

## HOW ZIP GOT INTO THE IVY LEAGUE



WORK & LIFESTYLE

### **Staff and students at Princeton, Harvard and MIT are embracing car-sharing venture Zip Cars.**

Staff and students at Princeton, Harvard and MIT are embracing car-sharing venture Zip Cars. Zip Cars, the commercial membership-based car sharing venue, which we covered in our [February issue](#), has signed a deal with Princeton University. As of September, Princeton staff and student members can use any of the initial four campus cars at a discounted price, as part of a campus-wide initiative to reduce vehicular traffic and to create a more pedestrian-friendly environment. Harvard and MIT students now also use the company's services at discounted rates. Zipcars in Boston Not only does Springwise believe in the commercial car sharing concept as a great way to make money and spare the environment, but focusing on universities and students is definitely a smart example of audience segmentation. Europe to follow? How about a nice JV between Zip Car and Maxhopp or Laudamotion?

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Website: [prod.springwise.pro.pugpig.com/newbusinessideas/2003/02/share\\_the\\_car.html](http://prod.springwise.pro.pugpig.com/newbusinessideas/2003/02/share_the_car.html)