

Community car-pooling platform connects owners with local renters



As the current economic climate drives consumers to tighten their belts, easyJet founder Sir Stelios Haji-Ioannou and lastminute.com founder Brent Hoberman are launching a new car hire model. [The Car Club](#) enables car owners to earn money by renting their unused car out to those seeking one in the area, for a cheaper price than standard car hire companies.

The Car Club — due to launch Spring 2012 in London — will sit under the existing easyCar brand. As reported by [the Guardian](#), Haji-Ioannou says the business model is built on the fact there are already plenty of under-used cars on the road, which he describes as “lazy capital”. To begin using the service, car owners will dictate the rental price of their car and when it’s available to hire. Car insurance, automatic entry and tracker systems are provided to the owner by easyCar. Those looking to hire a car can then locate available vehicles in their area using their smartphone. The car-sharing scheme — which claims it will reduce personal car emissions by 40 percent — will initially test 1,000 cars, and car owners and renters can currently register their interest via the website.

Community-based pooling is an affordable alternative to traditional hire companies and enable owners to profit. Inspiration here to facilitate community-based pooling for other hire products?

Website: <http://www.easycar.com/car-club/join-car-club.aspx>

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