



streetcar[®]

The company car that fits in your wallet



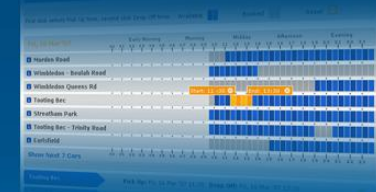
Introducing streetcar®

The company car that fits in your wallet
a real alternative to pool and company cars, using your own car or car hire

Cars parked in bays across London and the South East
you always pick-up and drop-off to same spot

Access to cars 24/7/365 with a smartcard
no queues, forms to sign or reps to meet

Book for 30 minutes to 6 months
you only book what you need



Where is Streetcar?

- 45,000 members
- Over 1000 VW Golfs, Polos and vans in over 800 locations across South East England



Registering to use Streetcar

- Visit www.streetcar.co.uk or click on the picture here to register
- Type your business name in brackets beside your surname
- Wait for a call from Streetcar to add you to the account, which takes just a few minutes



The screenshot shows the Streetcar website's registration page. At the top, there is a blue header with the Streetcar logo and navigation links: "What's Streetcar?", "Join", "Locations", "Pricing", "For Business", "User Guide", and "FAQs". The date "11:43 02 Oct 2008" is displayed in the top right corner.

The main content area is titled "Register for Streetcar". On the left, under "Registering is easy", there are three steps:

- 60 seconds**: Complete our easy 3-step joining form.
- 10 minutes**: Wait for a call from us (Monday-Friday 8am-9pm, Weekends 10am-6pm). This may take longer during busy times.
- 4 minutes**: Complete your registration.

The registration form itself is titled "Register for Streetcar" and includes the following fields and options:

- First name:
- Last name:
- Gender: Male Female
- Date of birth: / /
- House No. / Name:
- Postcode:
- Buttons: "Find address" and "Continue"

On the right side of the form, there are several promotional elements:

- A blue button: "Book a Streetcar"
- A blue button: "Tell a friend"
- A blue box titled "Over 700 Locations" with the text "Enter your postcode" and a "Go" button. Below it, it says "Or click here to browse all UK locations >>".
- A section titled "FAQS" with three questions:
 - How simple is the sign up process?
 - Am I eligible to register for Streetcar?
 - Can I join if I don't have a UK licence?

At the bottom of the page, there is a testimonial from a man named Rupert. The text reads: "I often don't drive from one month to the next. That's why Streetcar are on to such a good thing. Why would I want to pay for my own car if I hardly ever use one?"

Below the testimonial, there are navigation links: "About Streetcar | Join | Media | Contact | FAQs | Terms & Conditions". At the very bottom, there is a footer with the following text: "Streetcar Limited - Registration No. 04525217 Registered in England and Wales. VAT registration number 832 4283 39 Registered Office: Park House 8 Lombard Road Wimbledon SW19 3TZ".

Making a booking

- [Book online](#) using your member number and PIN, or over the phone
- Add booking comments to facilitate billing
- Receive text message and email confirmations of your booking

The screenshot displays the 'Book a Streetcar' interface. At the top right, there is a green button labeled 'Multi-Day Bookings'. Below this, there are three main sections: 'Show Cars Near' with a dropdown menu set to 'My Default', a search box, and a 'Go' button; 'Pick Up' with a date selector set to 'Today' and a 'Go' button; and 'Drop Off' with options for 'Same Day', '+1 Day', '+2 Days', and '+3 days or more'. A legend below these sections indicates that the first click selects the 'Pick Up' time and the second click selects the 'Drop Off' time. The legend also shows color-coded boxes for 'Available' (blue), 'Booked By Me' (green), and 'Booked' (grey), along with a 'Reset' button. The main part of the interface is a calendar for 'Sat, 26 Jan '08', showing a 24-hour grid from 00 to 23. The grid is divided into time periods: 'Early Morning' (00-06), 'Morning' (07-11), 'Midday' (12-15), 'Afternoon' (16-19), and 'Evening' (20-23). The grid shows availability for various routes: 'Old Street - Tabernacle St', 'Old Street - Clere St', 'Old Street - VAN', 'City Rd-Britannia Wlk', and 'Bethnal Gn-Boundary St'. The 'Old Street - VAN' route shows a greyed-out area from 11:00 to 15:00, indicating it is not available during that time. A 'Show Next 7 Cars' link is located at the bottom of the calendar grid. At the very bottom of the page, there are links for 'About Streetcar', 'Join', 'Media', 'Contact', 'FAQs', and 'Terms & Conditions'.

Using streetcar[®]

Identify your Streetcar

Use your smartcard to
unlock the car

Check for damage

Enter your PIN and take
the keys

Use the fuel card to pay
for petrol



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Monthly Statement

- You'll receive a monthly statement of your bookings
- Easily see all your bookings, and how far you drove
- Know that the bill is settled centrally with no action from you

17:25 21 Jan 2008

 **streetcar**[®] [What's Streetcar?](#) | [Join](#) | [Locations](#) | [Pricing](#) | [For Organisations](#) | [User Guide](#) | [FAQs](#)

Business Account Statement

Business Name: **Business** Billing Period: **28 Oct '07 - 28 Nov '07**

Car Usage

Pick up	Drop off	Member Number	Usage		Petrol		Total					
			Days	Hours	Miles	Included		Charged				
27 Oct 2007 10:00 Vern	28 Oct 2007 19:00 Queens Park	12345	1	9	213	60	153	£49.50	£44.55		£29.07	£123.12
03 Nov 2007 11:00 Vala	03 Nov 2007 15:00 Greenwich - Hervey Road	12345	0	4	18	18	0	£0.00	£19.80		£0.00	£19.80
06 Nov 2007 07:00 Xylo	06 Nov 2007 22:30 Blackheath	12345	0	15.5	168	30	138	£0.00	£35.00		£26.22	£61.22
Other charges												
None												
£0.00												

Your safety

Streetcar is a member of the British Safety Council

*our vehicles have a euro NCap safety rating of 5**

Our fleet has an average age of 6 months

all vehicles are serviced within manufacturer recommendations

Cars are checked weekly to ensure roadworthiness

by technical staff who are trained and audited by an accredited third party



Environmentally-friendly

Do your part for the environment

we have greener cars such as VW Polo BlueMotions (99g CO₂/km)

Streetcars cut emissions by 27,000 tons per annum

these lower CO₂ emissions are then offset by us, making Streetcars carbon neutral

Encourage efficient car use

research shows that car club members drive 64% less on average



Streetcar vs. car hire

Book online and get 24/7/365 immediate access
no waiting around at depots, always know which cars are available and when

No parking hassle
every Streetcar lives in its own reserved bay

Always get a new, 5-door VW
a familiar, reliable drive every time



Streetcar vs. private cars

You can leave your car at home

no need to worry about parking near the office, walk or cycle instead

Save your own car

from long distance wear and tear

Always insured for business use

no administrative hassle or extra insurance cost for you

Greater flexibility

pick up a car from near home, work or a train station



Streetcar vs. taxis

Space in the back for colleagues and equipment

(and even more space in a Streetvan)

Flexible on timing

call us from a mobile or from the car to extend your booking

Lower CO₂ emissions

at least 50% less than the equivalent taxi use



What Streetcar business users say...

"The Streetcar experience is convenient and reliable and can be totally trusted to deliver both high quality vehicles and customer support. With 3 locations in easy walking distance of the office, the service is an uncomplicated pleasure." – Purdy, Head of Fundraising, Comic Relief

"With 6 Streetcars all within walking distance of our office, picking one up to drive out of town to a client meeting is just really quick and easy. On top of that, using a nice new Streetcar means we can save our personal cars from that long-distance wear and tear." - Ligia, Internal Communications Manager, Trader Media Group

"As an online media company, we rely heavily on our IT. In turn, I know I can rely on several Streetcars parked nearby should I need to transport heavy pieces of equipment or get to a data centre at short notice." – Tony, IT Systems, Last.fm

