

Streetcars

Hybrid Offering	
Brief description	Streetcars Ltd. is a car sharing organization in London, UK. It has parked cars in a dense network of dedicated spaces across London and several other UK cities. When a customer books a car, he can access and use a car for the time it is needed.
Hybrid offering's industry	Transportation
Company details	
Streetcar www.streetcar.co.uk	Streetcar Ltd. was launched in April 2004 in the UK and has already attracted over 30,000 Members using over 600 locations in 6 cities. Streetcar's mission is to provide a viable mass-market alternative to car ownership across Europe.
Company's industry	Transportation
Country of origin	UK
Dimensions	
Product dimension	The product dimension are cars and vans. Various vehicles of the type VW Golf, VW Transporter and VW Polo BlueMotion are available in dedicated places across certain cities. These vehicles are shared with other customers.
Service dimension	Streetcar offers its cars on a rental basis to customers. After the user is registered, it is possible to book cars by phone for a certain period. The costs depend on how long the car was used and what distance was driven. When the car is not needed anymore, it can be parked in a Streetcar parking bay. The fees include cleaning and maintenance.
Other links	www.streetcar.co.uk
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	Pay as you Consume
Revenue model	B2B and B2C

Images

Product dimension



Service Dimension

