

Nissan launches digitally-powered shared car ownership scheme

In a move to disrupt the traditional car sharing industry, Nissan has announced a new digital-first shared car ownership service. Nissan Intelligent Get & Go Micra, revealed by Nissan chairman and CEO Carlos Ghosn at the Web Summit in Lisbon, Portugal, will give people the possibility to part-own a brand new Nissan Micra.



Digital community

Social networking is at the heart of the plan, as Nissan is able to profile-match consumers to form car sharing communities through a 100% digital experience.

Launching initially in the Paris area later this year, cars are expected on the road by April 2017. The service, based on a unique algorithm that uses social profiling and geo-localisation technology, will match compatible owners with complementary driving needs to form a digital, shared ownership community. With "bespoke" monthly invoicing based on car usage, Nissan says members can expect no surprises.

The service uses the new Nissan Micra Acenta 0.90 MT with Bose Personal Audio (a world first), and will include insurance, servicing, access to the online matching tool, smartphone app and in-car technology. Communities will need to agree upon an annual mileage limit of 15,000 km.

Intelligent vision

This new service is borne out of Nissan's Intelligent Mobility vision, which provides a framework for how cars are powered, driven, and integrated into society, while staying focused on "creating more enjoyable driving experiences". With the proliferation of the shared economy model, which impacts everything from cars to food to homes, the carmaker believes the announcement to be a step towards realising this goal.

Commenting on the launch, Ghosn said: “We are moving toward a future where car usage may be more flexible, social and shared. At Nissan, we’re pioneering new ways to allow drivers to enjoy the freedom and financial benefits of shared car ownership.”

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