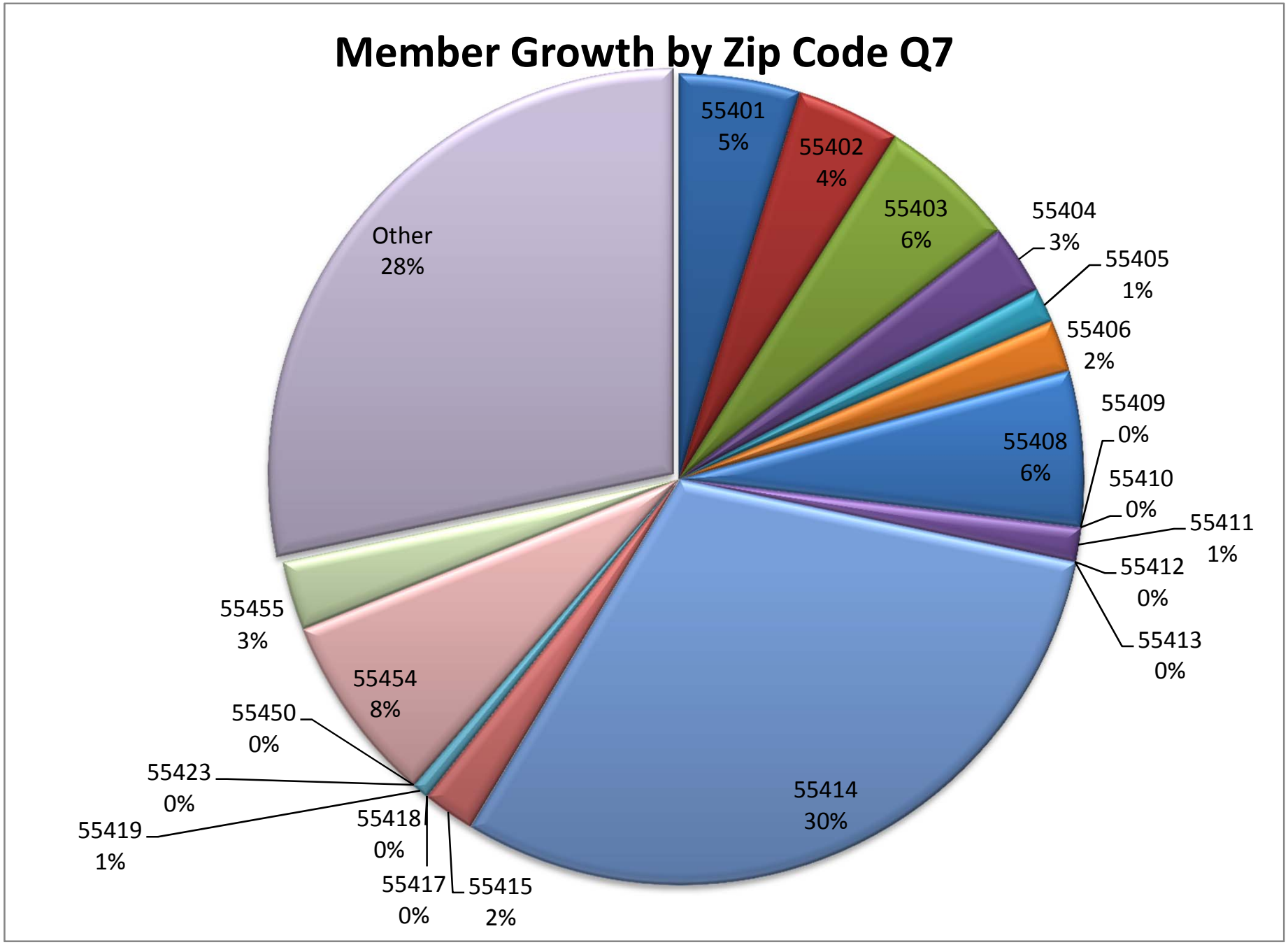
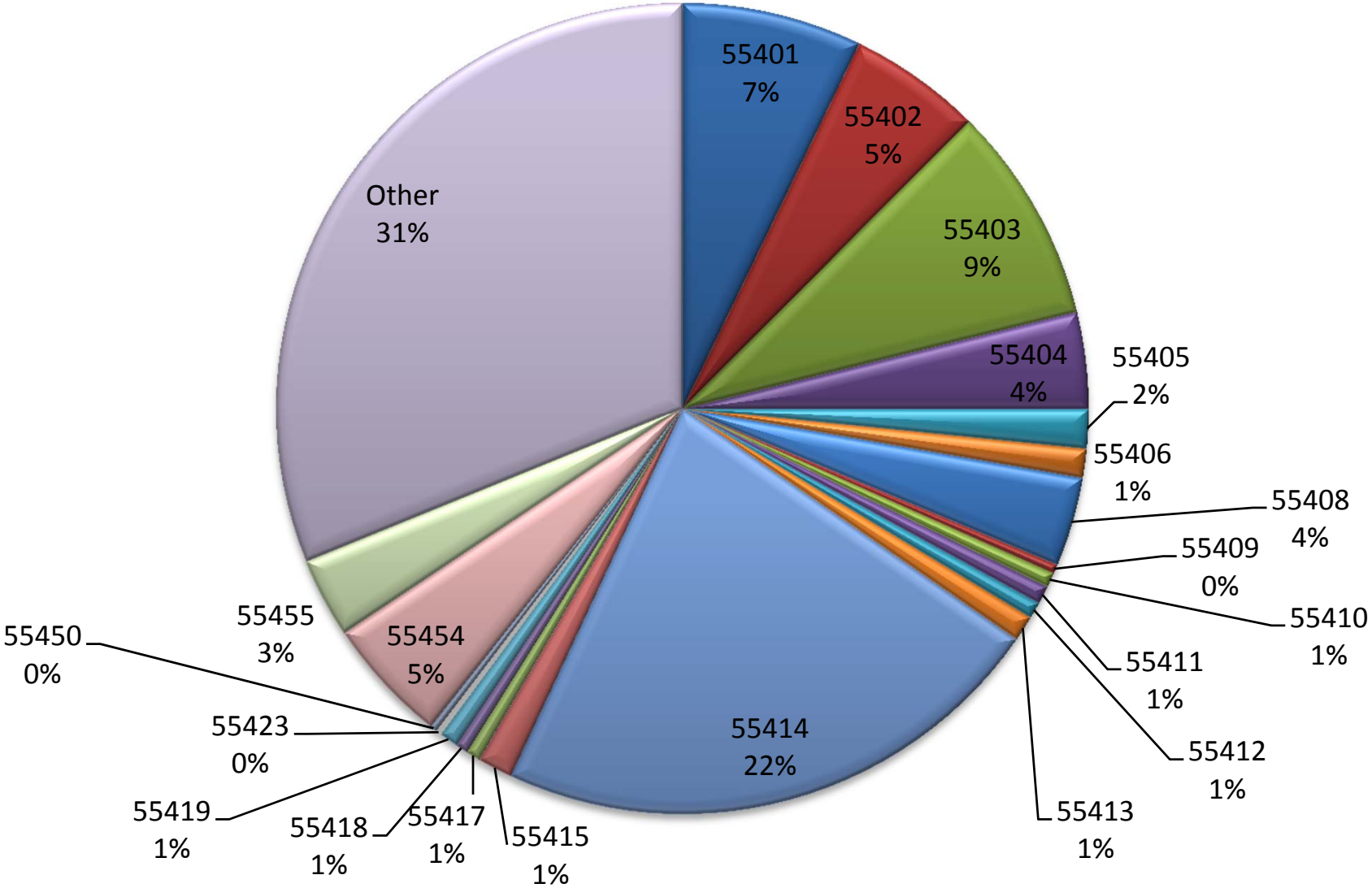
# Zipcar

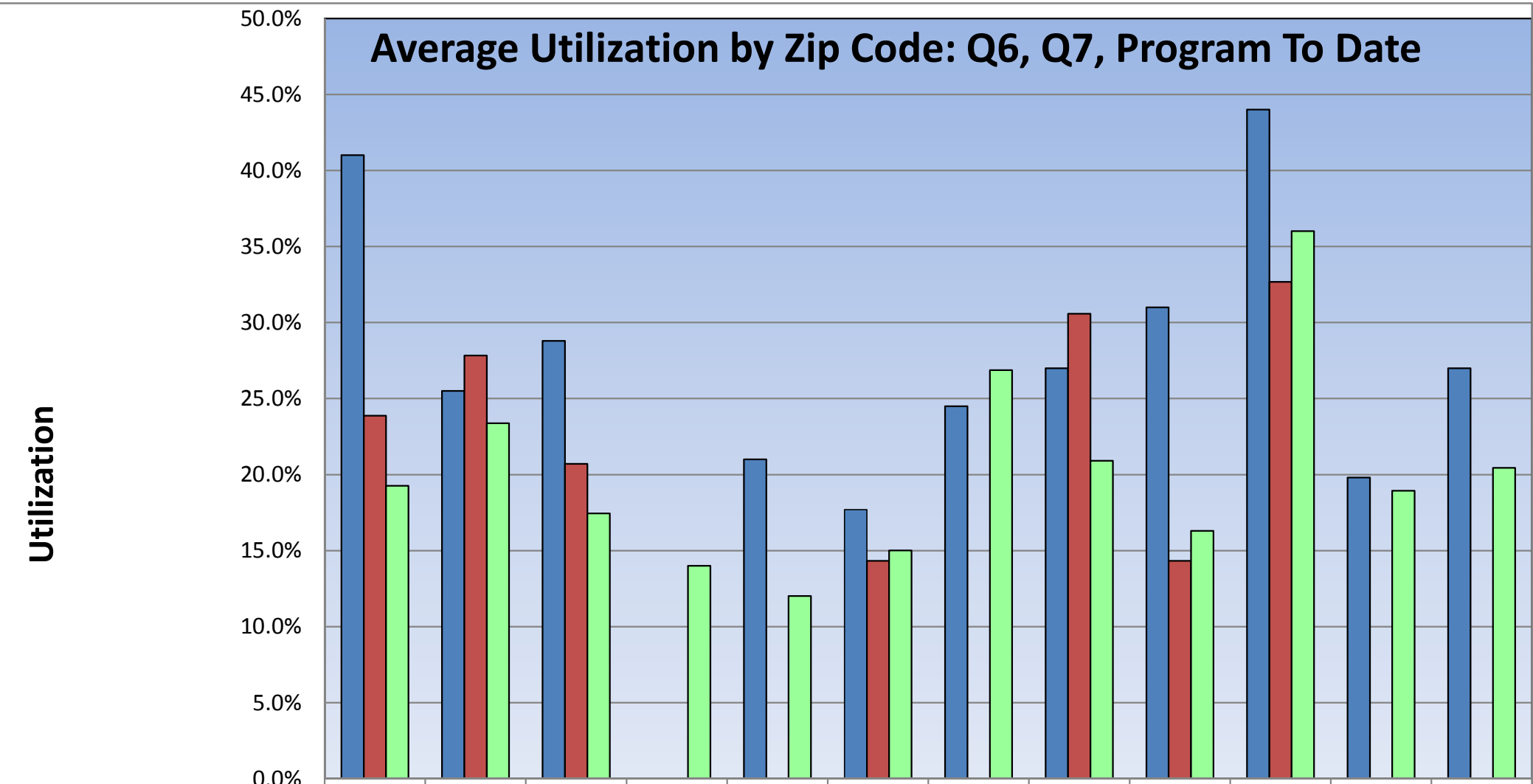
7th Quarter Report (Last)

| *MEMBER GROWTH BY ZIP CODE* | *Program Q6 Total* | *Program Q7 Total (last)* | *Program Total to Date Q7 (last)* |
|---|---|---|---|
| 55401 | 22 | 7 | 99 |
| 55402 | 7 | 6 | 73 |
| 55403 | 27 | 8 | 120 |
| 55404 | 10 | 4 | 53 |
| 55405 | 3 | 2 | 22 |
| 55406 | 0 | 3 | 16 |
| 55408 | 10 | 9 | 49 |
| 55409 | 1 | 0 | 5 |
| 55410 | 2 | 0 | 8 |
| 55411 | 2 | 2 | 10 |
| 55412 | 1 | 0 | 9 |
| 55413 | 1 | 0 | 14 |
| 55414 | 63 | 44 | 308 |
| 55415 | 5 | 3 | 19 |
| 55417 | 1 | 0 | 8 |
| 55418 | 1 | 0 | 7 |
| 55419 | 3 | 1 | 10 |
| 55423 | 0 | 0 | 3 |
| 55450 | 0 | 0 | 4 |
| 55454 | 15 | 11 | 69 |
| 55455 | 3 | 4 | 44 |
| Other | 103 | 41 | 430 |
| **Total NAP** | **280** | **145** | **1380** |


Member Growth by Zip Code Q7
55401
5%
55402
4%
55403
6%
55404
3%
55405
1%
55406
2%
55409
0%
55408
6%
55410
0%
55411
1%
55412
0%
55413
0%
55414
30%
55415
2%
55417
0%
55418
0%
55419
1%
55423
0%
55450
0%
55454
8%
55455
3%
Other
28%

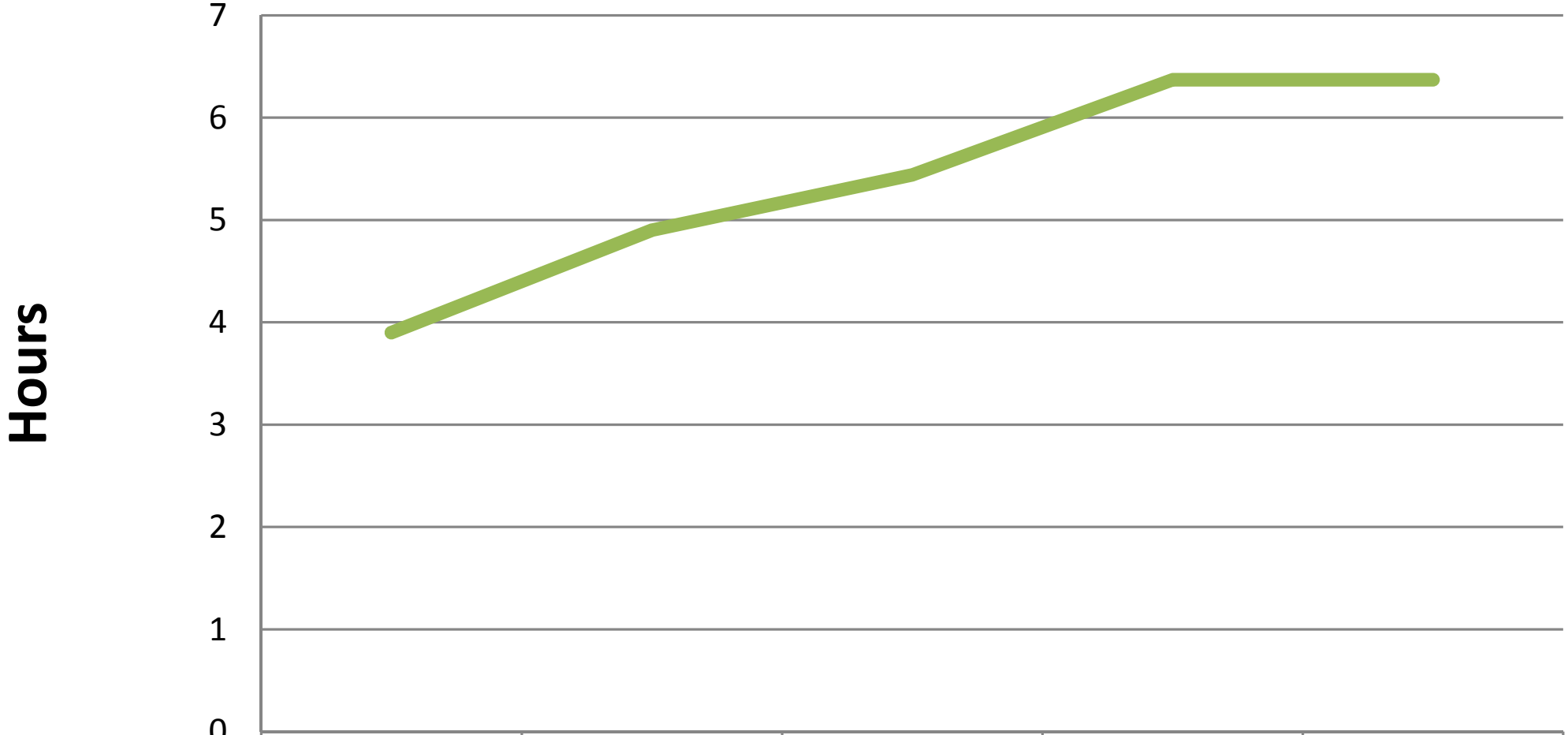
# Member Growth by Zip Code Program-to-Date Q7






| | 55401 | 55402 | 55403 | 55404 | 55405 | 55408 | 55411 | 55414 | 55415 | 55455 | 55101 | All |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Utilization Q6 Avg. | 41.0% | 25.5% | 28.8% | | 21.0% | 17.7% | 24.5% | 27.0% | 31.0% | 44.0% | 19.8% | 27.0% |
| Utilization Q7 Avg. | 23.87% | 27.8% | 20.7% | | | 14.3% | | 30.6% | 14.3% | 32.7% | | |
| Program Total Avg. Q7 (last) | 19.3% | 23.4% | 17.4% | 14.0% | 12.0% | 15.0% | 26.9% | 20.9% | 16.3% | 36.0% | 18.9% | 20.5% |

# Average Hours Per Reservation
# Averaging 6.37 Hours Per Reservation for Q7

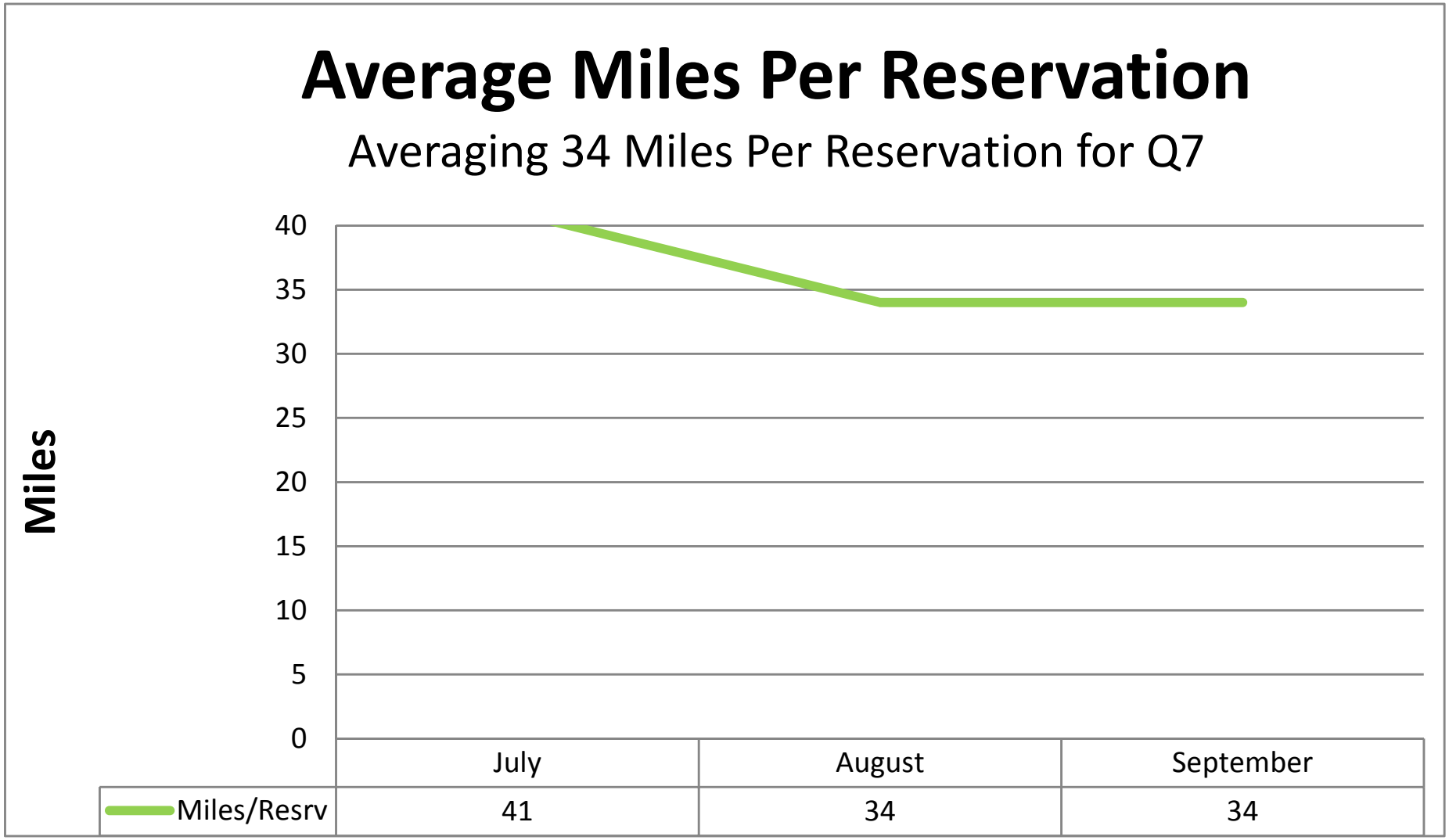



| | Jan 23-31 '14 | February | July | August | September |
|---|---|---|---|---|---|
| Hours/Res | 3.9 | 4.9 | 5.44 | 6.37 | 6.37 |

# Reservations Per Month

Totaling 1609 Reservations for Q7

| | July | August | September |
|---|---|---|---|
| Res/Month | 0 | 0 | |


Average Miles Per Reservation
Averaging 34 Miles Per Reservation for Q7
Miles
40
35
30
25
20
15
10
5
0
July
August
September
Miles/Resrv
41
34
34

## KEY NUMBERS/RECAP Q7(Last) Zipcar

1. **Member Growth**
    - Q7 New Members – 145
    - Total Program New Members – 1398
    - Zip code of 55414 had the most growth – up 44 members
    - Zip code of 55454 is up 11 new members
    - Zip code of 55401 is up 7 new members
    - Largest group is non-Mpls zip codes (Students using home residence, new moves here, Burnsville etc.) – 41 new member

2. **Utilization**
    - Q7 Average Utilization – 26.55%
    - Total Program Average Utilization – 20.5%
    - 55401 zip code has 23.87% utilization
    - 55402 has 27.83% utilization
    - 55403 has 20.7% utilization
    - 55408 has 14.33% utilization
    - 55414 has 30.58% utilization
    - 55415 has 14.33% utilization
    - 55454 has 36% utilization
    - 55455 has 32.67% utilization

3. **Hours**

- Q7 Average Time Per Reservation Per Car – 382.32 minutes
- Total Program Average Hours Per Reservation – 5.4 Hours

**4. Miles**

- Q7 Average Miles Per Reservation – 41
- Total Program Average Miles Per Reservation – 34

5. **Reservations**

- Q7 Total # of Reservations – 1609
- Total Program Reservations – 15,254

**6. Use**

- Average of 6.5 rentals per car per week
- To date Averages .93 uses/day/car

7. **Challenges**

- ✓ "This is a small market. It is not sustainable for its market size, it is being sustained by other markets"
- ✓ Construction – we have lost several spaces
- ✓ Poor locations
- ✓ 80% of maximum meter revenue is a big number (Free parking by Loring buildings is great)