**Chapter 7**

**Zipcar and Car2Go**

Zipcar and Car2Go are excellent examples of a focus-low-cost strategy. Customers can rent vehicles by the minute and leave them anywhere in the company’s service area.

*Use with:* <https://www.youtube.com/watch?v=aUKFjRDrnso> (4:01)

1. What is the business model for Zipcar and Car2Go?
2. Describe the business strategies employed by these competitors.
3. How are Zipcar and Car2Go similar and different?
4. Would you consider using Zipcar or Car2Go instead of owning a vehicle? Why or why not?