

Zipcar



Hybrid Offering	
Brief description	Zipcar is the world's largest car sharing and car club provider with operations in Canada, USA, and UK.
Hybrid offering's industry	Transportation
Company details	
Zipcar, Inc. www.zipcar.com	Founded in 1999, Zipcar has become the world's largest car sharing and car club provider with operations in Canada, USA, and UK. The innovative business model has assured the company various awards for excellence by Business Week, Ernst and Young, or Fast Company Magazine.
Company's industry	Transportation
Country of origin	USA
Dimensions	
Product dimension	After registering online, members can reserve a car and unlock it with their member card.
Service dimension	Rates include petrol, congestion charge, maintenance, insurance and reserved parking. For business clients, making use of the service means access to hundreds of conveniently located cars available 24/7.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Use oriented
Community as service	No
Target market	B2B, B2C
Revenue model	One-time application fee, hourly/daily/monthly/annual fee (vary across countries)

Images

Product dimension



Service Dimension

