

Car-Sharing in China – EVCARD Case

2021.11



PART 1: EV Car-sharing Industry



1.1: Market Opportunities

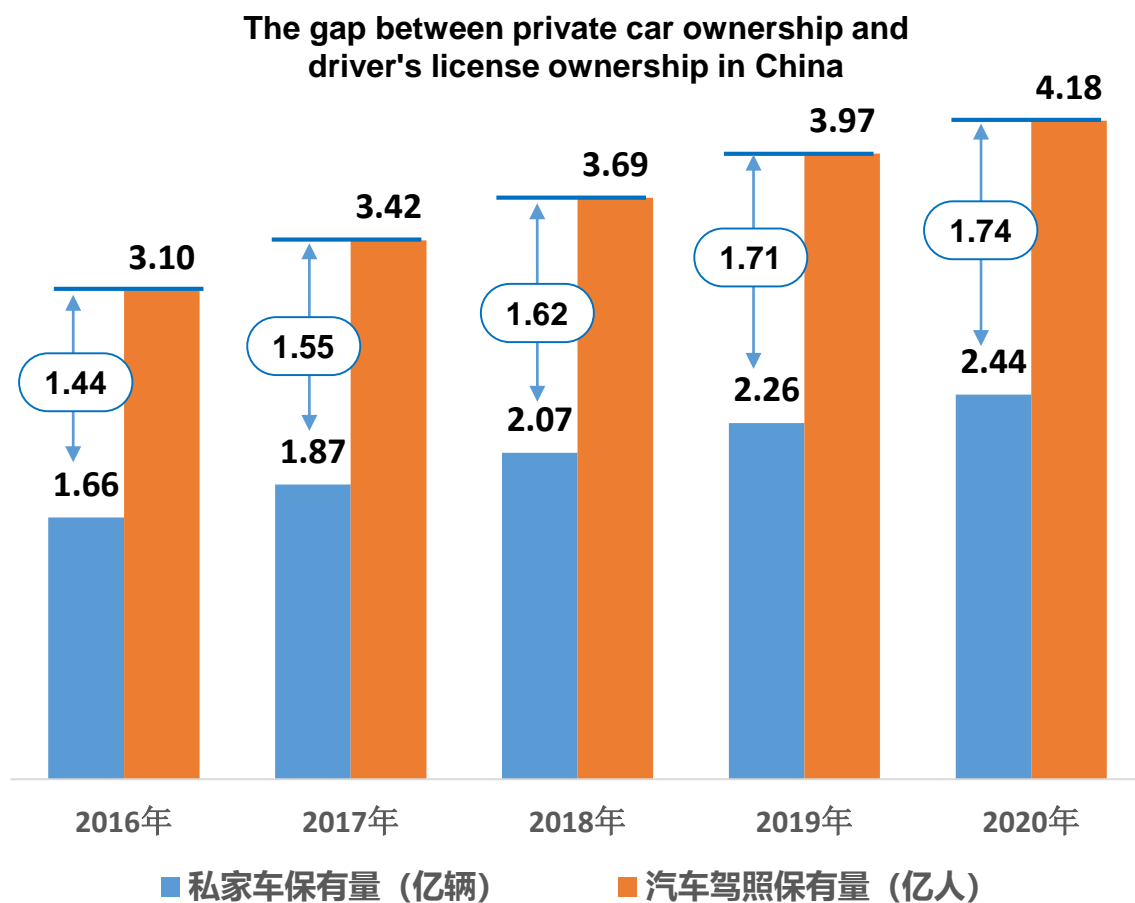
- The travel market is calling for a new travel mode with convenient, free, efficient, economic, environmental friendly and safety travel characteristics. In this context, the time-sharing business has a historic and unprecedented development opportunity, with a broad market and great development potential.

					
<p>Get & Return anywhere</p>	<p>Need base travel</p>	<p>Vehicle sharing</p>	<p>Priced by minute</p>	<p>Green mobility</p>	<p>Self-service</p>
					

- Time sharing: refers to a business model in which operators use small and miniature vehicles that meet the requirements and rent them to lessees for use and gain revenue through mobile Internet, global positioning and other technical means by minute or hourly pricing rules, which has many advantages such as convenience, freedom, efficiency, economy, environmental protection and safety.

1.2: Users' needs

- In China, a large amount of self-driving vehicle demand cannot be met due to resource constraints. The time-share model can efficiently meet the needs of people with or without car in a variety of travel scenarios.



* 数据来源: 环球车享根据公安部数据整理

Effectively solve the user's self-driving travel needs in scenarios



People without car

Available at low cost



Driving in downtown

Avoid difficulties and cost of parking



Government fleet replacement

Lower cost



Business

Local license plate

Convenient and economic



Tourism

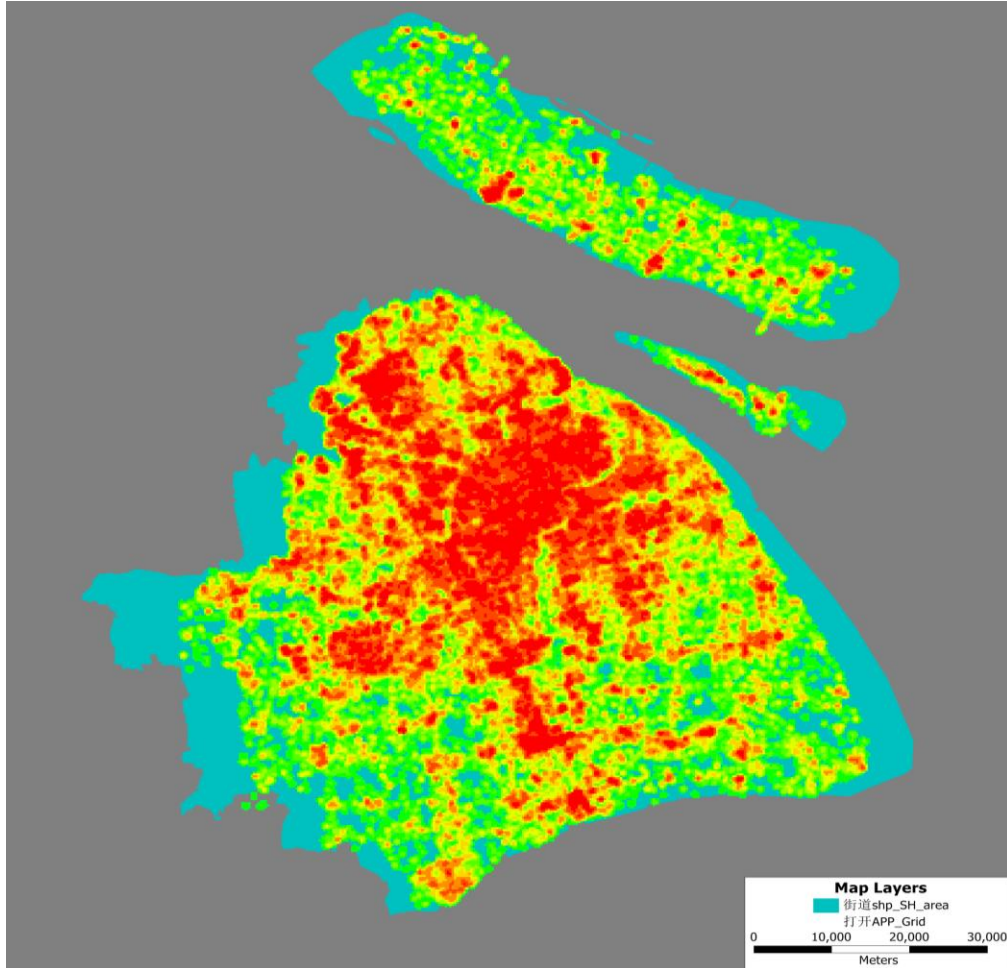
Enjoy driving



Temporary replacement

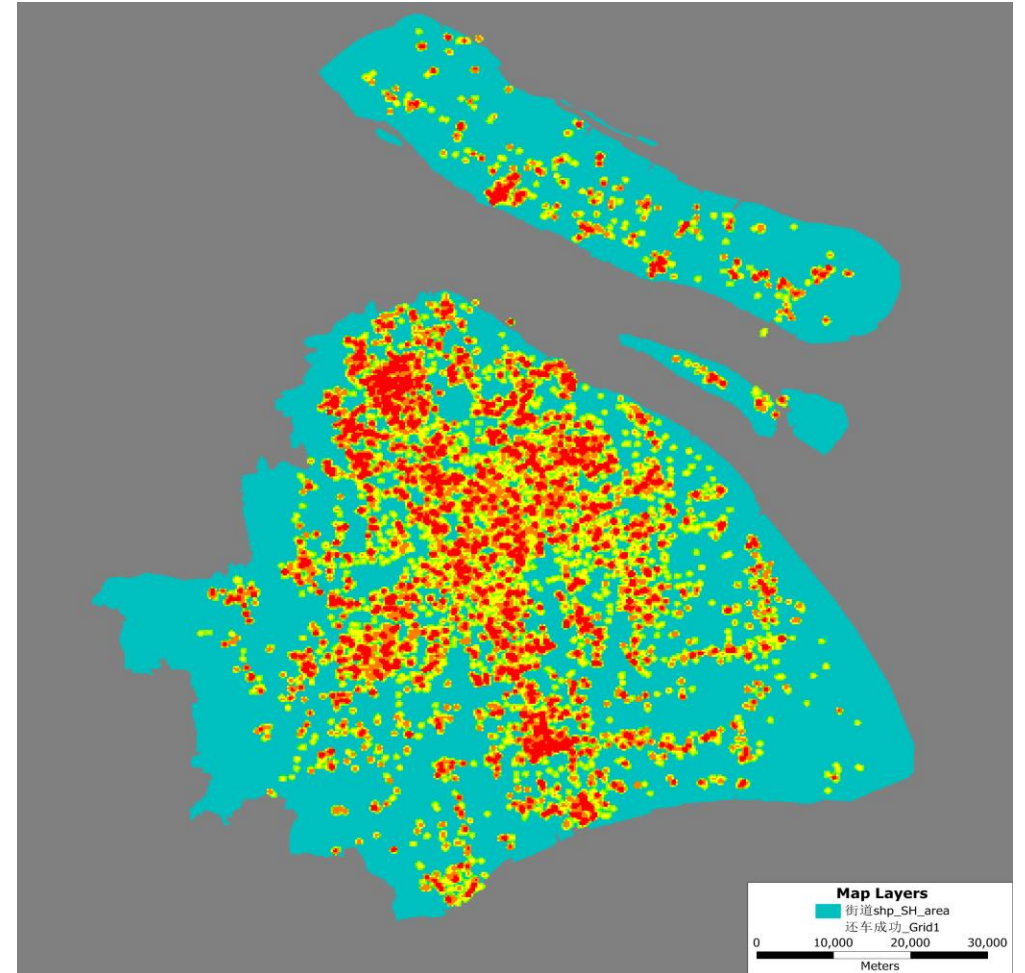
- In Shanghai, EVCARD has put more than 8,000 vehicles into operation, but it still can't effectively meet user demand.

EVCARD Shanghai User Demand Heat Map



VS

Heat Map of EVCARD Demand met

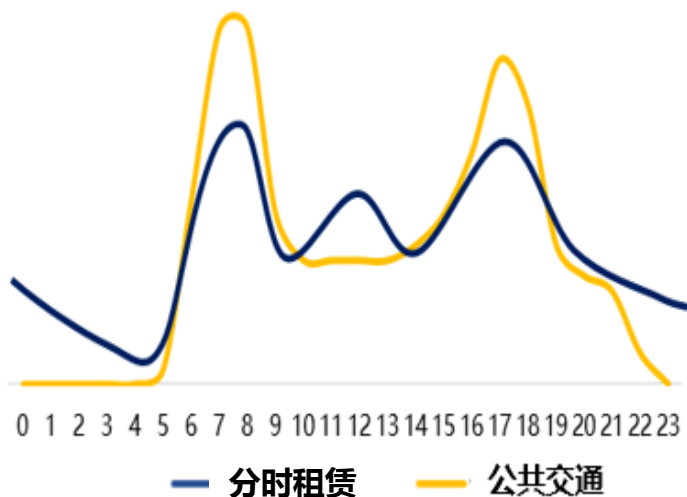


1.3: Value

- Car-sharing is a necessary and beneficial supplement to urban transportation and will optimize the government's traffic management system.

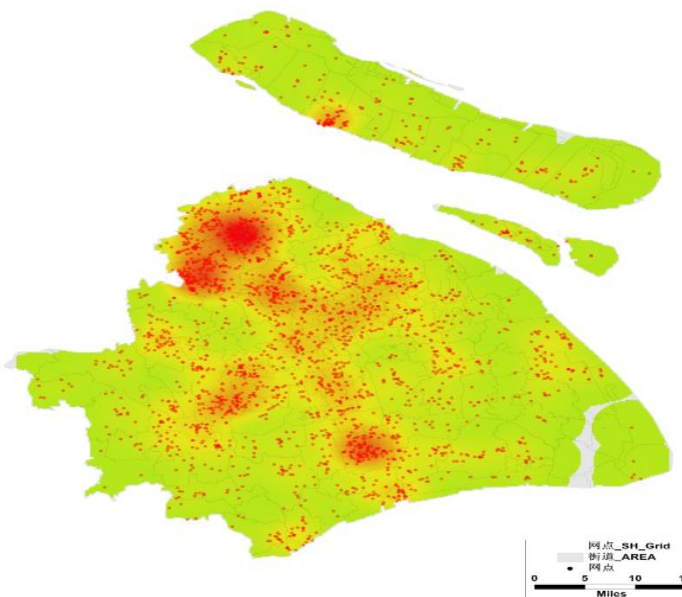
Supplement for Public Transport

- For different time periods
- For different locations
- For different budget



Enhance the efficiency of resource utilization

- Vehicle turnover
- Parking
- Road utilization



Support city smart transportation

- Smart traffic control
- Optimization of traffic system design
- Support urban road planning



1.4: Policy Orientation

- The central government encourages and supports the development of time-share leasing business, accelerating the development of the industry. Local governments continue to enrich their supporting policies, while promoting further standardization and the industry.

Nation Policies

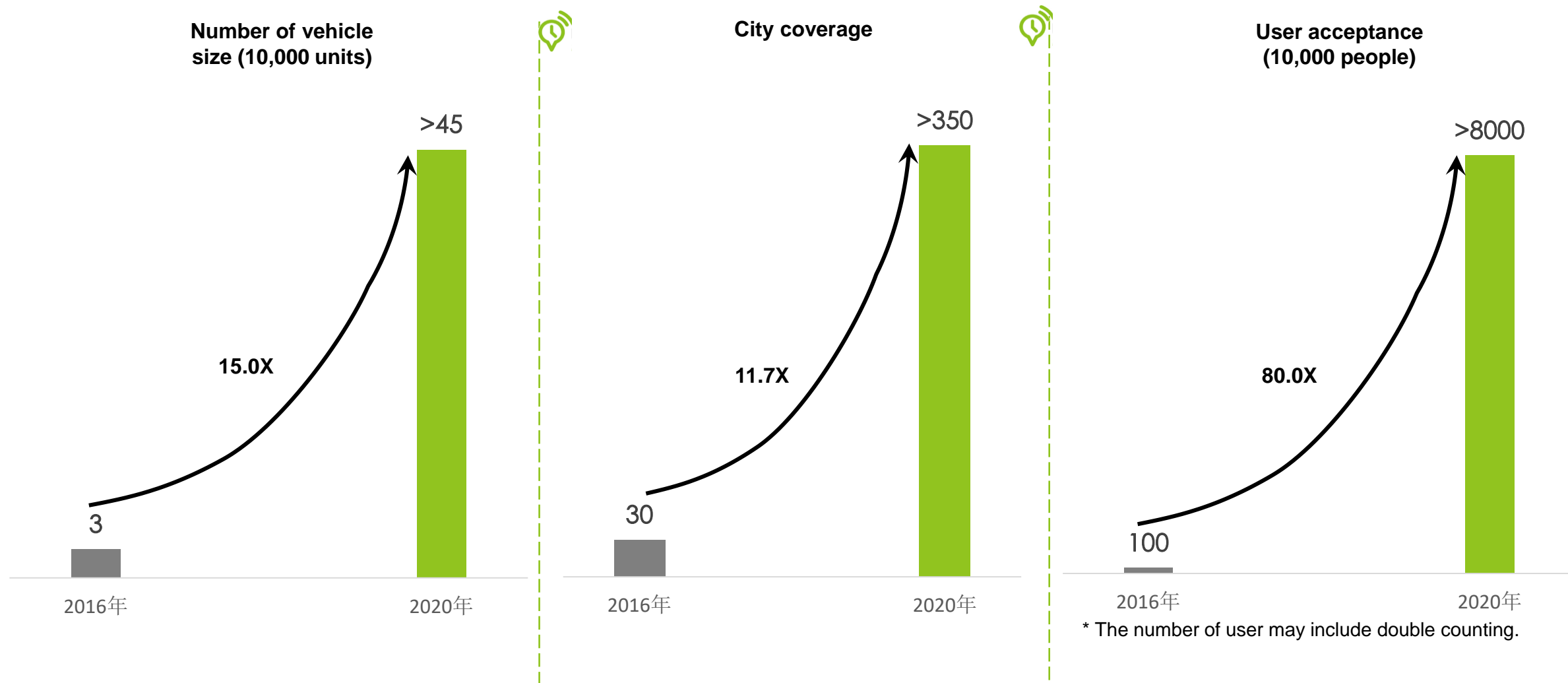
- 1 《Guidance on promoting the healthy development of small and micro vehicles rental & leasing》 2017
Point: encourage the promotion of the development of time-sharing and create a favorable development environment.
- 2 《Notice of users' account management for new transportation business》 2019
Point: regulate the management of time share user s' accounts.
- 3 《NEV industry planning (2021—2035年) 》 2020
Point: accelerate the application of new energy vehicles in time-sharing, city buses, rental cars, venue cars and other fields, and optimize the environment for the use of new energy vehicles in public services. Guide car manufacturers and travel service enterprises to build a "one-stop" service platform.

Local Policies (Shanghai)

- 1 《Guidance on the Development of Shanghai's New Energy Vehicle Time Share Leasing Industry》 2016
Point: vigorously develop new energy vehicle time-sharing business.
- 2 《Implementation Rules for the Management of Time Share Leasing of Small and Micro Buses in Shanghai》 2018
Point: encourage innovation in time-sharing mode and regulate the development of the industry.
- 3 《Shanghai Action Plan to Promote the Development of New Online Economy (2020-2022年) 》 2020
Point: encourage the development of time-share rental car sharing.
- 4 《Shanghai Advanced Manufacturing Development "14-5" Plan》 2021
Point: new energy vehicles as the main body, the integration of a variety of transport, support the establishment of network cars, rental cars, shared cars, intelligent cars as the main travel system.

1.5: Development prospects

- Increasing trends in the scale of vehicles, the city coverage, and the scale of users and user acceptance.



PART 2: EVCARD Case



2.1: EVCARD Background

- In 2011, Shanghai started to build EVZONE, the only international demonstration zone for electric vehicles in China, to promote new energy vehicles.
- In July 2013, EVCARD started the demonstration project of electric car time-sharing based on the benchmarking of foreign Car-sharing cases, and creatively proposed the concept of “minute based sharing”, thus creating a new industry in China.



2.1: EVCARD Background – an joint venture

- In May 2016, SAIC Group and Shanghai International Automobile City Group established a joint venture, Global Carsharing, devote themselves into a leading international "time-share" benchmark enterprise that promotes new energy vehicles and new modes of green travel.
- In October 2020, in accordance with the strategic deployment of SAIC Group's travel platform, Global Carsharing adjusted its positioning and expanded its business from "minute based-share" to provide customers with flexible "full-time rental" services by "minutes, hours, days, weeks, months and years".



- China's largest vehicle group

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GLOBAL CAR SHARING

- Registered capital
- May 2016: RMB 200 million
- Sep 2021: RMB 3.26 billion



- The city in China with the largest, most concentrated, and most complete auto industry chain

- **Vision: To be the leading service platform for shared mobility and technology innovation.**
- **Mission: To lead a new life of better mobility.**
- **Values: Innovation, Collaboration, Experience, Passion.**

2.2: Positioning

- EVCARD is positioned as a practitioner of national new energy vehicle strategy, a facilitator of efficient utilization of urban resources, and an innovator of supply-side reform of travel services.

Practitioner of national NEV strategy

- To accelerates the upgrading and development of the NEV industry



Facilitator of efficient utilization of urban resources

- The utilization rate of vehicles and parking spaces is significantly increased



Innovator of supply-side reform of travel services

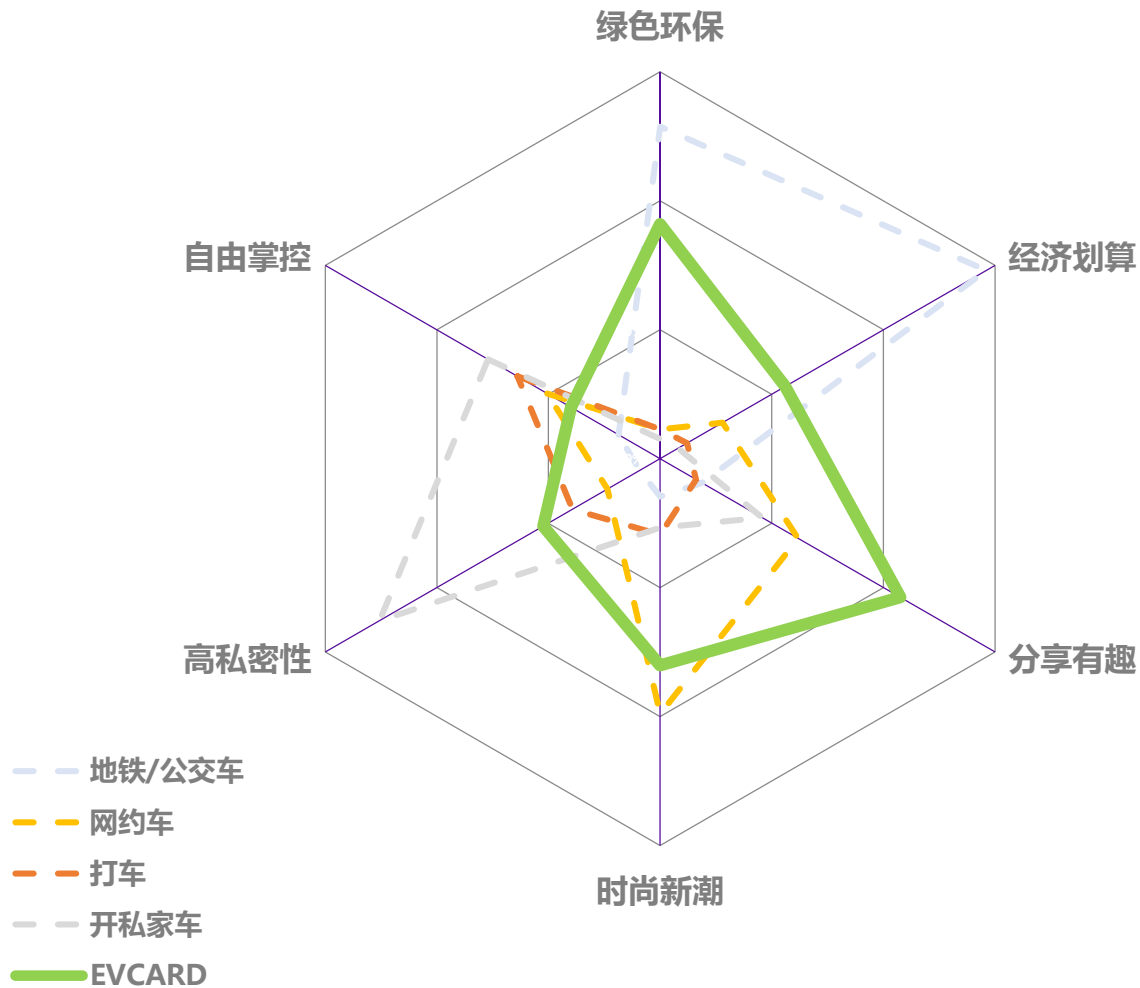
- An important complementary force in urban transportation



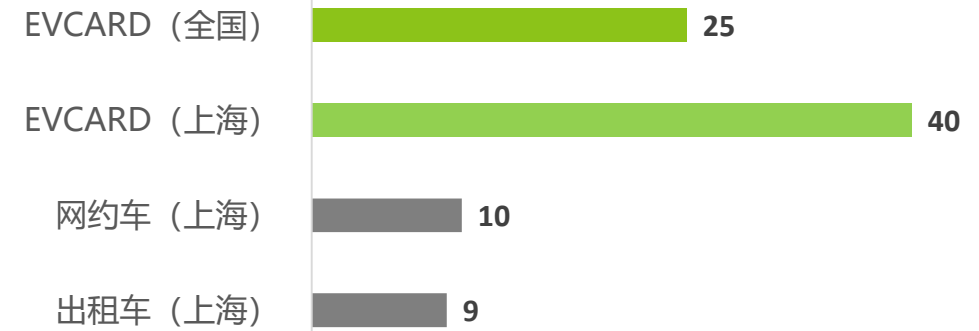
2.3: Business Portfolio

- EVCARD provides highly flexible full range of time rental by minute, hour, day, week, month and year.

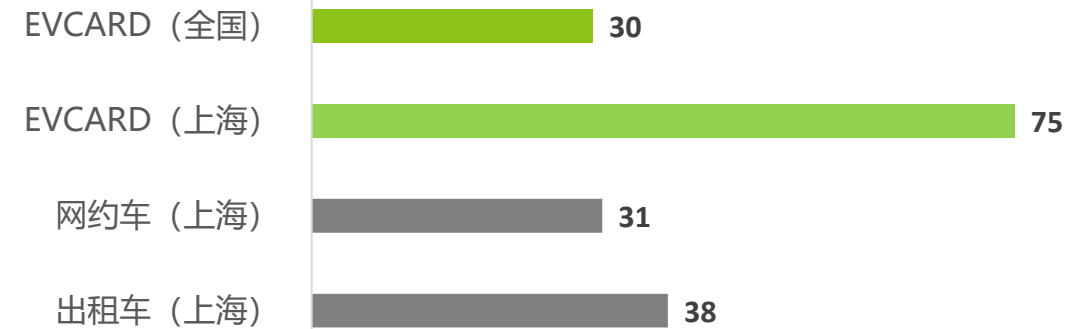
Qualitative comparison of five modes of travel



Single average driving mileage (km)

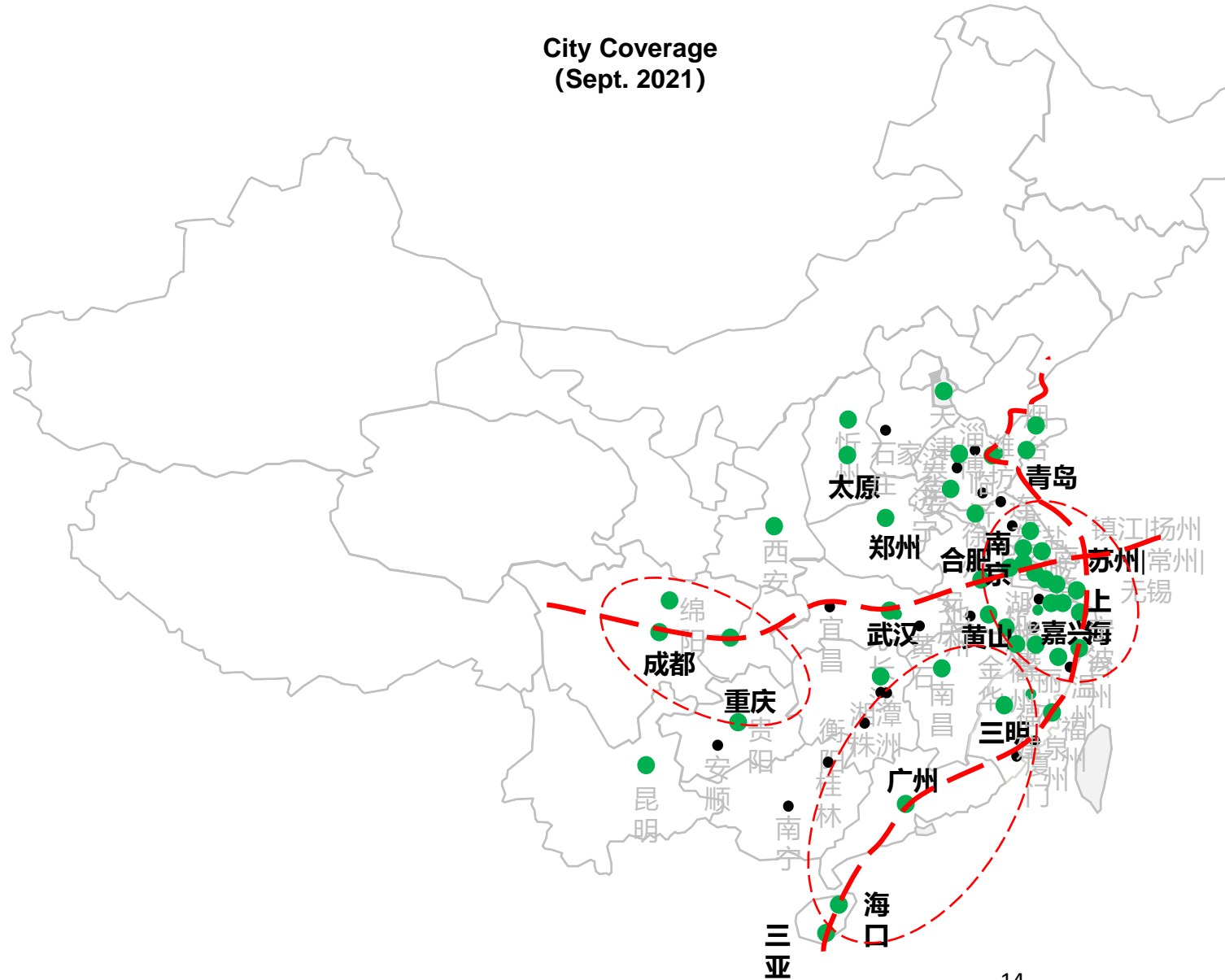


Single average order amount (yuan)



* Data source: Shanghai Transportation Industry Development Report 2019 Edition.

2.4: Data of operation

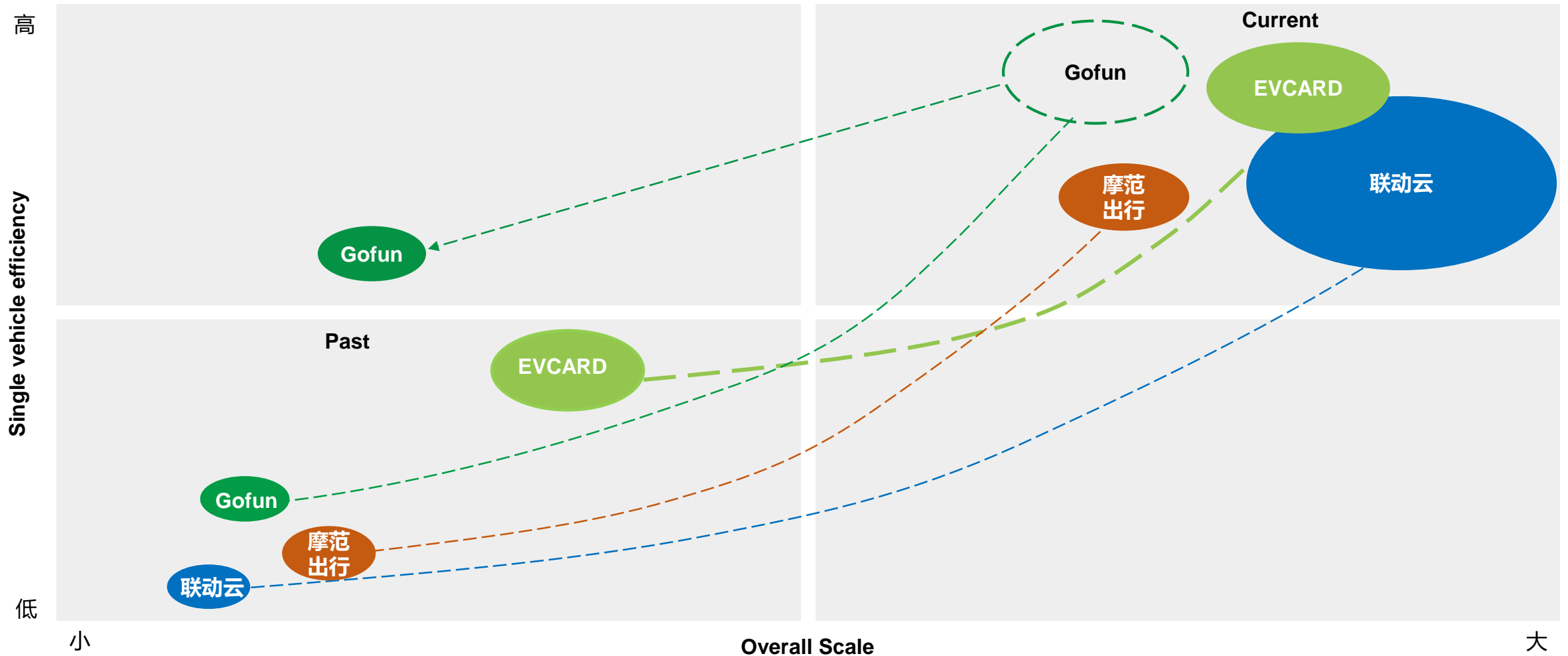


- I. Number of Cities: 49
- II. Scale of stations: 13,000+
- III. Scale of fleet: 58,000
- IV. Scale of customers: 9.3 million
- V. Users' rating: TOP1

2.5: Industry Status

- EVCARD is leading the industry with balanced development of scale and efficiency.

Industry Competitive Landscape



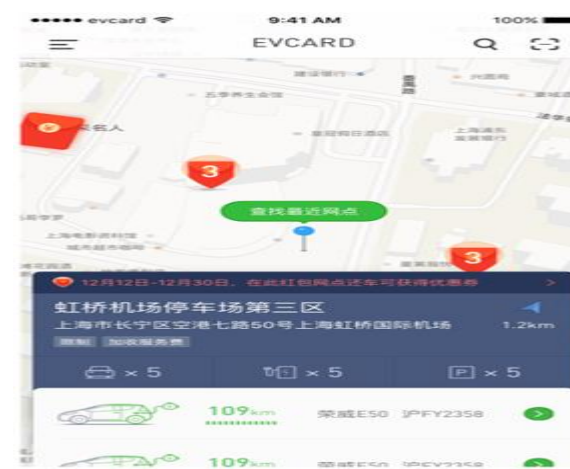
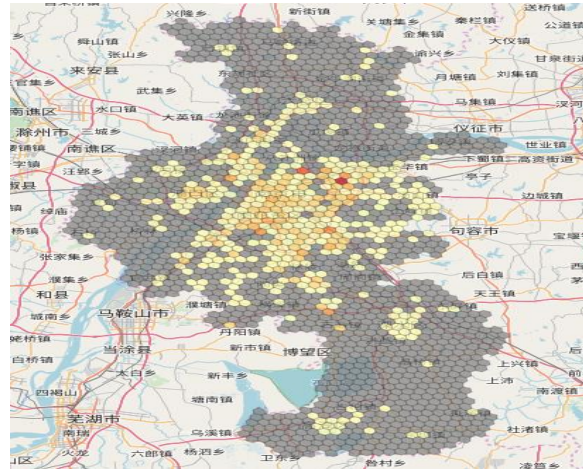
* Overall scale refers to the number of city layouts and fleet size of competing products, and single vehicle efficiency refers to the revenue per day of a vehicle.

2.6: Technology Innovation

- EVCARD insists on original R&D to empowers user experience and operation efficiency. Serial products include intelligent dispatching, next-generation car machine, SaaS platform, automatic charging robot, etc..

Smart
Dispatching
2.0

Intelligent
Customer
Service



Smart OBD
device

Smart
Parking

New
Identificaiton

Automatic
Charging



SaaS

BI

2.7: City Cases

- EVCARD offers services in a variety of cities

Shanghai

- Fleet 8000+, Stations 700+



Nanjing, Jiangsu Province

- Fleet 3000+, Station 1000+



Guangzhou, Guangdong Province

- Fleet 3000+, Station 300+



Taiyuan, Shanxi Province

- Fleet 300+, Station 100+



Huangshan, Anhui Province

- Fleet 900+, Station 200+



Sanming, Fujian Province

- Fleet 300+, Station 100+





来自上汽 环球车享
FROM SAIC GLOBAL CAR SHARING

Thanks!

