



CarShareGM

Start the day with a pick me up

A car sharing solution for Greater Manchester



Built from experience, CarShareGM is different to other software alternatives

In our experience, convincing people to car share can be one of the most difficult tasks to undertake. In addition, monitoring and facilitating your own internal car-sharing scheme can be a mammoth undertaking.

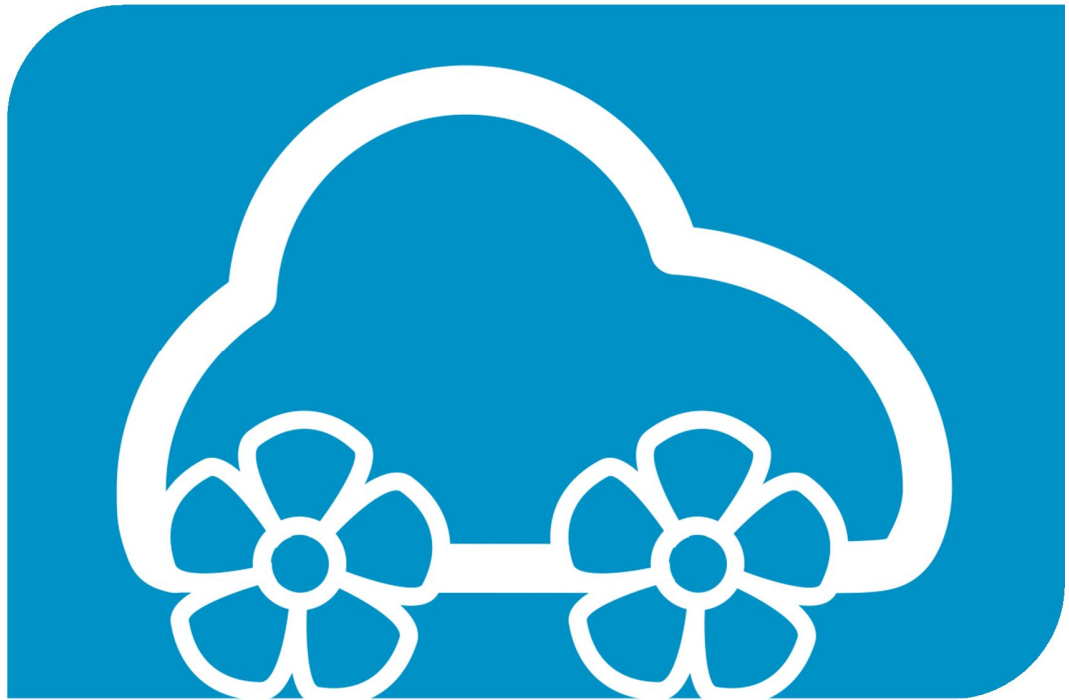
Building on this knowledge, and listening to what others have said about alternative systems, we created CarShareGM.

CarShareGM is simple to use, affordable to purchase, and operationally unique.

These three characteristics are what we believe makes us different.

Owned and operated by Transport for Greater Manchester, we do not take a profit from the licensing cost. Instead, all revenue we receive through CarShareGM is reinvested into Smarter Choices, helping further improve the resources available to make sustainable transport a real alternative, and the first choice for business, commuter and leisure travel.





Why should we promote Car Sharing?

Car sharing saves money.

Based on our member base, and their journeys, we estimate that every person who car shares could save up to £1054.44 a year. This is similar to estimates by the Department for Transport, which show potential savings on £1000 per annum.

Not only can your staff save money, but your organization can too. Car sharing could result in:

- Reduction in car parking costs, either through maintenance or leasing.
- Freeing up available land for development.

You can also benefit by:

- Opening up routes to work, making your recruitment opportunities better.
- Reduced congestion, thus improving staff punctuality.

In addition, you are not only reducing your carbon emissions, you are also sending out a message that you take the responsibility to reduce the effect you have on the environment seriously.

Visit the carbon trust for further information and help on calculating your carbon footprint.



How much will it cost?

The cost of implementing your scheme will differ, as we take into account a number of factors when making a quote.

Typically, the costs to you will include:

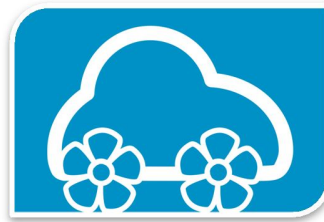
- A one off set-up fee
- A 12 month license
- Staff time spent promoting and administering the system
- Staff incentives

What does the license include?

Your license includes the following:

- 12 months access to CarShareGM
- Administration and Monitoring sections
- Monthly or weekly analytics reports
- Design of personalised marketing material, to fit your brand image
- Support of local authority and Transport for Greater Manchester staff

CarShareGM has a large library of promotional posters and leaflets, examples of the artwork can be seen throughout this brochure. Once we have created your branded material, you will have 24 hour access to these materials provided by digital download.



For more information, please do not hesitate to contact

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