Zipcar Expands in Sacramento Becoming 26th Major Metro Market: Based on strong demand, Zipcar increases number of vehicles, will open office

[**PR Newswire**](http://search.proquest.com.ezproxy.trident.edu:2048/pubidlinkhandler/sng/pubtitle/PR%2BNewswire/%24N/31379/DocViewUX/1448866505/fulltext/%24B/1?accountid=28844) [New York] 06 Nov 2013.

Full Text

BOSTON, Nov. 6, 2013 /PRNewswire/ -- [Zipcar, Inc.](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844), the world's leading car sharing network, with the support of the City of Sacramento, is expanding the number of vehicles in the region, as well as establishing an office in the city. Driven by increasing demand for affordable, convenient and "on-demand" mobility, [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) is increasing its footprint in the city, becoming the company's 26th major metropolitan market.

(Logo: http://photos.prnewswire.com/prnh/20111118/MM09809LOGO)

Starting next week, the expanded [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) program will provide the Sacramento community with access to nearly 40 vehicles located in convenient locations throughout the city, including new locations such as H & 20th, N & 15th and Q & 5th. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) is currently evaluating locations for a downtown office, hiring full time and part time staff, and aiming to become an entrenched part of the community.

"Sacramento is a perfect example of our 'inside out' approach to developing markets that may not have the density of a New York or San Francisco," said [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) President Mark Norman. "Strong utilization on the campuses of UC Davis and California State University - Sacramento has led to consumer and business demand in the city, making it possible for [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) to invest in Sacramento and make it our 26th metro market. "

[Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) has offered car sharing on the campus of the University of California, Davis since 2009, the City of Davis since 2010 and California State University - Sacramento since 2011. In the City of Davis as well as the university campuses [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) has been extremely well-received by students, faculty and staff, as well as members of the local community. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) also brought cars to the State Capitol, City Hall and midtown areas in March of 2011. The expansion of the Sacramento market reveals the significant impact university programs and popularity among the urban dwellers and downtown employees have on the company by enabling [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) to grow into the surrounding communities to help foster a smart urban infrastructure for convenient, cost effective and sustainable city living.

"I am grateful to [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) for expanding in Sacramento and giving people more options for getting around. As downtown development continues to pick up speed and more people decide to reside downtown, [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844)s can accommodate their occasional need for a car without also increasing demand on parking and adding to traffic," said District 4 Councilmember Steve Hansen.

[Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) will offer a mix of vehicle types in Sacramento. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844)s all have their own individual names, many of which are representative of the cities they hail from. In Sacramento, [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) members will be able to reserve cars such as the Honda CR-V "Gold Rush", Toyota Prius named "Sacto" and a Mini Cooper convertible whose name will be voted on by members of the local community.

In addition, [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) in Sacramento is available to employees of local businesses through the "[Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) for Business" program that offers discounted driving rates Monday through Friday. This program helps businesses save money, meet environmental sustainability goals and reduce parking requirements by providing their employees with access to [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844)s for business needs and other uses.

[Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844)'s simple hourly and daily rates include gas, reserved parking spots, insurance, roadside assistance and up to 180 miles of driving per day. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844)s can be reserved for as short as an hour or for multiple days, giving members a flexible and reliable option for transportation. Rates start as low as $7.50 per hour and $69 per day (24 hours). Information on membership and an application are available at the website at www.zipcar.com/sacramento.

About [ZipcarZipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844), the world's leading car sharing network, has operations in urban areas and college campuses throughout the United States, Canada, the United Kingdom, Spain and Austria. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for smart, simple and convenient solutions to their urban and campus transportation needs. [Zipcar](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) is a subsidiary of [Avis Budget Group, Inc.](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1448866505?OpenUrlRefId=info:xri/sid:summon&accountid=28844) (Nasdaq: CAR), a leading global provider of vehicle rental services. More information is available at www.zipcar.com.