Remarks for Indy Car Share Announcement
Mayor Greg Ballard
June 10, 2013

Thanks for that kind introduction Paul. I just want to say that today’s announcement would not be possible without the leadership and assistance provided by you and your team at Energy Systems Network.

It also would not be possible without the tremendous support from the dozens of community and business groups represented here. The mere fact that so many of you are standing with us today demonstrates the importance of this announcement.

If you are like me, one of the first lessons you probably learned as a child involved the importance of sharing. Today, Indianapolis is taking that message to heart in a bold way. Indianapolis is going to join the car sharing movement next spring and I am excited to say one of the top operators in the world is going to lead that effort.

This announcement is unprecedented. It marks the first time Bolloré, one the 500 largest companies in the world, will replicate its very successful Paris model outside of France. Bolloré considered many other cities around the U.S. and the world to grow its car share business, but they picked Indianapolis because of our thriving urban growth, strong convention and tourism industry, the city’s increasing presence on the global economic stage, and our leadership in promoting new transportation fuel sources in order to strengthen our national security.

Right out of the gate, Indianapolis will have the largest all-electric car share program in the United States. Bolloré plans to invest $35 million in its Indianapolis system. It will feature 500 all-electric cars, the installation of 1,200 public charging stations at over 200 sites, and bring new jobs to our city. This system will make Indianapolis more attractive to new residents and talent. And it will make Indianapolis one of the most electrified cities in America.

We have seen car share programs work in dozens of other cities in the U.S. and around the world. These systems provide people access to a convenient, easy-to-use new public mobility option. It will strengthen our mass transit system. And, best of all, it will save its members money because users will only be paying for a car when they want it and use it.
For those of you who are unfamiliar with car share programs, let me give you a quick overview. For a small membership fee, members will have access to 500 all-electric cars strategically placed around the city. As a member, you can reserve a car online or walk up to a rental kiosk, scan your card and the car door unlocks. Unplug the car and drive it to your destination. Once you arrive and plug it in again – your time stops. When you are ready to take the next segment of your trip, you repeat the process.

Unlike other car share programs, you don’t have to return the car where you first rented it. Because these cars are electric, you don’t have to mess with leaving the car with the same amount of gas it originally had in it. Simply plug it in and walk away. You don’t have to pay for a vehicle while it sits in the garage. You don’t have to pay for insurance and maintenance for the car when you aren’t using it. A 20-minute trip in Paris costs about $4.50.

As I said a few moments ago, this system will provide new transportation options in Indianapolis. Imagine a person who often thought about riding their bike to work or taking IndyGo but hasn’t because they had a meeting that required them to drive or they worried the weather would change. These people don’t have that worry anymore. Ride your bike to work or take the bus, because you now have access to one of these cars for that meeting or unexpected trip.

Businesses and governments no longer have to keep a fleet of cars around for their employees who only take short trips around the city. Students at our universities and downtown residents won’t need a car or a second car to go shopping or visit another part of the city. They can use one of these vehicles when they want it.

In a society geared toward on-demand access to entertainment and information, think of this as an on-demand car. It’s there when you want it and need it.

Thank you.