

## CASE STUDY

# How Mevo became a role model for shared mobility in Australasia

Carsharing



**20k+users**  
with a 200% growth  
in 2 years

**200%  
fleet growth**  
from 60 cars to  
over 200 in 2 years

**-2k  
private cars**  
removed from  
NZ cities' roads

**\$0**  
paid ads spent  
over the last 2 years!

### Company

**mevo™**

### Industry

Carsharing, Shared Mobility,  
Technology

### Launched

2016

### Cities

Wellington, Hamilton & Auckland

### Solution

Free-floating instant access /  
Scheduled booking  
(Hamiltonbased), B2B Suite

### Fleet Size

200+ vehicles

### Vehicle Brands

Tesla, Volkswagen, Polestar, Kia

### Fast Facts

Australasia's first freefloating carsharing service. 20k+ users. Thousands of trips per month and 2,000 private vehicles removed from the roads. Over 200 Teslas, Volkswagens, Polestars and Kias cruising through the streets of Wellington, Hamilton, and now Auckland.



Mevo is Australasia's first free-floating carsharing service. Operating in Wellington, Auckland, and Hamilton, Mevo's mission is to help create more livable and breathable cities for New Zealanders by offering a more sustainable and affordable alternative to private car ownership.

*"We provide a better alternative to private car ownership, so we're focused on how widespread carsharing can improve cities and help people live in them." - Finn Lawrence, Founding Director*

In the last 5 years, Mevo has grown tremendously from just 3 cars to over 200 vehicles and 20,000 members. In fact, the carsharing service has almost quadrupled its user base in the last 2 years, an incredible growth increase since February 2020, in spite of the global pandemic.

In 2021, Mevo announced their \$30 million vehicle supply agreement with the Ebbett Group in 2021 as well as their acquisition of the Hamilton-based carshare company Loop Carshare. This contributed to their terrific growth and positioned them as a leading mobility player in the Australasian market.

#### GET INSPIRED with Mevo

- 💰 Mevo's thought leadership awareness contributes to their success. In fact, the service has managed to avoid spending a cent on paid marketing in the last 2 years by using podcasts, newspapers, online publications, and community involvement with users.
- 👤 Thanks to the 'refer a friend' feature offered by Vulog, Mevo managed to boost both community-building & user acquisition.
- ⚙️ By thinking outside of the box and offering a flexible pricing product for users, Mevo grew their revenue share of overnight trips by 33%.
- 🌱 Mevo is "climate positive," offsetting vehicle emissions 120% with every kilometer driven.

Since its founding, Mevo has achieved two important goals: (1) becoming a national leader in shared mobility while (2) acquiring a new community of users who have embraced carsharing as a more eco-friendly and affordable travel option than a private vehicle. This was possible thanks to the service's reliable technology platform. By choosing Vulog, Mevo was able to ideate and subsequently execute many innovative ideas for their users.

*"The platform is truly integral to our success - we wouldn't be here without it. It's so important to have a provider that manages all aspects of our service's infrastructure."*

Want to find out more about the carsharing service disrupting the Australasian market?

Check out Mevo's website [here!](#)