

CASE STUDY

How Mevo grew to become an inspiring mobility role model in Australasia

Service Model: Carsharing



15k+ 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 (Hamilton-based), B2B Suite

Fleet Size

+200 vehicles

Vehicle Brands

Tesla, Volkswagen, Polestar, Kia

Fast Facts

Australasia's first freefloating carsharing service. 15,000+ 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.



Since its initial launch in 2016, Mevo, Australasia's first free-floating carsharing service, has certainly moved up in the industry. Mevo currently operates in Wellington, Auckland, and Hamilton. Mevo aims 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."

Mevo dived into the carsharing world, creating a strong community in the process

Starting a business that would deliver rapid and significant positive change was the goal for Mevo, which they can proudly say they have achieved. In the last 5 years, Mevo has grown from just 3 cars to now **over 10,000 members** and **200 vehicles**. The carsharing service has **almost quadrupled its user base in the last 2 years**, an incredible growth increase since February 2020, despite the global pandemic.

This allowed Mevo to announce their \$30 million vehicle supply agreement with the Ebbett Group in 2021 and their acquisition of the Hamilton-based carshare company Loop Carshare - rising to become the a leading mobility player in the Australasian market.

💡 Get inspired with Mevo

💰 Mevo's thought leadership awareness contributes to their success, where the service has managed to avoid spending a cent on marketing in the last 2 years: using podcasts, newspapers, online publications, and community involvement with users

👤 By having 'refer a friend' with Vulog's help, Mevo was able to boost 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%

Working hand in hand with Vulog to deliver an easy and affordable carsharing service in New Zealand

For Mevo to become a national carsharing leader - while proving that carsharing is a more eco-friendly and affordable travel option to a community that was unfamiliar with the concept - the service needed a reliable technology platform. By choosing Vulog, the company could execute many ideas regarding how they envisioned their service for their users.

"The platform is integral, we wouldn't be here without it, it's great to have a provider that manages all the infrastructure side of things."

Mevo has successfully removed more than 366 tons of carbon from the atmosphere to date, making them a true mobility role model in Australasia and soon internationally.

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

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