



**Portland has been car sharing for almost two decades**



*A city where sustainability is a lifestyle.*

America's Greenest City rankings: Travel+Leisure: #1; Popular Science: #1; WalletHub: #2; ACEEE: #8

**Our core product.**

**On-demand, flexible free-floating car sharing.**

- Premium fleet of BMWs & MINIs.
- Pick-up/drop-off, on street, legal parking spaces anywhere within Home Area or Islands. No meter feeding.
- Competitively priced, by the minute; includes insurance, fuel/charging, and parking fees within our Home Area.
- Capped rates at 1, 3 and 24 hours.
- Often less than Uber/Lyft/Taxis



**How it works – app-based system.**

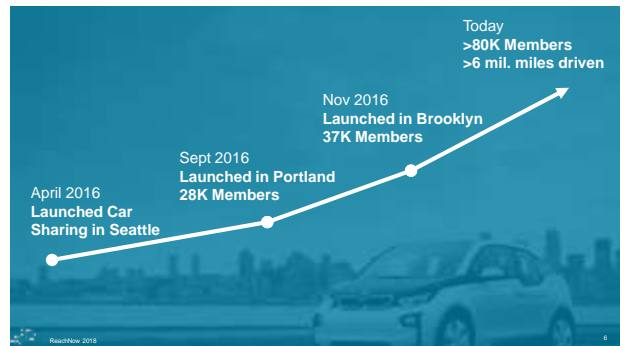
- Register in minutes.
- Choose from 100's of vehicles.
- Reserve up to 30 minutes in advance.
- Unlock using App or Key card.
- Pay per minute used.



**Competitive rates.**

1 HOUR MINIMUM	41¢	30¢	
1 HOUR MINIMUM	\$20	\$50	\$80
1 HOUR MINIMUM	\$160	\$240	\$400

Includes gas, parking, insurance  
 Up to 400 miles/day



## Home Areas 40+ square miles and growing



## Home Areas Portland, Beaverton and Hillsboro zones



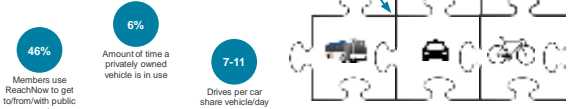
## Premium fleet of BMWs and MINIs.



## Helping People Move More Options = More Opportunities

### Car Share

- Eases dependency on parking
- Makes active/public transportation more viable
- Achieves alternative transportation and sustainability goals



## Helping People Move Problem: Congested roads due to drive alone trips

Drive Alone Commuter Trips



Portland Commuting 2017



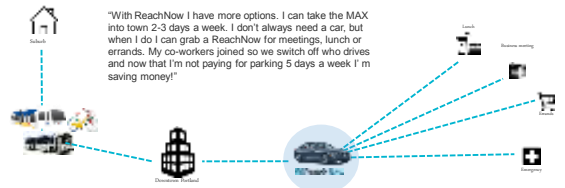
Causes of Congestion



Why Drive Alone?

"Need car for errands"  
"Need car for emergencies"  
"Need for work"

## ReachNow Case Study Access to cars provides a safety net, encourages alt. transport

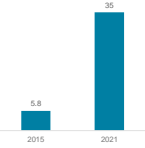


## ReachNow

### Car share is growing, for good reason

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Car Sharing Users Worldwide (millions)



- Removes old, polluting cars
- Reduces GHG
- Increases spendable income



## ReachNow

### Thank You

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