

	AutoShare	Zipcar
Headquarters	Toronto (launched in 1998)	Cambridge, Massachusetts (launched in 1999; 2006 in Toronto)
Fees to join	\$125 plus \$250 refundable deposit (\$25 insurance approval/application fee, \$100+GST one-time membership fee, \$250 deposit). Discounts for cohabitating couples.	\$55 (annual fee)
Annual fees	None	\$55
Monthly Fees	\$0 on Simple Plan; \$10 on Standard Plan; \$25 on Advantage Plan	None
Hourly Rate	\$9.50/hr on Simple plan; \$6/hr + 18¢/km on Standard Plan; \$5/hr + 18¢/km on Advantage Plan (\$1/hr extra on premium cars, but -2¢/km on hybrids and +3¢/km for vans). Per-kilometer price drops to 10¢ when on a daily rate.	\$9.35 to \$15 per hour, depending on the type of car and plan chosen. 150 km included + 25¢ per additional km each 24-hour reservation period (35¢ per additional km for premium cars).
Maximum daily rate	\$67 on Simple Plan, \$50 + 18¢/km on Standard Plan, \$45 + 18¢/km on Advantage Plan	\$59.50 to \$105 , depending on vehicle
Non-peak rate	Between midnight and 7 AM, \$4.50/hr on Simple Plan, \$0/hr + 18¢/km on all other plans	Same rates all hours
Guarantee	30-day money-back guarantee (hourly rates and \$25 application fee not returnable)	30-day money-back guarantee (hourly rates and \$25 application fee not returnable)
Can cars be driven to the U.S.?	No	Yes (3-day advance notice required if driving from U.S. to Canada for insurance reasons). Zipcar members can use their account in any city with Zipcar.
Additional discounts	Businesses, non-profits; \$50 referral credit (\$25 to member, \$25 to member referred)	Businesses; \$50 credit with promotional code within 30 days of joining.
Members	2500+	1000+

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Minimum Age	25 (will be 23 as of October 1)	21
Reservation charges	Free if online; \$1 per human representative if regarding reservations or changes	Free if online; \$3.50 per human representative if regarding reservations or changes
Billing	Monthly invoice (includes any Highway 407 tolls)	Per reservation, charged to credit card (monthly charge for any Highway 407 tolls)
Insurance	Included, with \$500 deductible; \$2 million liability (\$0 deductible member's credit card insurance available, if applicable); members can build insurance record	Included, with \$500 deductible
Fuel	Included (if needed, member fills tank to at least ½ level and is credited on invoice)	Included (if needed, member fills tank to at least ¼ level using Esso gas card in each vehicle; otherwise, member is reimbursed)
Distance reporting	Members report their own mileage driven via log book in car and ensure last user's final mileage number is accurate	Automated remotely. Users need not use a log book.
Vehicle key access	Each member has a small key to unlock box with car keys at site	RFID keycard (size and thickness of a credit card)
Pets	Allowed in most cars	Allowed in locked carriers only
Air-conditioning	Yes	Yes
Satellite radio	No	No
Transmission	All cars automatic; some cars have triptronic transmission (can manually shift without a clutch)	All cars automatic; some cars have triptronic transmission (can manually shift without a clutch)
Immediate automated lockout assistance	None	Yes (GPRS)
Age of cars	Leased new for 3 years	Toronto cars are currently 5 months old or younger. Declined comment on exact term of leases other than to say cars are constantly cycled and refreshed.
Call centre hours	24-7 (free except to reserve)	24-7 (free except to reserve)
Penalties	Steep fines for smoking, leaving car dirty, pet evidence, not having car back on time	Steep fines for smoking, leaving car dirty, pet evidence, not having car back on time

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Weekend restrictions	No restrictions in summer; maximum daily rental only in other seasons	None
Number of cars in Toronto	125+ at 75+ locations	100+ at 45+ locations
Hybrids available	Toyota Prius, Honda Civic Hybrid (note that the per km gas charge is 2¢ cheaper for hybrids to reflect fuel savings)	Toyota Prius
Cargo vehicles	Dodge Grand Caravan minivan (without seats or 7-passenger with stowable seats), Suzuki Aerio Fastback, Toyota Matrix wagons, Toyota Yaris hatchbacks, Honda Fits	Honda Element, Ford Escape, Toyota Matrix wagons, Toyota Tacoma pickup trucks
Premium vehicles	About 13% of fleet: Mini Cooper, Smart ForTwo, Toyota Prius, Toyota Matrix	About 35% of fleet: Mini Cooper, Toyota Matrix, Toyota Prius, Toyota Matrix Volvo S40 (not logoed)
Non-car sharing member discount partners	Budget, Discount, and Enterprise car rentals for longer trips; VIA Rail; various local bicycle shops; select condominiums; City of Toronto street permit parking; smartliving St. Lawrence project; Car Heaven car donation program; EasyRelease; Alliance Atlantis Cinemas; Inside Out Film & Video Festival	University of Toronto students and faculty, Active Surplus, Dennis C Packaging, The CD-ROM store (more to be announced in upcoming member newsletters)

Figures accurate as of August 2006