

PRESS RELEASE

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IAA MOBILITY 2021 Munich

September 7 – 12, 2021

Hall B1 / Stand B411

World premiere at the IAA: ViveLaCar ONE® is the worldwide first car-subscription sharing

- Best of both worlds: The advantages of a car subscription and car sharing combined
- Sustainable: Better use of resources and areas freed up
- Easy and digital: One car and up to three subscribers, billing based on mileage driven
- A good feeling: Save money and stay safe on the road in a trusty car

For many people, there's no alternative to cars, as has been demonstrated by recent studies. At the same time, however, people are looking for ways to make better use of them. The Stuttgart-based tech start-up ViveLaCar is currently revealing how this can be done with a new offer at the IAA MOBILITY in Munich: For the first time ever, ViveLaCar ONE® combines the advantages of a car subscription with car sharing. Up to three subscribers share a vehicle for a fixed fee, which even includes the cost of fuel or electricity. Each subscriber only pays for the miles they drive. Sharing a car gives people more freedom in their lives and reduces the impact on the community.

According to the German Federal Motor Transport Authority, more than 48 million cars are registered in Germany. This equates to a car density of 580 vehicles per 1,000 people – and car use is on the rise. This was revealed by the 4th Pandemic Survey¹ carried out by the German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt, DLR), for example. The car has been the winner of the COVID-19 pandemic: 46 percent of people who previously used a mix of transportation methods now use their car exclusively. The pandemic has also had an impact on the number of commuters. The proportion of people who always work from home has risen to 21 percent, and 55 percent of those surveyed will attempt to continue working from home at least some of the time in the future. In view of changing living and working conditions, and fueled by the climate debate, innovative solutions are required. That's why the Stuttgart-based tech start-up ViveLaCar has developed ViveLaCar ONE® – a win-win offer: Affordable individual mobility in a trusty car for the joint subscribers, yet more freedom for people in their lives and new open spaces for the community.

There is no more economical way to drive a car

The actual costs of a car are rising rapidly, which is partly due to increases in the cost of fuel and raw materials, as well as parking fees.

In addition, people often underestimate the costs involved in maintaining and servicing a car. With ViveLaCar ONE[®], driving a car is more economical than ever before. Take the following example: ViveLaCar ONE[®] offers the MINI Cooper (three doors, 136 hp) in the L kilometer package (1,500 kilometers) for just 735 euros – this fee even includes the cost of fuel or charging the battery, as well as all fixed costs (including tax, insurance, maintenance, and tires). Subscriber A reserves and uses the car for 500 kilometers in the example month and pays 245 euros. As subscriber B drives only 200 kilometers, he also pays just 98 euros, while subscriber C, who needs to use the car more often, pays 392 euros for 800 kilometers. Billing is transparent, based on the exact mileage driven, and broken down for each separate subscriber on the basis of the kilometer package booked, which can be changed monthly – people who drive less will also pay less! Subscribers can benefit from a full service carried out by the authorized dealer, will receive accident and breakdown cover from Zurich Insurance, and will have flexibility at all times. The joint subscription can be canceled on a monthly basis with a notice period of just three months.

Conserving resources and making better use of space

In big cities, ViveLaCar ONE[®] is perfect for neighbors as a main car. But it's also suitable for shared offices or small business owners. Providing people with more freedom in their lives, ViveLaCar ONE[®] also frees the community from the burden of stationary traffic. In the future, thousands of vehicles that are hardly ever used will disappear from our streets and new open spaces will be created in downtown areas. In Cologne alone, if just 10 percent of car owners could see the additional benefits and shared a vehicle with a second or third subscriber in the future, there would be over 25,000 fewer cars on the road, or around 40 soccer pitches of extra open space could be reclaimed. Public areas freed up in this way will create plenty of room for green spaces and cycle paths, improving people's quality of life. ViveLaCar ONE[®] launches this year in Stuttgart, Cologne, and Berlin, and more German and international cities will be added from spring 2022 onward.

¹ Source: https://www.dlr.de/content/de/artikel/news/2021/03/20210816_vierte-dlr-studie-zu-corona-und-mobilitaet.html

Join us for the press conference at IAA MOBILITY: Monday, September 6th at 12:15 p.m.

Video: <https://www.vivelacar.com/DE/vivelacar-one>

About ViveLaCar:

ViveLaCar GmbH is a mobility fintech start-up from Stuttgart with locations in Berlin, Vienna and Zagreb. ViveLaCar is changing the automotive business and creating added value for all stakeholders with innovative solutions. Our main focus is on significantly improving the added value of automobiles, conserving resources, and creating a perfect user experience for customers. VALOR[®], the business application developed by ViveLaCar, maximizes revenues for dealers and offers customers the perfect car subscription. ViveLaCar ONE[®] is the new offer for anyone who wants to combine economical and flexible car use with the creation of new freedoms. As a contract partner, ViveLaCar guarantees barrier-free, digital processing, as well as the highest levels of customer service at all times. A few clicks is all it takes to access a wide range of the latest vehicles of many different brands and models on the platform www.vivelacar.com, for which subscriptions can be taken out. The reservation process is entirely digital. With immediate availability and only a three-month cancellation period, ViveLaCar offers customers a unique degree of flexibility. ViveLaCar is already available in Germany, Austria, and Switzerland.

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