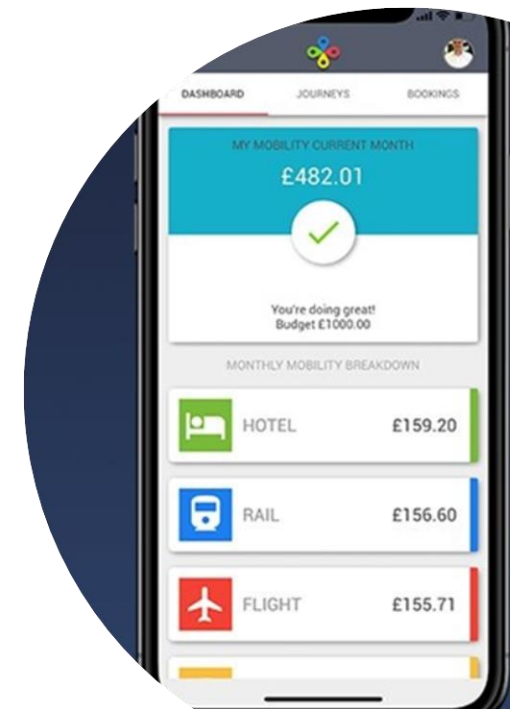
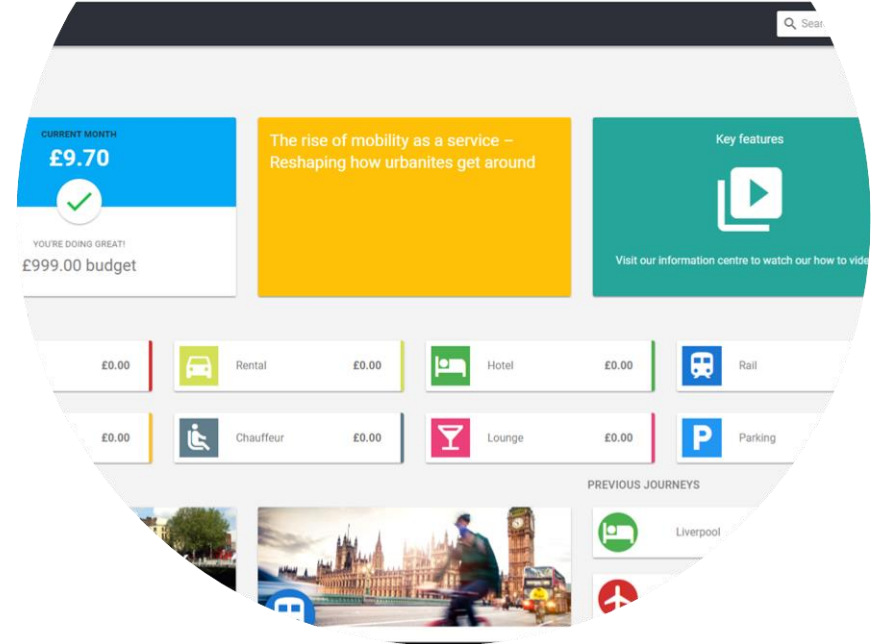
## TRAFFIC CONGESTION



# MOBILITY CREDITS



# INTRODUCING ENTERPRISE MaaS APPLICATION



Jackie Clark



- Dashboard
- Journeys
- Bookings
- Concierge
- Smart Search

On demand

- Ride Hailing
- Car rental
- Flights
- Trains
- Taxi
- Hotel
- Chauffeur
- Lounge
- Parking

Expenses

- Expenses

Discovery

MY MOBILITY

CURRENT MONTH

**£232.04**

YOU'RE DOING GREAT!

£400.00 budget

MaaS would help 33% of Londoners be less dependent on their cars

Key features

Visit our information centre to watch our how to videos.

TRAVEL BREAKDOWN

Flight	£0.00	Rental	£0.00	Hotel	£0.00	Rail	£232.04
Taxi	£0.00	Chauffeur	£0.00	Lounge	£0.00	Parking	£0.00

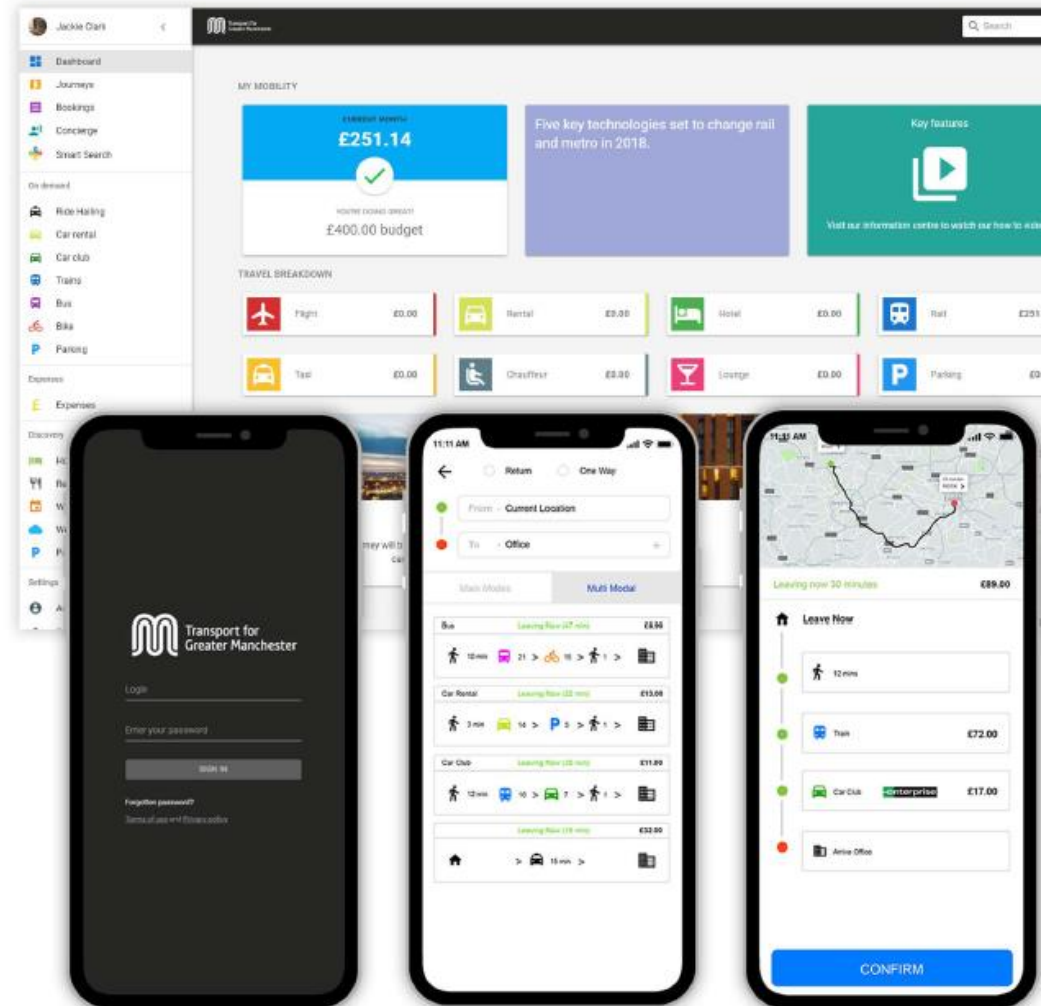


PREVIOUS JOURNEYS

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### Local Government Body

- 5.6 million journeys every single day
- Ways to make travel easier - Improve the connected journey experience.
- Promote and invest in walking and cycling as safe, healthy and sustainable ways to travel.
- Develop easier, smarter ways to travel and plan your journey by using data and technology.
- Play a leading role in coordinating Greater Manchester's plans to reduce transport-related air pollution.
- Low Emission Strategy and Air Quality Action Plan aiming to make the region a cleaner, greener and healthier place to live, work and play in.





**THANK  
YOU**

