

Zipcar

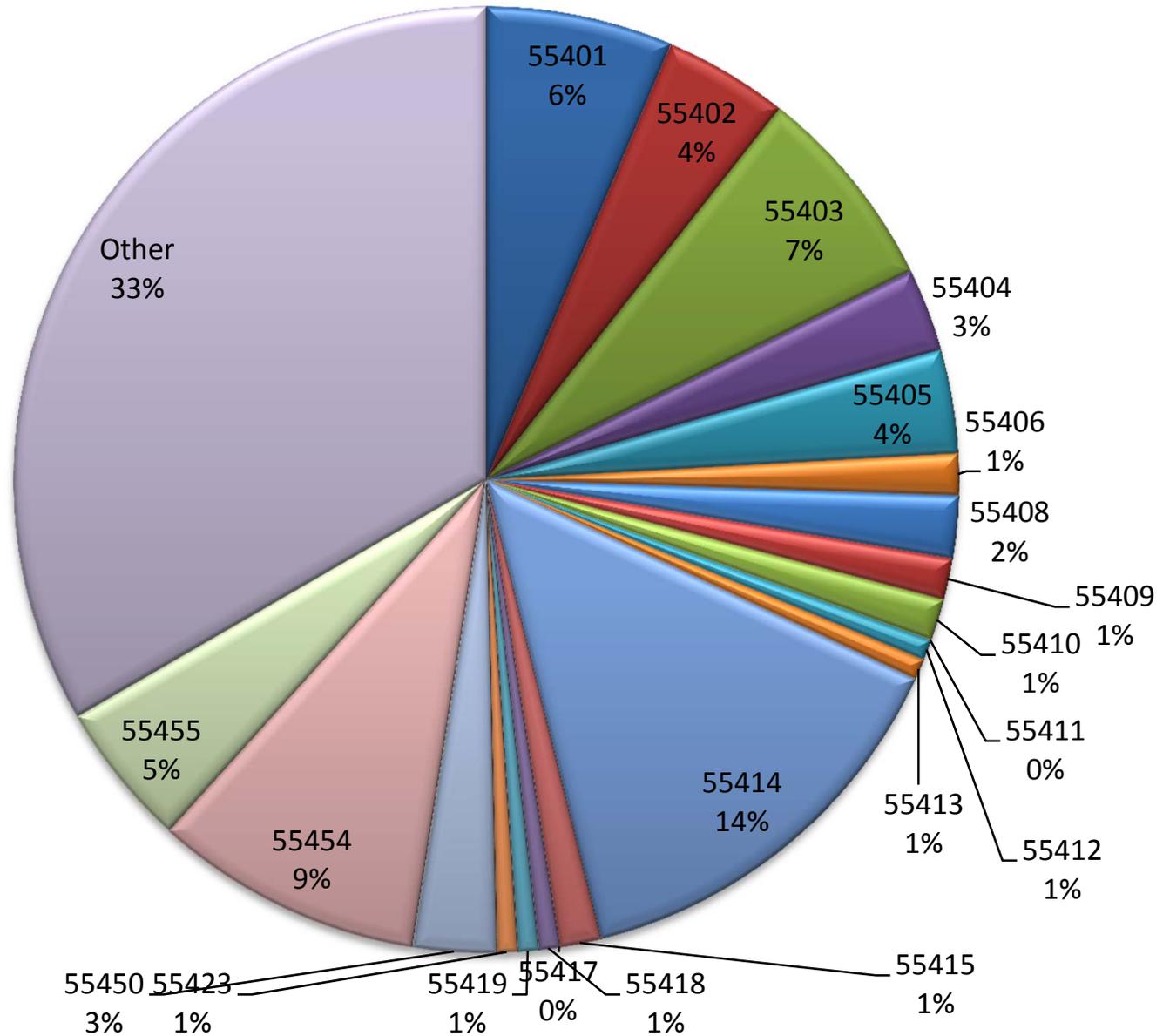
1st Quarter Report



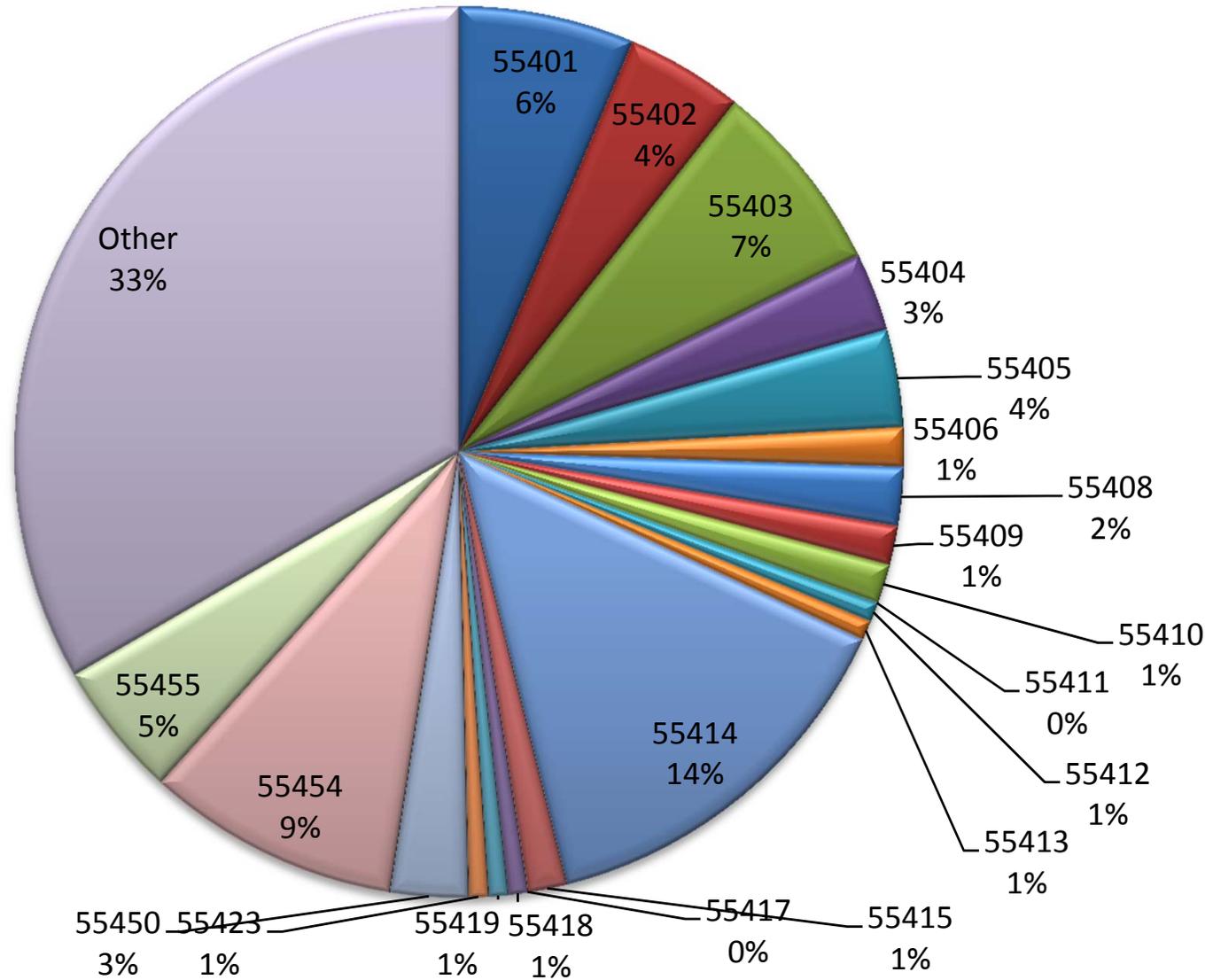
| MEMBER GROWTH BY ZIP CODE | Program Q1 Total |
|----------------------------------|-------------------------|
| 55401 | 9 |
| 55402 | 6 |
| 55403 | 10 |
| 55404 | 4 |
| 55405 | 5 |
| 55406 | 2 |
| 55408 | 3 |
| 55409 | 2 |
| 55410 | 2 |
| 55411 | 0 |
| 55412 | 1 |
| 55413 | 1 |
| 55414 | 20 |
| 55415 | 2 |
| 55417 | 0 |
| 55418 | 1 |
| 55419 | 1 |
| 55423 | 1 |
| 55450 | 4 |
| 55454 | 13 |
| 55455 | 7 |
| Other | 47 |
| Total NAP | 141 |

| Program Total to Date Q1 |
|---------------------------------|
| 9 |
| 6 |
| 10 |
| 4 |
| 5 |
| 2 |
| 3 |
| 2 |
| 2 |
| 0 |
| 1 |
| 1 |
| 20 |
| 2 |
| 0 |
| 1 |
| 1 |
| 1 |
| 4 |
| 13 |
| 7 |
| 47 |
| 141 |

Member Growth by Zip Code Q1



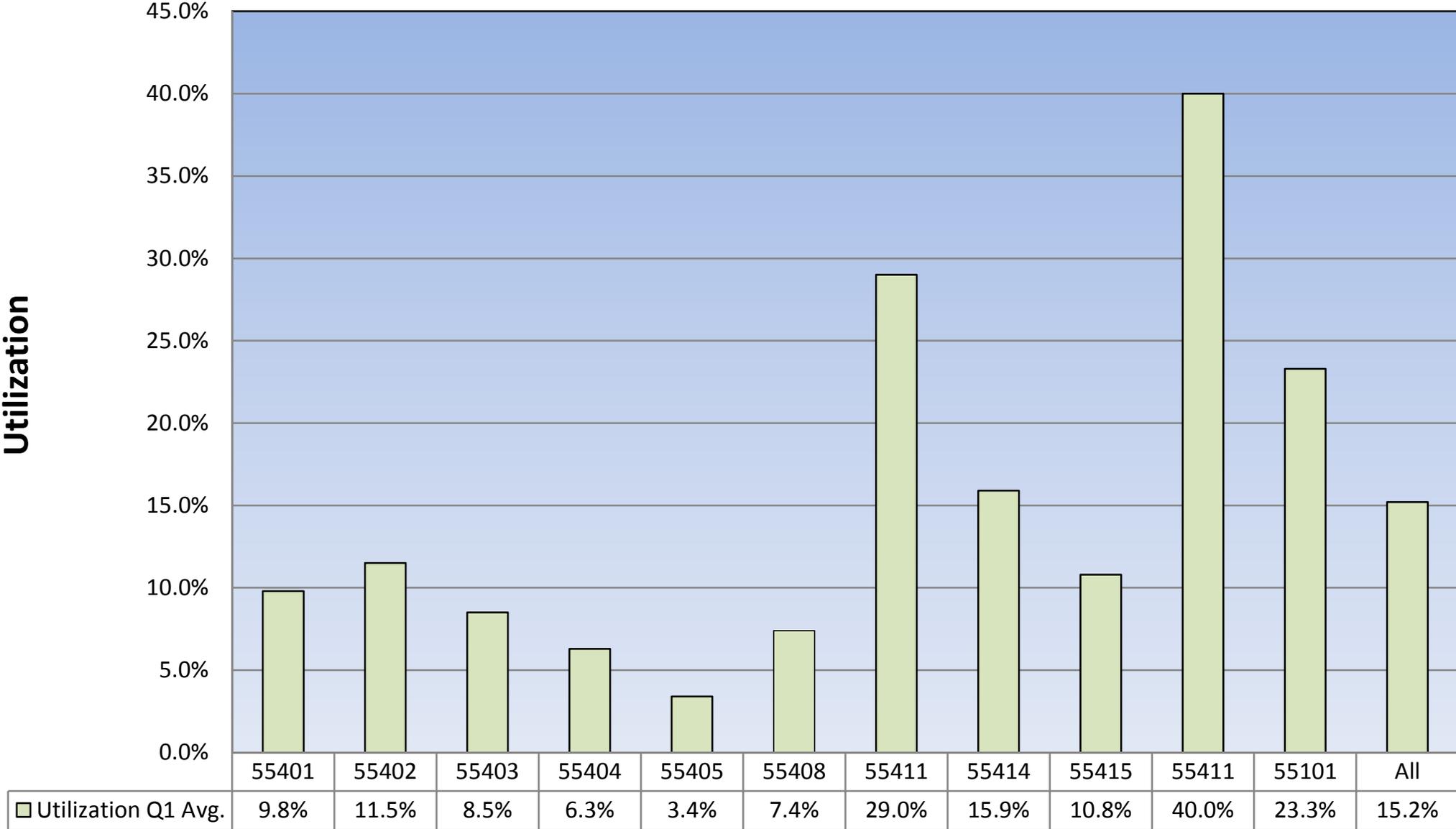
Member Growth by Zip Code Program-to-Date Q1



Zipcar Location Utilization

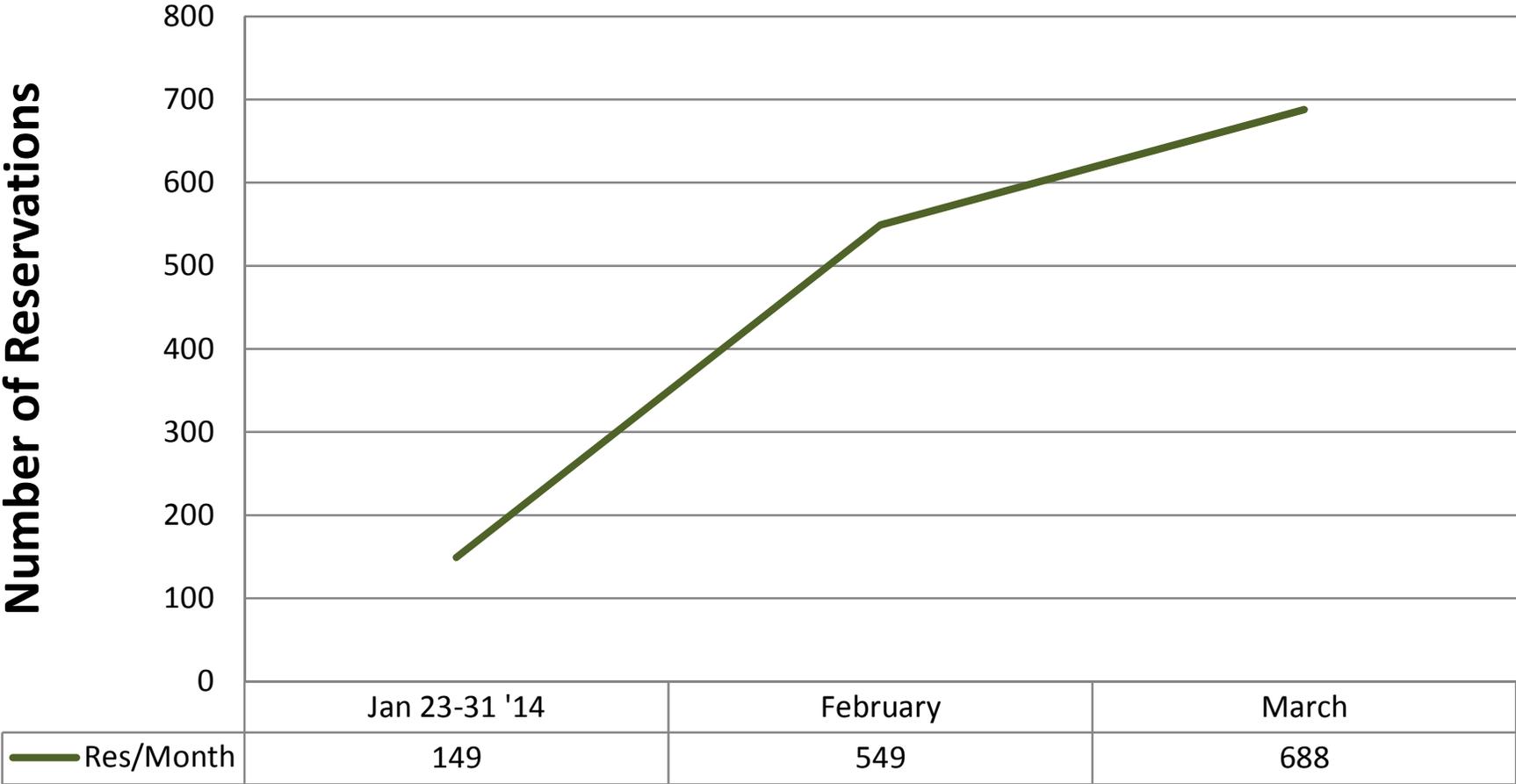
| Pod Name | Jan-14 | Feb-14 | Mar-14 |
|--------------------------------|---------------|---------------|---------------|
| DT Auto Park LaSalle | 9% | 14% | 6% |
| MSP Airport | | | |
| 517 Marquette | 11% | 17% | 13% |
| The Nic on 5th | | | |
| Capital City Plaza | | | |
| 216 S 10th St/Ameriprise | | | |
| Cray Plaza | 20% | 33% | 15% |
| 230 Oak Grove St | | 1% | 6% |
| Calhoun Square | 11% | 15% | 5% |
| One Ten Grant | | | |
| Union Depot | | | |
| The Cosmopolitan | | | |
| 7 West Ramp | 19% | 27% | 29% |
| The Bridges | | | |
| Marshall Coop-Rear Parking Lot | | | |
| The Chateau | | | |
| Bierman Apartments | 9% | 18% | 23% |
| 412 Lofts | 11% | 29% | 22% |
| 1010 Essex | | | |
| 625 4th Ave/Thrivent | 1% | 9% | 15% |
| 13th Ave. Near B-Loce | 14% | 13% | 13% |
| Uptown Apple Store | 5% | 1% | 10% |
| 2nd & 2nd/North Loop | 0% | 20% | 14% |
| 4th Street behind Lunds | 5% | 7% | 11% |
| Nicollet &14th | 7% | 13% | 14% |
| 313 Oak near Washington | 11% | 11% | 24% |
| 820 Portland Ave | 4% | 5% | 7% |
| 2308 Lyndale/Wedge | 0% | 2% | 0% |
| 711 S 2nd St/Guthrie | | | |
| 13th & Harmon | 2% | 10% | 20% |
| 2327 Hennepin/Wedge | 0% | 3% | 5% |
| 15th & Oak Gv/Loring Pk | 1% | 7% | 10% |
| 1st St N/Creamette | 1% | 4% | 9% |
| 1350 Nicollet | 0% | 9% | 6% |
| Market Total | 8.29% | 14.31% | 13.30% |

Average Utilization by Zip Code: Q1, Program To Date



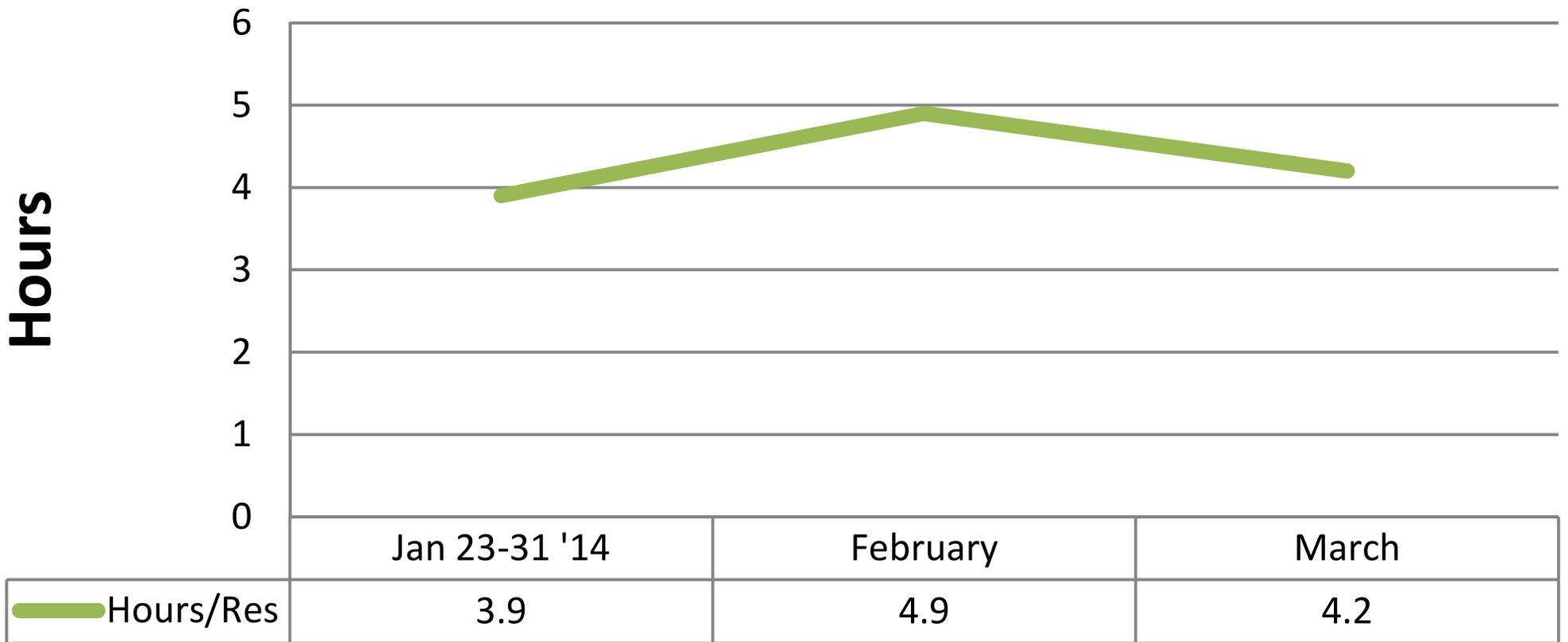
Reservations Per Month

Totaling 2128 Reservations for Q1



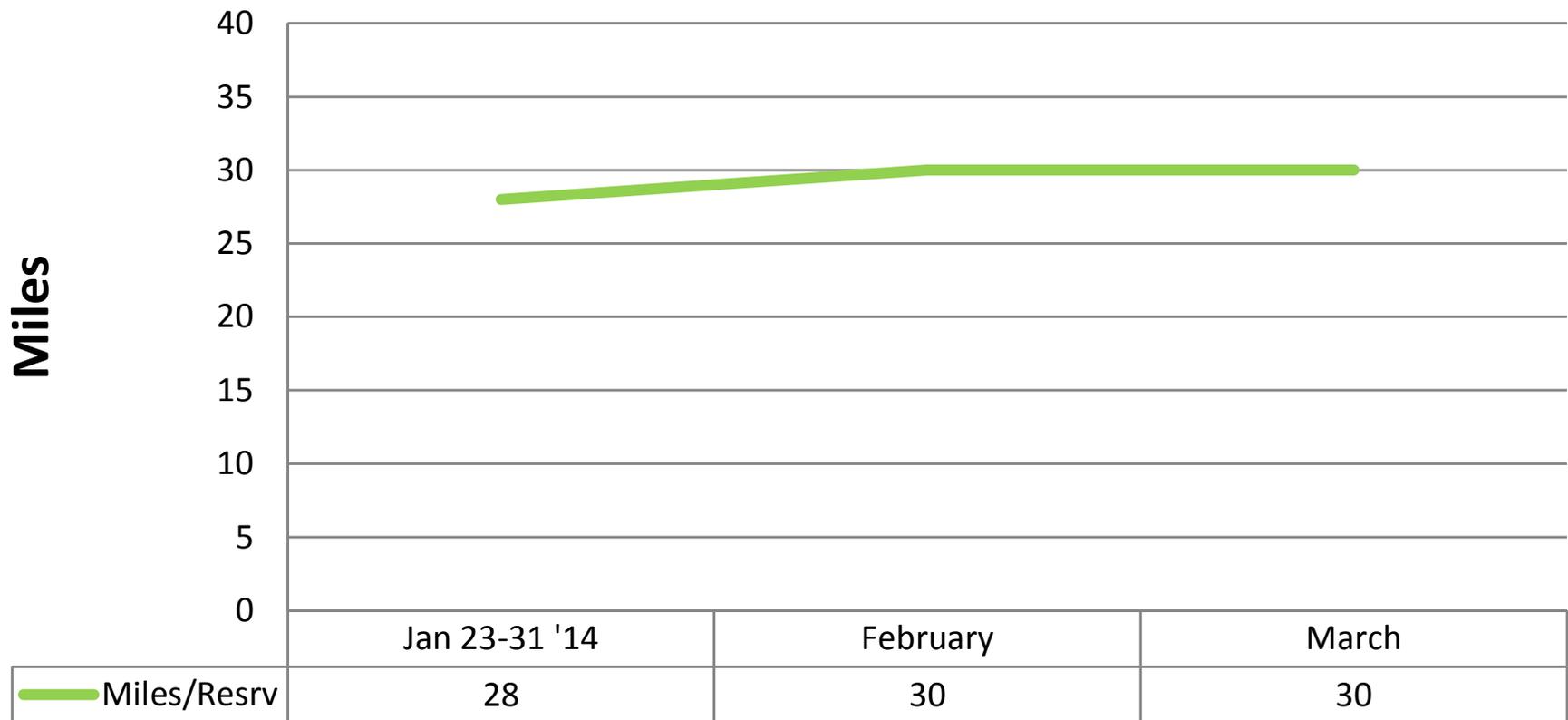
Average Hours Per Reservation

Averaging 4.6 Hours Per Reservation for Q1



Average Miles Per Reservation

Averaging 29 Miles Per Reservation for Q1



KEY NUMBERS RECAP

1. Member Growth

- Q1 New Members – 141
- 1228 members in Minneapolis/St. Paul regional

2. Utilization

- Q1 Average Utilization – 15.2%
- Total Program Average Utilization – 20%

3. Hours

- Q1 Average Hours Per Reservation – 4.6
- Total Program Average Hours Per Reservation – 4.6

4. Miles

- Q1 Average Miles Per Reservation – 34
- Total Program Average Miles Per Reservation – 34

5. Reservations

- Q1 Reservations – 2128
- Total Program Reservations - 2128

Recap/Issues

- Ongoing issues with other non-Zipcar vehicles parking in reserved Zipcar spots
 - Incidents
 - 78 in Q1
- Signage
 - Too small or not noticeable
 - Tow enforcement – similar to valet zone?
 - Can we add everywhere?
- Member feedback
 - One spot of 16 had good feedback; most others did not have good feedback – most problems are other vehicles occupying it.
 - Turn down rate of applicants: Of 167 applications, 140 were approved.