

SNCF AS SHARED MOBILITY INTEGRATOR

Hervé Richard, Director for door-to-door services, SNCF

February 23, 2016

UNTIL VERY RECENTLY, THERE WAS...



versus



PUBLIC
TRANSPORTATION

UNTIL VERY RECENTLY, THERE WAS...



+ FREEDOM
+ CONVENIENCE

versus



PUBLIC
TRANSPORTATION

+ ECO FRIENDLY
+ BUDGET FRIENDLY

BUT THINGS
ARE CHANGING...

THINGS ARE CHANGING

1. THE DIGITAL REVOLUTION ENABLES THE PERSONALISATION OF PUBLIC TRANSPORT

75%

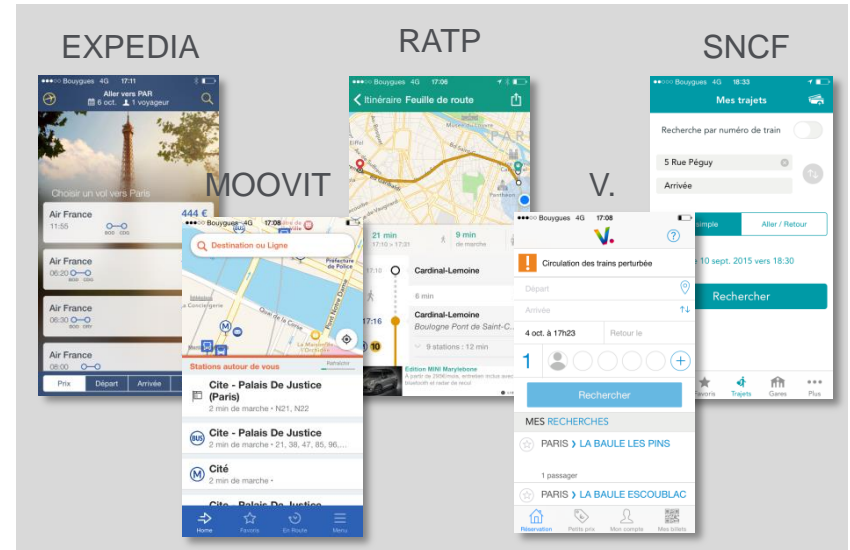
OF SNCF CLIENTS
OWN A SMARTPHONE

56%

OF THE FRENCH PEOPLE
HAVE CHANGED THEIR TRAVEL
PLANS FOLLOWING
SMARTPHONE USE

75%

OF TRAVELERS USE THEIR
SMARTPHONE BEFORE OR
DURING THEIR TRAVEL



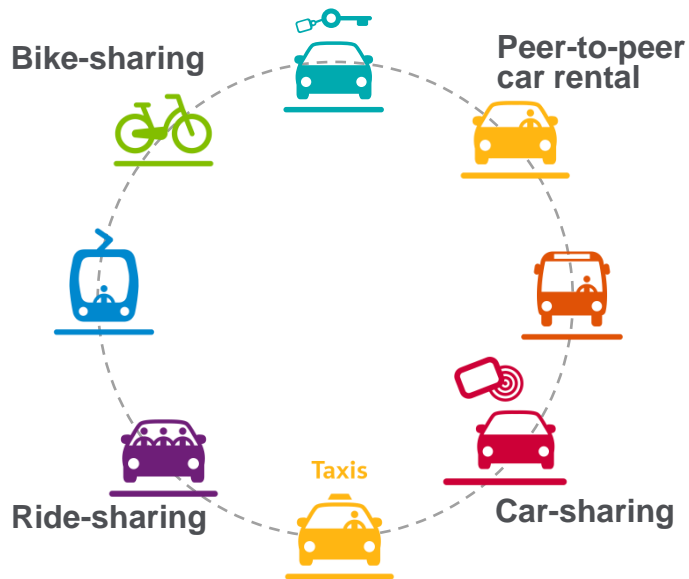
THINGS ARE CHANGING

2. PUBLIC TRANSPORTATION SHIFTS TOWARDS SHARED MOBILITY

Shared economy business has increased by **24%** between 2013 and 2014

48% of French people have already used a shared service (all sectors combined)

1/3 of French people have car-riding

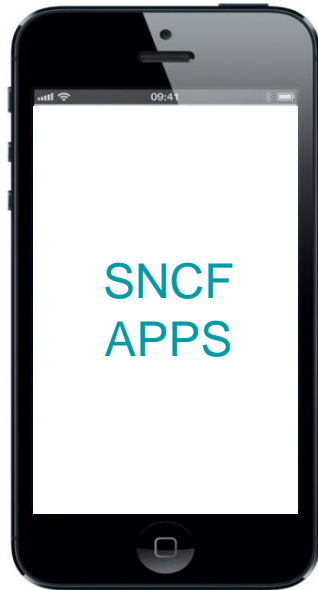


A LOT OF PEOPLE ARE TALKING ABOUT THOSE
CHANGES,

AT SNCF, WE ARE WORKING ON IT.

SNCF DOOR-TO-DOOR STRATEGY

TO PERSONALISE MOBILITY WITH TECHNOLOGY



From traditional public transportation to shared mobility services

OUR GOAL :
TO INCREASE
SHARED MOBILITY TO 30%
OF ALL TRAVEL BY 2030

2015 : 15 %

2030 : 30 %

TO SUCCEED, ONE RULE :

CUSTOMER,
USAGE,
SIMPLICITY.

OUR CONVICTION :

*THE USE OF DOOR-TO-DOOR MOBILITY CAN WORK ONLY
IF IT IS SUPER SIMPLE FOR OUR CUSTOMERS*

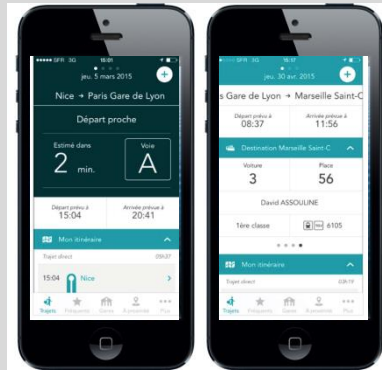
OUR CHALLENGE : TO ACCOMPANY THE CHANGE IN MOBILITY USAGES



EVERYTHING MUST BE SIMPLE FOR CUSTOMERS

INFORMATION

Door-to-door and in real time



SNCF application

OFFERS

Door-to-door, adapting to *my needs and desires*



idPass application

ACCESS

Personalised and all-included

- + UNLIMITED TRIPS WITH IDTGVMAX
- + TAILORED MOBILITY PACKAGES
- + NFC TECHNOLOGY

IF SHARED MOBILITY BECOMES REALLY SUPER SIMPLE FOR CUSTOMERS, THEY WILL GAIN :

MONEY

A car = buying costs, maintenance, tolls, gas, depreciation...

→ 7687 € /year for a medium diesel vehicle.

ECOLOGY

Cars in France **are** accountable for **nearly 15%** of CO2 emission

Train is 20 less polluting than private car, by passenger

SECURITY

Train is **50 times less risky** than car.

Death toll on French roads has reached 3400 in 2014

TIME, OFTEN

Parisians are blocked **8 days a year in traffic jams**. This represents a budget of nearly 2000 € by car.

TO MAKE THIS
TRANSFORMATION A SUCCESS,
SNCF WORKS
WITH PARTNERS

SNCF COOPERATES WITH SHARED MOBILITY NEW PLAYERS

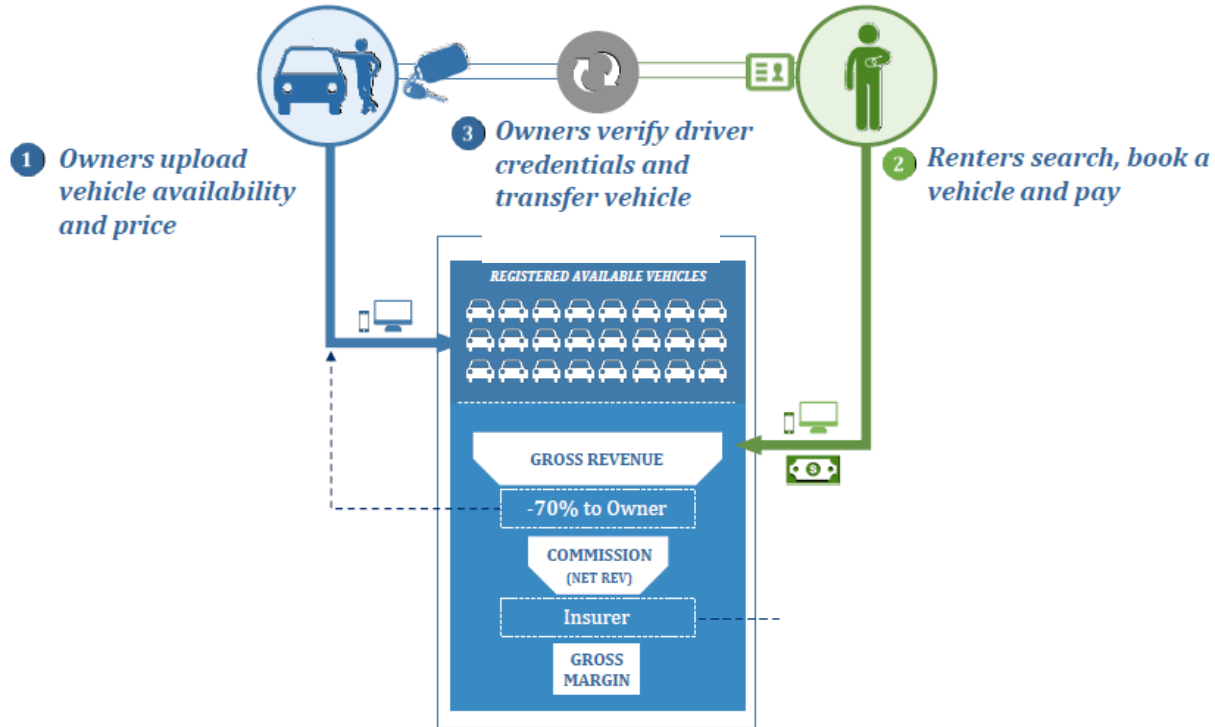


- + The world's leading car-sharing company, with nearly 1 million members in the US, the UK, France and Spain.
- + Partnership signed in april 2015




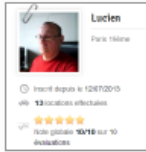




- + A leading player in peer-to-peer car rental, with a rental fleet of over 25,000 privately owned cars
- + Acquisition signed in may 2015

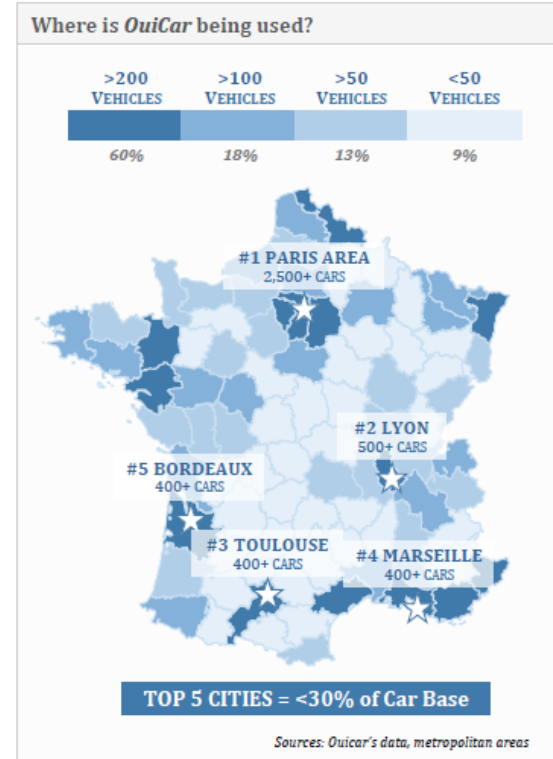
A PEER TO PEER CAR RENTAL MARKET PLACE



A MAINSTREAM USER BASE WITH BROAD GEOGRAPHIC FOOT PRINT

Who is using *OuiCar*?

- 
CAR OWNERS
 - ✓ Male / 35-40 yrs old
 - ✓ Limited income
 - ✓ Urban owners
- 
RENTERS
 - ✓ Male / 25-40 years old
 - ✓ Proximity and Price
- 
CARS
 - ✓ 8 years old
 - ✓ ~90,000 km
 - ✓ 78% have a picture
- 
RESERVATIONS
 - ✓ 80% less than 7 days in advance
 - ✓ Average length = 3.5 days
 - ✓ 1 day : 1/3
 - ✓ 2/3 days : 1/3
 - ✓ 3+ days : 1/3



SNCF ASSEMBLES MULTIMODAL AND MULTI-CARRIERS PACKAGES

- + Experiment of 2 mobility packages with students from Rennes in oct. 2014
- + Results :
 - + 21% travel more often
 - + 52% bike Velo Star more often
 - + 32% take the bus more often
 - + 21% take less their car
- + **Satisfaction rate : 96%**

- + LAUNCH IN 5 CAMPUS STARTING SEPT. 2015
- + **GLOBAL DEPLOYMENT STARTING JANV. 2016**
- + STARTING DISCUSSIONS FOR MOBILITY PAKAGES FOR BUSINESS



TO MAKE THIS
TRANSFORMATION A SUCCESS,
SNCF MOBILITY SOLUTIONS
ADAPT TO EVERY TERRITORY

DOOR-TO-DOOR MOBILITY SOLUTIONS IN EVERY REGION

- + Services at a national scale offer an homogeneous client experience in every region
 - Exemple : the OuiCar customer's experience in Brittany is the same as the OuiCar customer's experience in Bordeaux.
- + Services adapt to each territory's density
 - Exemple : Oucar targets less populated regions, whereas Zipcar targets bigger cities.



WHAT IS MOST DIFFICULT
IS TO MAKE THINGS SIMPLE,
SUPER SIMPLE

THANK YOU