



Some employees from the Mobizen team (Paris) visiting Montreal

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Benoît Robert

Founder-Chief Executive Officer
Communauto

“WE SHARE A COMMON GOAL WITH PARISIEN AUTHORITIES: FINDING THE BEST WAY OF PROVIDING A CAR-BASED MOBILITY SERVICE AND MINIMIZING THE NEED FOR CARS AT THE SAME TIME.”

Communauto in Paris La guerre, no sir !*

Communauto has arrived in Paris, what does this mean?

Let’s revisit the facts. On September 11th, Communauto announced the acquisition of Mobizen, the carsharing company previously owned by VeoliaTransdev.

As we stated in our press release at the time, “Our objective is to position the service [so] as to enable it to be a catalyst in reinforcing the offers of Autolib’, public transportation and traditional car rental.” We also pointed out that Autolib’ and Mobizen are “complementary services.”

How was this vision of complementarity interpreted by the media in Paris? These are some of the front-page headlines:

“Carsharing wars have begun” (*Metro*)

“Autolib’ has a Canadian competitor” (*Figaro*)

“Mobizen aiming to wrest Paris from Autolib’” (*Challenge*)

If we hadn’t known that sensationalism is a global scourge, we’d have wondered if we spoke the same language.

Divide and rule

The media aren’t the only ones to blame. In the last few years, several alternative transportation players both in France and elsewhere, particularly in England and the United States, have criticized “traditional” carsharing as they seek their own chance in the sun. So there is a risk that all the efforts in Paris could focus on one-way carsharing services like Autolib’. This would negate the City’s support of local carsharing pioneers since 1999, which would be unfortunate, to say the least.

Why should we be considered traditional? We, out of all people, know that Communauto and companies of the like have tackled the daunting task of changing how people use cars. Nothing less!

It’s a hard job and our goal has always been to make carsharing commonplace. When it becomes “commonplace,” “ordinary” or “traditional,” we’ll be the first to celebrate. It will mean we’ve succeeded in making carsharing so popular that it’s become a way of life.

Unfortunately, we still have a long way to go. As industry pioneers, we’ve been persevering for nearly a quarter of a century now. Meanwhile car ownership has continued to increase on a global scale. Hence the importance of establishing links with other players seeking alternative solutions to individual car ownership.

Who benefits from keeping us divided and working individually?

Why go to Paris

Someone once said, “Forgive them, Father, for they don’t know what they are doing.” We could say the same about the local authorities and how they are currently dealing with carsharing in various countries around the world. A major communication strategy will therefore be required to help decision makers gain a better understanding of what it’s all about and enable them to provide effective support. But our resources are limited...

Communauto’s arrival in Paris is part of this movement. At first we were tempted to stay in our comfort zone. But by doing so, we would have missed the extraordinary opportunity that a city like Paris can offer. It could allow us to broaden our influence beyond our borders and help break down the various obstacles that carsharing still faces.

The main problem is ignorance about the service and the impact of its different variants. It’s too early to criticize a certain approach or limit our options. We need to examine what is being done (including our own efforts) and work together to expand our knowledge in order to optimize the positive environmental impact of our services.

We share a common goal with Parisian authorities: finding the best way of providing a car-based mobility service and minimizing the need for cars at the same time. If we can get community stakeholders to support the idea of an objective approach, the City of Light’s image will help offset our limited communication resources to influence decision makers elsewhere in the world. If that happens, we’ll know we were right to go to Paris!

Benoît Robert

* This title refers to the acclaimed Quebec novel *La Guerre, yes Sir!* written by Roch Carrier in 1968.

Cover page photo

From left to right : Silvère Wong – Field Agent Manager, Mobizen, Federica Campina – Client Services Coordinator, Mobizen, Laure Douarre – Director, Mobizen, Stéphanie Wrobel – Client Services Manager, Mobizen, Benoît Robert – President and Founder, Communauto, Marco Viviani – Development and Public Relations Director, Communauto and President, Mobizen

OPUS : The self-service car and public transportation now accessible with the same card



The exception of Gatineau

Since the Société de transport de l'Outaouais (STO) and the National Capital (Ottawa) are not part of the transport organization authorities associated to OPUS, our users who live in these regions, or those who will visit them, will continue to use RFID keys to access our vehicles.

Over the next few weeks, you will see more and more readers allowing you to use our vehicles with your OPUS card.

This new device will allow us to authenticate the authorized driver of a vehicle simply by swiping his card in front of the reader, which is placed under the windshield.

The first readers have been installed in our electric vehicles, in Montreal and Quebec City. More will follow, for a total of 50 installations.

This project is part of a pilot project announced in the week of October 15th and was made possible thanks to the collaboration of the transport organization authorities associated to OPUS (STM, RTC, AMT, STL, RTL, Société de transport de Lévis, AQTIM).

If the results are conclusive, Communauto's entire fleet will gradually be equipped with these readers, starting in February 2013.

Register your OPUS card in RÉSERVauto

Once we are ready, we will invite you to register your OPUS card in RÉSERVauto.

During the pilot project, the people who do not have an OPUS card can continue to access our vehicles using the RFID key which will be attached to the keychain of the vehicle. Even once the pilot project is finished, you will still be able to choose to access the Communauto vehicles using your OPUS card or the RFID key that we will provide you with for free upon request (a fee will only be charged if you lose a key).

This is the same key that had been attributed systematically upon registration, until the equipment had reliability issues which led us to remove our old readers. If you already have an RFID key, it is important that you keep it. Different features will be available depending on the type of key used (OPUS or RFID). More information will follow on this subject, as we move forward with the project.

New study: Carsharing subscribers travel almost 4 times less by car than their neighbours who own a car

A new study confirms that carsharing has no adverse effects on walking, cycling, or public transportation. This conclusion is based on recently published data in the **International Journal of Sustainable Transportation** by the École Polytechnique de Montréal.

The novelty of this study is that data from the regional Origin-Destination (OD) survey was used, for the first time, to compare the behaviour of members of Montreal households that subscribe to a carsharing service with households that own one or several cars, in the same neighbourhoods of Montreal and with similar socio-demographic profiles.

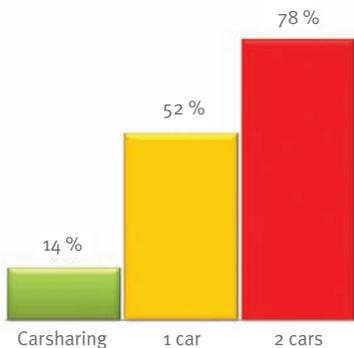
The results speak for themselves, and the sample size is large (2 800 people). Overall, the members of households consisting of one or two adults who subscribe to carsharing, use the car 3.7 times less than comparable Montreal households with one vehicle. The École Polytechnique's study considered the weight of the different groups of Communauto users based on their frequency of use of the service: limited use (twice a month or less) = 53% of the sample, moderate use (between 2 and 6 times per month) = 34% of the sample and frequent use (over 6 times per month) = 13%

of the sample. Even for this last group of households, the results are astounding: the "frequent" carsharing users use the car almost twice as less as members of comparable households owning at least one vehicle.

Carsharing members living alone use the car for only 17% of their trips compared to 64% for people owning one vehicle. For households with two adults, the usage rate of the car is of 14% for carsharing users against 52% for similar Montreal households owning one vehicle and of 78% for those owning two vehicles.

The lower use of an automobile for carsharing members is accompanied by a greater propensity to use other available means of transportation. For example, couples without children who subscribe to carsharing use public transportation on average for 38% to 49% of their trips while couples of the same neighbourhood use it in 28% of the cases if they have a car and in 10% of the cases if they have two. The differences are even more important for walking and biking. These active modes of transportation are used on average between 31% and 41% of trips by carsharing subscribers, in 18% of the cases for couples who own one vehicle and in 10% of the cases for those who own two vehicles.

3 Percentage of car trips made by households consisting of 2 adults, based on their vehicle ownership.



Communauto expands its network of 100% electric vehicles to Sherbrooke

On September 20th, during the Carsharing Day held in the context of Sherbrooke's sustainable transportation week, Communauto announced the commissioning of a 100% electric vehicle in Sherbrooke. Following this announcement, many members had the opportunity to try the vehicle and discover its many appeals in terms of urban mobility.

This vehicle is temporarily located at La Grenouillère parking lot (station 015) where a Hydro Québec Electric Circuit charging dock has been made available to us until our permanent location is equipped with the necessary charging infrastructure. Ultimately, the new Sherbrooke "electric" station will be located in the parking garage located in front of the Terminus de la Vieille Gare. This implementation was made possible thanks to the collaboration of the City of Sherbrooke and the Centre de mobilité durable de Sherbrooke (CMDS).

The CMDS and Communauto took advantage of the Carsharing Day to announce the framework agreement between the two parties. Thanks to this agreement, several major employers of the region can offer their employees the possibility to join the Communauto service at advantageous terms. This is the case of the Centre hospitalier universitaire de Sherbrooke, the City of Sherbrooke, the Société de transport de Sherbrooke, the Cégep de Sherbrooke and the Health and Social Services Centre – University Institute of Geriatrics of Sherbrooke.

For more information go to www.communauto.com/sherbrooke



NEWS

Occasional BIXI subscription: special offer for Communauto users

You're a Communauto subscriber and you occasionally use BIXI? You're already a BIXI subscriber and you want to share the experience with your guests? The occasional subscription is a new way to access BIXI which will save you time and money.

As a Communauto subscriber, you can take advantage of this new BIXI offer while saving the \$5 normally required for sending your BIXI key. Moreover, you will have the advantage of accessing the system for \$5 per day instead of \$7.

How does it work?

The occasional subscription allows you to limit the cost of your subscription to the days where you need a bike. A new 24 hour access is added to your account each time you insert your BIXI key in a dock and you do not have an ongoing subscription. The \$5 fee is charged on the credit card linked to your account for each subsequent 24h. No more transactions at the pay station or \$250 security deposit!

The usage rules are the same as for regular subscriptions: no charge for the first 45 minutes of use for each trip; usage fees apply for longer trips. You also get a personal online space where all your statements and trips are listed.

Contact BIXI client services to register at **514-789-2494**.

Another benefit of being a Communauto subscriber!

Free membership for Communauto users!



REMINDER: Electric vehicles are now available for more than one day

To this day, over 6 000, 100% electric trips were made by our subscribers

Since the integration of the electric vehicles in our fleet in August 2011, over 6 000 trips have been made in 100% electric mode. Unlike what was put into effect in the first months of the project, there are no longer any restrictions on time for these vehicles. It is easier than ever to integrate electric mobility into urban travelling.

If you intend on charging the vehicle during your reservation, please note that a full charge takes about 7 to 8 hours on a 240 volts plug and up to 21 hours on 120 volts. In addition, before you leave make sure that the extra charging cable (120 volts) is indeed in the trunk of the vehicle.

To access the electric vehicles, simply complete the brief training (accessible via *RÉSERVauto*). It includes a short video that will quickly introduce you to everything you need to know before you leave. It will only take a couple of minutes.

Have a safe trip!



P2P

Peer-to-Peer: Still on track

Some time ago we announced our intention to start a peer-to-peer (P2P) service through which vehicle owners will be able to safely rent their car to all Communauto subscribers. A website has been set up (www.communauto.com/pep) to explain the project and collect applications of the interested car owners.

Nevertheless, the project has been delayed and it will take a few months before it sees the light of day. The reason? Nothing serious, the necessary software development to integrate this new offer in *RÉSERVauto* is not yet finished. Certain opportunities that we wanted to pursue forced us to rethink our priorities. This is notably the case of our involvement in **Halifax**, the launch our **electric vehicle** project and, more recently, the work required by the integration of the service in **Paris**.

For those who are anxious to see the project started, you will have to wait a bit longer. We regret this delay but ask that you do not despair, the P2P project is still on track.

There's fur on the car seats...

Remember to always bring a cover for the car seat if you are bringing a dog in the vehicle. Meanwhile, cats must travel in a cage.

We still receive many complaints about this regularly. We urge pet owners to take the necessary means to enable peaceful coexistence between our two-legged users and the others.

Survey

Users (almost) still as satisfied

Close to 4 000 of you responded to the survey that has been online all summer. Thank you for taking part in it!

In total, just over 92% of respondents said they were satisfied with the service (38% said they were very satisfied) and more than 96% said they would recommend the service. This means that a significant number of respondents (4%) recognize that the service may not necessarily be suited to their needs but remains useful for others.

We are very proud to share these results. Nevertheless, they represent a decrease (2% or 3% less, depending on the case) compared to the results recorded in 2010. Therefore, we will take the time to analyse the data in detail in order to be able to find most promising ways to improve the service.

Package B is better than ever!

Maybe you hadn't noticed but since our last rate revision, you only have to drive 50 km before the price per kilometre of package B meets the one from package A (23¢/km). In addition, package B automatically gives you access to the *Le Lièvre* package rate if this option ends up being more affordable. You also get the added bonus of a \$1 credit on the hourly rate of the *Le Lièvre* package (known as the *Le Lièvre Super*).

Now, there's something to think about!



Be an eco transportation superhero, multiply your powers and win!

Each year, transportation cocktail users help reduce greenhouse gas emissions by more than 800 000 tons in Québec. Now, that's what we call real superheroes!

Discover Equiterre's everyday superheroes for a chance to win a year of eco transportation!
www.equiterre.org/cocktail

Be an eco transportation superhero, multiply your powers and **win!**

Next Communauto employee biannual meeting

This fall, our meeting will take place on the 14th and 15th of November. During those two days, our administrative services will exceptionally be closed.

These meetings are very important for the management team to exchange information on our projects with the entirety of our staff. We thank you in advance for your understanding.

Contest Discover tea with Camellia Sinensis

Do you have an appreciation for tea? Want to know more about this fascinating plant? Discover tea with Camellia Sinensis' Tea School. Whether you're in Montreal or Québec City, you can participate in many activities about tea and its history, offered by their passionate staff.

Enter our contest on communopolis.com for a chance to win one of the two Camellia Sinensis gift certificates worth \$30.

WE'RE HIRING

Our subscribers make for great employees!

As Communauto continually grows, new horizons open allowing us to offer new challenges to qualified and committed people.

Communauto is currently looking for a:

➔ **Programmer / Analyst, Level 1**

For more information, go to "We're hiring" in the News section of our website.

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