

Hertz[®]

From car rental to mobility

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The collaborative consumption

1900s

Mass consumption
Own
Advertising
Paid media
Shallowness

2000s

Shared consumption
Availability/access
Community
Earned media
Genuinely

Internet

Climate crisis

Financial crisis

The collaborative consumption

Rent
Swap
Share
Give
Borrow

...

Services
Products
Knowledge
Space
Money

...





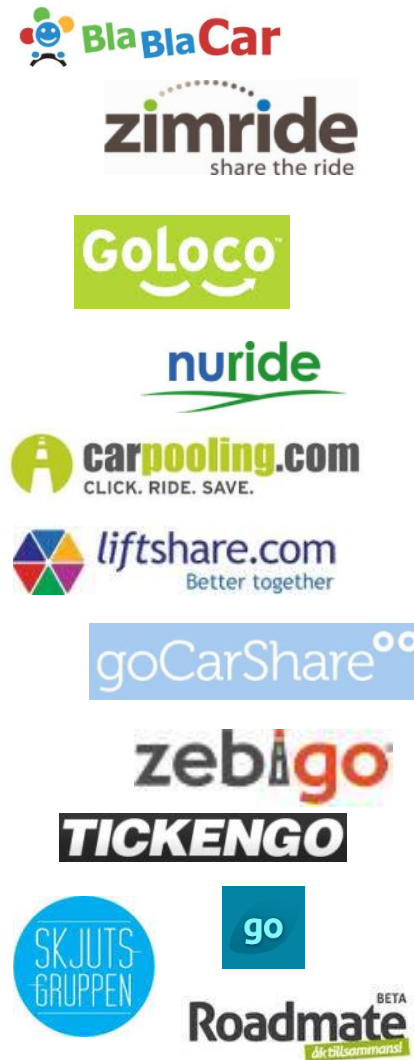
CAR COMPANIES



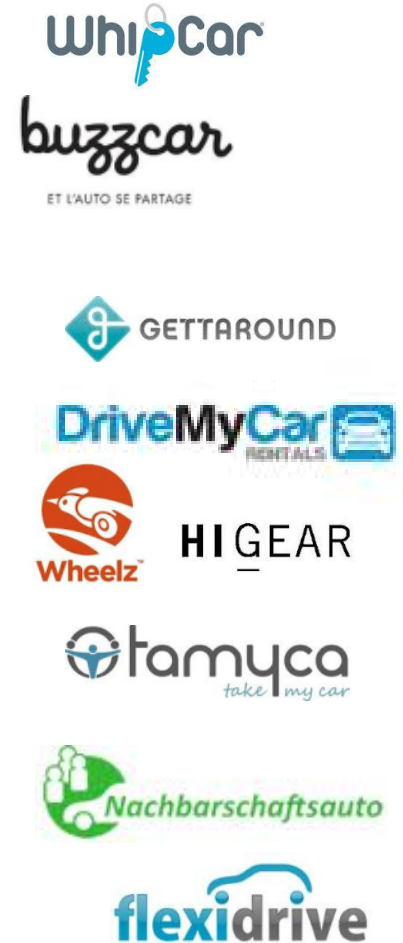
CAR SHARING COMPANIES



CAR POOLING



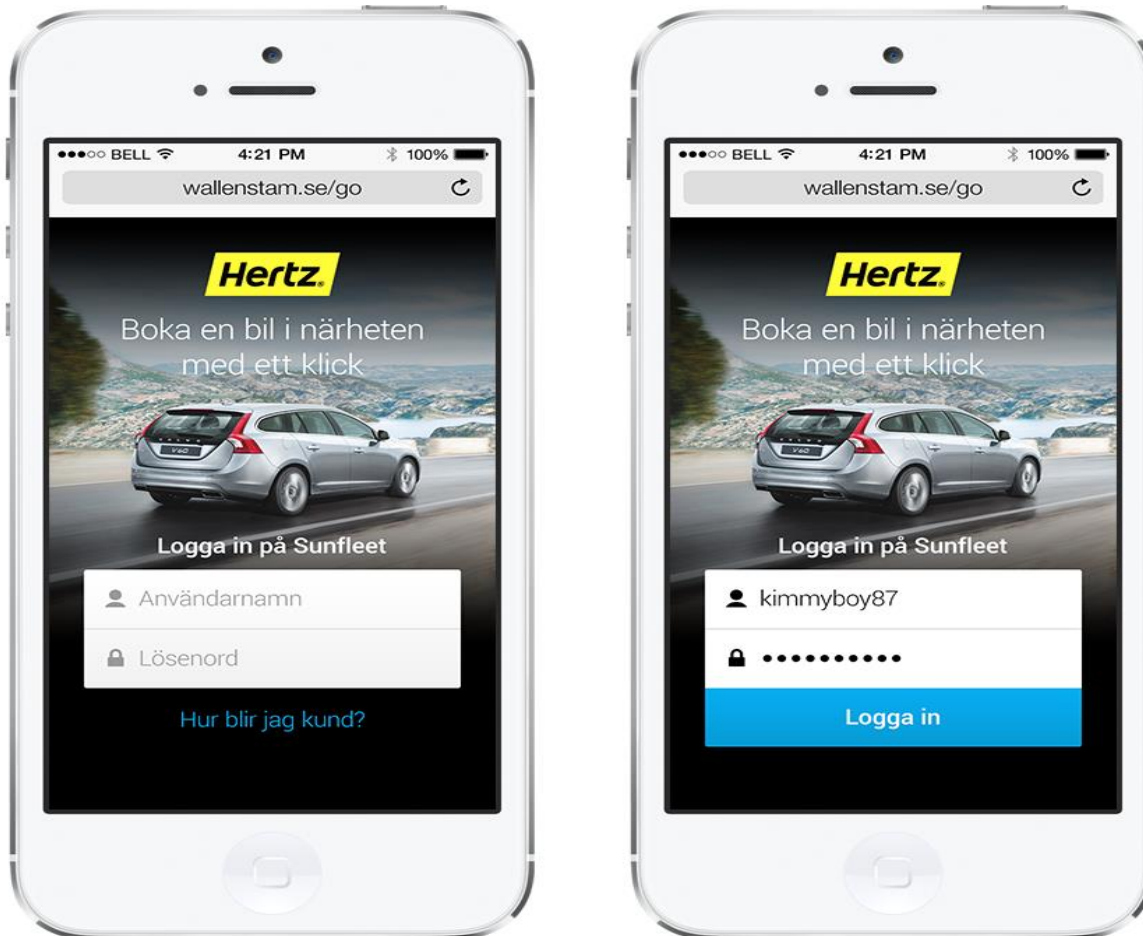
PEER TO PEER



Meanwhile @ Hertz

- A testpilot with Wallenstam – a real estate company
- We offer car rental, car sharing, free onewayrides and car pooling
- Integrated platform
- Mobile first

Startpage on mobile



Desktop reservation

NAMN *by Hertz*

Kör nu Kör senare Enkelväg

Din position: Torkel Knutssonsgatan 2, Stockholm [Ändra](#)

Dina tillval ▾

Volvo V40

Odubbade vinterdäck · Diesel · Manuell växellåda



427 m | 5 min

Bästa pris med kortast avstånd

Boka nu

450 kr
fast pris

Fler bilar

Kortast avstånd [Lägst pris](#)



Volvo V40

490 m | 6 min

Boka nu 750 kr fast pris

*exkl. bensin



Ford Fiesta

578 m | 10 min

Boka nu 450 kr fast pris

*exkl. bensin



Volvo V50

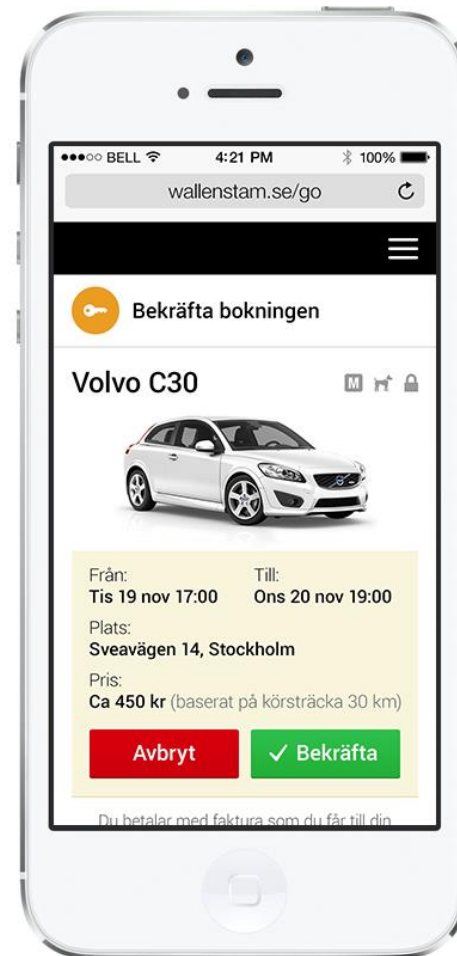
621 m | 12 min

Boka nu 450 kr rörligt pris*

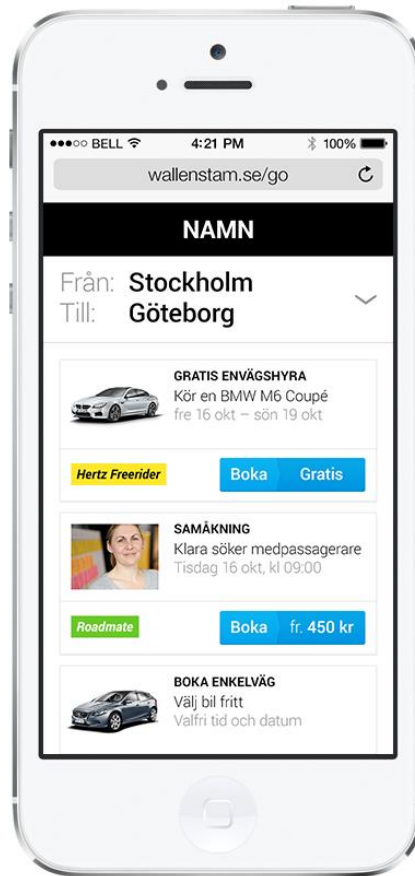
*baserat på körsträcka 30 km

Hertz

Mobile reservation & confirmation (swipe functionality)



Oneway - also shows car pooling & freerides



Thank you!

Questions?

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