

Imperial College London

WhipCar: transforming how cars are used in UK

Mr. Vinay Gupta from WhipCar Ltd.

Wednesday, 13 October 2010 - 16:00

Location: Room 609, Skempton (Civil Eng.) Bldg, Imperial College London

Abstract

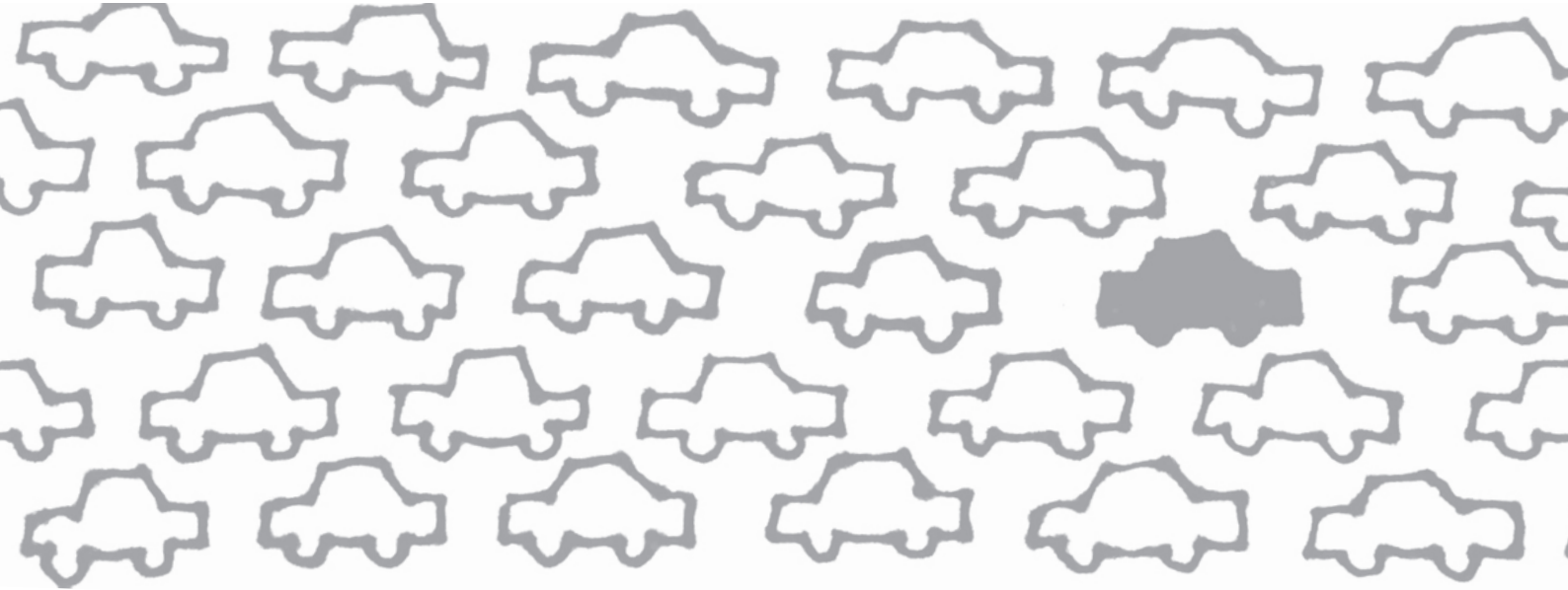
Vinay Gupta will provide an overview of the world's first person-to-person car rental firm called WhipCar, which he co-founded. The talk will focus on the rationale for creating the service, the vision going forward and some real-life examples of what his team has experienced so far. WhipCar launched in London in April 2010 and now has a presence in over 300 towns and cities across the UK.

Biography

Vinay Gupta is co-founder of WhipCar. Previously he has been a digital media strategist and consultant working with brands such as Fleming Media, MySpace, Emap and Vue. Vinay holds an MBA from London Business School and has held senior travel management positions at AT&T and American Express.

WhipCar's Guide to Creating your own Car Club

(For free and in less
than five minutes.)



As featured in



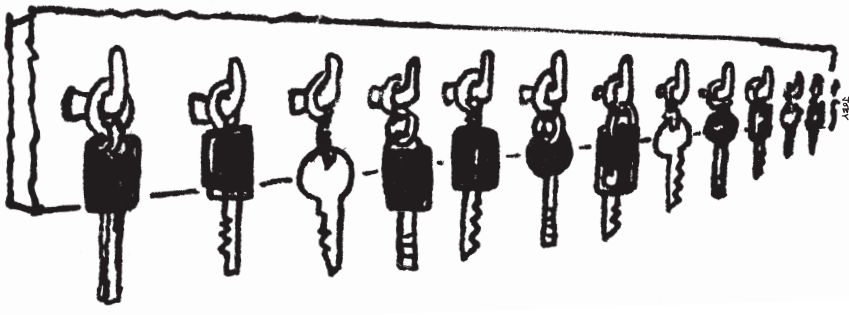
What is WhipCar?

What is a Car Club?

Owning a car in the UK costs upwards of £5000 per year. Car Clubs remove the need to own your own vehicle by making cars available to rent when you need them on your street.

Joining a car club, instead of running your own car helps you cut your carbon emissions, cut your contribution to congestion and cut the clutter on your street. Car clubs are now available in a select number of UK cities.

The average car in the UK is only used for an hour a day. WhipCar is the first service in the world where a car owner can rent out their vehicle for money, whenever they are not using it. WhipCar has cars to rent in over 300 towns and cities across the UK. We are a car club but we don't own any cars – our members do.



If you are a Car Owner



You can now make money whenever you are not using your car. Good for you, the environment and for your neighbours.

If you need a car to use...



You can join Whipcar for free and have access to hundreds of different cars within your local area. If you can't find the car you want – recruit a neighbour's car and we'll reward both of you for the effort.

If you are a hotel, B&B or camp site...



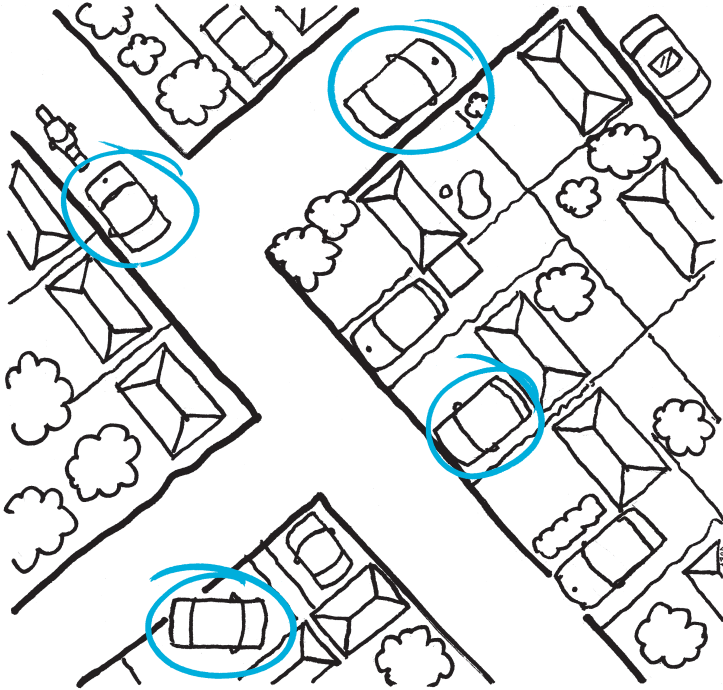
You can market your business with us, generate extra income and stand out from competitors.

If you are a local authority, community group or nice place to visit...



You can have a car club live in your area in minutes and at no cost.

How it Works



WhipCar is free to join for both Owners and drivers and we take care of all the hassle.

WhipCar automatically screen all cars joining the service and all drivers asking to book cars. We manage the bookings, process payments and provide breakdown cover and 24-hour customer support. Our partners at Lloyds of London automatically protect all rentals made through the service.

Owners remain in absolute control, getting to set the price and availability of their car and having the freedom to accept or decline any booking request. Many participating Owner's make several hundred pounds every month.

For local authorities and tourist destinations



- ✓ A no-risk way of launching a club in your area
- ✓ Instantly live with no commitment
- ✓ No need to add new cars to an area or to supply parking bays.
- ✓ No set up, insurance, parking, marketing, maintenance or fleet costs.
- ✓ Provide transport to those in isolated areas
- ✓ Unparalleled choice to those wanting access to cars in your area

For businesses - B&Bs, Hotels, Holiday locations



- ✓ Make money
- ✓ Value-add to guests
- ✓ Stand out from your competitors
- ✓ Advertise on our platform for free
- ✓ Stay in control – accept or decline any bookings
- ✓ Set your own price

Marketing

Each time a car owner joins the service we send them a free marketing pack in the post to help promote their car in their local area.

If more than ten cars join within a single area WhipCar will help promote this group of cars with locally targeted above the line marketing and street teams.



If you want to know more, or simply say 'hello', please e-mail us: hi@whipcar.com

What happens Next?

You can create a car club in your area within minutes.

- 1 Simply visit WhipCar.com to add your car or to register a driver on the service.
- 2 Distribute the free marketing materials we will send you in the post
- 3 Accept or decline any booking requests you receive
- 4 Get Paid (we pay the money directly into your bank account each month)
- 5 Recruit other owners in your area (you both get £5 each time a new friend uses the service)

If you are looking to create a car club in your local area let us know and we will send you materials to help you recruit. E-mail us at hi@WhipCar.com

