

Car clubs – *reducing car use?*



- **“Not for profit” charitable organisation based in Leeds.**
- **Formed in 1999 to act as an information resource.**
- **Provide direct development support.**
- **Manage a UK wide accreditation service.**



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carclub

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city car club

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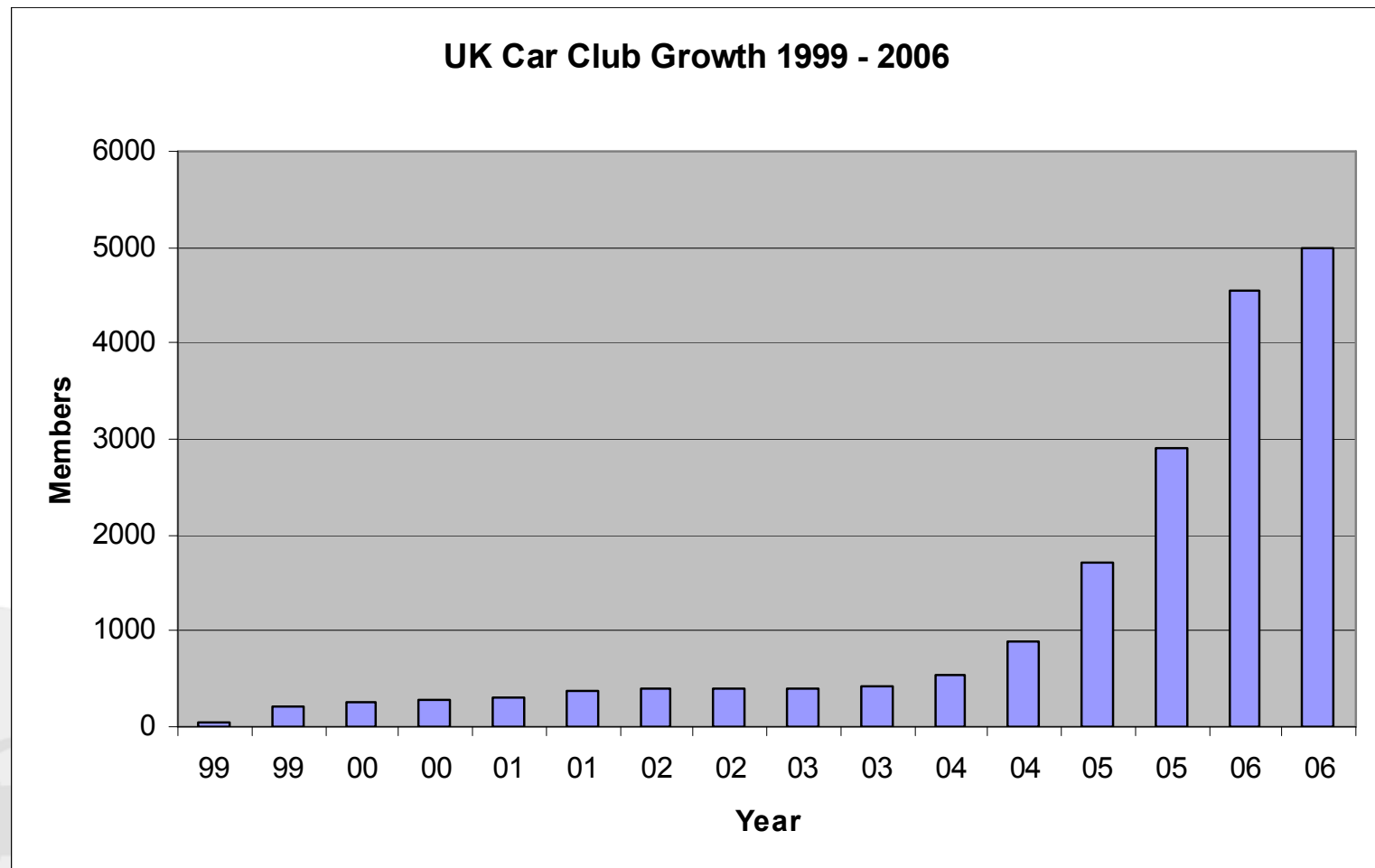
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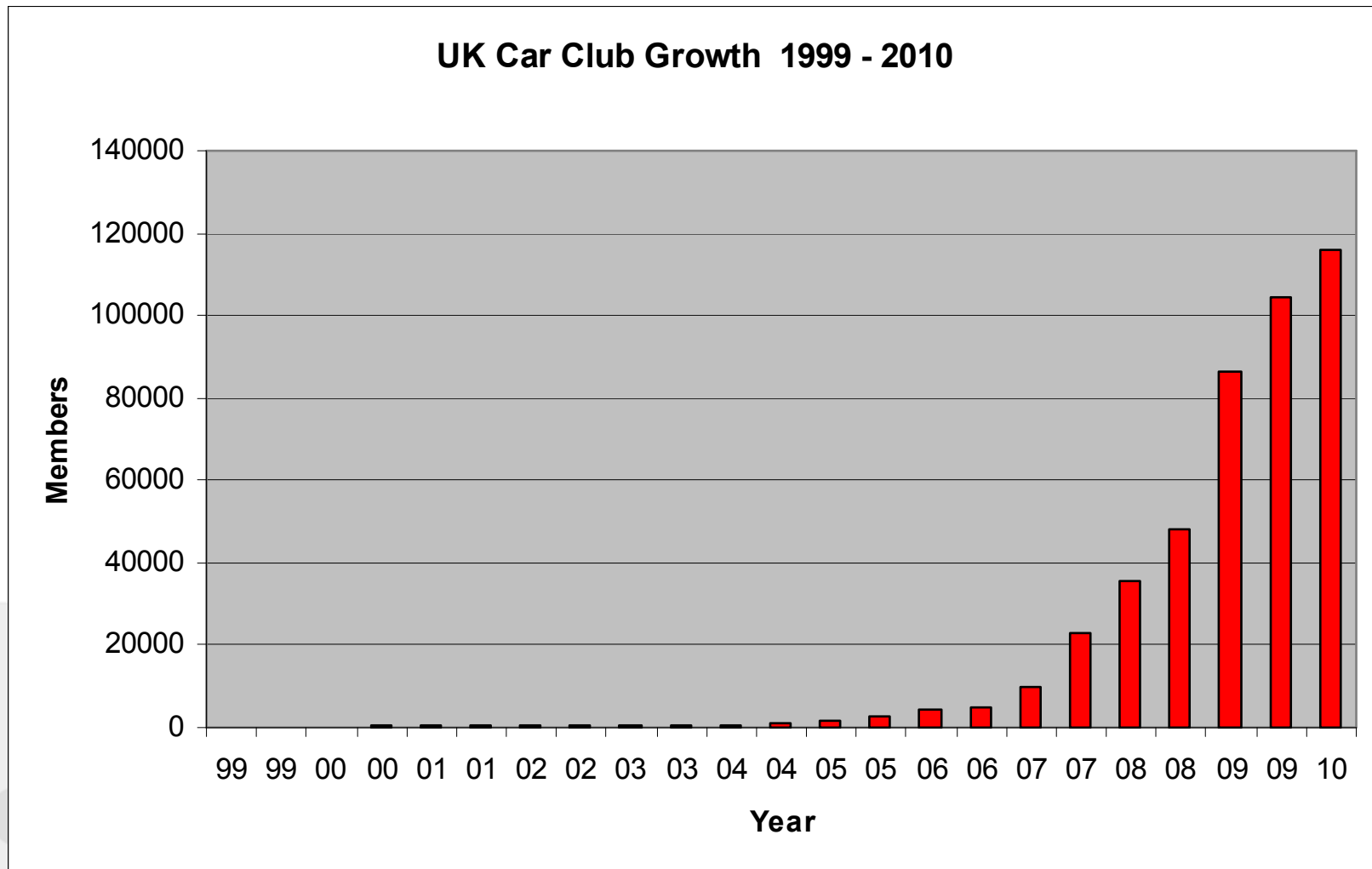
A Zip Drive carri Incl

"Zipcar satisfied at a

Car club growth (1)



Car club growth (2)



The annual car club members survey...

Carplus (in partnership with Transport Research Laboratory) survey 4,500 existing car club members, and >900 new car club members each autumn to identify changes in car use and transport behaviour.



Headlines...

- 24 private cars taken of the road for each car club vehicle.
- 85% of car club members do not own a car.
- An average person takes 66% of their journeys by private vehicle, compared to 16-23% taken by car club members.
- 50 members per car.

Source - TRL survey 2009



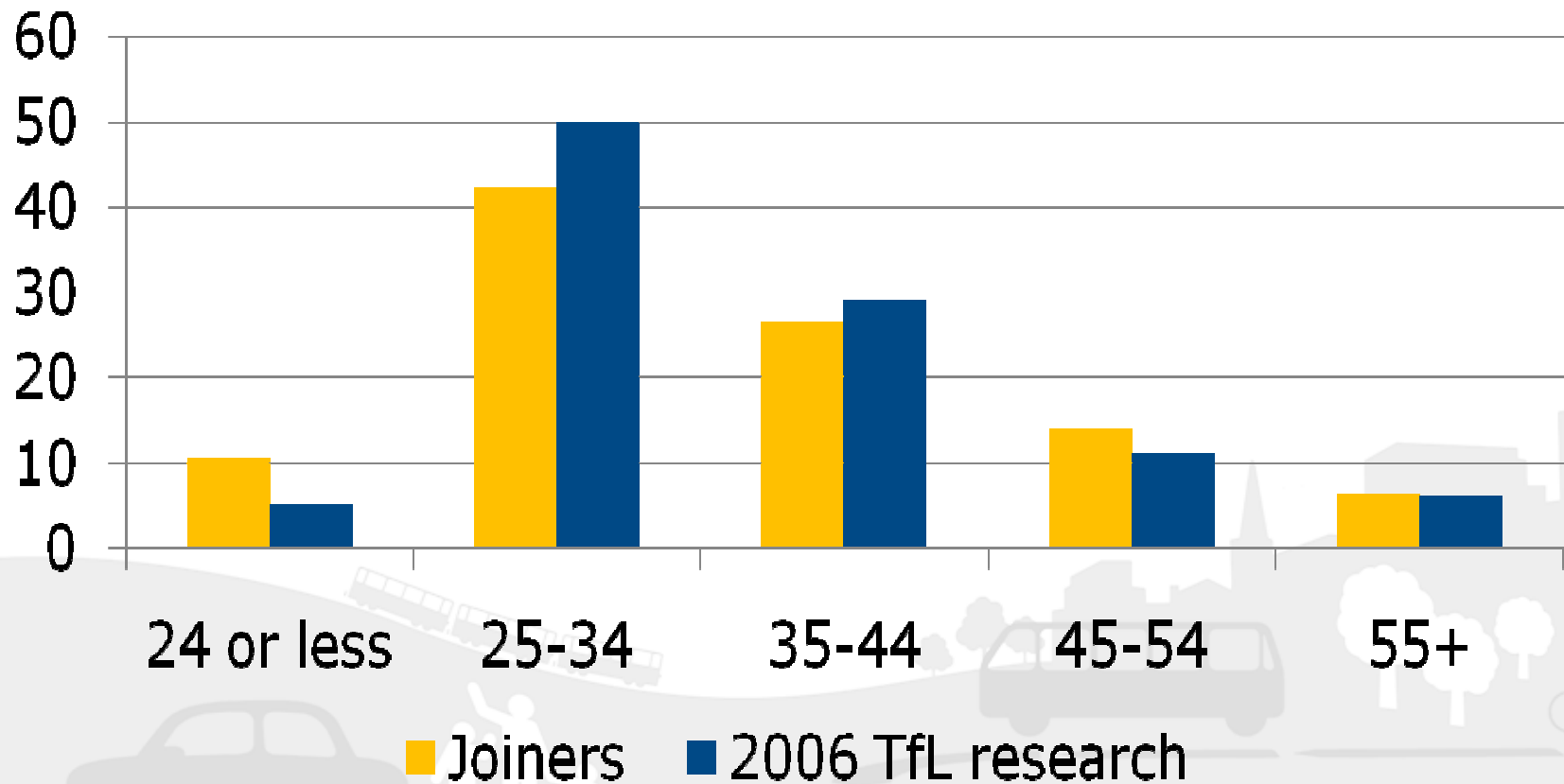
Headlines...

- The average car club vehicle is around 35% more fuel efficient than the average private vehicle.
- The average driver UK emits 1.97t of CO₂/year
- The average car club driver emits 0.59t of CO₂/year

Source - TRL survey 2009

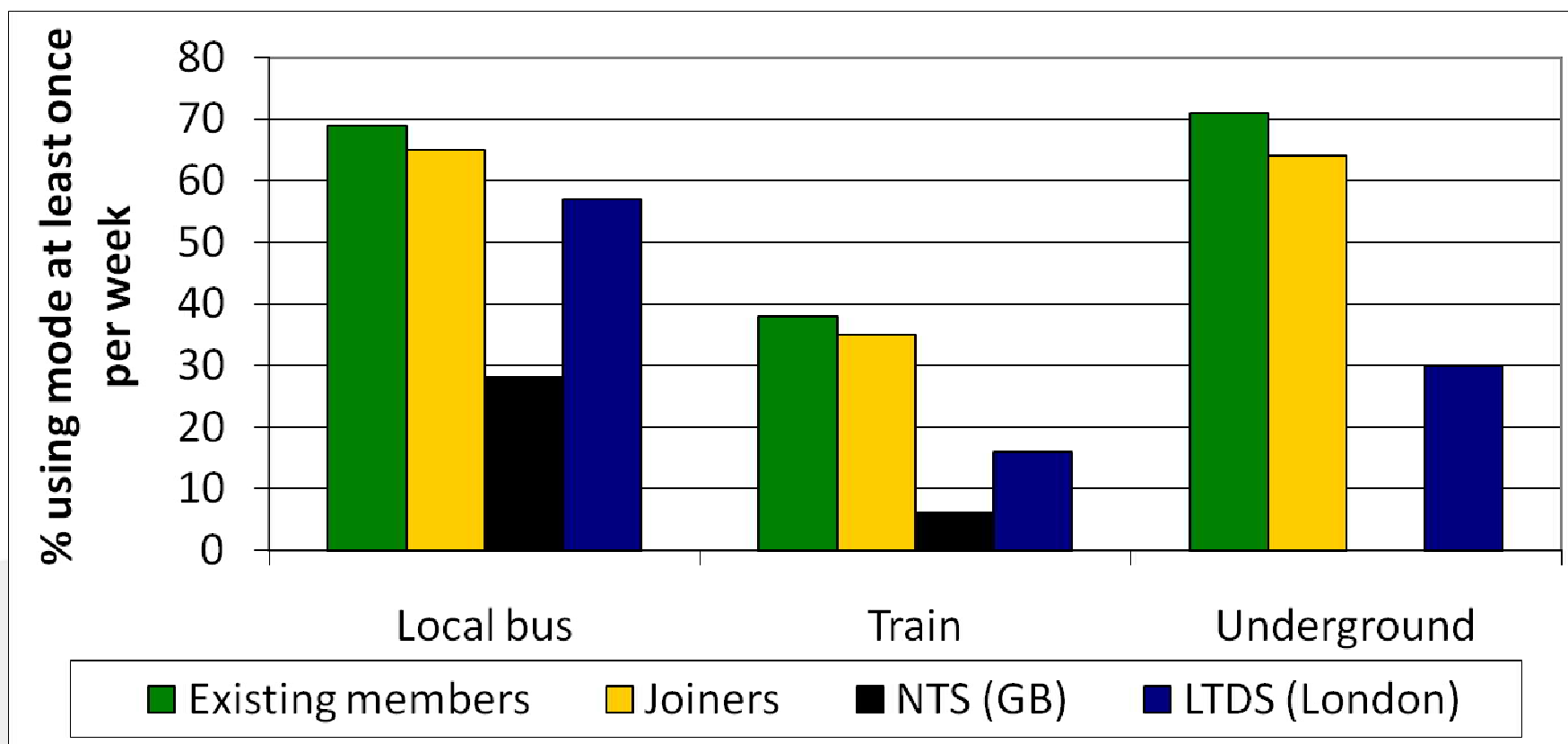


Age profiles



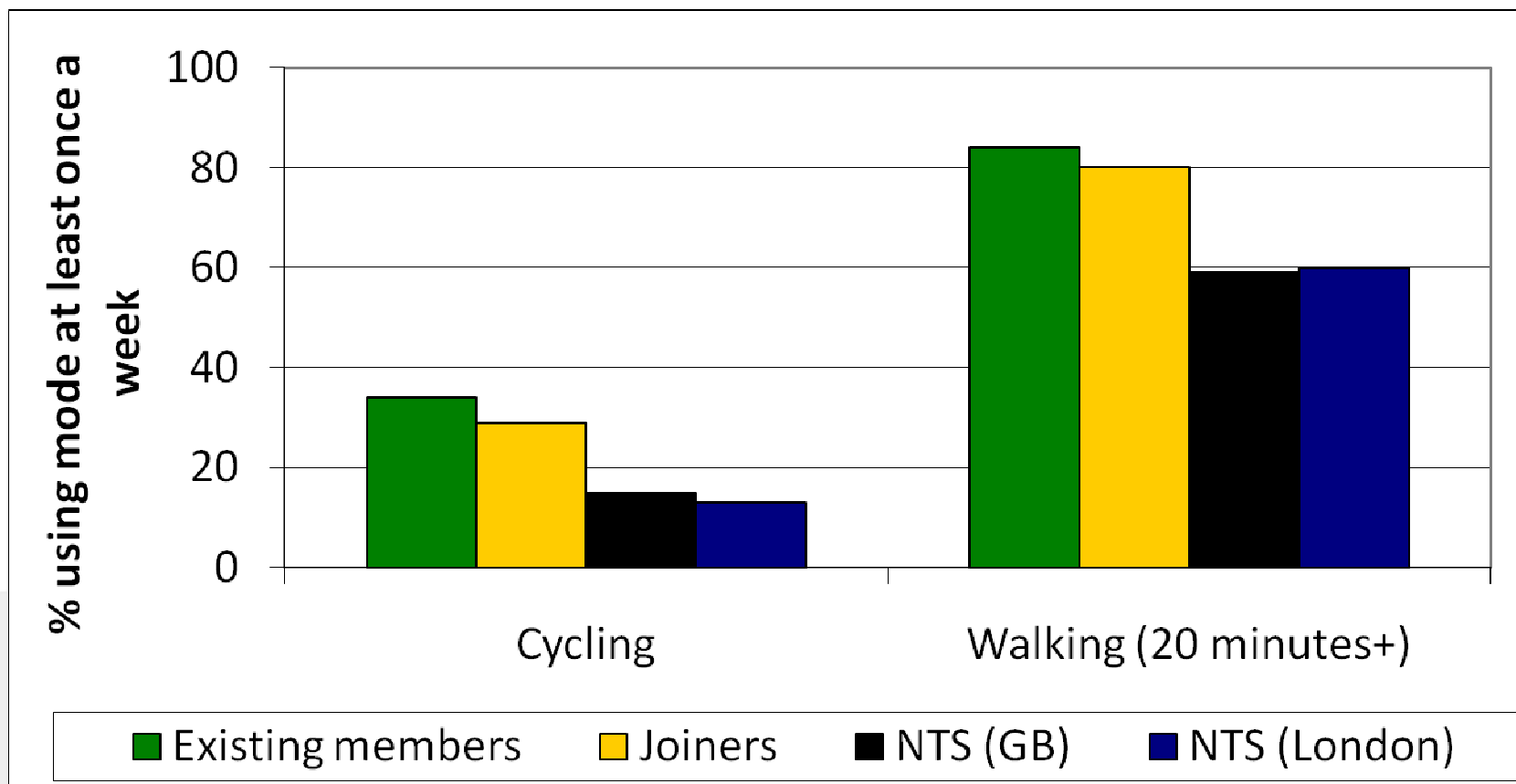
Source - TRL survey 2009

Members use of Public Transport



Source - TRL survey 2009

Members use of Walking/Cycling



Source - TRL survey 2009

The future for car clubs

- 1m members by 2020
- Encourage growth outside London and into smaller towns and rural areas
- Electric vehicles?

Source - TRL survey 2009



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