



19th April 2012

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Project Manager
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Car Sharing for proposed development 'Majors Bay' by Mortlake Consolidated Pty Ltd

CarShare Australia would like to confirm our support for a car sharing bay in the new Majors Bay development at Hilly Street, Mortlake. CarShare Australia is keen to install and manage a car sharing vehicle in this location.

CarShare Australia Pty Ltd, operator of GoGet CarShare, is a unique business partnership formed to take advantage of business, policy, academic and research skills to launch Australia's first and largest car sharing service. Founded over 9 years ago by directors Nic Lowe and Bruce Jeffreys, the company has developed a range of strategic partnerships, including formal working relationships with a number of Local Government authorities.

A car sharing program offers local residents and businesses access to a fleet of cars parked close to where they live and work for occasional use. The vehicles are parked in a dedicated location, called a pod, and are returned to that spot at the end of each trip. Car sharing services operate to fill a mobility 'gap' that exists between private car ownership, which is inefficient, expensive and unsustainable and public transport, walking and cycling, which can generally suit most local transport needs. A car sharing service in the development would increase transport efficiencies in the area, and encourage public transport usage by residents. Car sharing is a sustainable form of transport that will contribute to the green credentials of the development.

A car sharing program provides a reliable, convenient and affordable alternative to private car ownership. It has the following advantages:

1. Allows people to live car-free;
2. Promotes alternative transport options such as public transport, cycling or walking;
3. Decreases car usage which improves local air quality;
4. Removes private cars from local streets.

Yours sincerely,

Rachel Moore
Project Manager
CarShare Australia Pty Ltd