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## Drive YoYo: Moving over towards mobility

It's not just in Western Europe and the USA that the car sharing is taking hold – there's an appetite for shared ownership the world over. Global Fleet caught up with Berkman Cavusoglu, Co-Founder & CEO of YoYo, Turkey's biggest car sharing player, to hear about mobility in Turkey and what the future holds for YoYo.

**W**ith 145 cars in three cities YoYo is pioneering car sharing in Turkey. Since being launched in April 2012 the car sharing company has captured 95% of the market, and its 9,000 members have travelled 1.8 million kilometres in and around Istanbul, Ankara and Bodrum.

With new cities set to see YoYo's cars on their streets in 2014 the future is bright for this car sharing start-up. So what is it that makes Turkey ripe for a car sharing revolution?

Berkman Cavusoglu, YoYo's co-founder and CEO, believes there are four factors driving the change. Firstly it's about

accessibility and rising demand for mobility. He told us that car ownership is very low in Turkey with just 155 cars per 1,000 of the population. In France the figure is 580, in Germany it's 572 and in the UK the number is 519.\* Secondly, cars are expensive to purchase. "A Mini costs 2.5 times more in Turkey than in the UK," says Cavusoglu.

Thirdly, public transport infrastructure is not geared up to service Turkey's increasingly mobile workforce and finally, there's a young population ready to experience something different. 43% of the Turkish population is aged under 25\*\*, they are switched on to the shared economy and are connected to the world around them with their smartphones.

### Building the business model

Together these factors have created the conditions for car sharing – and YoYo has seized the moment to become the prime mover in the market. Its business model has so far focused on B2C market, with 80% of rentals in the leisure segment. Interest in B2B however, is growing. Cavusoglu explains that two corporate projects, one with a bank and another with a retail player, have been piloted and there is more to come in 2014. The company is sensing an opportunity for corporate car sharing in Turkey and is gearing itself up to respond.

YoYo recently welcomed investment from Partner Fleet Solutions. "We are very excited," says Cavusoglu. "The partnership is more than simply a capital investment. Partner Fleet Solutions will be sharing their operational expertise with us, and they also have leading international corporations as customers that can benefit from YoYo's solutions."



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### Moving on with new models of mobility

It's not just 'traditional' car sharing that's on YoYo's agenda either. 2014 will see the company broaden its mobility portfolio with peer to peer car sharing. With pilot projects showing the potential that peer to peer offers Cavusoglu is enthusiastic. "It's not capital intensive and there are no geographical constraints. And as we use our own hardware in car sharing, it's easy for us to transfer the technology into private cars."

YoYo predicts that SMEs, independent Turkish car rental players and private car owners are ready and willing to rent out their cars to generate income. YoYo sees itself as the facilitator who will market and make P2P happen.

With YoYo creating waves in the B2C and set to enter the B2B market, and concept of car sharing catching on in Turkey, it's well worth keep a close eye on the mobility offers that are all set to spring up in and around Turkish cities over the next year.

■ Jonathan Green

Source:

\* <http://data.worldbank.org/>  
Last accessed 16.December 2013

\*\* <https://www.cia.gov/library/publications/the-world-factbook>  
Last accessed 16.December 2013