zipcar®
wheels when you want them

FastFleet by Zipcar

For New York City Agency Fleets

Proprietary Technology Sustains Leadership

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Enhance Member Experience

Telematics

Easy Access and Tracking

Card-Based Access

In-Vehicle Wireless Device

Driver-Side Applications

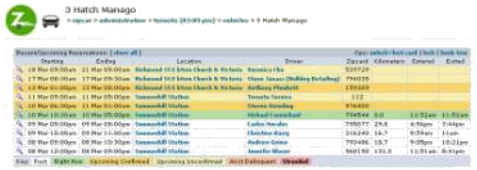
Reservations, Planning, Help

Hosting

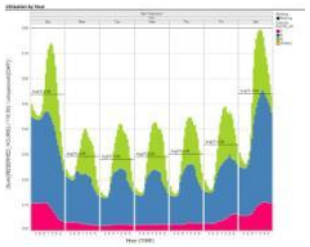
Application Management

Drive Operational Excellence

Fleet Operations



Reporting and Analytics



Member Service, Billing and Settlement

A simpler process for drivers

Getting started is simple. Prospective drivers register online. Once approved, the new driver is issued an access card and may immediately begin making reservations.

Reserve >>

Members reserve online or over the phone. At the time of the reservation a wireless signal is sent to the fleet vehicle

Unlock >>

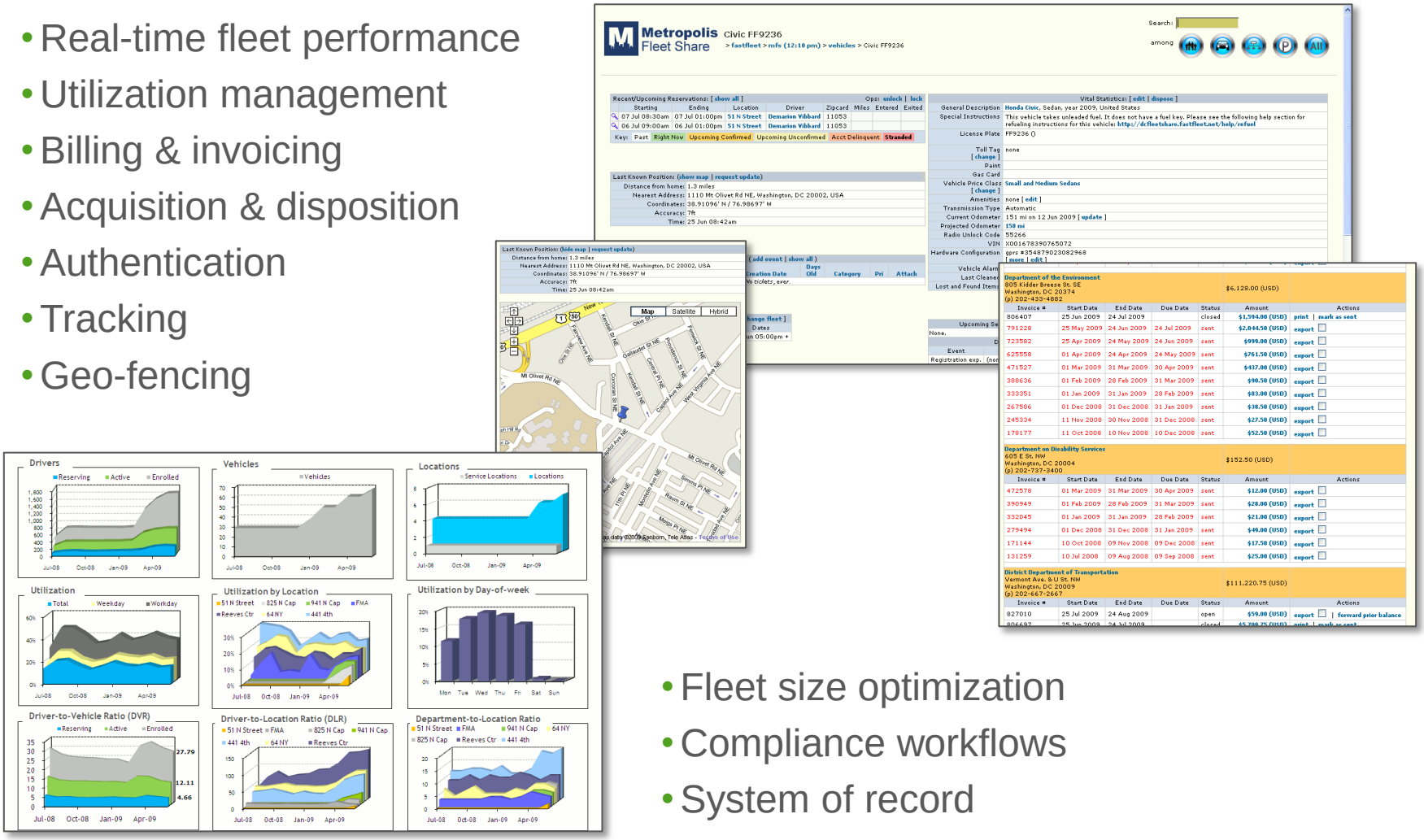
When members arrive at the reserved vehicle, their access card identifies them and unlocks the door. The keys are inside the vehicle

Drive >>

When done, they just return the car to its spot and walk away. The system updates the vehicle status in real-time.

Better visibility for administrators, departments

- Real-time fleet performance
- Utilization management
- Billing & invoicing
- Acquisition & disposition
- Authentication
- Tracking
- Geo-fencing



- Fleet size optimization
- Compliance workflows
- System of record

Keys to a successful shared fleet program

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- Project Ownership – Must have one or more individuals assigned specifically to lead the project with energy and enthusiasm
- Executive sponsorship and messaging - Convey importance, that this is innovative, new, good for the agency and NYC, but know resistance to change will be real, *culture eats strategy for breakfast*
- Prepare the sharing policy – when to refuel, return policy, allowable reservation buffer time, keep vehicles clean, what happens if drivers don't conform or abuse the program
- Communications with drivers – Frequently highlight stage of the program and how to accomplish certain tasks (e.g. access card activation) with reminders over time on best practices
- Baseline data and track performance and change over time towards goals – Know where you are starting from, where you are headed, where you want to be

Project launch overview weeks 1-3

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- **Week 1:**
  - Branding guidelines and program name identified
  - Web URL address and Toll Free support number secured
  - Driver RFID Access cards designed and approved by the Customer
- **Week 2:**
  - Driver RFID Access cards ordered
  - Customer Business Process/Fleet Use Policy review and documentation
  - Web site build and configuration with program content
  - Gather vehicle specifics for install planning, begin vehicle integration research
- **Week 3:**
  - Vehicles and Locations configured in the system
  - Car sharing technology configured, tested, and shipped
  - Customer Driver and Department data compiled

Project launch overview weeks 4-6

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- **Week 4:**
  - FastFleet Customer Service team preparation and training
  - Vehicle installation and testing
  - Pre-launch vehicle activation and quality assurance phase
  - Pre-launch communications to drivers announcing and explaining program
- **Week 5:**
  - RFID Access cards delivered to customer
  - On-site administrator training and driver training sessions
  - Launch communications with specific driver instructions
  - RFID Access cards distributed to drivers
- **Week 6:**
  - Official Program Launch
  - Initiate program monitoring and reporting