

Zipcar

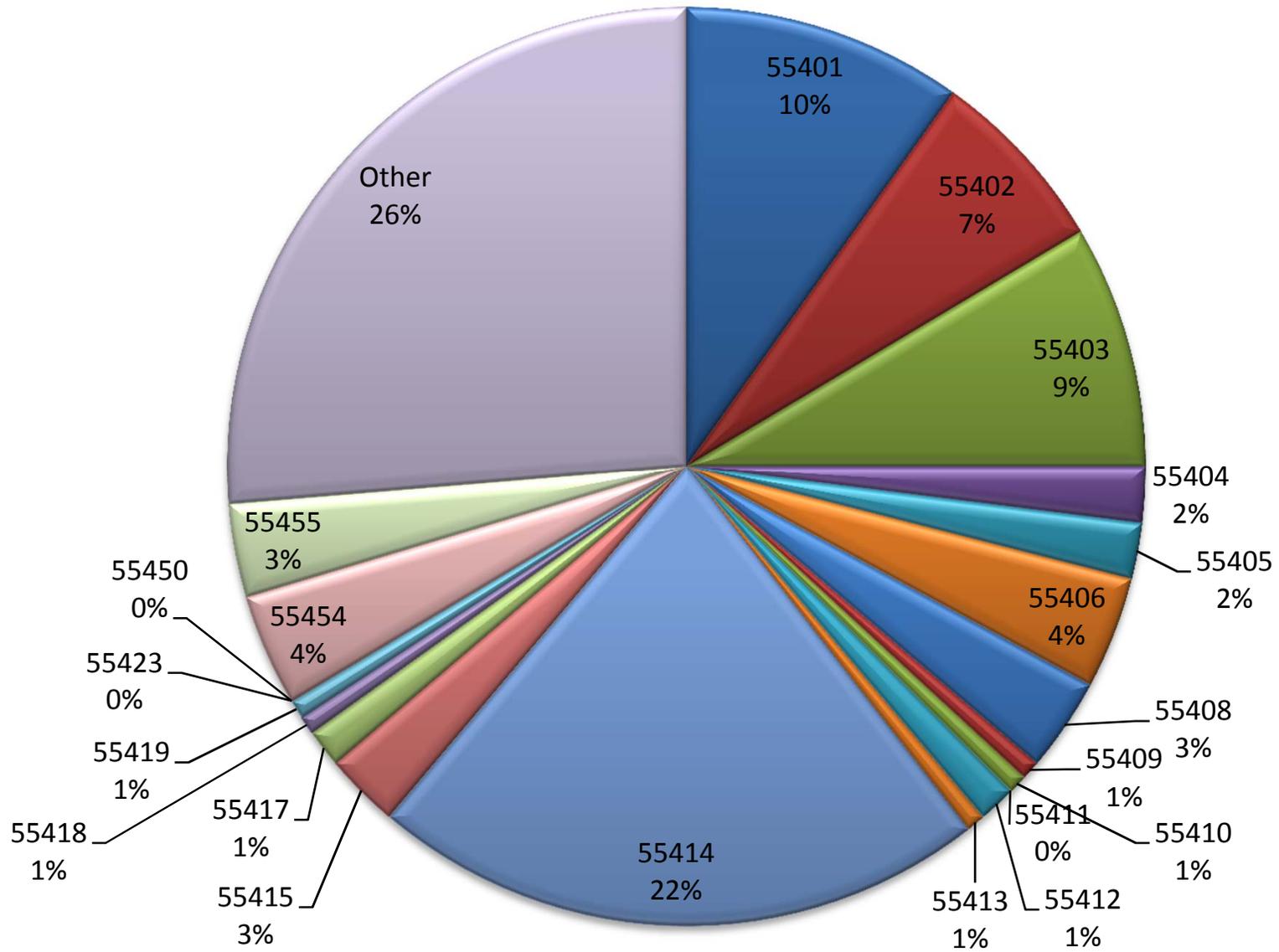
4th Quarter Report



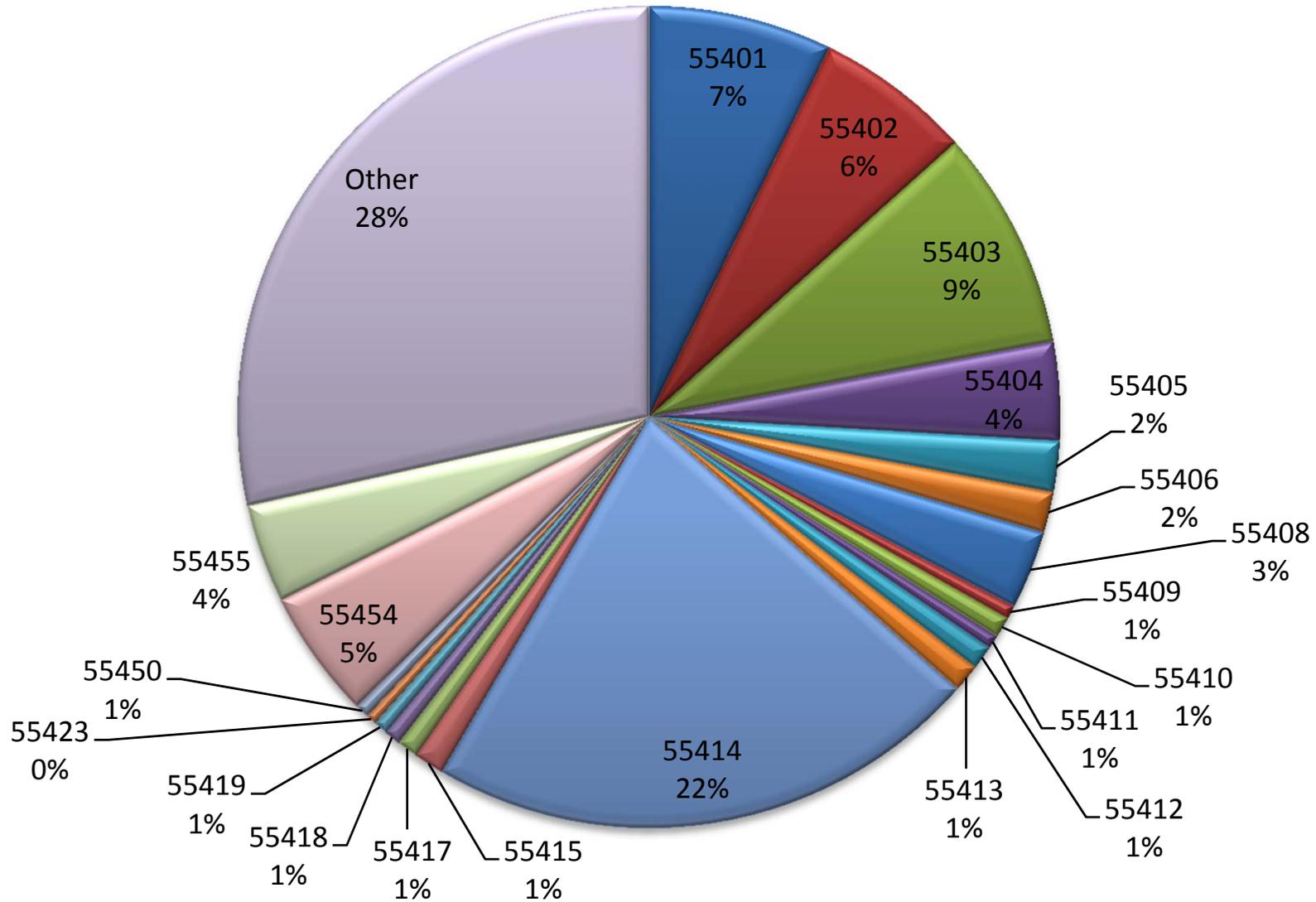
MEMBER GROWTH BY ZIP CODE	Program Q3 Total	Program Q4 Total
55401	16	15
55402	17	10
55403	15	13
55404	11	3
55405	5	3
55406	1	6
55408	8	5
55409	0	1
55410	3	1
55411	3	0
55412	0	2
55413	4	1
55414	79	33
55415	2	4
55417	2	2
55418	1	1
55419	1	1
55423	1	0
55450	0	0
55454	15	6
55455	15	5
Other	58	40
Total NAP	257	152

Program Total to Date Q4
54
46
65
29
15
12
23
4
6
4
7
8
164
9
6
5
4
3
4
38
29
213
748

Member Growth by Zip Code Q4



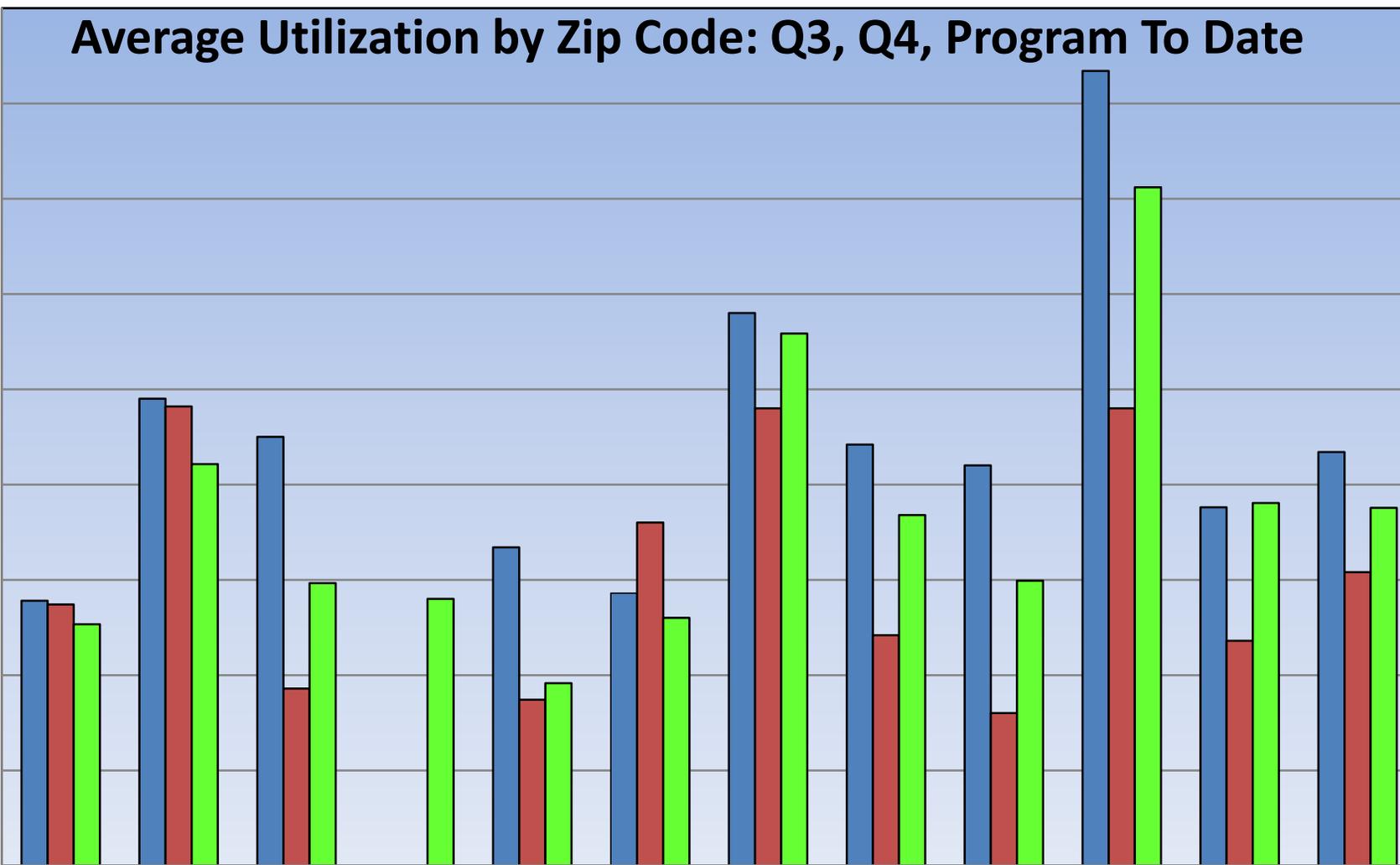
Member Growth by Zip Code Program-to-Date Q4



Average Utilization by Zip Code: Q3, Q4, Program To Date

Utilization

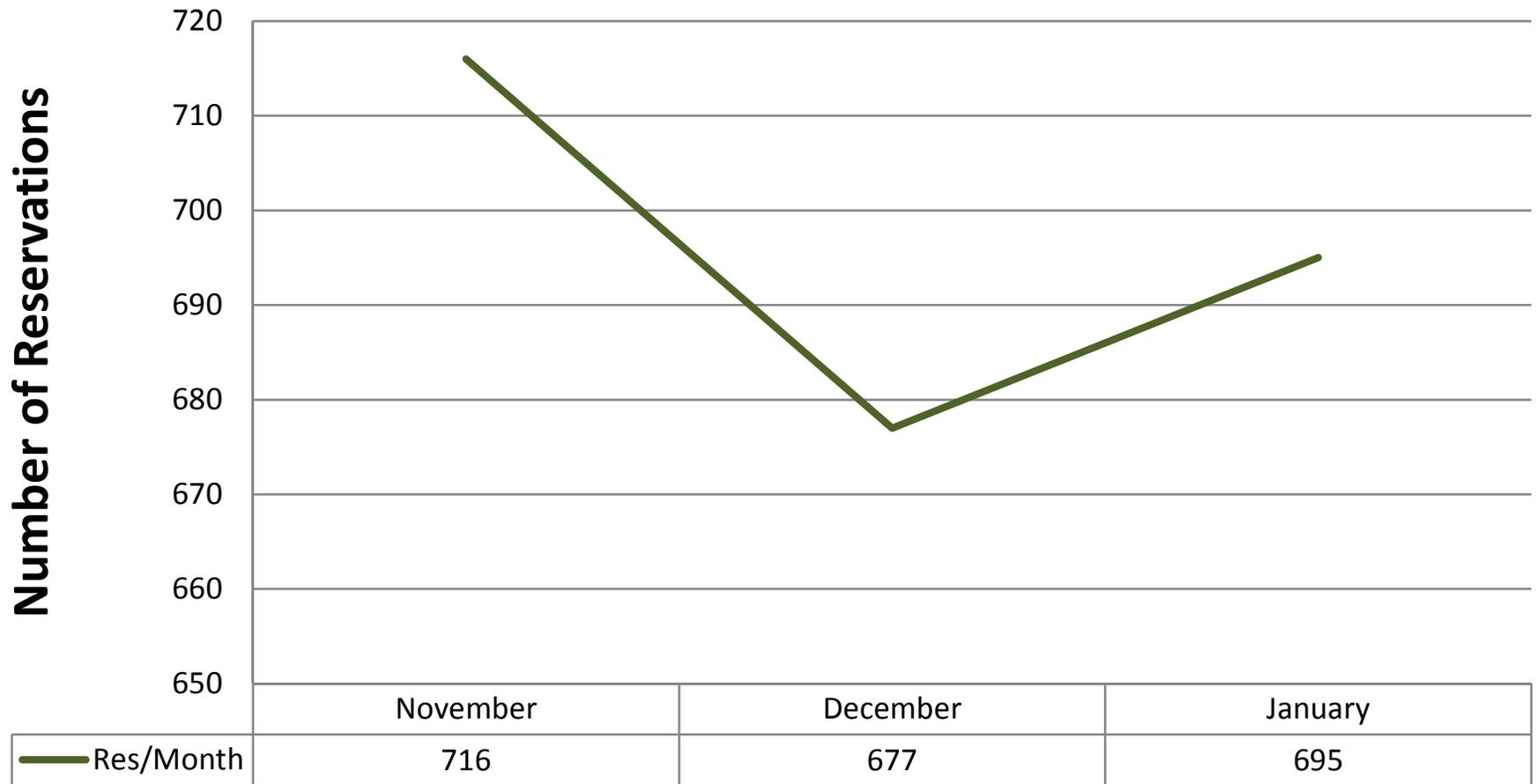
45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%



	55401	55402	55403	55404	55405	55408	55411	55414	55415	55411	55101	All
■ Utilization Q3 Avg.	13.9%	24.5%	22.5%		16.7%	14.3%	29.0%	22.1%	21.0%	41.7%	18.8%	21.7%
■ Utilization Q4 Avg.	13.7%	24.1%	9.3%		8.7%	18.0%	24.0%	12.1%	8.0%	24.0%	11.8%	15.4%
■ Program Total Avg. Q4	12.7%	21.1%	14.8%	14.0%	9.6%	13.0%	27.9%	18.4%	15.0%	35.6%	19.0%	18.8%

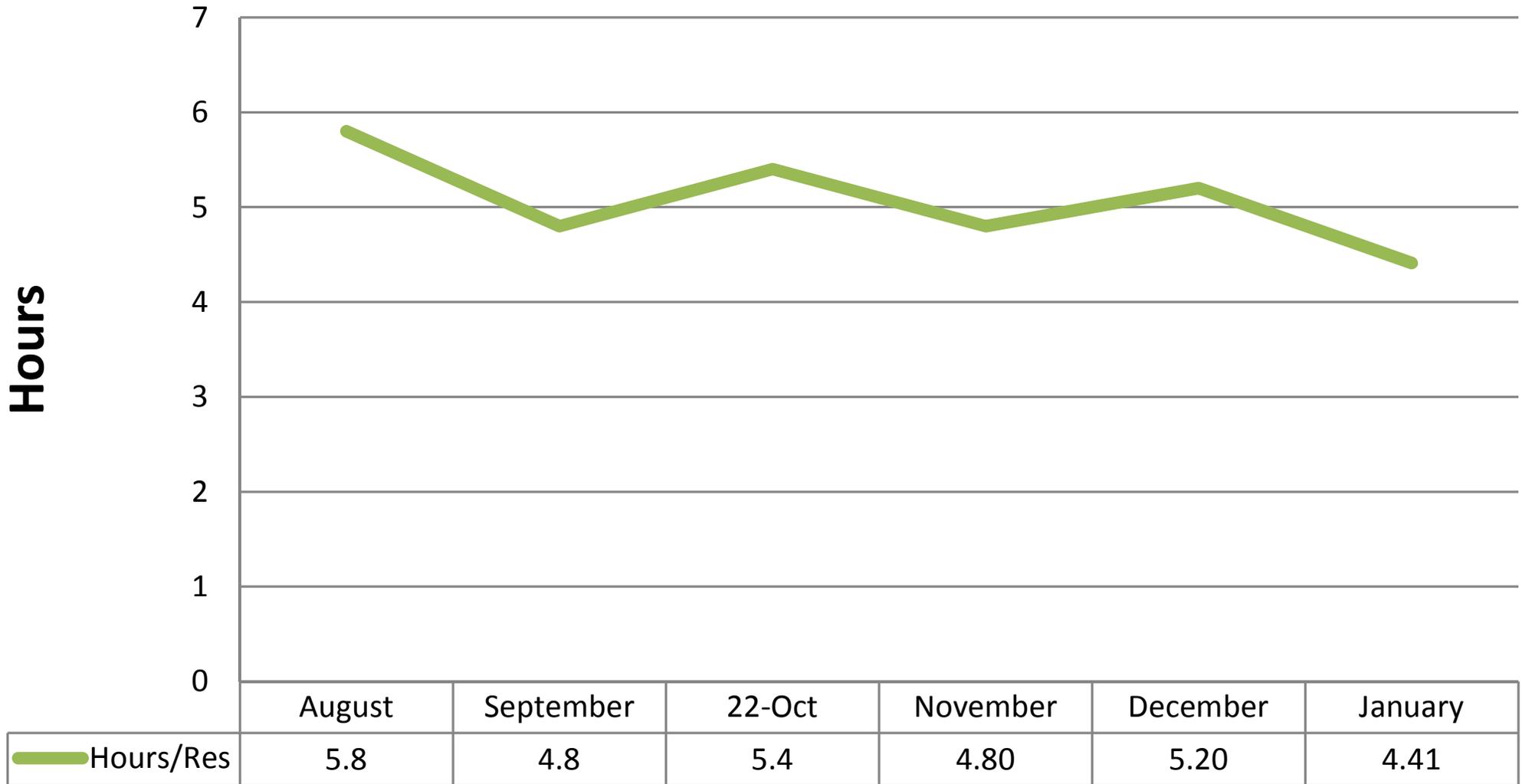
Reservations Per Month

Totaling 1806 Reservations for Q4



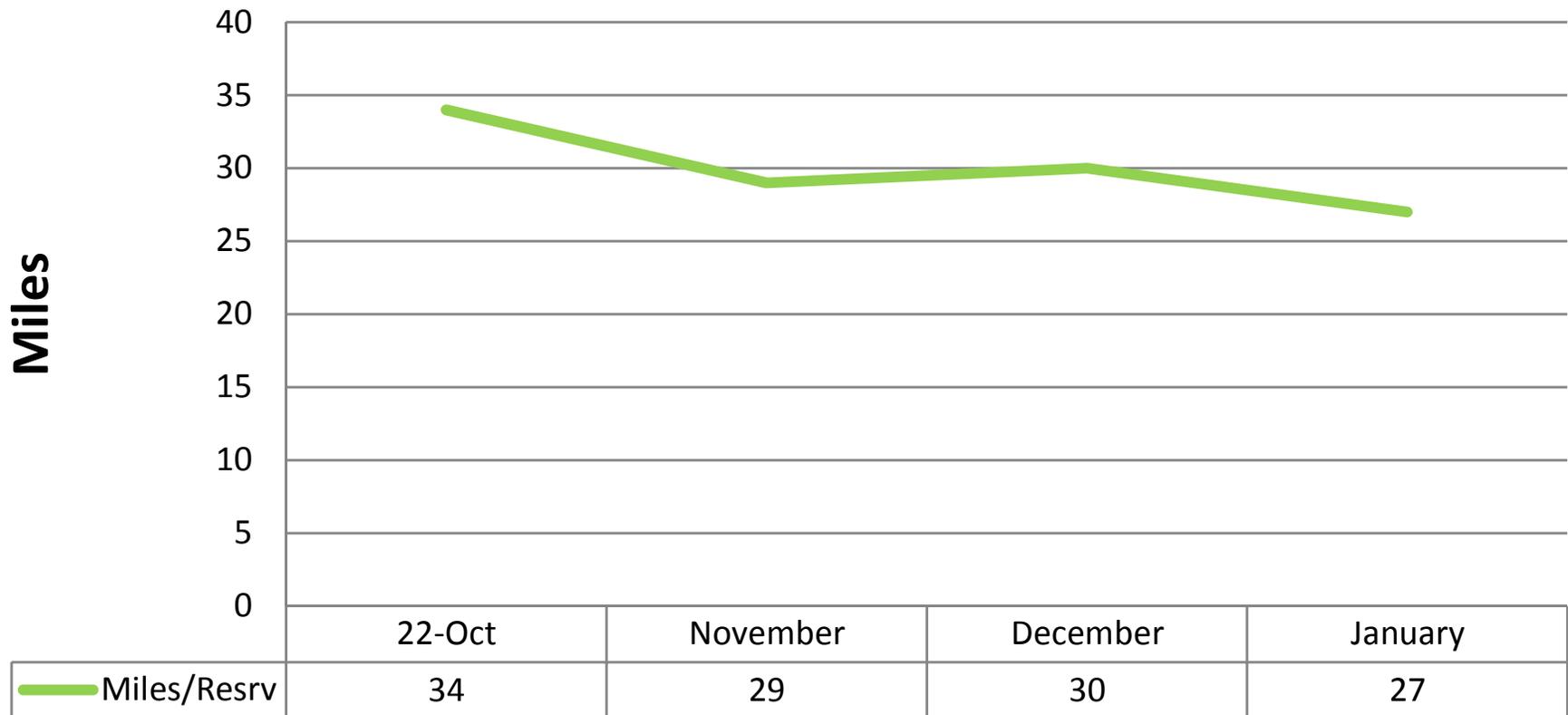
Average Hours Per Reservation

Averaging 4.9 Hours Per Reservation for Q4



Average Miles Per Reservation

Averaging 30 Miles Per Reservation for Q4



KEY NUMBERS RECAP

1. Member Growth

- Q4 New Members – 129
- Total Program New Members – 748

2. Utilization

- Q4 Average Utilization – 15.7%
- Total Program Average Utilization – 18.9%

3. Hours

- Q4 Average Hours Per Reservation – 4.9
- Total Program Average Hours Per Reservation – 5.2

4. Miles

- Q4 Average Miles Per Reservation – 29.5
- Total Program Average Miles Per Reservation – 32.8

5. Reservations

- Q4 Reservations – 1806
- Total Program Reservations - 8561