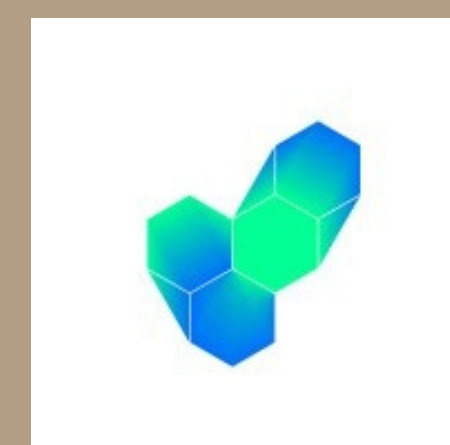
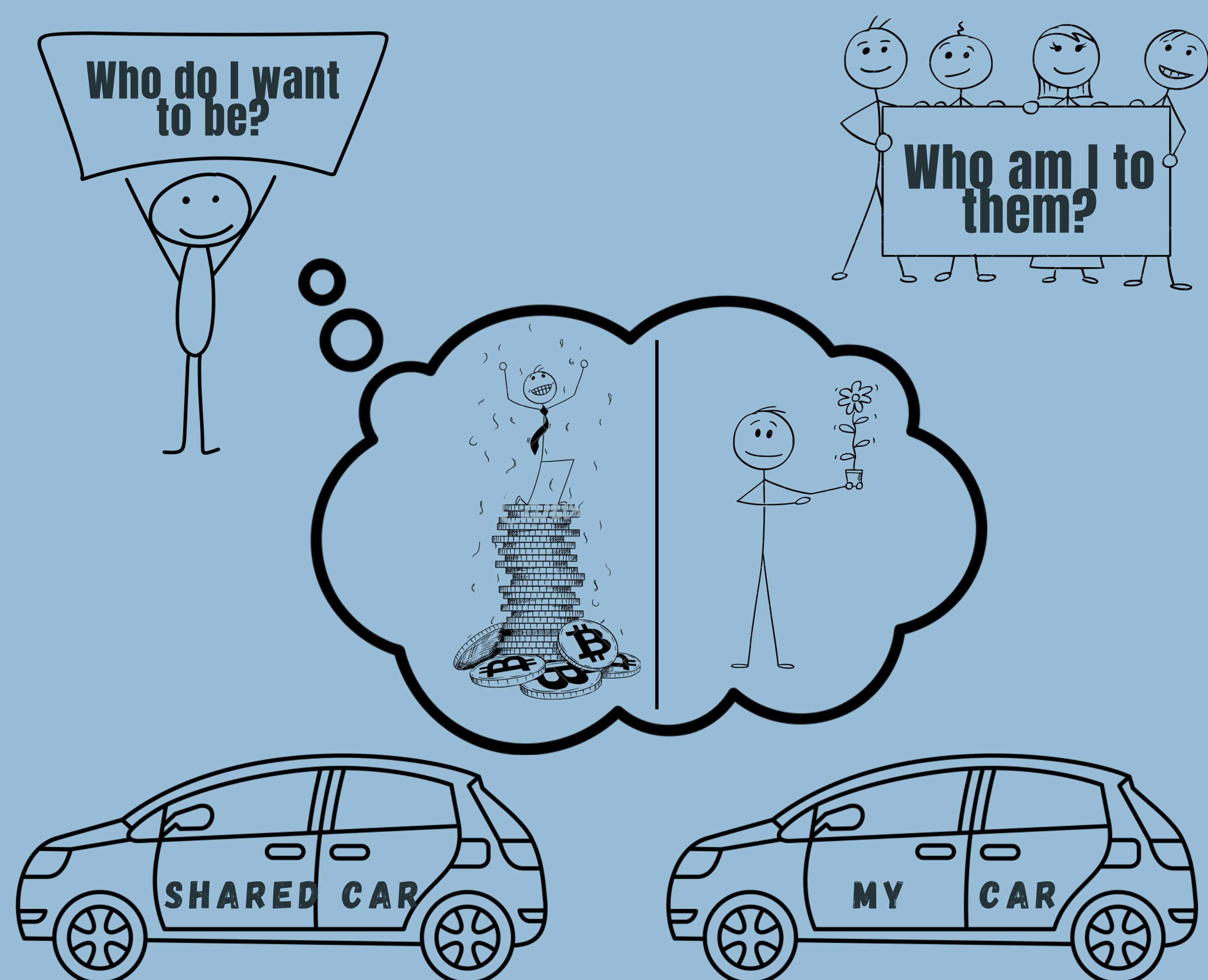


SHARED WHEELS – A PHD ROAD TRIP WITH MICHELLE LOHMEYER



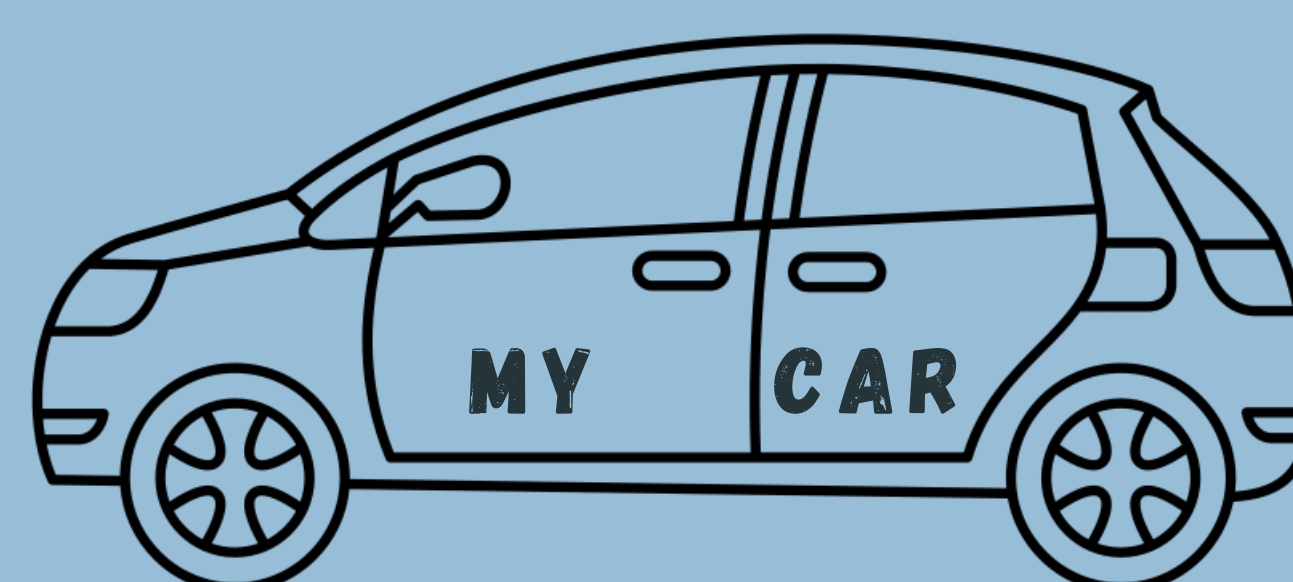
This publication is part of the SMILES project (with project number 439.18.459) of the research programme Duurzame Living Labs fase 2, which is (partly) financed by the Dutch Research Council (NWO).

What do our travel choices say about us and who is listening?



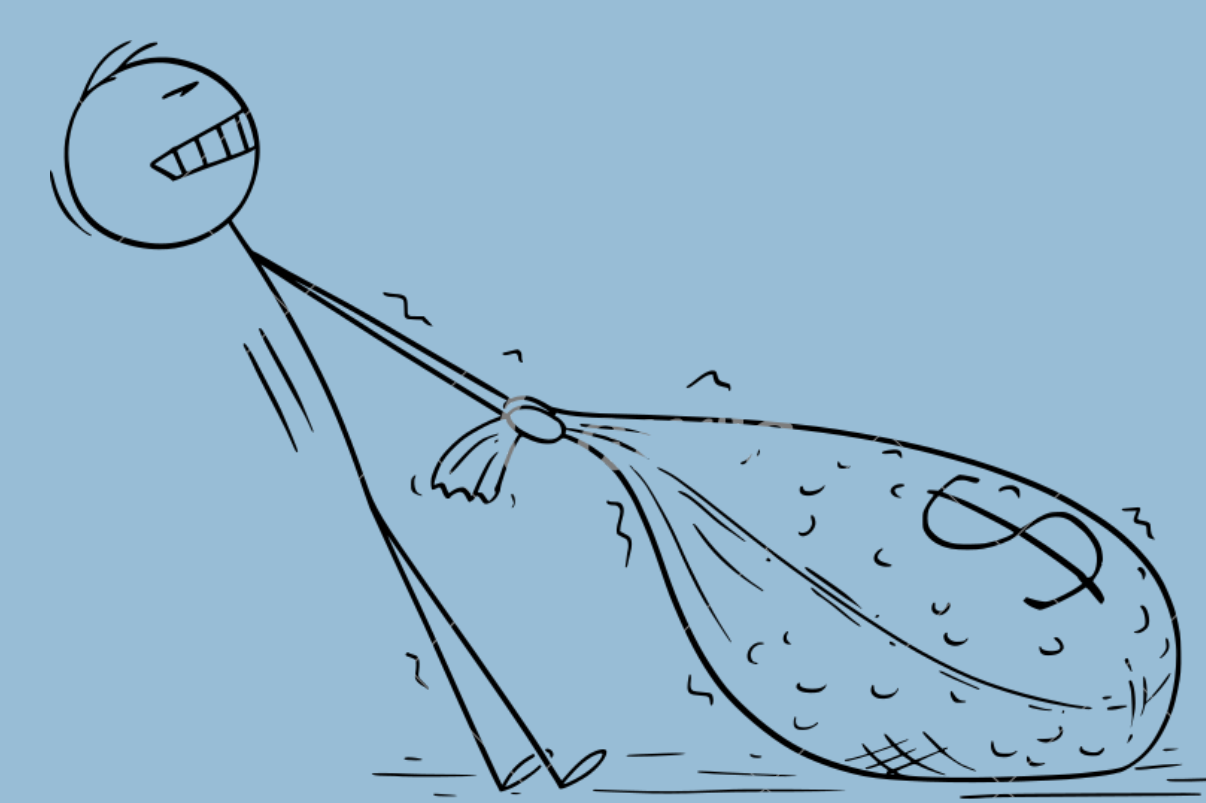
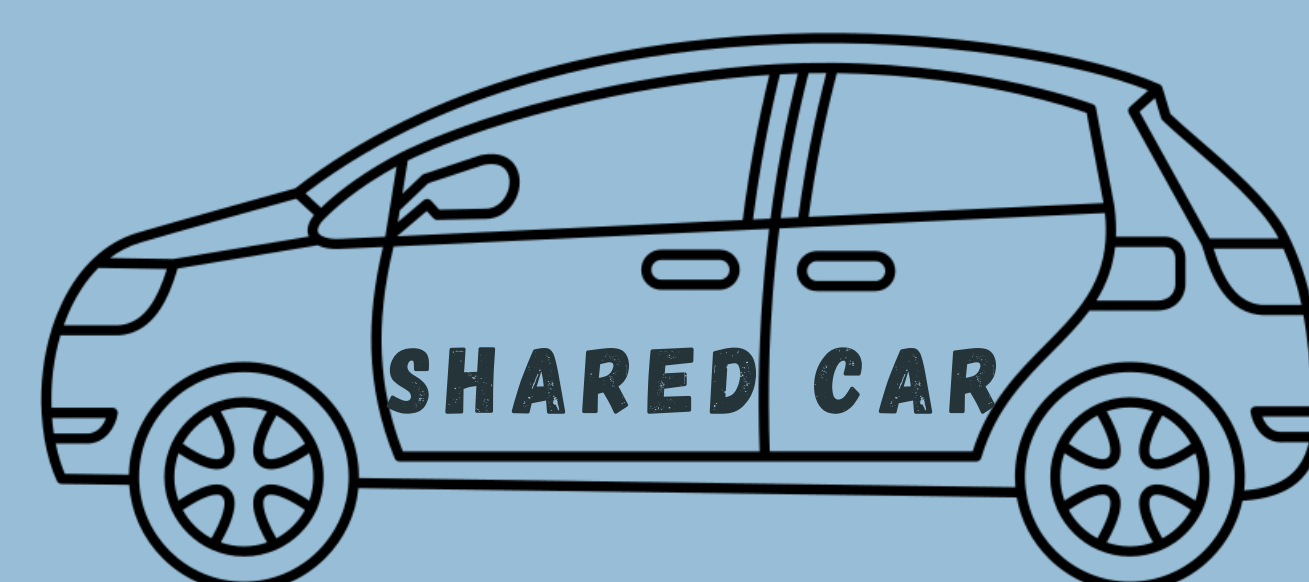
By understanding how people want to present themselves—both to others and to themselves—we can create more personal and relatable campaigns that make mobility choices like car-sharing more appealing

Does money push people out of car-sharing and can changing the narrative pull them back?



It's not so much money

Some regular expenses,
some occasional
expenses, and some
invisible expenses



Pain of Paying

One large amount
for each trip

By studying people's perceptions about the financial aspects of car-sharing, we can adjust how costs are shown—helping people see that owning a car may not be as cheap as they think.

MIRROR, MIRROR IN THE CAR, WHAT DO OUR MOBILITY CHOICES SAY ABOUT WHO WE ARE?
SELF- AND SOCIAL-SIGNALLING IN MOBILITY

MONEY
THIS IS WHO I AM

SHOULD I SHARE OR SHOULD I OWN?
UNDERSTANDING THE ROLE OF FINANCIAL (MIS)PERCEPTIONS IN CAR-SHARING TURNOVER

BABY YOU CAN DRIVE MY CAR
DRIVERS FOR THE ADOPTION AND SUSTAINABLE USE OF COMMUNITY CAR-SHARING

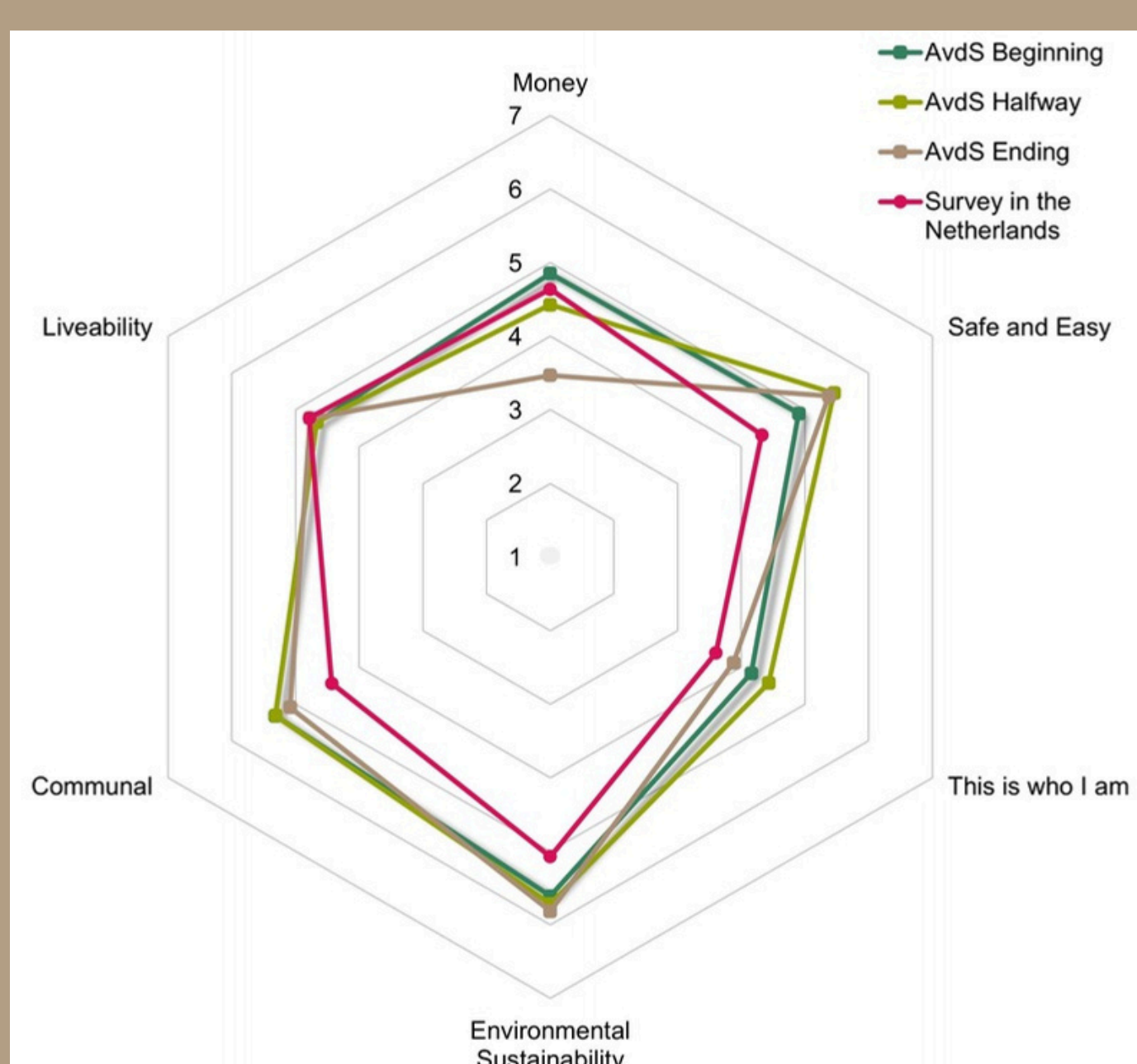
NATUUR & MILIEU

Auto van de Straat

Is a car-sharing initiative in which three groups of people tested car-sharing over a nine-months period. Sixteen participants completed three questionnaires and shared their experiences.

Results

User ratings of car-sharing attributes



This graph shows how people rated various car-sharing attributes. The red line represents responses from a survey, while the other lines reflect ratings from participants in the Auto van de Straat initiative. Overall, participants' ratings remained fairly stable, suggesting their initial expectations were quite accurate. An exception is the financial aspect, which was rated less positively over time, indicating that participants may have expected it to be more affordable than it turned out to be. Survey respondents generally gave slightly lower ratings than initiative participants, likely because the survey included people who had never tried — or did not intend to try — car-sharing.

The motivations to participate in car-sharing



Take Home Messages

Sell the lifestyle
Focus campaigns on convenience, identity and neighbourhood benefits – not just the mechanisms of car-sharing like money.

Info helps, but it's not enough
People need information about the logistics of car-sharing – but lifestyle motivates.

First impressions drive decisions
Ensure early experiences with car-sharing are positive – impressions are made quickly and they last.

No car, more share
Car-sharing and car-selling are connected, but users want alternatives such as public transport available to take the step to share.