

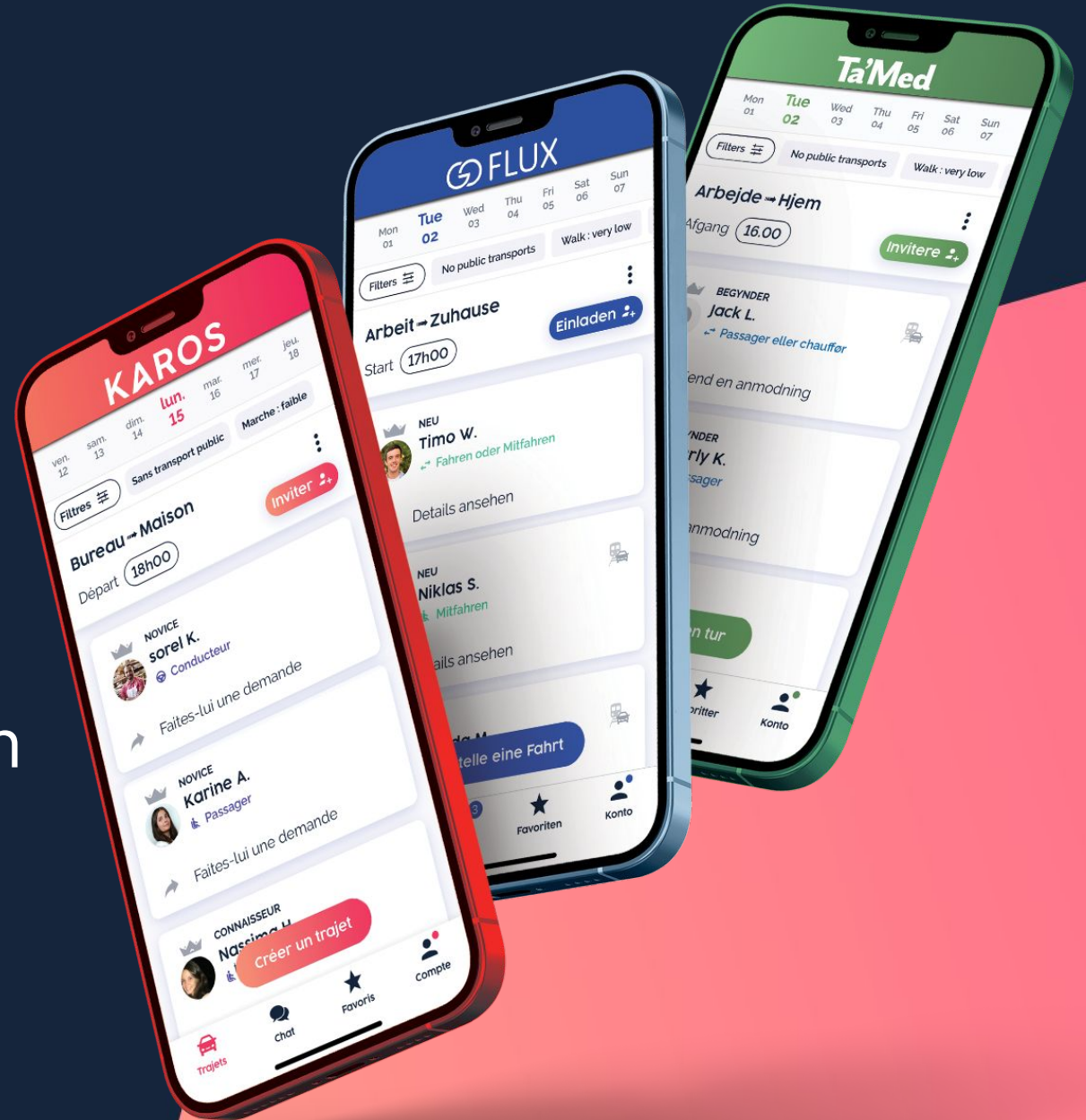


karos
mobility

Carpooling for daily commuting

A sustainable mobility solution
for rural and suburban areas

Drive Sweden – 23.01.2024





Carpooling for daily commuting in France



France was a pioneer in carpooling, leading to the emergence of **players offering different models**

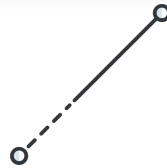
Organised hitchhiking



- **Informal carpooling** via a mobile app that
- The app **notifies drivers** of **passenger requests** for hitchhiking



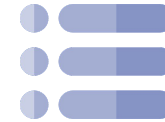
Carpooling lines



- **Physical infrastructure** (carpool stops) where **passenger and drivers meet**
- **Request** made by the **passenger** via SMS, app, panel button or hotline



Static carpooling



- **Carpool ads** website to **connect people** who share the same route
- Carpoolers then **organise the trip by themselves** (pickup time and location...)



Dynamic carpooling



- **Carpooling mobile app** with automated booking, offering **door-to-door intermodal itineraries**
- Integrated with **public transport** offering

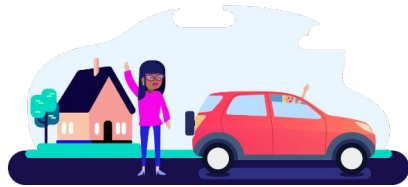


At the heart of the French strategy: a co-funding model to promote carpooling in the same way as public transport

I am a **PASSENGER**

I pay

0.50€/trip



I am a **DRIVER**

I earn

2.00€/passenger/trip

The **territory** and /or the **employer** funds the gap of **1.50€**

Art. 15 – French Mobility Law

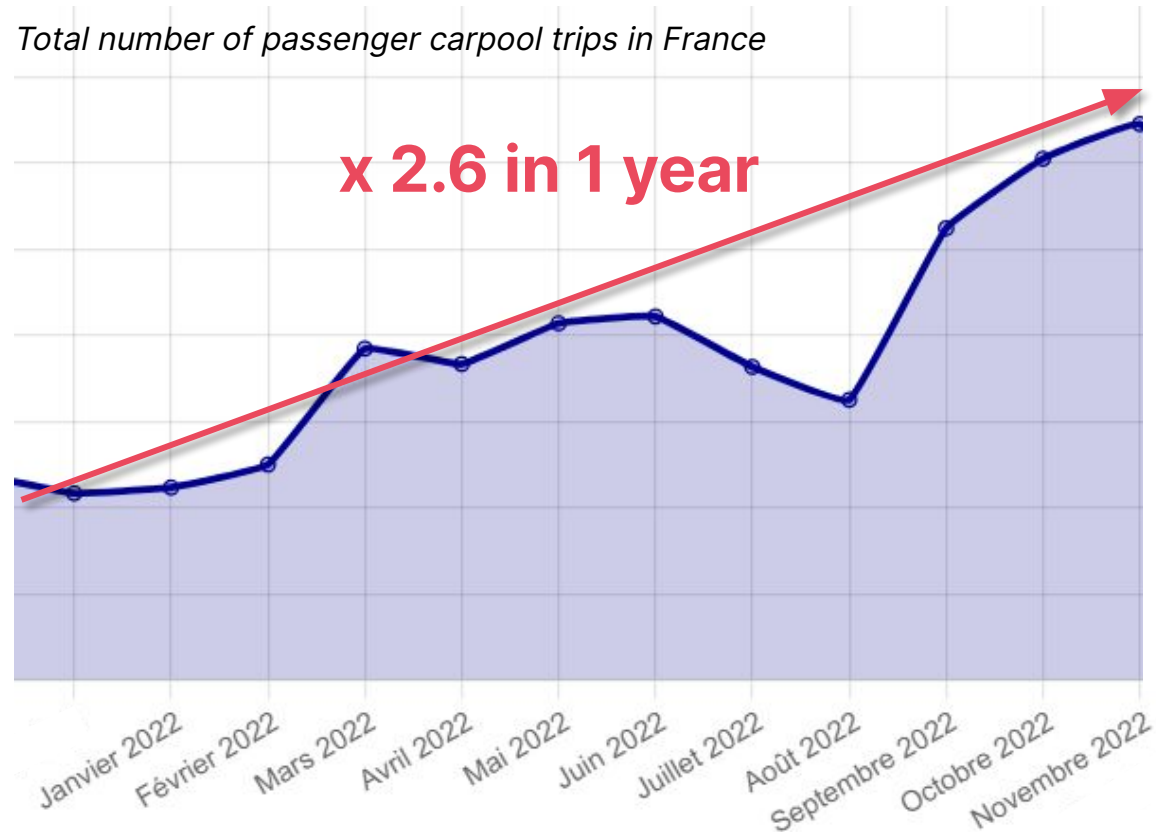
LTAs can **fund carpool trips** as they fund **public transport**.

Example: in Île-de-France (Paris region), carpooling with a partner platform is included in the Navigo transit pass.

Forfait mobilité durable (= Sustainable mobility budget)

Mechanism to provide **financial support** for **sustainable mobility for employees** in the private and public sectors (tax free up to 800€ per employee per year), including carpooling.

Strong acceleration of carpooling in France in 2022 especially due to **rising fuel prices**



Nouveau record pour le prix de l'essence en France

Les prix à la pompe flambent à nouveau, dans le sillage des cours du pétrole. Malgré la remise de 18 centimes par litre instaurée par le gouvernement, l'essence n'a jamais été aussi chère. Le gazole se rapproche des sommets atteints au début de la guerre en mars.

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Depuis trois semaines, les prix de l'essence sont à nouveau supérieurs à ceux du gazole. C'était l'inverse entre la fin février et la fin mai. (Pascal POCHARD-CASABIANCA/AFP)

National daily carpooling plan: **150M€ invested** by the French government to encourage carpooling

3 KEY MEASURES

- A **100€ bonus** for first-time drivers
- A financial support from the State to **fund half of the financial incentives** granted by the LTAs to drivers and passengers
- A 50M€ budget to support LTAs in the development of **carpooling infrastructure** (carpooling areas, carpool lines etc.)

ECONOMY · TRANSPORT

French government presents updated plan to encourage carpooling

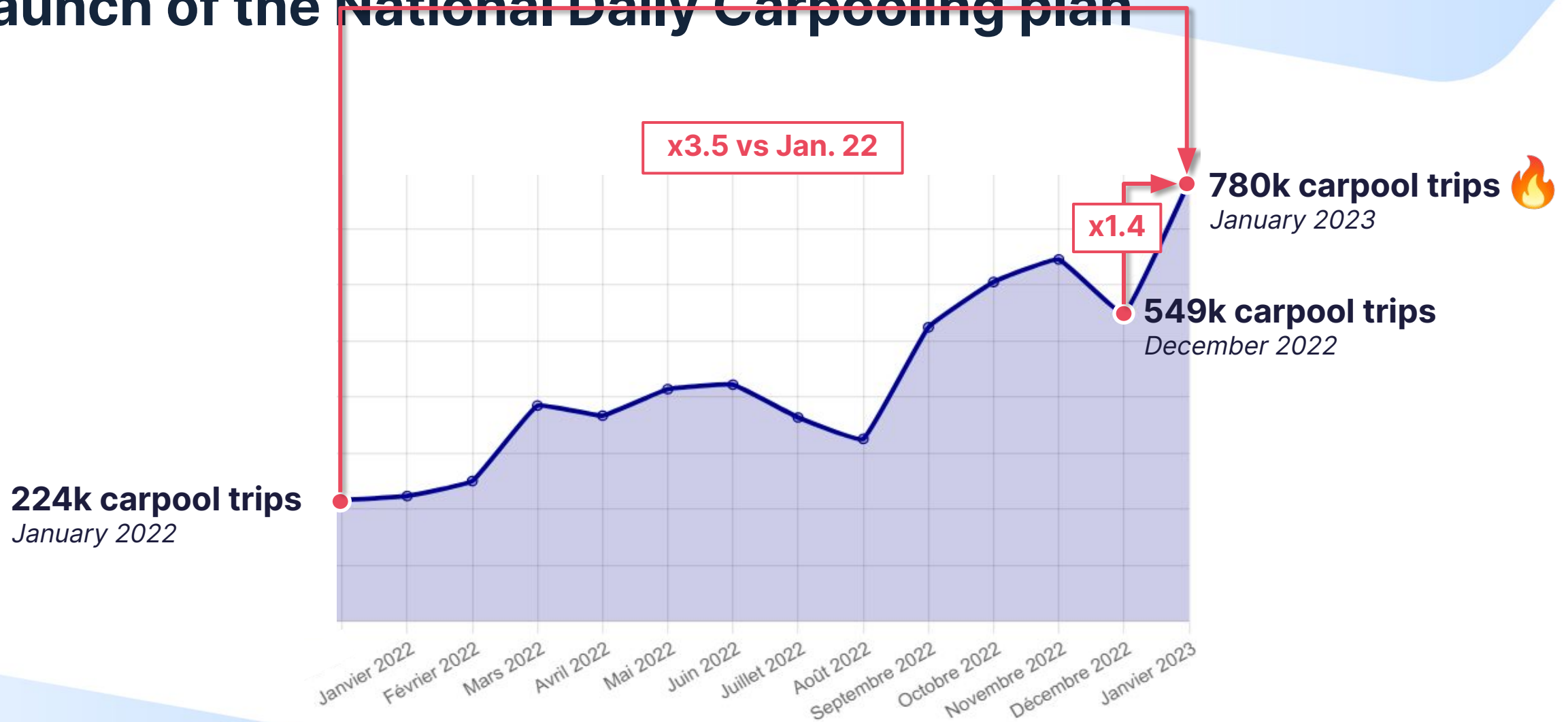
The transport and environment ministries are promising €100 to drivers who sign up for carpooling and €100 million to support local authorities in developing incentives.

By Emeline Cazi and Sophie Fay

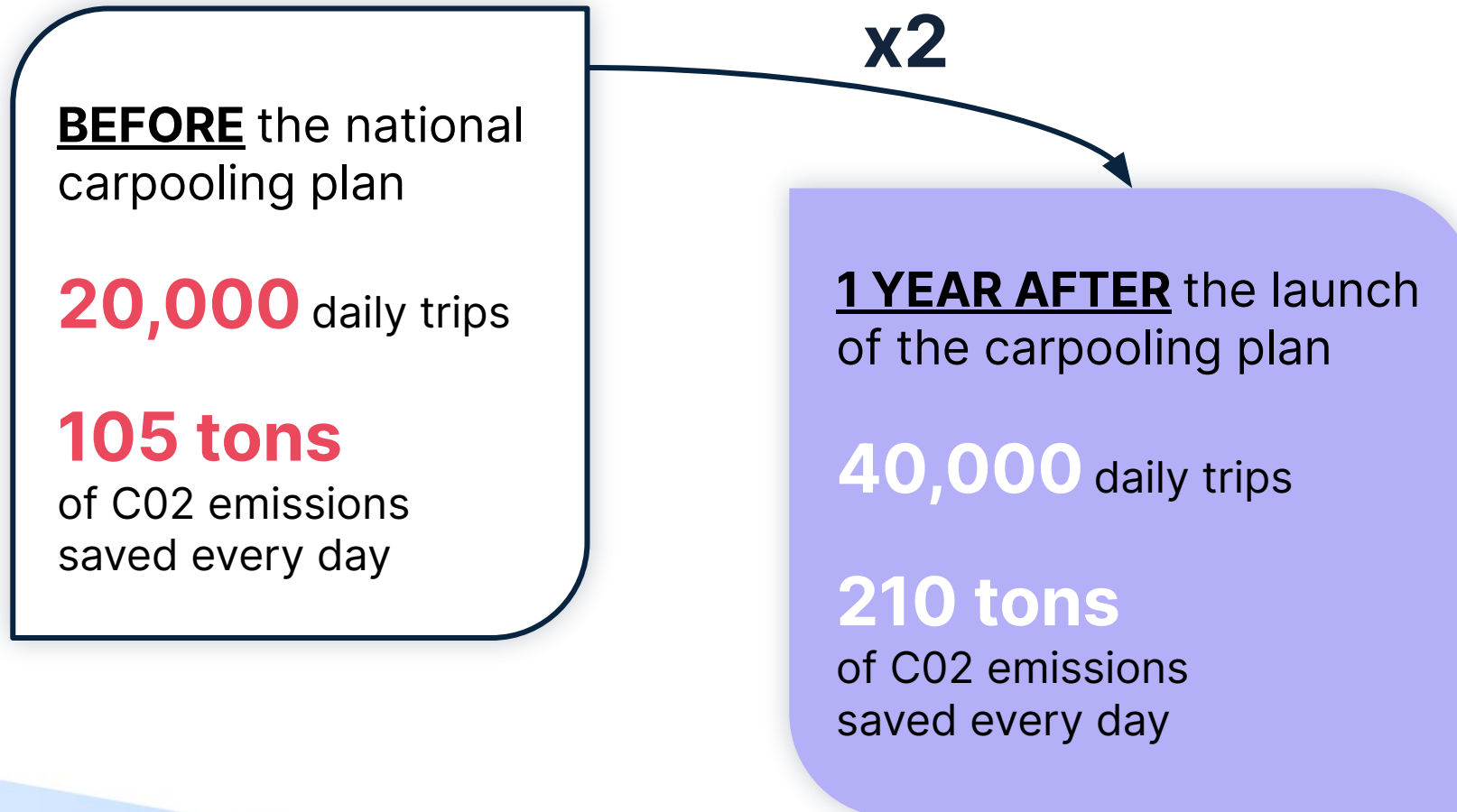


A carpooling area on the outskirts of Ayguesvives (southwestern France), in April 2018. PASCAL PAVANI / AFP

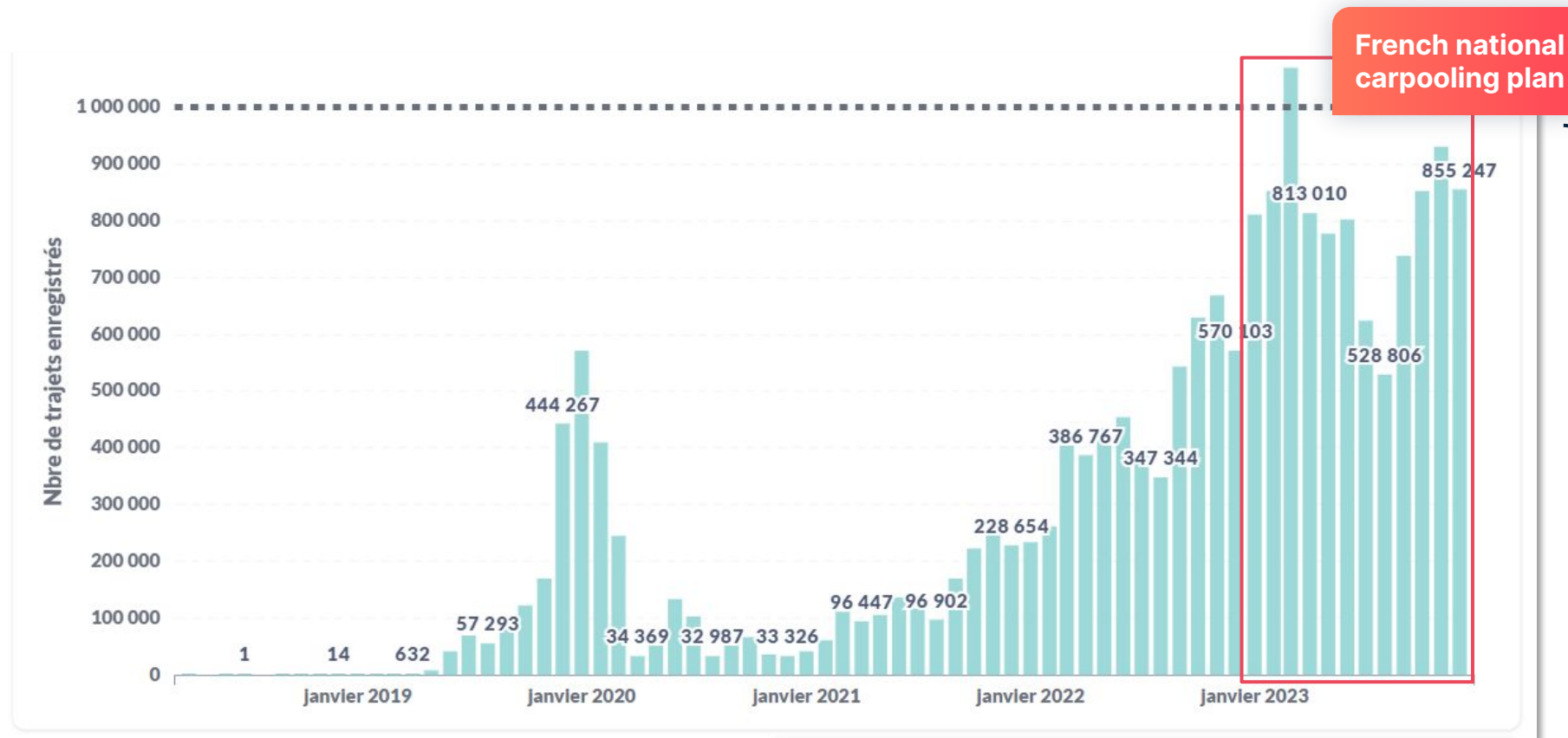
First **very promising results** only a few weeks after the launch of the National Daily Carpooling plan



Significant **acceleration** in the adoption of carpooling in France thanks to the National carpooling plan



Encouraging results have led to the **extension of the National carpooling plan** for a further year



The **3 key measures** announced as part of the national daily carpooling plan in 2023 **have been extended to 2024.**

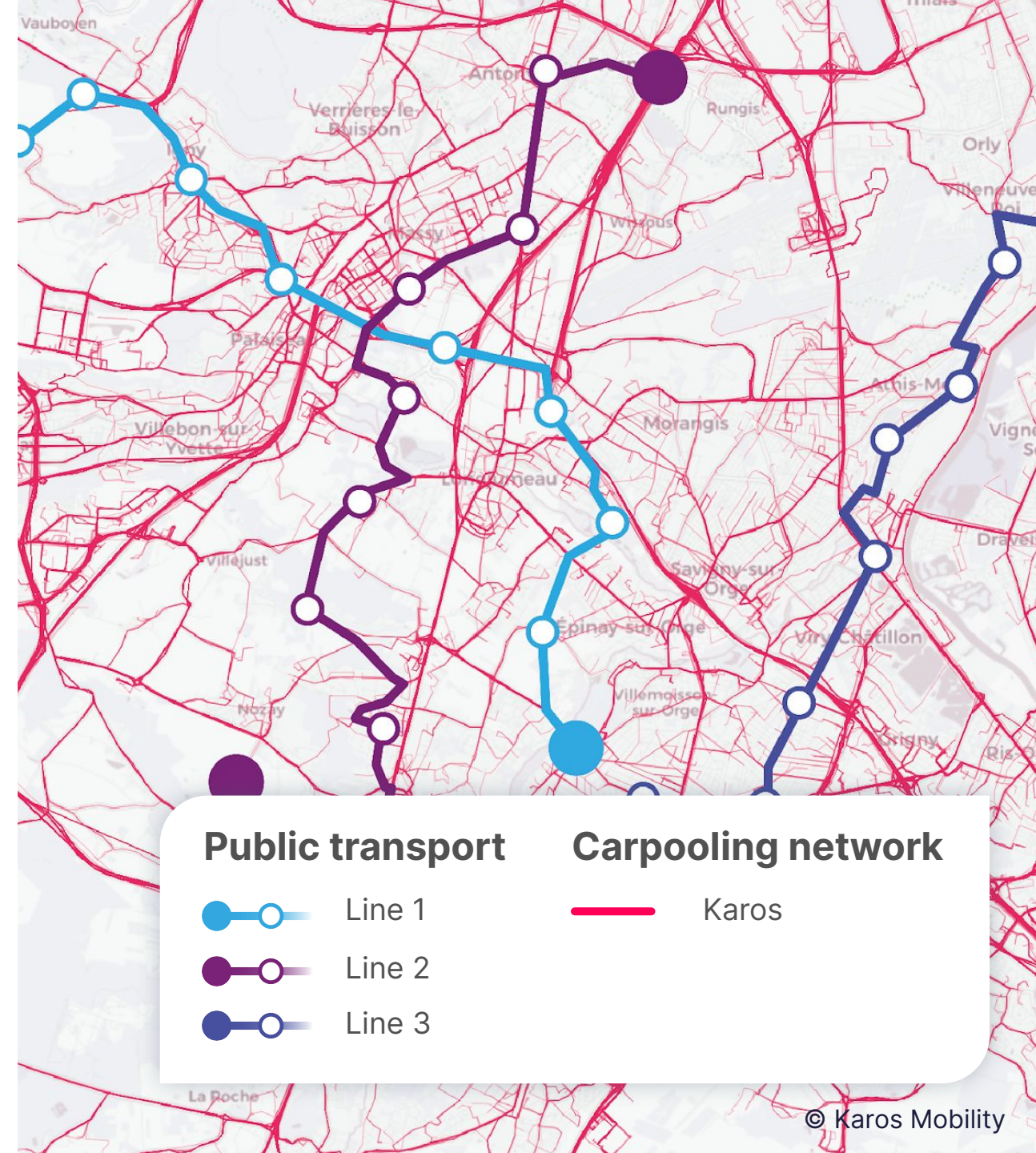


Karos Mobility technology



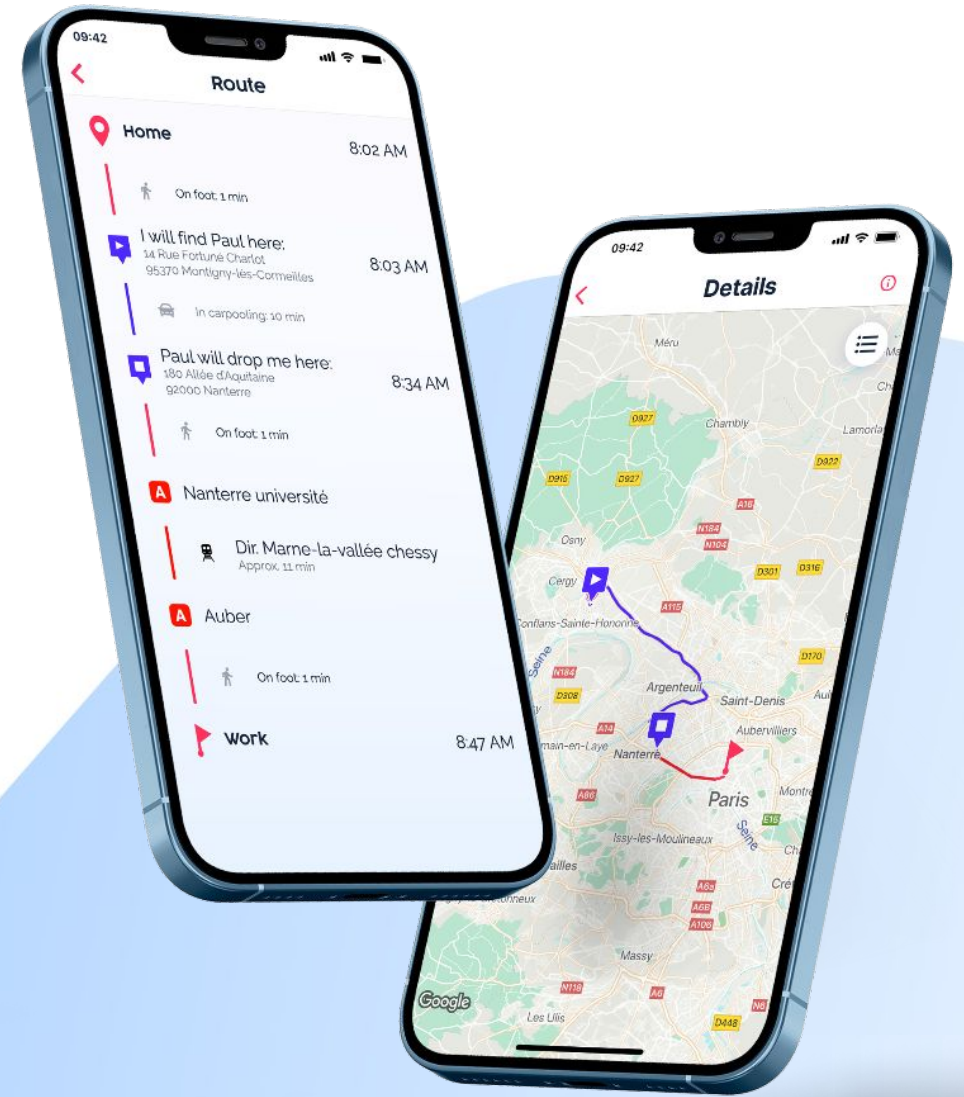
Our expertise: we turn empty car seats **into a new public transportation mode**

- An **AI-powered matching** technology
- A full **integration with local public transport**
- A **deployment playbook** in collaboration with **cities** and **employers**



Karos Mobility provides a mobile app acting as **a smart mobility assistant**

- Learning of users' **daily mobility habits**
- Tailored and optimized **door-to-door itineraries**
- Europe's most advanced **anti-fraud system**



Integration with public transportation

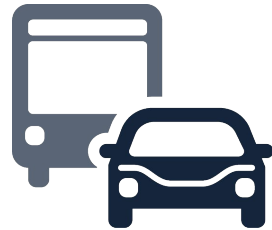


We create carpooling networks connected with local public transport via **a triple integration...**



Pricing & ticketing integration

Zonal pricing, co-funding of passengers' trips



Intermodality

Carpool trips combined with the main transit lines



MaaS integration

Carpooling options displayed in MaaS apps

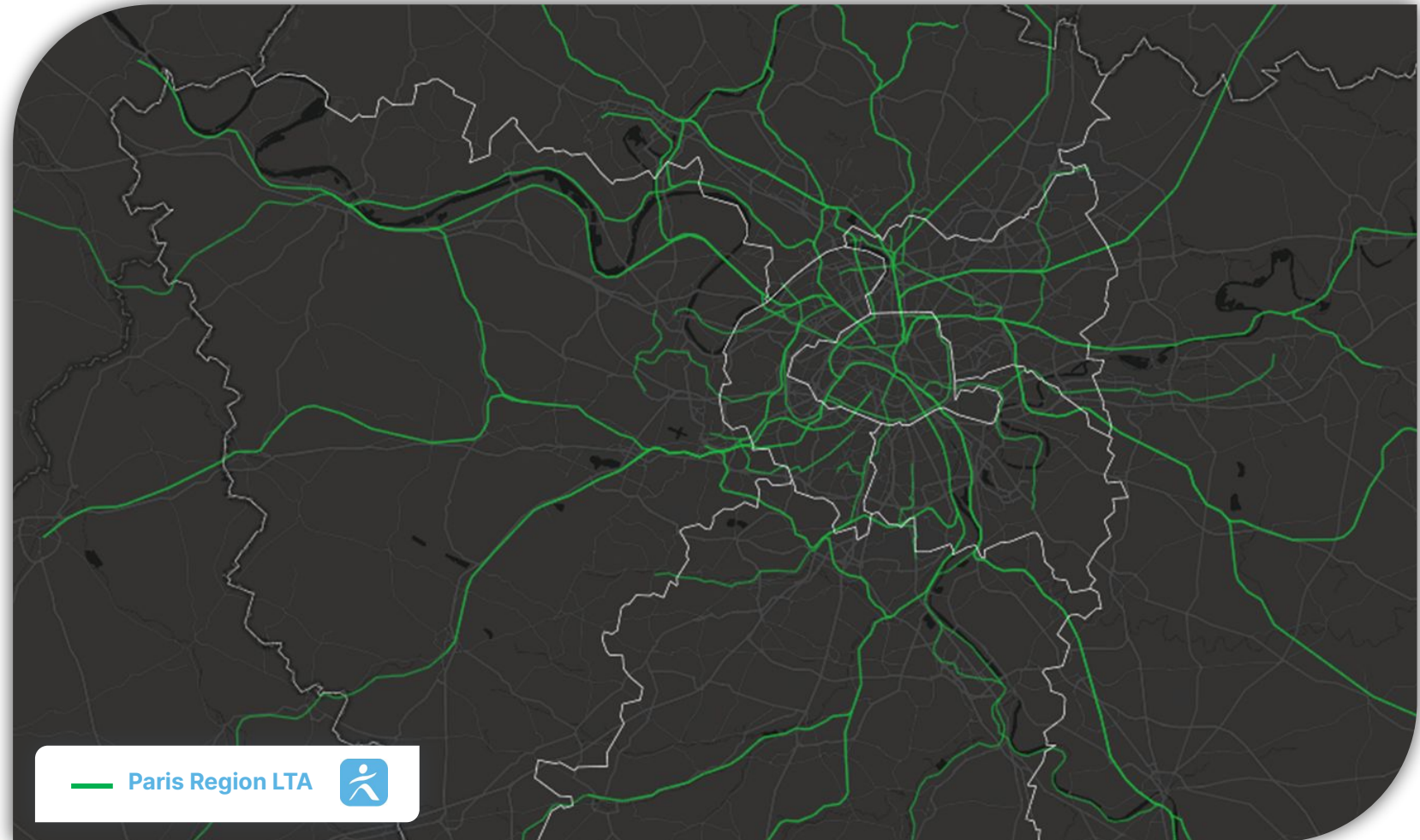
**Complementary & never in competition
with public transport**

...and we thus **extend the reach of public transport in rural & suburban areas**

Coverage of the existing mass transit backbone:

36% of Paris region inhabitants

(excluding Paris city)

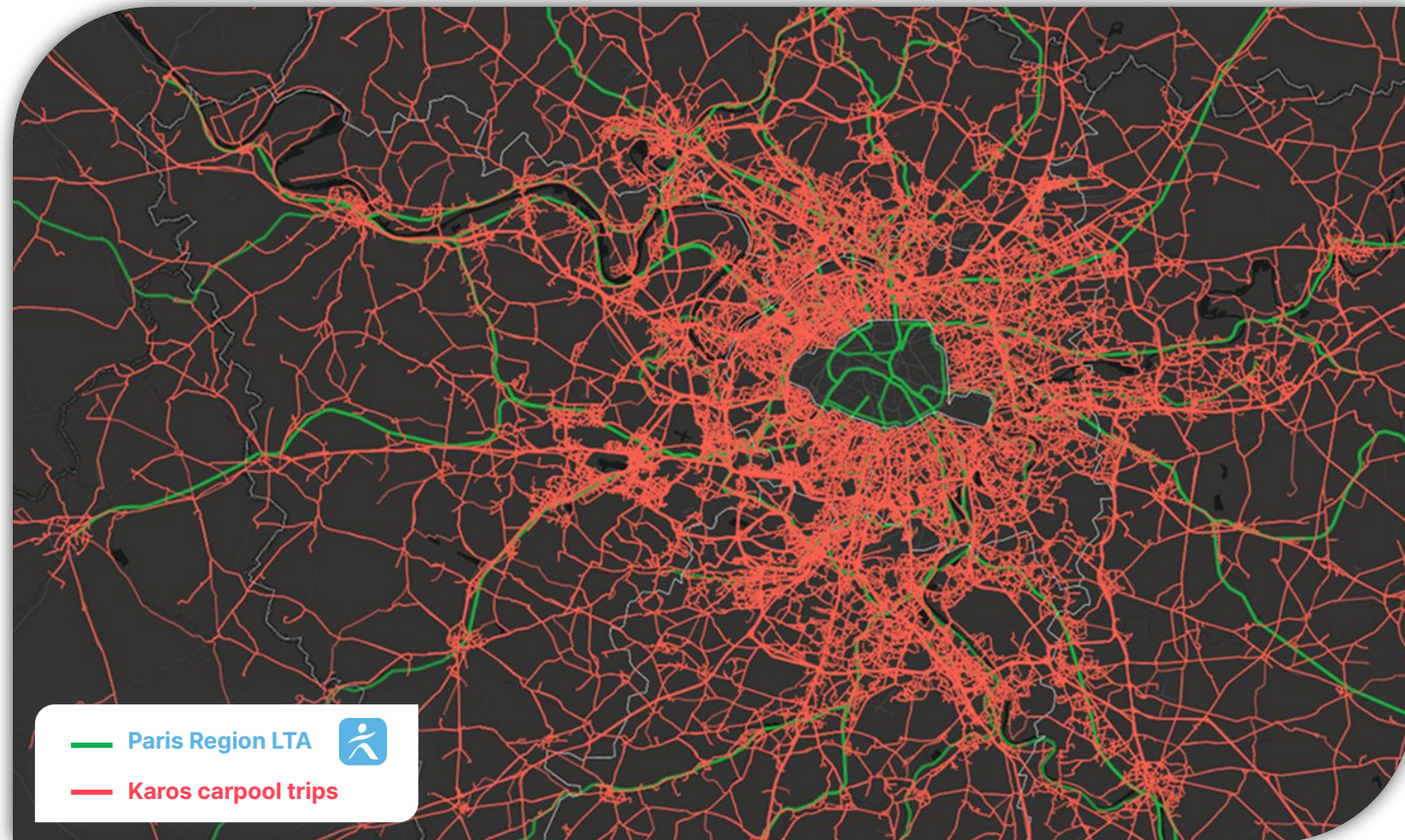


...and we thus **extend the reach of public transport in rural & suburban areas**

Coverage of the existing mass transit backbone + **Karos:**

96% of Paris region inhabitants

(excluding Paris city)





Our model to build carpooling networks



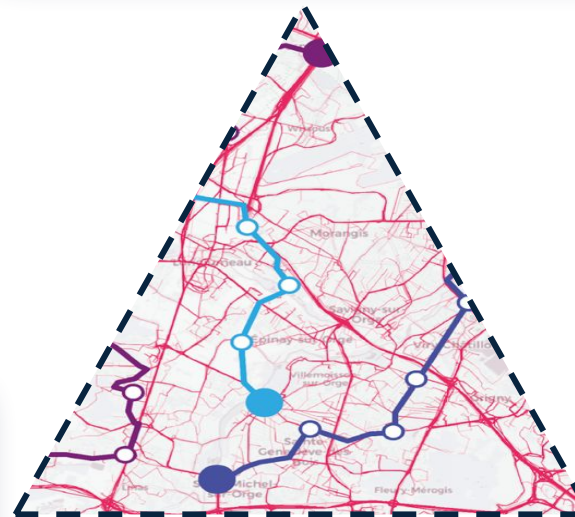
Karos Mobility develops carpooling networks by **creating an entire ecosystem**



Carpoolers



Employers & campus



**PTAs and authorities
in charge of mobility (cities...)**

The 3 pillars of Karos Mobility recipe to build a carpooling network

1. A state of the art technology



2. Financial incentives



3. Human support



Karos Mobility at a glance

Active in **4 countries**



France



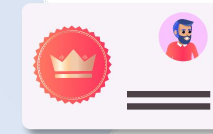
Germany



Spain



Denmark



+1 Million
users



+6M
passenger carpools



Support of the **European Commission** as a direct investor via the EIC fund

+400 corporate and transportation authority clients





For more information:

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