

# GoGet



Hybrid Offering	
<b>Brief description</b>	GoGet is Australia's first and largest car-sharing scheme.
<b>Hybrid offering's industry</b>	Transportation
Company details	
CarShare Australia <a href="http://www.goget.com.au">www.goget.com.au</a>	GoGet is operated by CarShare Australia, formed to bring car sharing services to Australia. GoGet is Australia's first and largest professional car sharing service and operates among others in Adelaide, Brisbane, Melbourne, and Sydney.
<b>Company's industry</b>	Transportation
<b>Country of origin</b>	Australia
Dimensions	
<b>Product dimension</b>	GoGet offers a range of different cars including Toyota Yaris Hatchbacks, Mini Cooper, Toyota Corolla Station Wagons, 2 door Utes with furniture trays, and Toyota Tarago People Movers.
<b>Service dimension</b>	CarShare Australia takes over fleet management. Customers pick up and bring back their cars at special reserved parking spots (called 'pods') using swipe cards.
<b>Other links</b>	
Other Crucial Dimensions	
<b>Hybrid orientation</b>	
<b>Community as service</b>	No
<b>Target market</b>	B2B, B2C
<b>Revenue model</b>	Registration + pay per use  Various payment options available (e.g. short-term, multiple drivers allowed), payment structure: application fee (AUD 25 - 49), deposit (AUD 0 - 500), monthly fee (AUD 0 - 29), hourly rate (AUD 4.90 - 11.90), daily rate cap (AUD 68 - 79)

## Images

Product dimension



Service Dimension

Car Location Guide

