

CASE STUDY

How one major European energy company transformed into a top mobility player

Carsharing



+450 vehicles

with 50% growth over the last two years

100k+ new users

and reaching new age demographics

500k+ trips/year

with a 10k increase in the last month

300 client companies

generating B2B revenue

Company



Industry

Carsharing, Energy, Oil & Gas

Launched

2017

City

Budapest

Solution

Free-floating instant access / B2B Suite

Fleet Size

450+ vehicles

Vehicle Brands

Volkswagen, Mercedes-Benz, Kia, Fiat, Hyundai, BMW & Opel

Fast Facts

MOL Limo replaces 7 passenger cars annually with just 1 of their shared vehicles, aligning with their commitment to reducing private vehicle ownership. By creating a strong local community, MOL Limo is normalizing carsharing, which has allowed them to become the capital's largest and most loved mobility service.



To stay competitive and future-proof their business, oil companies are investing in electromobility. MOL Group, a Hungarian multinational oil and gas company, launched MOL Limo carsharing in 2017 to diversify its traditional fuel-based retailer operations. In doing so, they became a local leader in alternative fuels, but also shared mobility. New consumer trends and government legislation influenced MOL Limo's decision to revamp their operations: millennials rely less on cars; transport emissions regulations are becoming increasingly stringent. Both realities have significant repercussions on oil companies which is why MOL Limo took action. They identified carsharing as a strategic and accessible solution to address the needs of both their business and users, while making a positive impact on the community.

"We saw electric carsharing as an excellent way to make the first step in shifting the image of MOL away from a traditional fuel retailer to a shared mobility provider. It also helps normalize carsharing in Budapest." - Balint Veto, CEO

With their carsharing service, MOL Limo became Budapest's first local mobility player. As such, it helped thousands of Hungarians to make the switch away from private vehicle ownership. Result? Increased demand from consumers has led to major growth. In fact, the Hungarian operator grew its fleet size to 450 in just 2 years, with an offer of 13 different vehicle models, including electric vehicles. The service reached a major milestone in 2021, capping in at 100,000 users. To take things even further, MOL Limo targeted the B2B market. Today they work with over 300 companies, growing their number of trips and usage exponentially.

GET INSPIRED with MOL Limo

- By adding 15 dedicated parking spaces at the Budapest airport, the service became the only mobility service that offers a dedicated parking zone at the airport.
- Leveraging MOL Group's gas and charging stations has fostered the development of a loyal customer base and strong network - users receive added benefits if they charge at a MOL Group station, creating an incentive for the user.
- By offering diverse fleets to users, a vehicle can meet every user need - for e.g. moving!
- MOL Limo actively listens to user requests and adapts accordingly. Thanks to an agile technology provider like Vulog, the service is able to deliver features their users request, encouraging a strong and loyal community base.
- By going beyond B2C and targeting the B2B market with Vulog's seamless corporate solutions, MOL Limo was able to unlock new streams of revenue.

Choosing a technology that could adapt to various use cases was crucial for MOL Limo to help them grow their user base. By joining forces with Vulog, MOL Limo was able to address its users' diverse needs, and in doing so, become Budapest's largest carsharing service.

"We wanted a lot of functionalities that our users highly requested, so Vulog's app was really the only one out there that could do that for us."

Want to learn more about the free-floating carsharing service taking Budapest by storm? Check out MOL Limo's website [here](#)!