

## CASE STUDY

# How one of the largest European energy companies emerged as a top mobility player

Service Model: Free-floating Carsharing



**+450 vehicles**

with 50% growth over the last two years

**100k+ 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

### Did you know?

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.

MOL Group launched MOL Limo in 2017 to transform their retail operations to continue meeting the needs of consumers after recognizing the value the mobility space held for growth.

As carsharing had produced double-digit growth in recent years, MOL Group embraced the opportunity to emerge into the carsharing world, especially after analyzing consumer patterns and how millennials were relying less on private cars. The increasing regulations to diminish transport emissions harming the environment were prevalent more than ever. Launching MOL Limo was the answer to addressing all of these needs, inspiring other energy companies to think outside of the box.

As a result, the carsharing service has encouraged Hungarians to embrace shared mobility and become the largest across Budapest.

#### **MOL Limo entered the carsharing world as the first local mobility player in Budapest**

Launching a carsharing service that would reach a high number of users was always the objective for MOL Limo; however, they achieved even more than that. In the last 5 years, the Hungarian operator has grown **its fleet size to 450** over 2 years, offering **13 different vehicle models**, including electric vehicles. The service has also reached **100,000 users**, and MOL Limo has targeted the **B2B market**, working with **over 300 companies**, growing their number of trips and usage exponentially.

#### **💡 Get inspired with MOL Limo**

With the objective of ensuring all users' needs are met, MOL Limo stepped outside of the box to achieve this.

- ✈️ By adding 15 dedicated parking spaces at the Budapest airport, the service became the only mobility service that offers a dedicated parking zone at their airport
- 💰 Leveraging MOL Group's gas and charging stations has built a solid and loyal customer base & strong network - users receive 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 listened to every user request, where having a technology provider like Vulog, the service was able to deliver what their users wanted, encouraging a strong and loyal community base
- 📦 By going beyond B2C and hitting the B2B market with Vulog's seamless corporate solutions, MOL Limo was able to unlock new streams of revenue

#### **Joining forces with Vulog to enable MOL Limo to meet every users' needs**

For MOL Limo to become Budapest's largest carsharing service, a reliable technology platform supporting their objectives was a no-brainer. Choosing a technology that could adapt to various use cases was crucial for MOL Limo to allow their user base to grow.

**"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!](#)

