

Zipcar

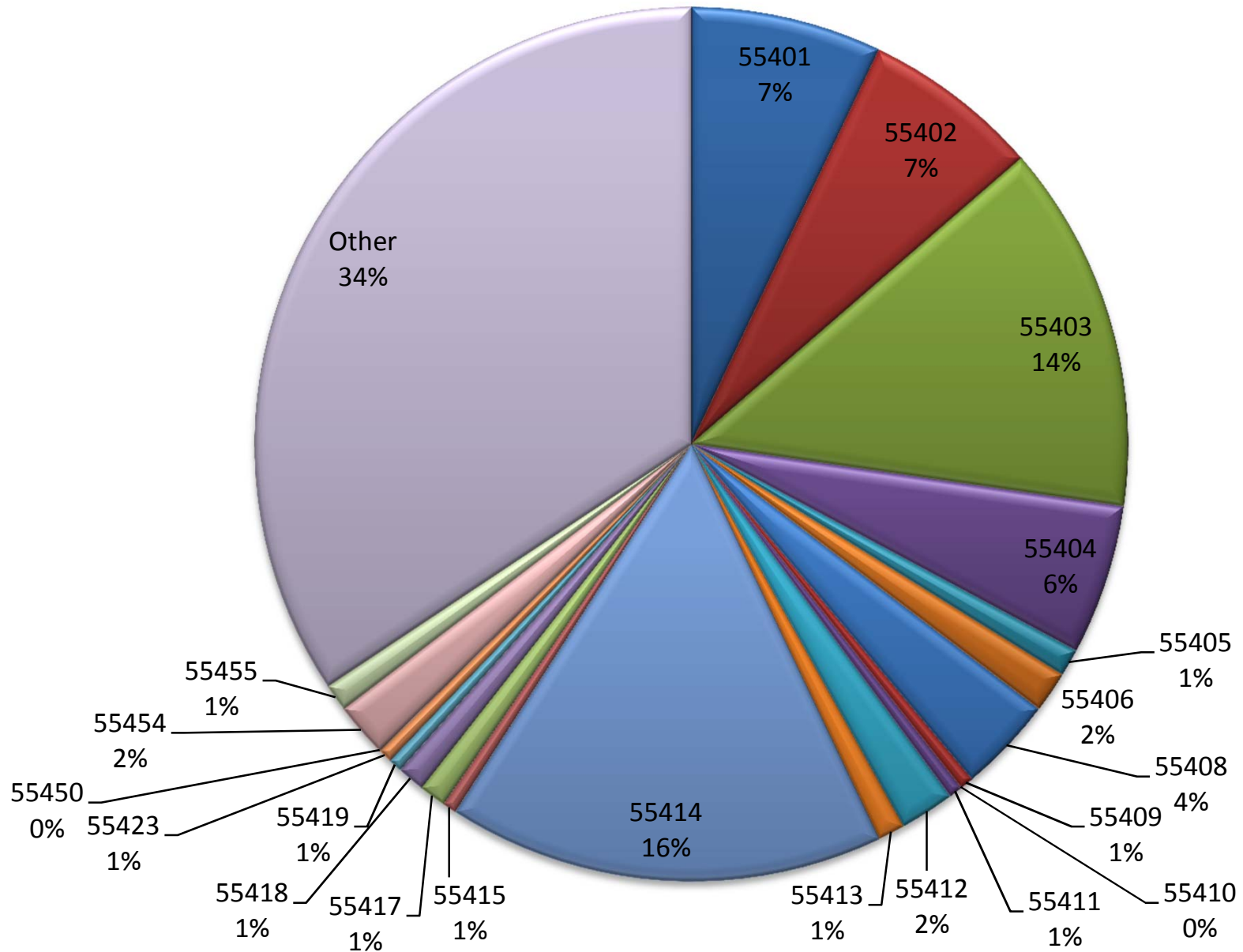
2nd Quarter Report



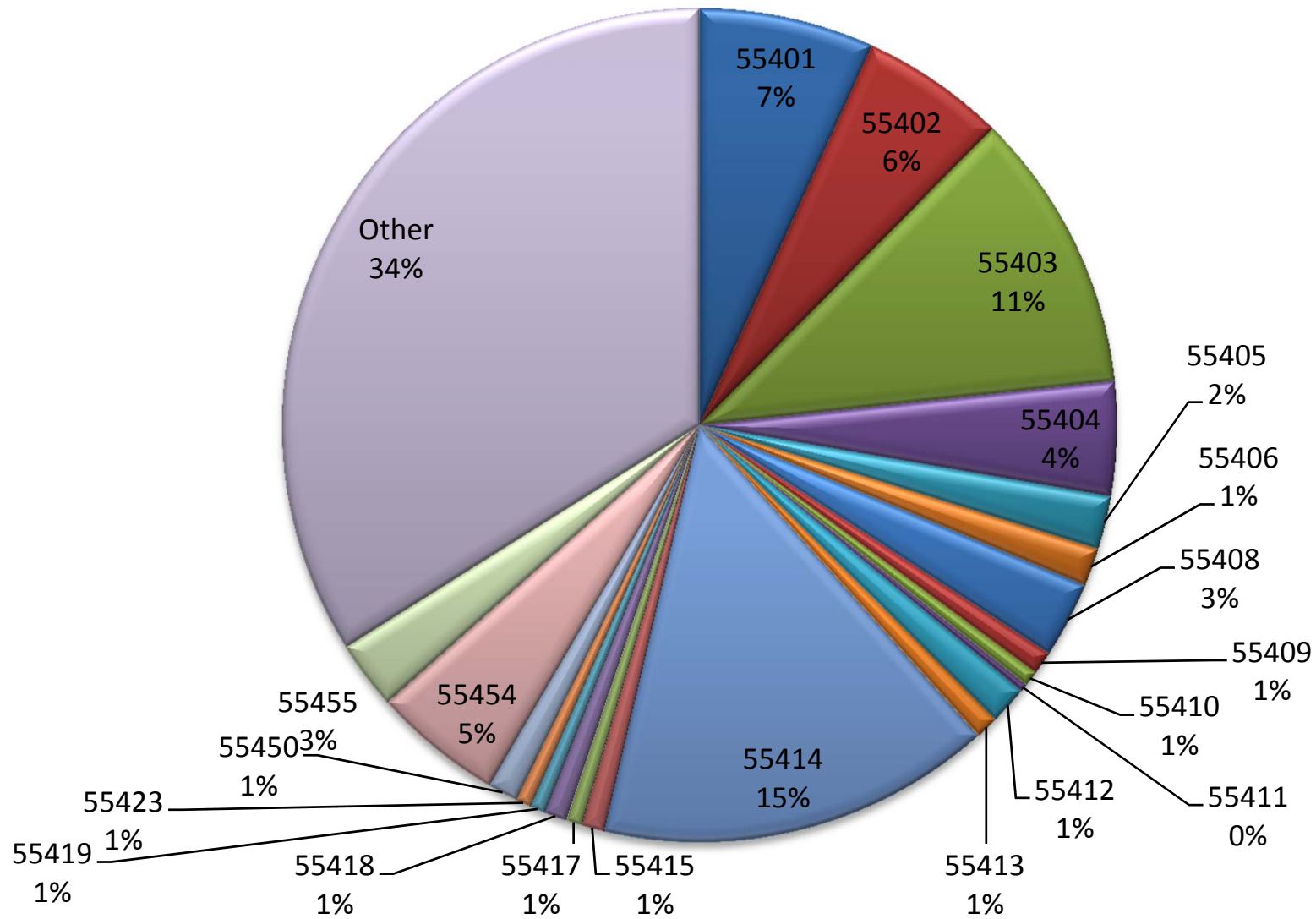
<i>MEMBER GROWTH BY ZIP CODE</i>	<i>Program Q1 Total</i>	<i>Program Q2 Total</i>
55401	9	14
55402	6	13
55403	10	27
55404	4	11
55405	5	2
55406	2	3
55408	3	7
55409	2	1
55410	2	0
55411	0	1
55412	1	4
55413	1	2
55414	20	32
55415	2	1
55417	0	2
55418	1	2
55419	1	1
55423	1	1
55450	4	0
55454	13	4
55455	7	2
Other	47	68
Total NAP	141	198

<i>Program Total to Date Q2</i>
23
19
37
15
7
5
10
3
2
1
5
3
52
3
2
3
2
2
4
17
9
115
339

Member Growth by Zip Code Q2



Member Growth by Zip Code Program-to-Date Q2

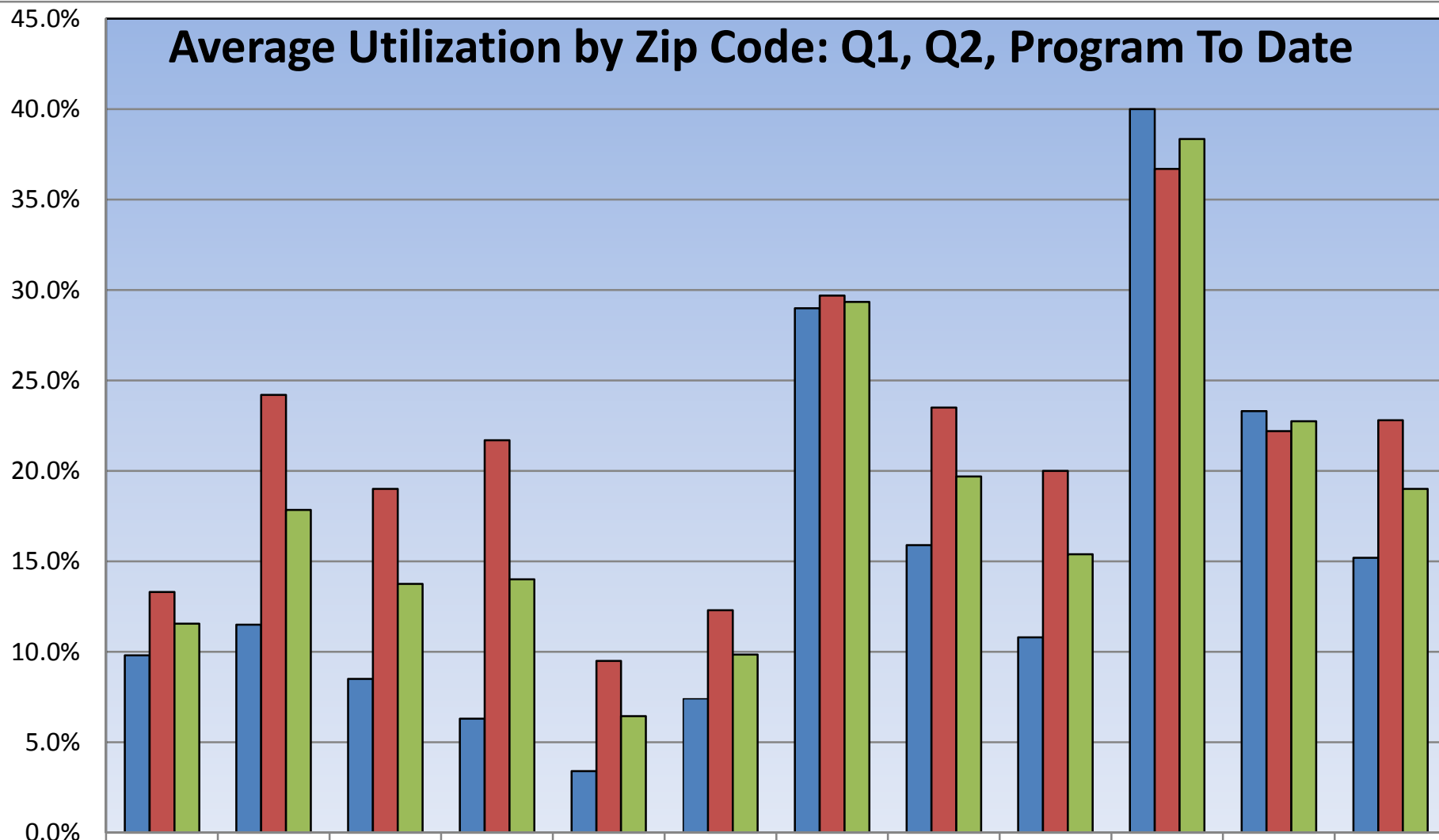


Zipcar Location Utilization

Pod Name	Apr-14	May-14	Jun-14
DT Auto Park LaSalle	19%	27%	34%
MSP Airport			
517 Marquette	13%	20%	21%
The Nic on 5th			
Capital City Plaza			
216 S 10th St/Ameriprise			
Cray Plaza	25%	19%	23%
230 Oak Grove St	3%	1%	
Calhoun Square			
One Ten Grant			
Union Depot			26%
The Cosmopolitan		31%	14%
7 West Ramp	41%	41%	41%
The Bridges			
Marshall Coop-Rear Parking Lot			
The Chateau			12%
Bierman Apartments	23%	24%	13%
412 Lofts	24%	31%	13%
1010 Essex			
625 4th Ave/Thrivent	18%	15%	27%
13th Ave. Near B-LoCo	4%	17%	25%
Uptown Apple Store	6%	6%	17%
2nd & 2nd/North Loop	20%	12%	12%
4th Street behind Lunds	9%	10%	23%
Nicollet &14th	28%	20%	19%
313 Oak near Washington	17%	29%	22%
820 Portland Ave	9%	18%	24%
2308 Lyndale/Wedge			19%
711 S 2nd St/Guthrie		10%	15%
13th & Harmon	11%	17%	25%
2327 Hennepin/Wedge	4%	10%	6%
15th & Oak Gv/Loring Pk	6%	5%	10%
1st St N/Creamette	10%	11%	6%
1350 Nicollet	11%	21%	26%
Market Total	15.51%	20.68%	23.40%

Average Utilization by Zip Code: Q1, Q2, Program To Date

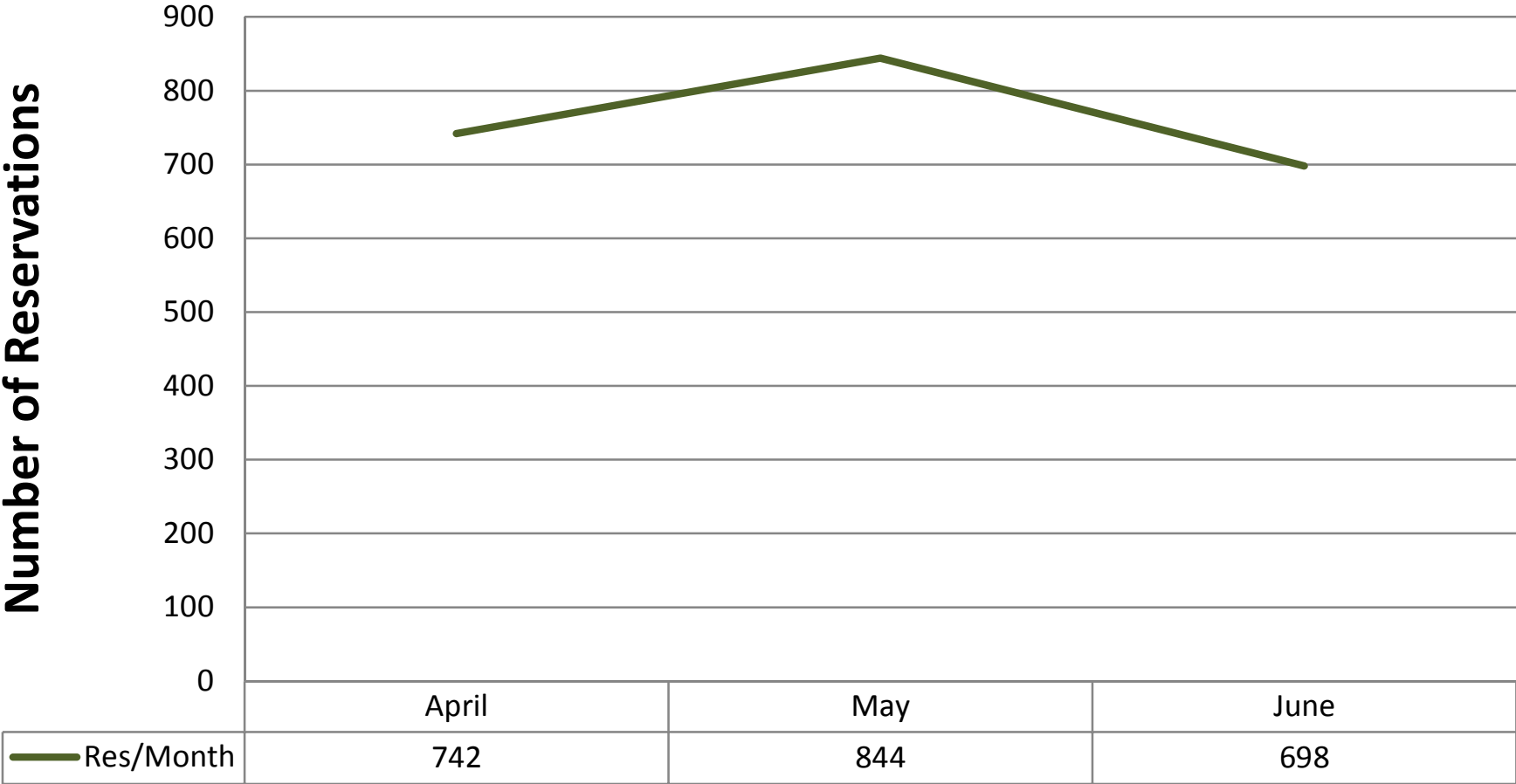
Utilization



■ Utilization Q1 Avg.	9.8%	11.5%	8.5%	6.3%	3.4%	7.4%	29.0%	15.9%	10.8%	40.0%	23.3%	15.2%
■ Utilization Q2 Avg.	13.3%	24.2%	19.0%	21.7%	9.5%	12.3%	29.7%	23.5%	20.0%	36.7%	22.2%	22.8%
■ Program Total Avg. Q2	11.6%	17.9%	13.8%	14.0%	6.5%	9.9%	29.4%	19.7%	15.4%	38.4%	22.8%	19.0%

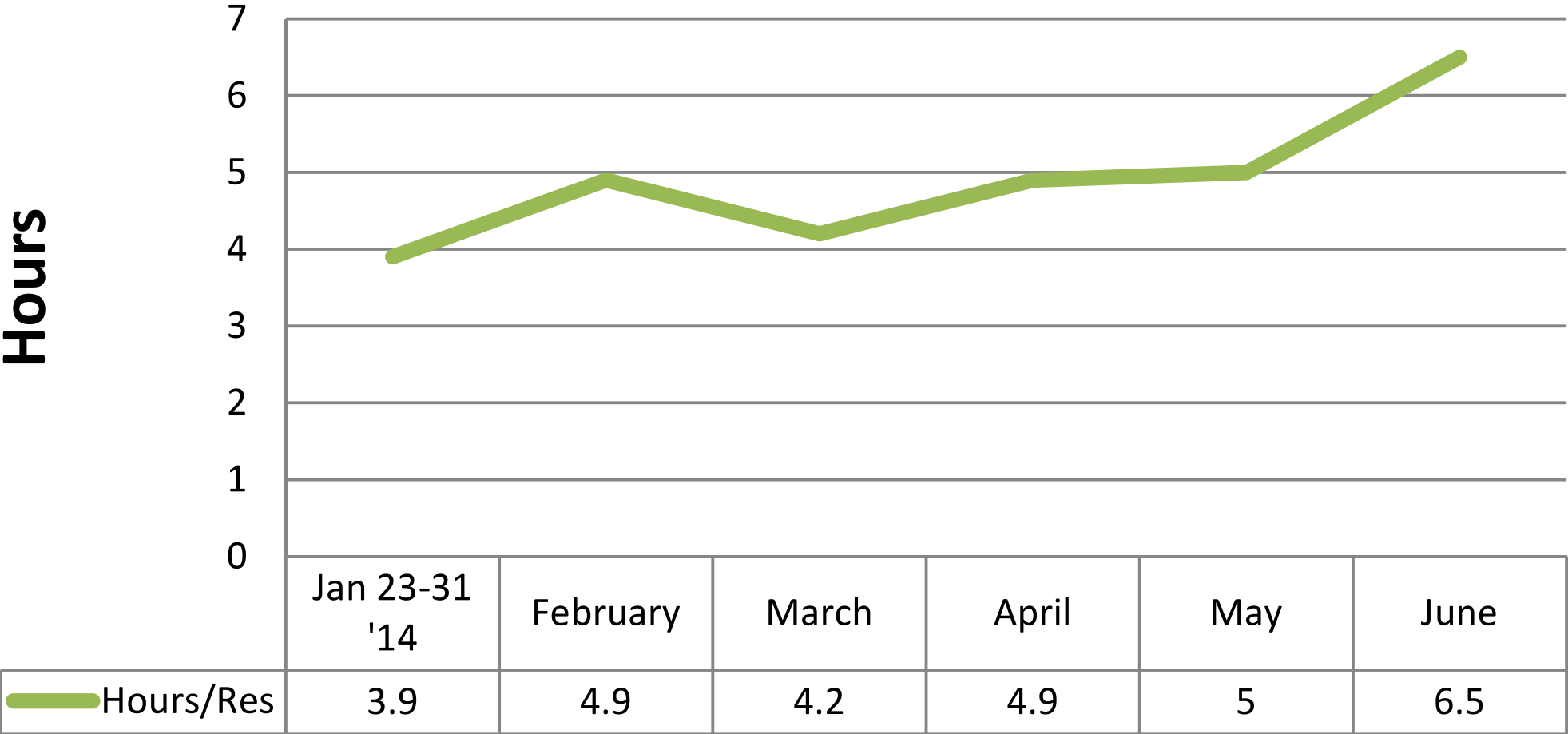
Reservations Per Month

Totaling 2043 Reservations for Q2



Average Hours Per Reservation

Averaging 6 Hours Per Reservation for Q2



Average Miles Per Reservation

Averaging 38 Miles Per Reservation for Q2



Zipcar Q2 recap

First 6 months of operation had 16 cars on-street, 24 total cars in Minneapolis

Membership numbers for 55414 zip code 21%, for 55402 zip code 21%

Cost to Reserve a car \$72.00/day

Business goals - Avis is parent company: get profitable, expand

Members growth; Q1 141 new members, Q2 198 new members; program = total 339 new members (115 in Q1 for other zip code) a total membership of 1265 overall

Utilization

Quarter1 Average - 15.2%

Quarter 2 Average - 22.8%

Total to date Average 19%

Utilization by Zip Code

55111 most is 40% Q1, 36% Q2

55414 (U of M)

To Date 55405 is least utilized 6.6% for Q1, Q2

Hours Used

Q1 = 4.6 average hours/reservation

Q2 = 6.0 average hours/reservation

To date average hours/resv = 5 hours

Miles Driven

Q1 = Averaged 29 miles/reservation

Q2 = Averaged 38 miles/reservation

To date average of 34 miles/reservation

Reservations

Q1 2128 reservations

Q2 2043 reservations

To date total of 4171 reservations