

Press Release

Free2move's Car On Demand Service Shows Strong Growth in Spain

- Free2move's monthly car subscription service experiences 200 % growth in Spain
- Total flexibility in vehicle subscription with free delivery in Madrid's M-30 zone
- Two out of three customers decide to renew their subscription

Madrid, June 8th, 2023 – Free2move has seen a significant increase in demand for its monthly car subscription service in Spain since its launch in May 2021. The service builds on the success of Free2move's free-floating car-sharing service which has been available since 2016. Expanding on the company's mission to simplify mobility for everyone, the Car On Demand service provides total flexibility for customers who can choose the model, duration, and mileage and subscribe to an all-inclusive car with maintenance, assistance and insurance.

Demand three times higher than last year

With more than 100,000 requests in 2022, Free2move's subscription demand has grown by over 200 percent, offering flexible rental to both individuals and companies for periods of 3 to 24 months. The service is popular among expats, temporary car buyers, and customers who need a vehicle for a specific purpose without any long-term commitment.

"Our car subscription service provides an easy and convenient solution for people who need a car on a temporary basis," said **Elodie Picand, Managing Director of Free2move's Mobility Marketplace**. "Our customers appreciate the flexibility of our service, which allows them to choose from a wide variety of vehicles and contract terms."

Free2move's vehicle subscription service offers immediate access to the desired vehicle and customers can design their contract according to their specific needs by selecting the desired model from a wide range of vehicles, choosing the contract period, and estimating the monthly mileage.

Flexibility for companies

Free2move's monthly vehicle subscription service is also available to freelancers, small and large companies, providing an ideal solution for businesses in need of an additional vehicle for peak periods or new employees. The company's dedicated team ensures a smooth and hassle-free experience for business customers. As a result, already today business subscriptions make up 40 percent of the overall contract volume.

High customer satisfaction leads to more renewals

"Free2move's Car On Demand subscription solution offers two free drivers per contract, making it easy for the vehicle to be used within a family. This service is among the most popular within our mobility ecosystem, with a satisfaction rate of 4.35 and a renewal ratio of 66 percent," said Picand. "Our dedicated team ensures that our customers' mobility needs are met step by step, making mobility easy for everyone."

In addition to Spain, Free2move's vehicle subscription service is currently available in countries such as France, Great Britain, Portugal, and the United States.

For more information, please visit our [website](#).

About Free2move

Free2move is the only global mobility brand offering a complete and unique ecosystem for its private and professional customers around the world. Relying on data and technology, Free2move puts the customer experience at the heart of the business to reinvent mobility. Following a mobility marketplace approach, Free2move offers a range of services to satisfy the multiple travel needs of its customers - from one minute to several days or months with car-sharing, short, medium or long-term rental as well as parking spaces via one app. The company is headquartered in Paris, France, and is part of the multinational Stellantis Group. Free2move in figures: more than 6 million customers, 450,000 rental vehicles, 500,000 parking spaces.

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