

AutoShare



Hybrid Offering	
Brief description	AutoShare provides a full range of rentable vehicles to its 9,000 members.
Hybrid offering's industry	Transportation
Company details	
AutoShare - Car Sharing Network Inc. www.autoshare.com	AutoShare is Toronto's first - and favourite - car sharing network, 100% Canadian and locally-owned. Founded 1998 in Toronto, the company now has 9,000 individuals, families and businesses sharing cars for their business and personal driving needs.
Company's industry	Transportation
Country of origin	Canada
Dimensions	
Product dimension	AutoShare provides a full range of rentable vehicles to its members. In some cases (e.g. Minivans and Mini Coopers), this requires a small premium to cover the extra costs of the vehicle purchase, operation, insurance or parking (usually about \$1 per hour).
Service dimension	The service includes 24-hour self-serve access to clean, modern cars at over 100+ locations across the city (as designated by leasing member, gas and insurance, and 30-day trial money-back guarantee.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Use oriented
Community as service	No
Target market	B2B, B2C
Revenue model	One-time application fee, one-time membership fee, pay per trip or monthly deposit + pay per use (per hr or per km)

Images

Product dimension

Service Dimension

