Private cars are very poorly utilized assets.
Cars are even worse-utilized from a Seat-mile standpoint

\[
\left( \frac{1 \text{ hr}}{24 \text{ hrs}} \right) \times \left( \frac{1.55 \text{ Passengers}}{5 \text{ Seats}} \right) = 1.3\%
\]

Source: Morgan Stanley
Poor utilization is a main driver of global fuel consumption

- 10 trillion miles driven per year
- 500bn gallons of fuel consumed per year
- $1.5tn in total fuel costs / year

Source: Morgan Stanley
Much higher utilization

Shift from Cars to Seat-miles

Greater adoption of Electric vehicles

Taxi Car On-Demand can DRAMATICALLY reduce fuel consumption
Already IMPROVED utilization 10 times

- Private car: 4%
- Taxi (Not On-Demand): ~25%
- Gett today: 40%
- Gett future aspiration: ~70%

% Utilization
Taxi *Pooling* will further improve Seat-mile efficiency
Taxi Pooling On-Demand improves utilization (fuel consumption) 25 times

4% Car utilization x 1.55 / 5 Seat-miles utilized = 1.3%

40% Car utilization x 4 / 5 Seat-miles utilized = 32%

Source: Morgan Stanley
Taxi Car On-Demand adoption is already growing rapidly – alongside car ownership
Autonomous cars - the next Taxi Car On-Demand growth engine

Science fiction

>2M miles driven by Google Alone (through October 2016)

140M miles driven on Tesla Autopilot (through Aug 2016)

2009

2016

2020

2030

Ready for production (Automaker consensus)

Up to half of cars sold at least partially autonomous (McKinsey)

Autonomous cars - the next Taxi Car On-Demand growth engine
Electric vehicles On-Demand will further reduce fuel consumption.

$400

$4,000

10X

Greater incentive to switch to Electric vehicles

Annual fuel savings

Source: Morgan Stanley
Taxi Car On-Demand has many other benefits

- Less need for Parking spaces
- Lower Insurance costs
- Less Accidents
500bn gallons

How Low Can We Go?

- Private car (1.3% utilization)
- Taxi Car On-Demand
- Taxi Pooling
- Electric Vehicles

$500bn$ gallons

?
500bn gallons

How Low Can We Go?

Gett® Is All In!

Private car (1.3% utilization)  Taxi Car On-Demand  Taxi Pooling  Electric Vehicles
Gett®

Fuel Choices Initiative