

# Global Car Sharing Market Report: 2011 Edition

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## Abstracts

The concept of car sharing market was brought forward as a solution to changing complexities of growing economies and population wherein movement and travel was increasing but there was need to economize on expenses. During the last 60 years since it was first introduced in 1940s, the car sharing market has steadily grown in volume as people find car sharing an effective method to contain rising prices of fuel and vehicles. The market is projected to continue to expand, both in terms of number of members and vehicles in the years to come.

The leading car sharing regions in the world include Europe, North America, and Australia, among others. Though Europe remains the hub of car sharing activity, the other regions of the world have also experienced considerable growth. Car sharing as an alternative and more effective transit option has experienced noticeable growth in the US in past recent years thus accounting for majority revenue generation in the market.

Car sharing is considered as a means for reduced fuel consumption which is one of the major pollutants on earth. Due to the effective role in controlling pollution and congestion, there is an acknowledged trend of increased usage of car sharing services as an alternative transit option. Another notable trend in the global car sharing market has been the growing popularity of peer to peer car sharing model. Rapidly rising world population and growing proportion of urban residents all across the globe is one of the major driving forces behind car sharing growth. In addition, growing menace of traffic congestion and constantly rising fuel rises has led to a significant increase in the demand for car sharing services. Success of car sharing requires a lifestyle change, however, people's indifference and resistance towards adopting car sharing model in place of ownership proves to be a continuous challenge for the growth of the market.

The global car sharing market is intensely competitive and fragmented with several international, regional, and community based car sharing companies operating in the

market. The companies generally compete on the basis of pricing, broad fleet, wide network of car sharing locations, and marketing expertise. Zipcar, Inc. of the US is the leading player on the global front, followed by Hertz on Demand and WeCar from the same region, Communauto and Modo Coop of Canada, Mobility Car Sharing of Europe, and City Hop of Australia, among several others.

The report provides an analysis of the global car sharing industry, with focus on various geographic regions. The market drivers, trends and challenges for the car sharing industry have also been analyzed. The report also presents the competitive structure of the industry and profiles major players with their key developments.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the global diabetic population. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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