

The logo for Bla Bla Car, featuring the words "Bla Bla Car" in a bold, sans-serif font. "Bla" is green, "Bla" is blue, and "Car" is red. The logo is centered within a white rounded rectangle.

**Bla Bla Car**

# Ridesharing and the new trends in mobility



100€



**100€**



**25€**

**25€**

**25€**

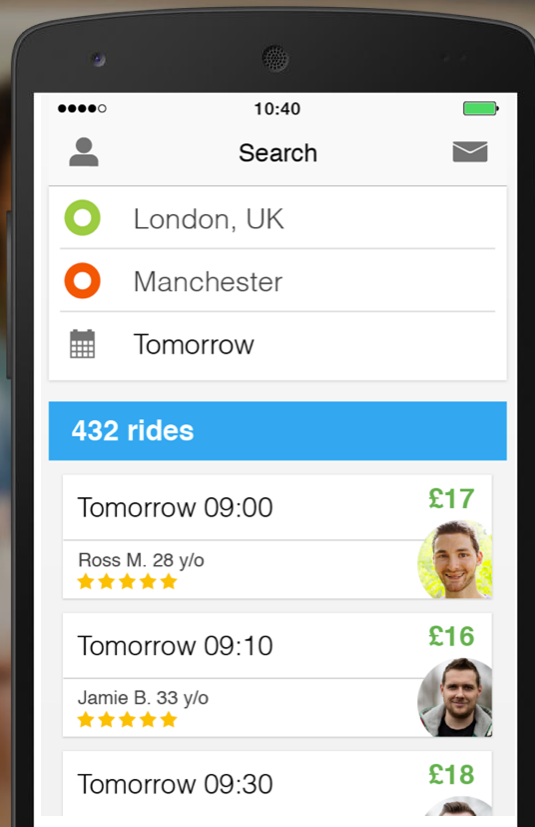
**25€**

**Bla Bla Car**



# People powered travel

Travel  
Search



Trusted  
Community

# Powering millions of city to city trips

Average trip is **350 km**



**60% are week-end travels**



**Bla Bla Car**

**Scheduled  
City-to-City**

*Paris – Brussels*

Community-based

Priced for Sharing (€6c/mile)

**Private Car Service/  
On Demand Taxi**



**On Demand  
Same City**

*Tate Modern - London Zoo*

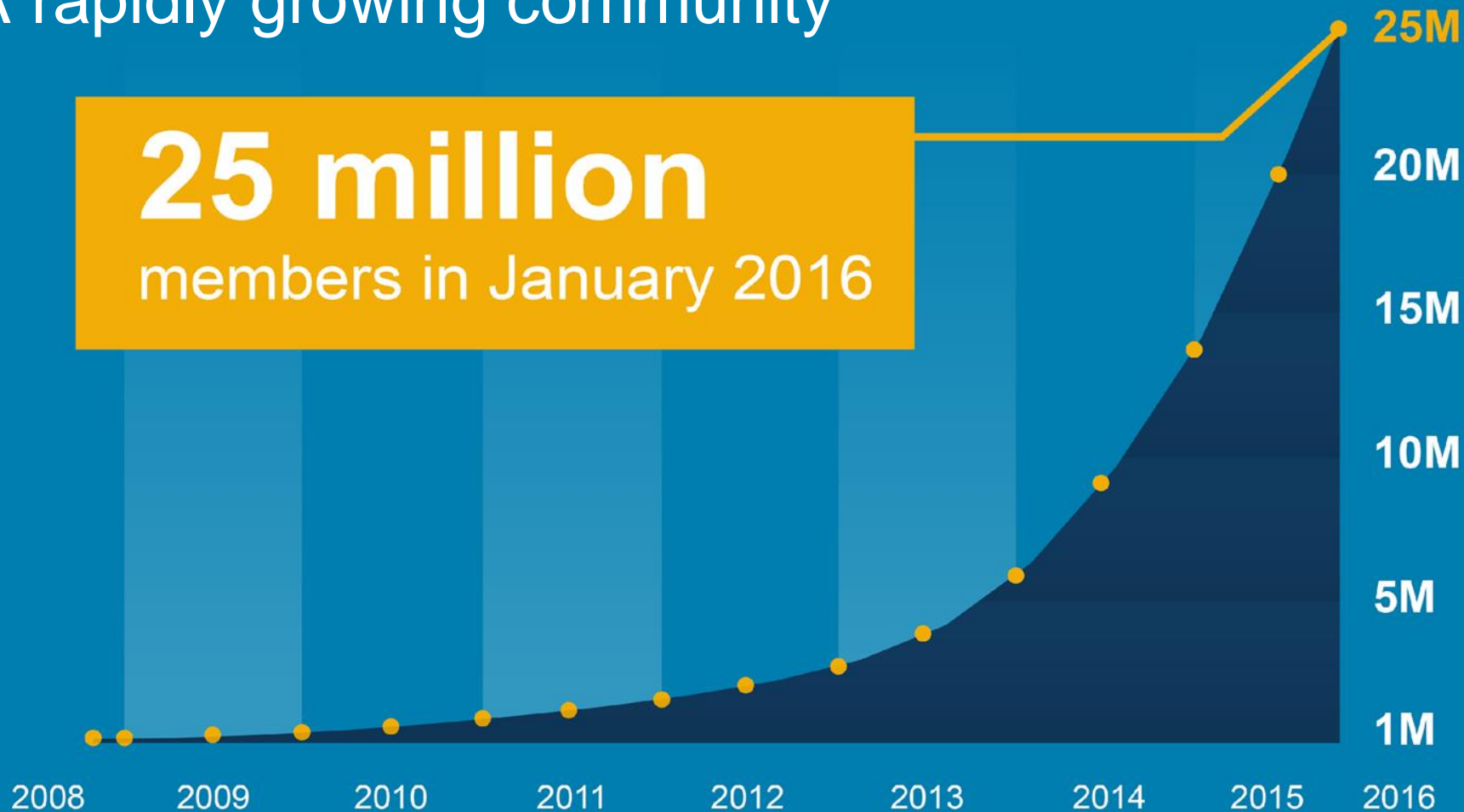
Distribution of labour

Priced for Profit (€1-3/mile)

# A rapidly growing community

**25 million**

members in January 2016



# 3<sup>rd</sup> Largest European ground transport website by online traffic



1. Voyages SNCF
2. **BlaBlaCar**
3. Thalys



1. Deutsche Bahn
2. Flixbus
3. **BlaBlaCar**



1. Trenitalia
2. ItaloTreno
3. **BlaBlaCar**



1. Renfe
2. Alsa
3. **BlaBlaCar**



22  
countries

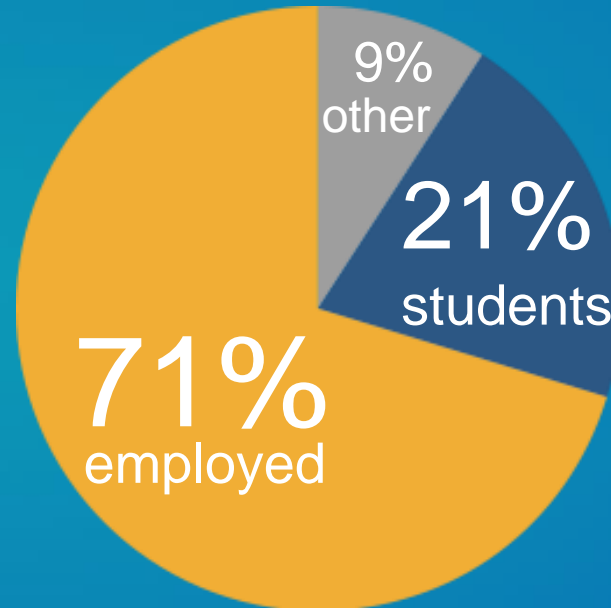


NEW  
India  
Mexico  
Brazil  
CZ/SL

# We have a broad appeal in the population

**29** Median Age  
47% over 30 y.o.

40% female  60% male 



Sources: BlaBlaCar Membership Database over 19 countries as of July 2015 +  
2015 Trust Survey conducted by BIPE for BlaBlaCar 18 289 BlaBlaCar members surveyed over 11 countries

2

## How and why is it happening?

### Join for the **SAVINGS**



**54%**  
join to save  
money



**80%**  
“more  
affordable”

### Stay for the **SHARING**

**Repeat Passengers  
versus First Timers:**



**5x**  
cite social  
motivations

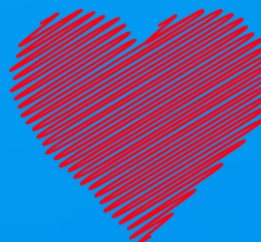


**5.5x**  
cite ecological  
motivations

### Enjoy for the **FREEDOM**



**54%**  
feel more  
mobile



**25%**  
closer to  
loved ones

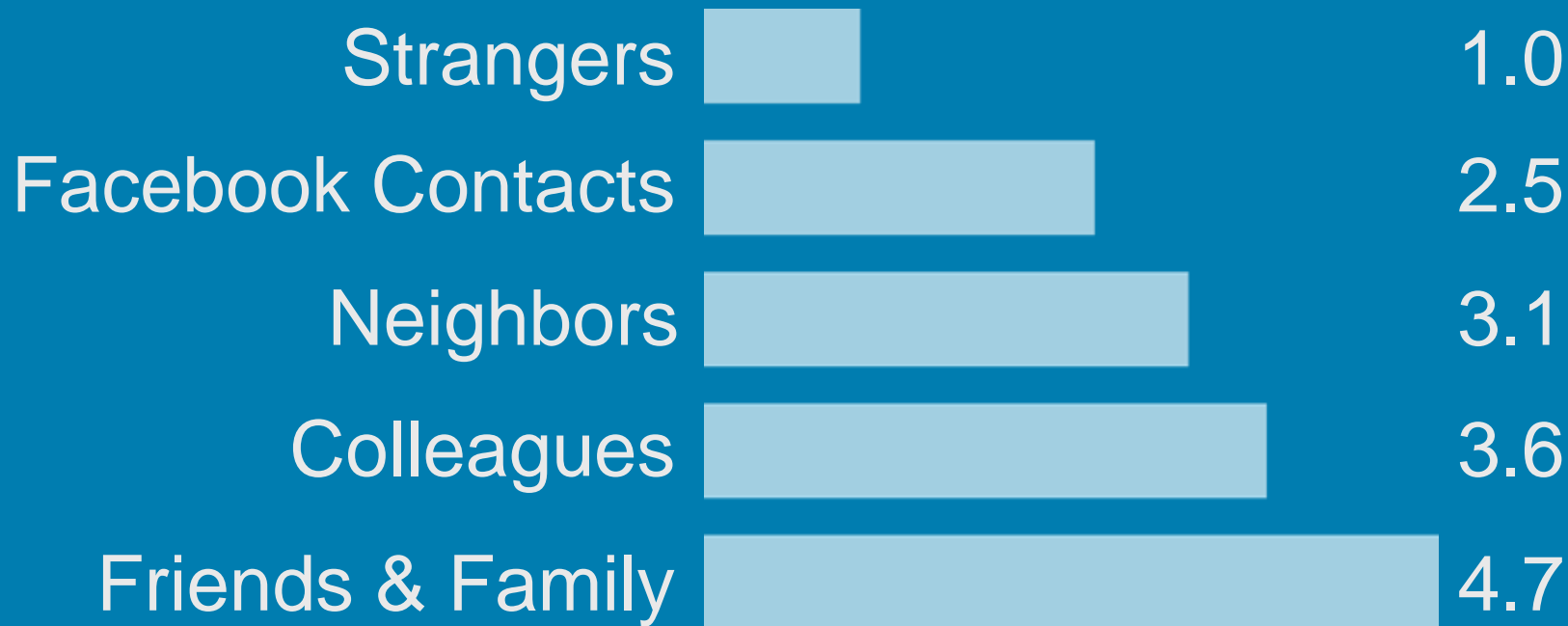
IN  
TRUST  
WE  
TRUST.

Bla Bla Car

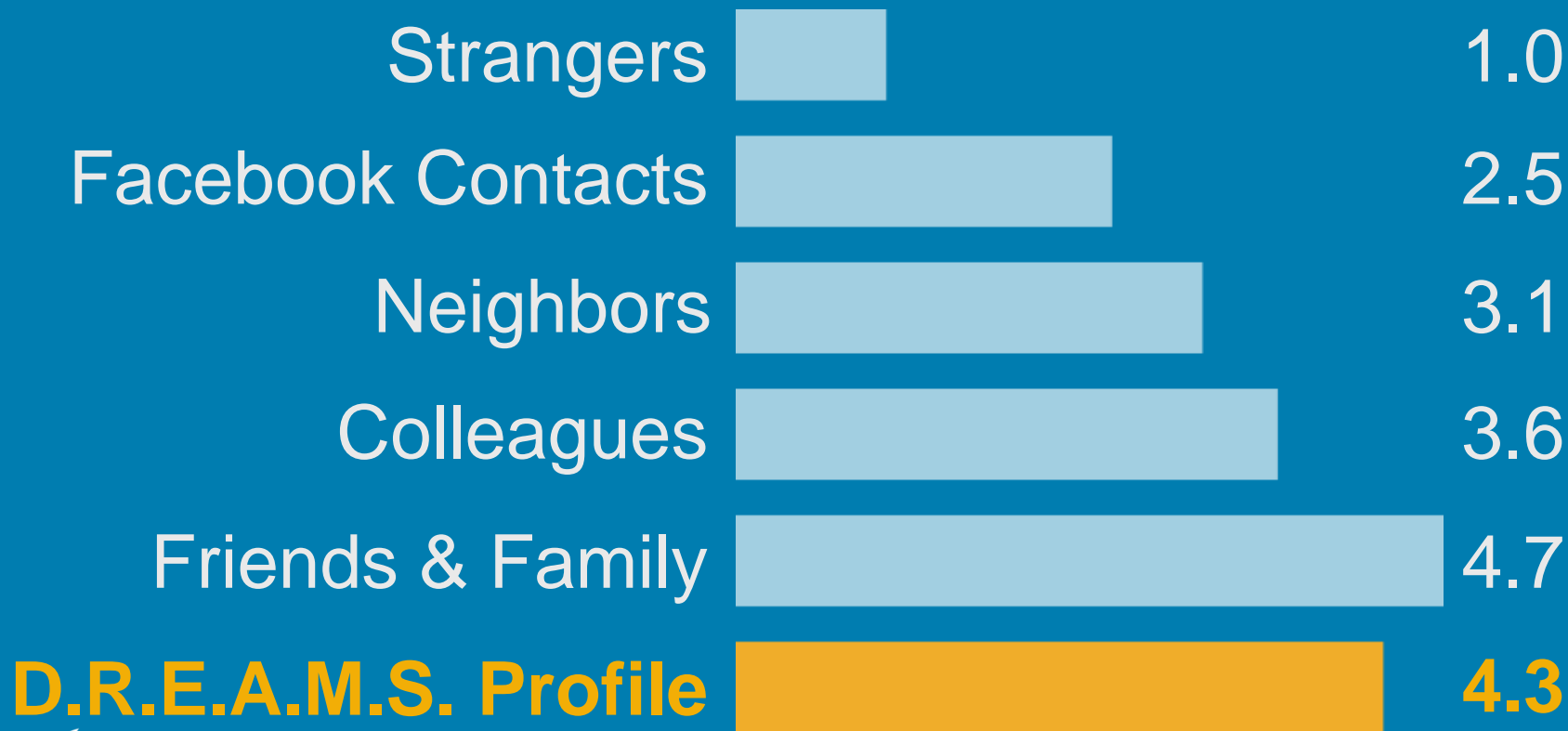
Bla Bla Car



# Levels of Trust



# Levels of Trust



D

R

E

A

M

S

The Trust Framework by

Bla Bla Car

**Lisa M**, 26 years old

Prefs



“I often drive to Cornwall, where my parents have a farm. I drive a four by four, with lots of space.”

**DECLARED**

D

R

E

A

M

S

The Trust Framework by

Bla Bla Car



Lisa is very reliable & friendly. Thanks for making a detour to drop me off.



Interesting travel companion, loved learning about goat herding in Nepal!



RATED



D

R

E

A

M

S

The Trust Framework by

Bla Bla Car

**Book now**

**ENGAGED**

D

R

E

A

M

S

The Trust Framework by

Bla Bla Car



Logged 1h ago

Response rate: 98%

**ACTIVE**

D

R

E

A

M

S

The Trust Framework by

Bla Bla Car



Phone number



Email



Bank details



From Kathleen

Lisa was a great  
travel companion, loved learning about  
goat herding in Nepal!

Approved

MODERATED

D

R

E

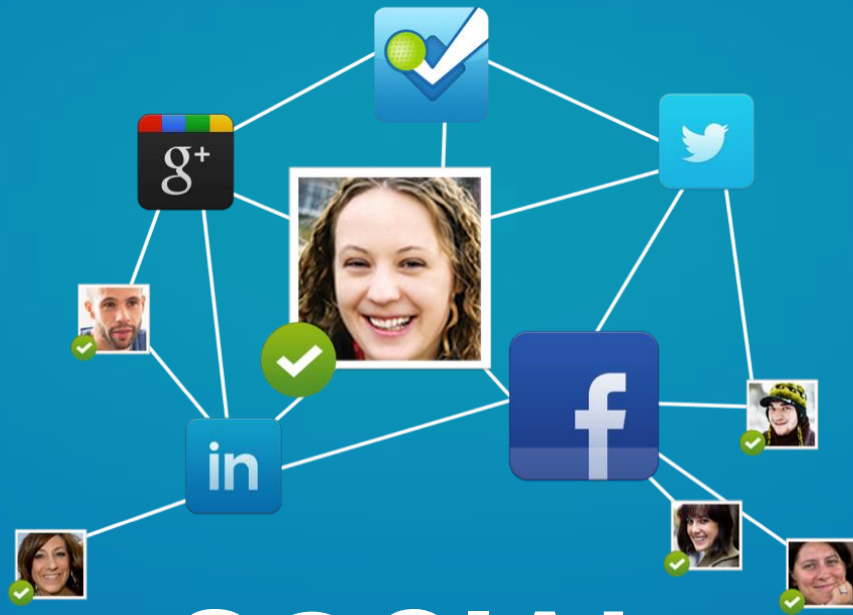
A

M

S

The Trust Framework by

Bla Bla Car



# SOCIAL



# Creating trust: D.R.E.A.M.S



**D**eclared

**R**ated

**E**ngaged

**A**ctive

**M**oderated

**S**ocial



# Optimising Idle Resources



**1.7 people  
per car**  
in Europe

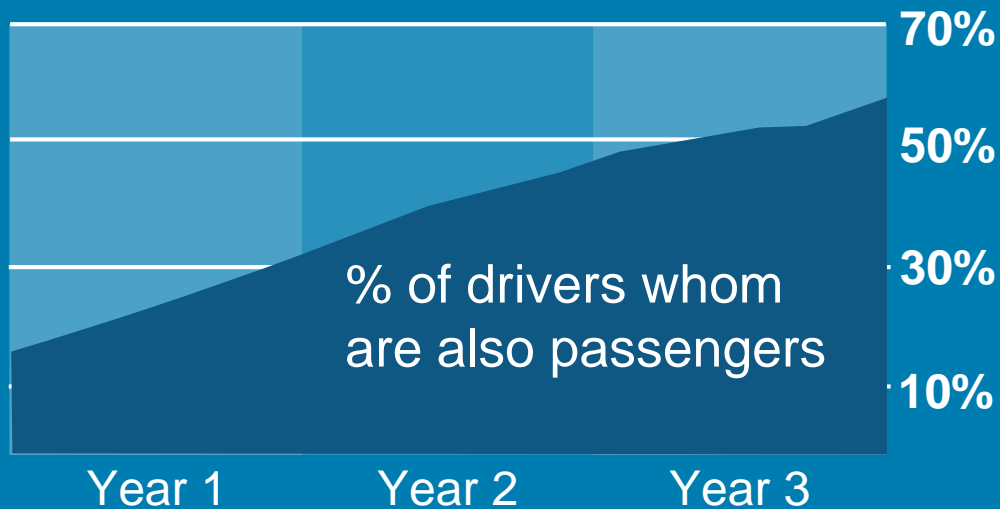


**2.8 people  
per car**  
in the BlaBlaCar  
community

**1 million tonnes  
less CO<sub>2</sub>**  
In the past 2 years

- ✓ Less emissions
- ✓ Less congestion
- ✓ Shared costs

# We fundamentally change travel behaviour



**60%**

of BlaBlaCar members who discovered the service as a driver end up also using it as passengers

# Global energy savings

In 2 years, BlaBlaCar ridesharing saved

**500,000**  
tons oil equivalent

=

Enough energy to  
light Los Angeles  
for 1 year



# Thanks!

Follow me @rom1fau



**Bla Bla Car**