



MDrive Car Share Study

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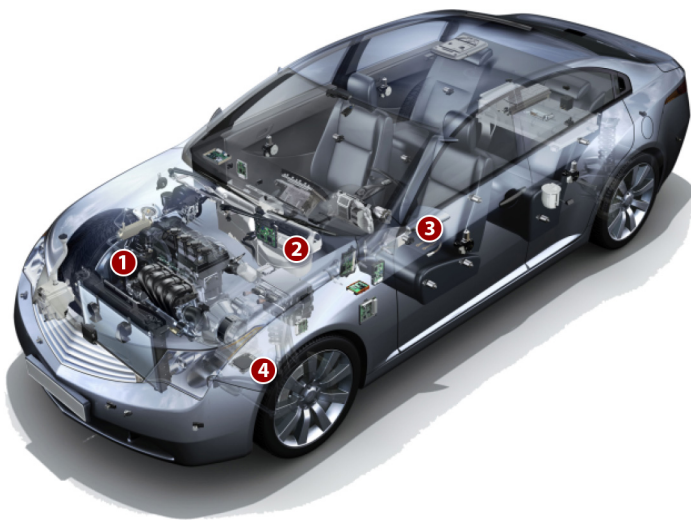
DENSO International America, Inc.

Who is DENSO?

Global Supplier of Advanced Automotive Technology, Systems and Components with **\$40.2 Billion in Sales** (As of March 31, 2016)

Systems Provider

- 1 Powertrain Control System**
Engine management system, Gasoline direct injection, Hybrid components, Starter, Alternator, etc.
- 2 Thermal Systems**
Heating Ventilation Air Conditioning (HVAC), Compressor, Heat exchangers, Battery thermal management, etc.
- 3 Information & Communications Systems**
Instrument cluster, Head-up display, Human machine interface technologies, Horn, Keyless entry, Wireless phone charger, etc.
- 4 Driving Control & Safety Systems**
Passive safety technologies, Airbag sensing system, Active safety technologies, Traction control system, Antilock braking system, etc.





Car sharing will play an important role in **defining**
future transportation systems and **mobility solutions**

Technology Drives Mobility Solutions

Car Sharing Benefits

- Corrects capital inefficiency of current transportation model where vehicles aren't in use
- Lessens environmental impact
- Cost-effective transportation

Mdrive EV Car Share Study

MDrive

- DENSO, with support of NextEnergy, launched study to determine what technologies may be needed for new car sharing segment
- The FIRST to study the need for car share-specific technologies for people who live, work or frequent one location
- Using Electric Vehicles (EV) to promote eco-friendly environment and to help downplay negative stigma generally associated with EVs



Scope of Study

The scope of this study contrasts existing car share models in that it focuses on **replacing the vehicles** of a **specific community of users, rather than the general populous**



How It Works

30 STUDENTS

From the UofM-Dearborn who live at The Union

3 FULLY ELECTRIC FORD FOCUS CARS

Reserve, share, and use these vehicles to run errands, meet friends for dinner or even catch a concert downtown

USER FEEDBACK

Thoughts on driving and sharing experience to shape the car sharing vehicle of the future



Study Results

DENSO will present its Mdrive Car Share study results
at the 2017 SAE World Congress
at Cobo Center in April.



Thank You