

# Zipcar

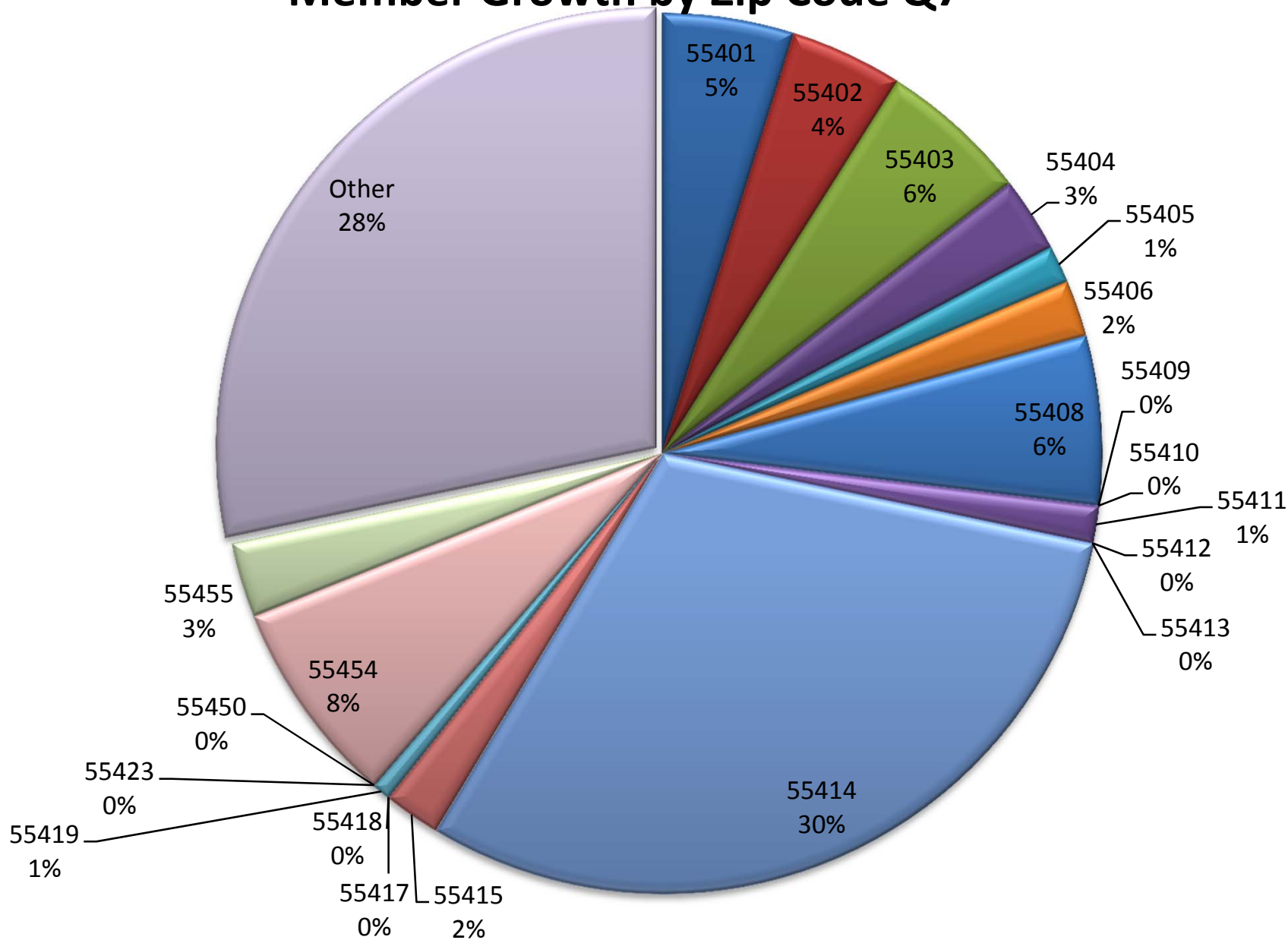
7th Quarter Report (Last)



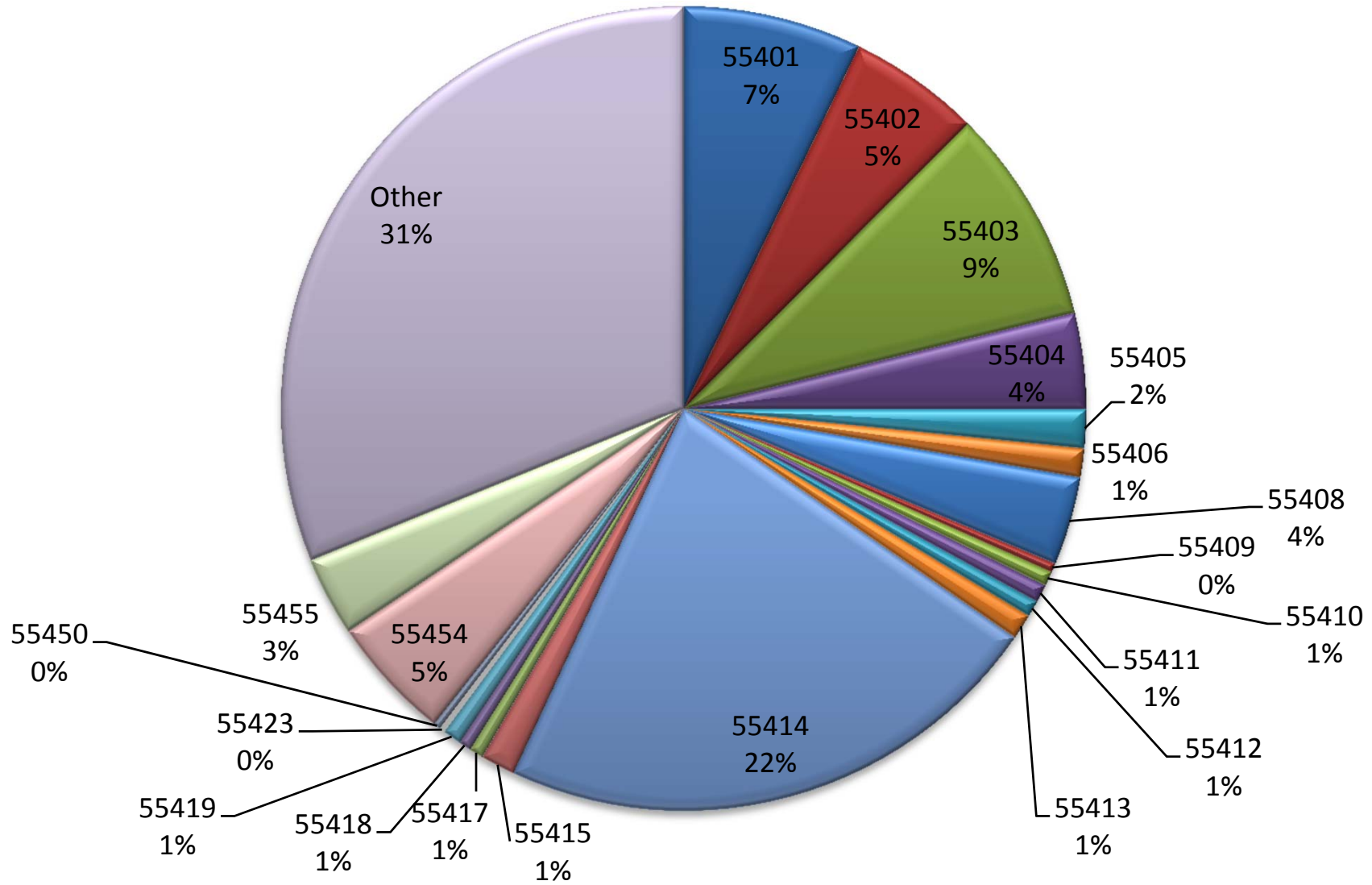
<b>MEMBER GROWTH BY ZIP CODE</b>	<b>Program Q6 Total</b>	<b>Program Q7 Total (last)</b>
55401	22	7
55402	7	6
55403	27	8
55404	10	4
55405	3	2
55406	0	3
55408	10	9
55409	1	0
55410	2	0
55411	2	2
55412	1	0
55413	1	0
55414	63	44
55415	5	3
55417	1	0
55418	1	0
55419	3	1
55423	0	0
55450	0	0
55454	15	11
55455	3	4
<b>Other</b>	<b>103</b>	<b>41</b>
<b>Total NAP</b>	<b>280</b>	<b>145</b>

<b>Program Total to Date Q7 (last)</b>
99
73
120
53
22
16
49
5
8
10
9
14
308
19
8
7
10
3
4
69
44
<b>430</b>
<b>1380</b>

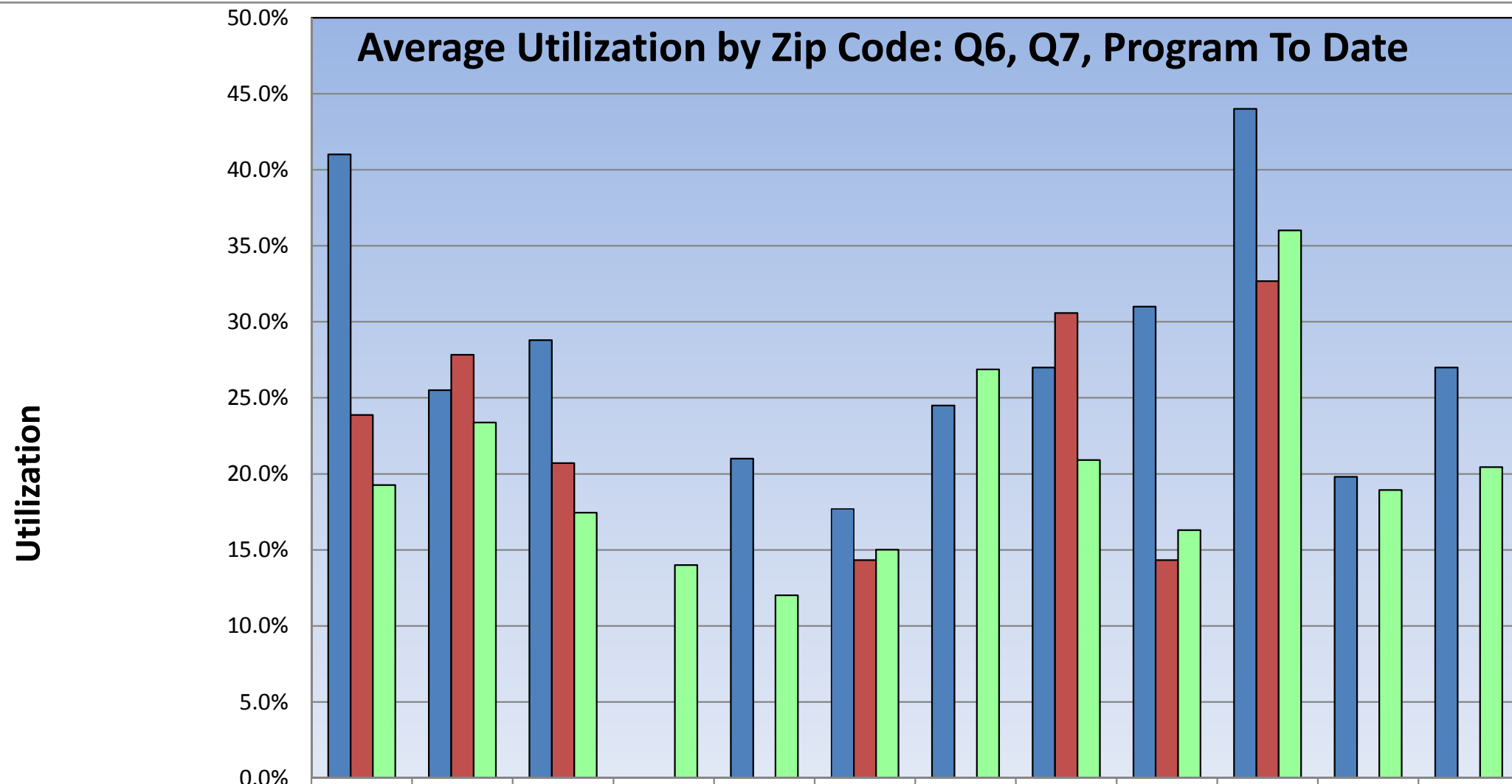
# Member Growth by Zip Code Q7



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



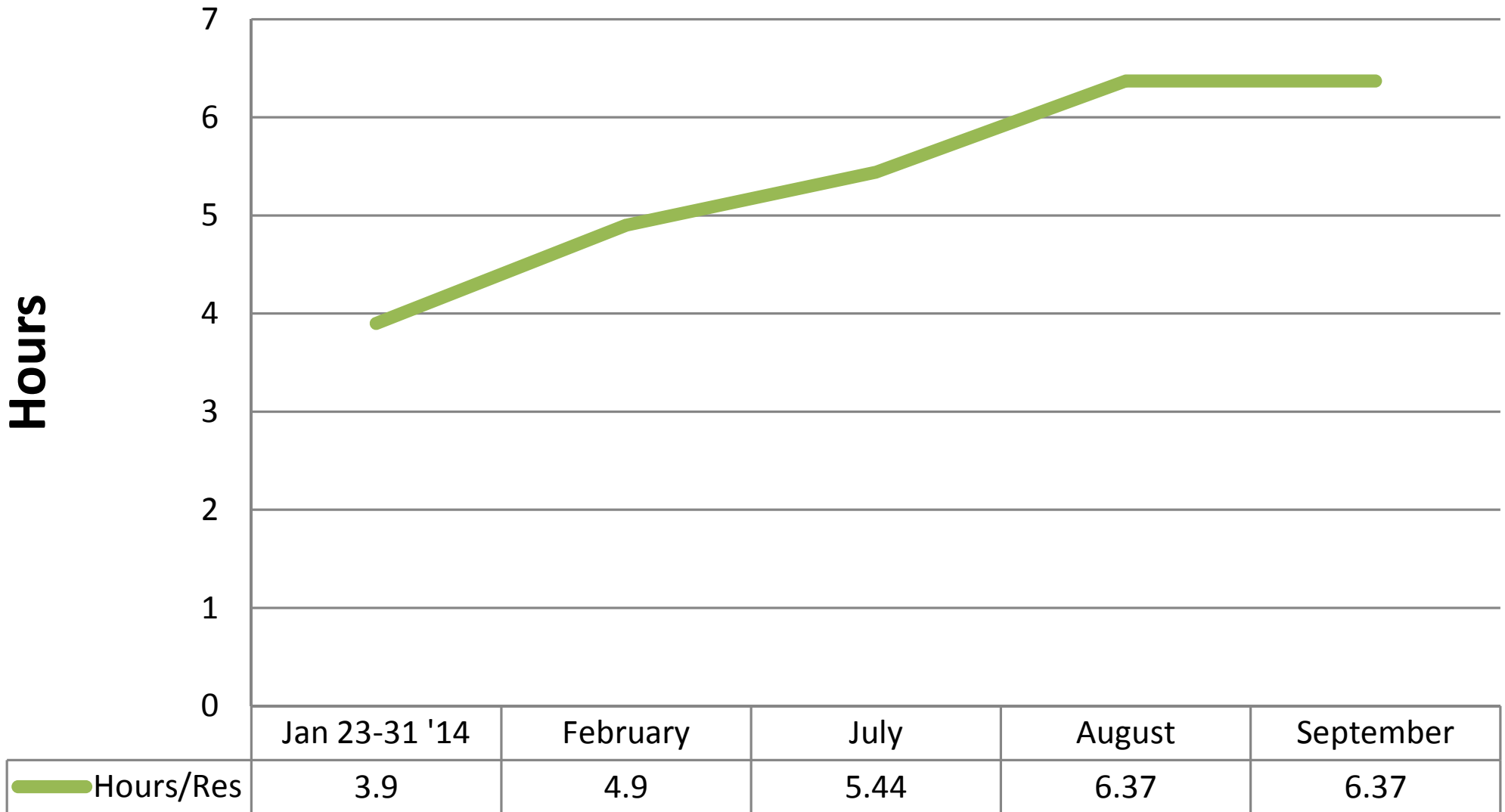
## Average Utilization by Zip Code: Q6, Q7, Program To Date



	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



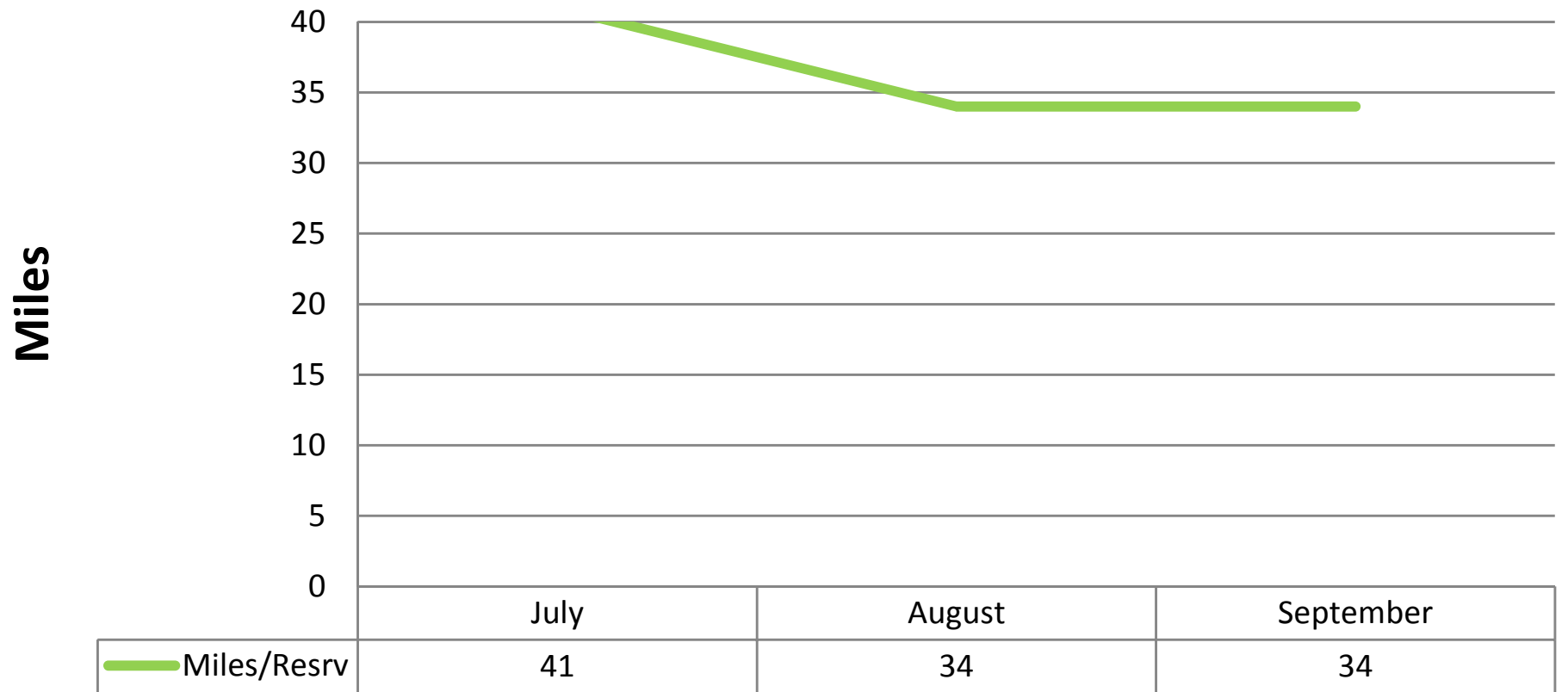
# Reservations Per Month

Totaling 1609 Reservations for Q7



# Average Miles Per Reservation

Averaging 34 Miles Per Reservation for Q7





## **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