

Bla Bla Car

Be More Mobile!

Daniel Benamran
BlaBlaCar UK



@BlaBlaCarUK

What is BlaBlaCar?



£80



£20

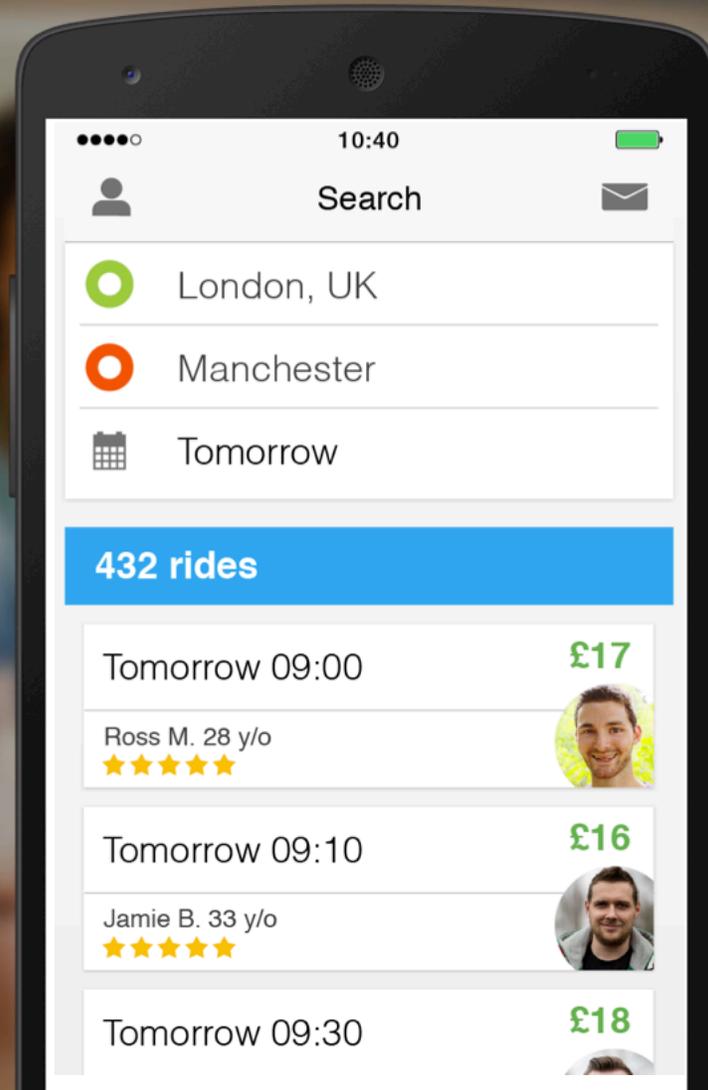
£20

£20

£20

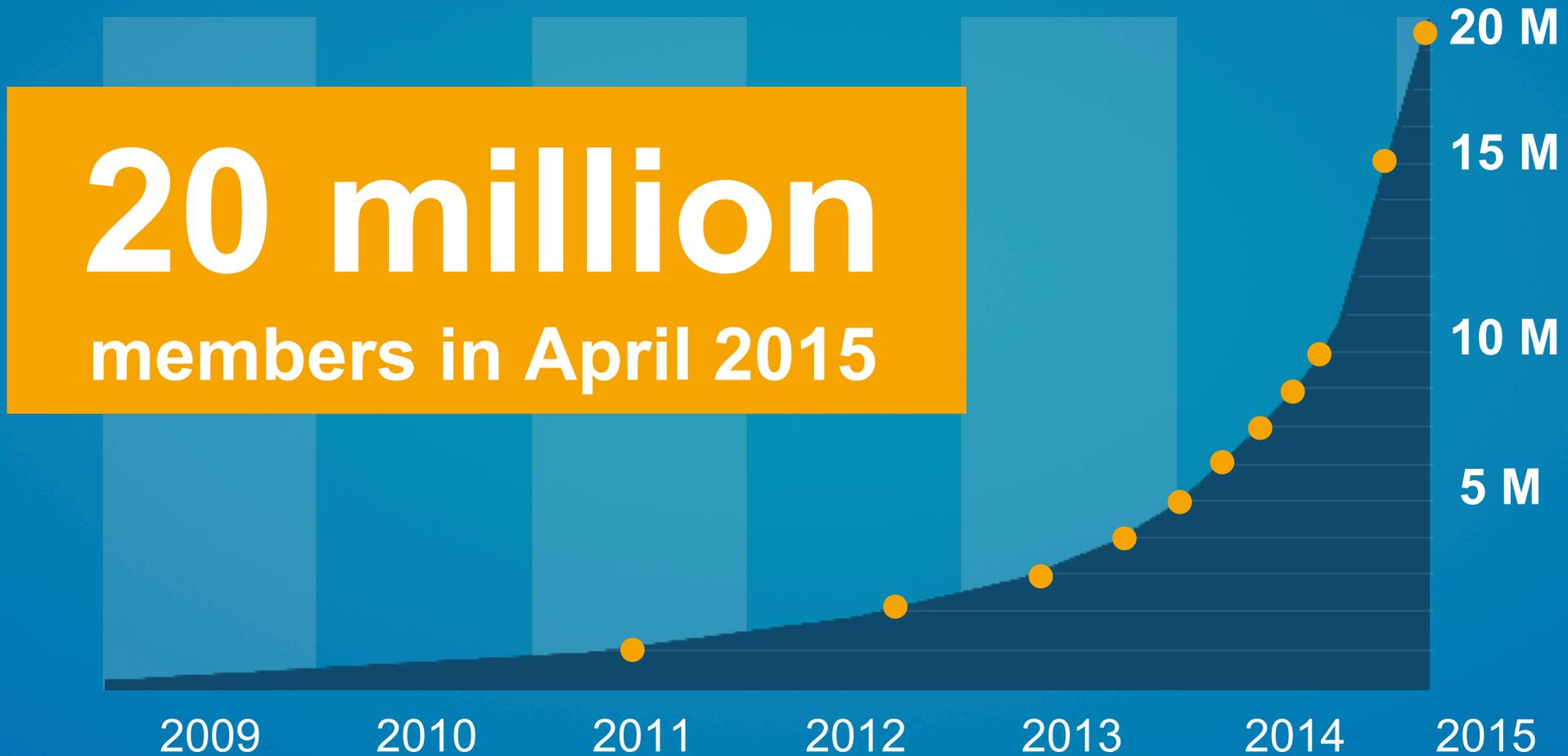
People Powered Travel

Travel
Search



Trusted
Community

A Fast Growing Community



A world map with a dark blue background. Nineteen countries are highlighted in a bright yellow color. These countries include Mexico, India, and a large block of countries in Eastern Europe and Central Asia, including Hungary, Romania, Serbia, and Croatia. The rest of the world's landmasses are shown in a darker blue.

...in 19 Countries

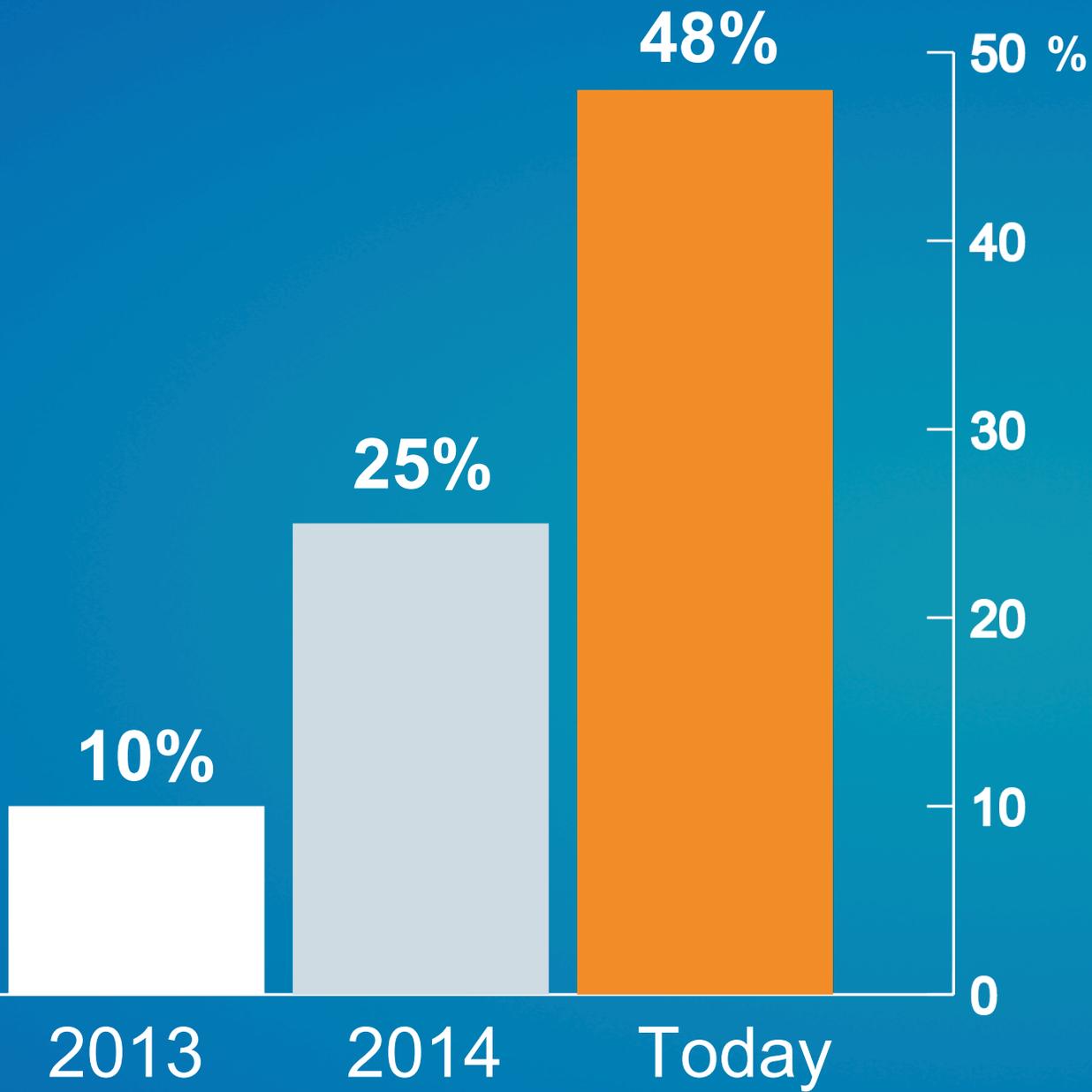
**NEW
IN 2015**

India
Mexico

Eastern Europe
Hungary
Romania
Serbia
Croatia

Going Mobile





Mobile Signups

48% Mobile Signups

65% Mobile Usage

Mobile Completes the Experience

We want to provide value at every step in the ridesharing experience

But without mobile, we're not there when we're needed most.

**Post/
Book**

before
ride



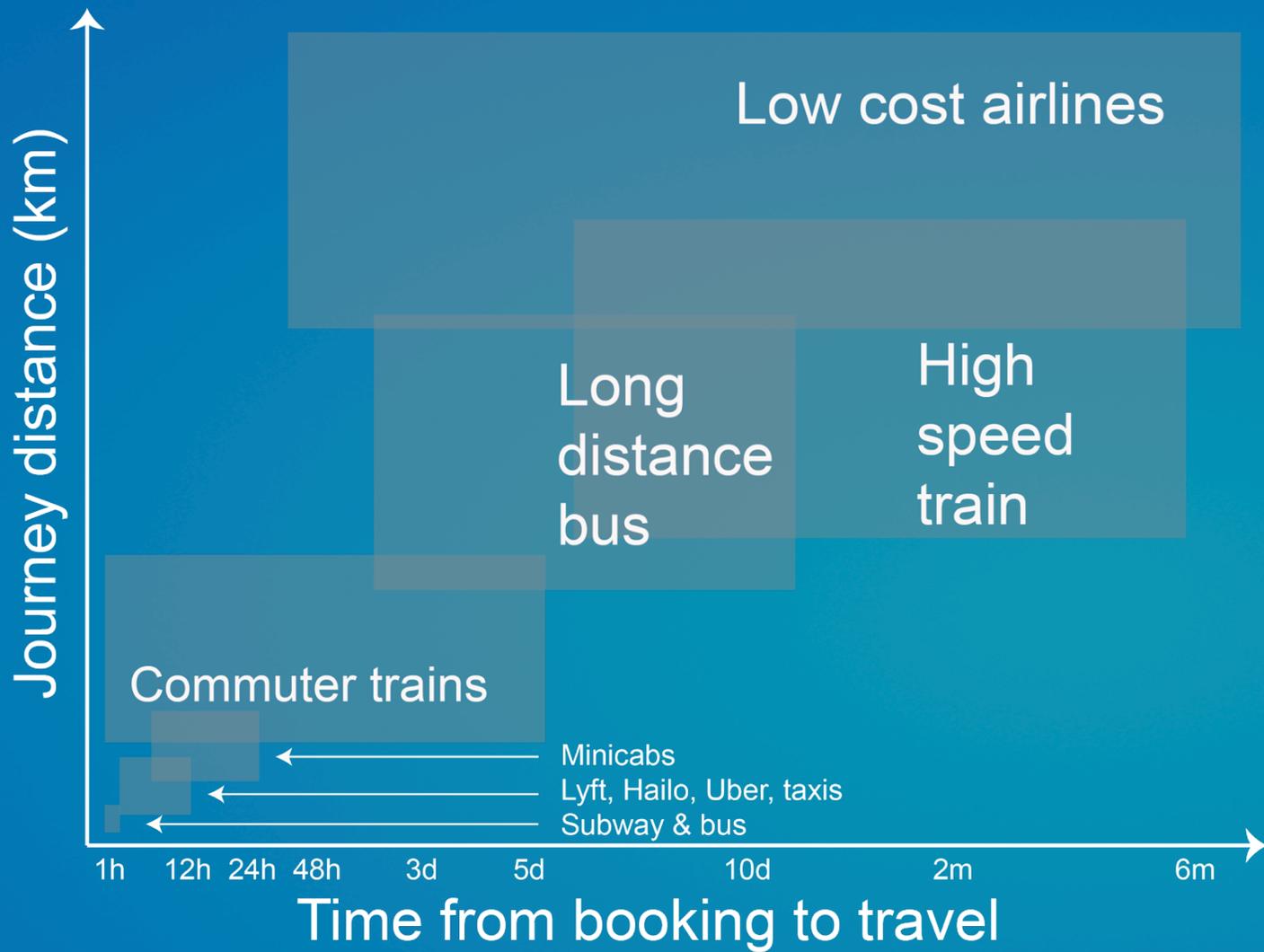
**Rate &
Review**

after
ride

first
mile

during
ride

last
mile

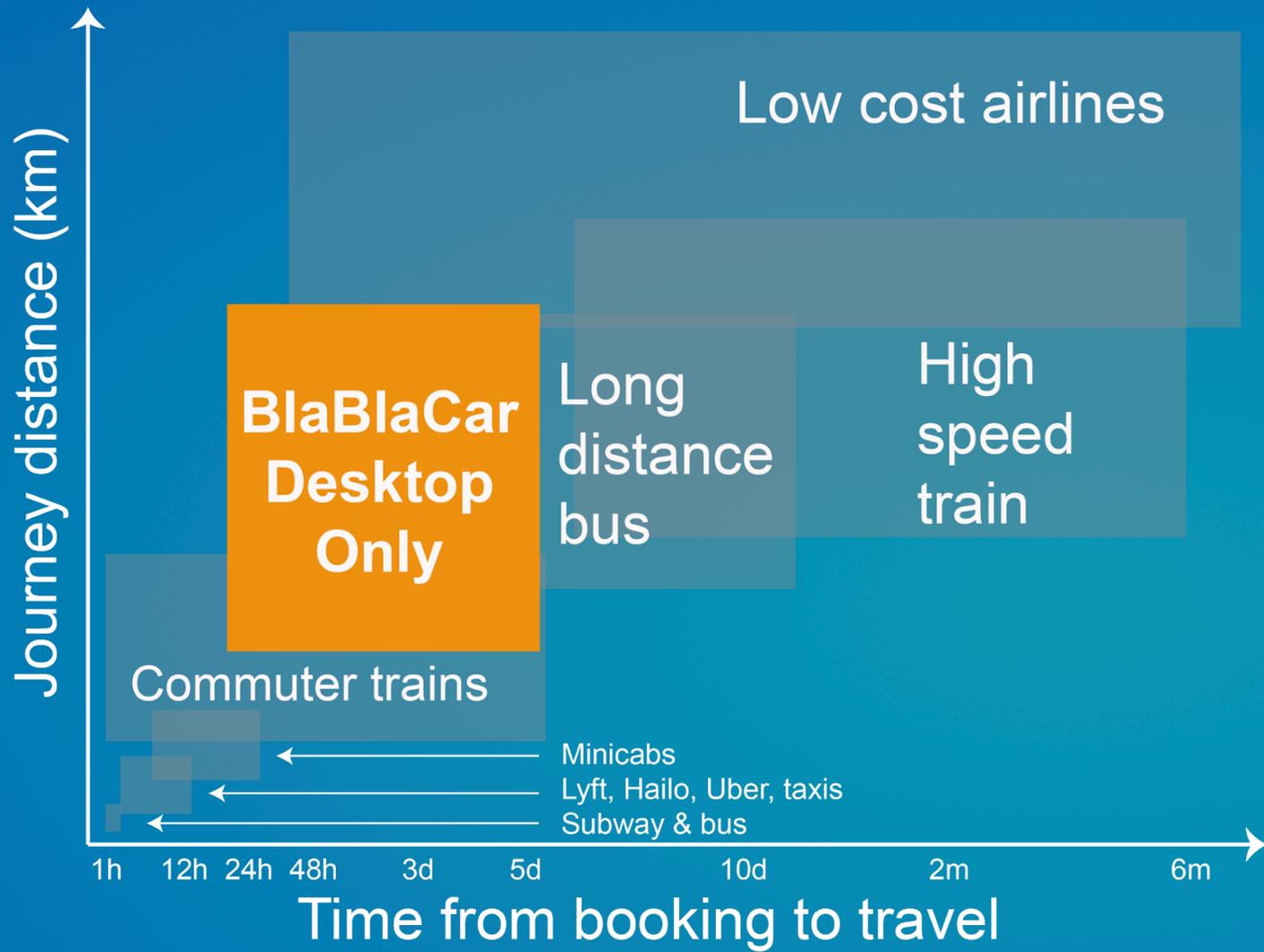


Journey Distance

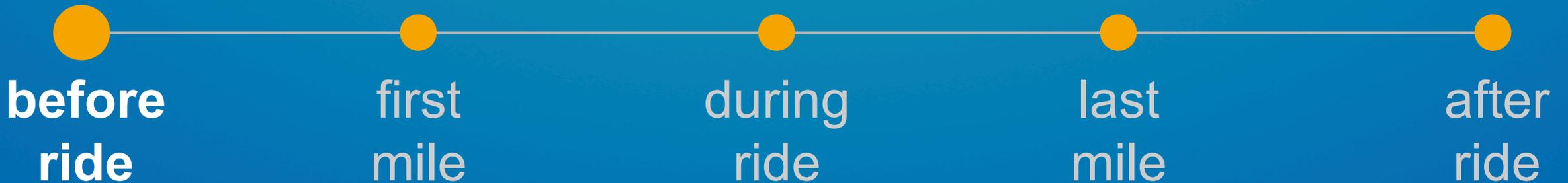
VS.

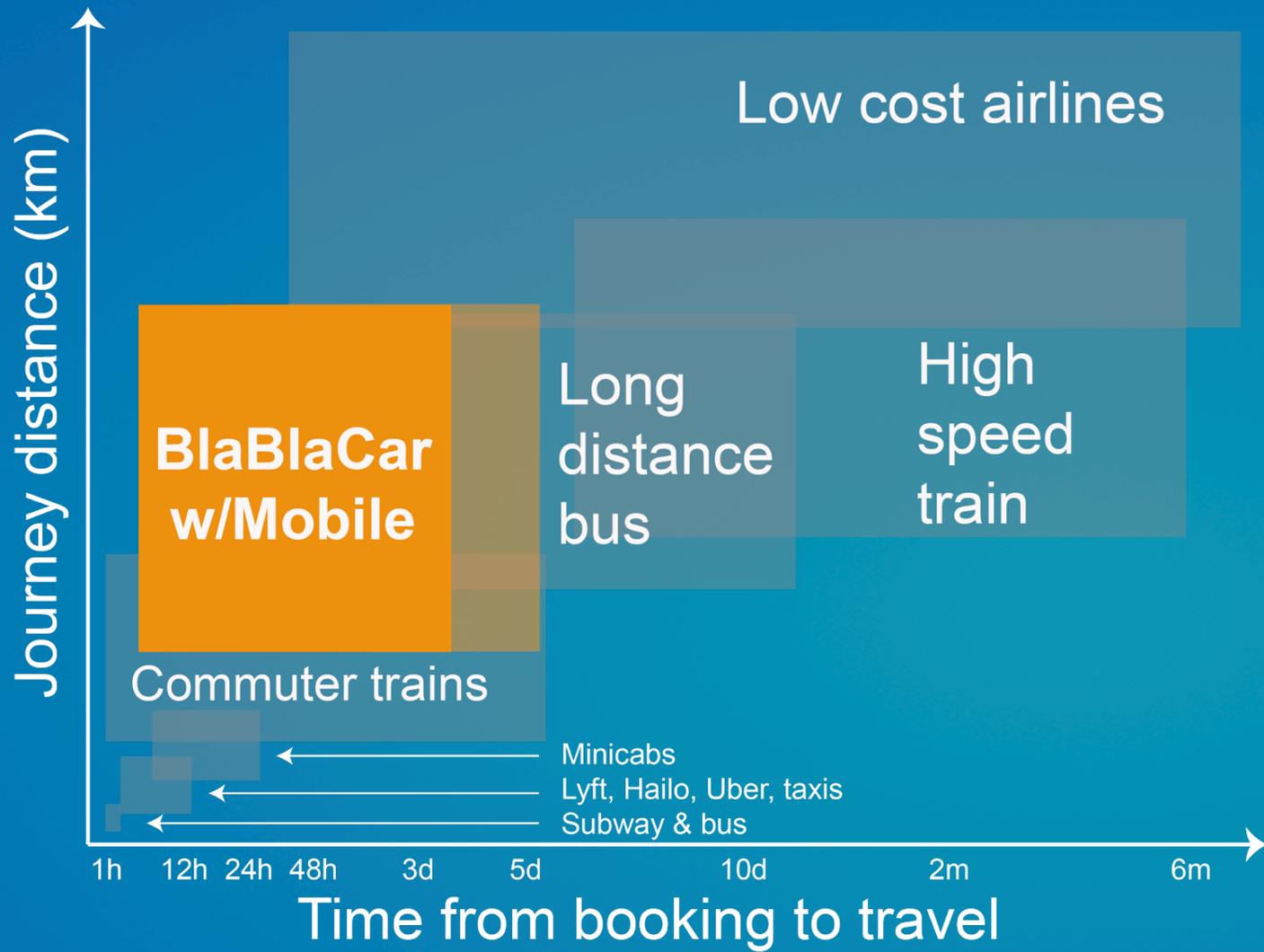
Time from booking to travel





Less than 5 days
before travel for 80% of
traditional web bookings

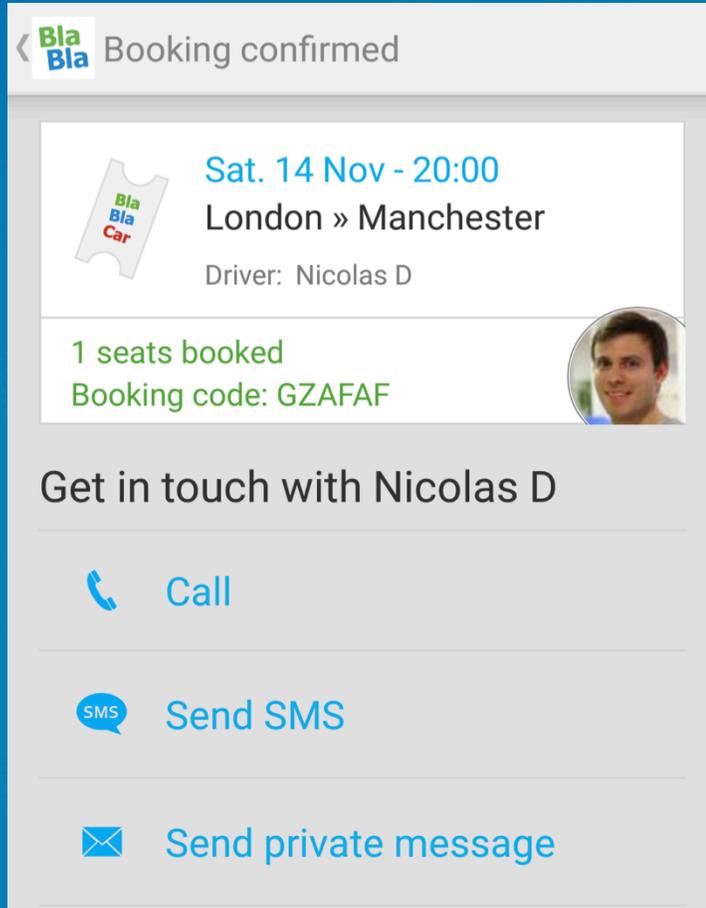




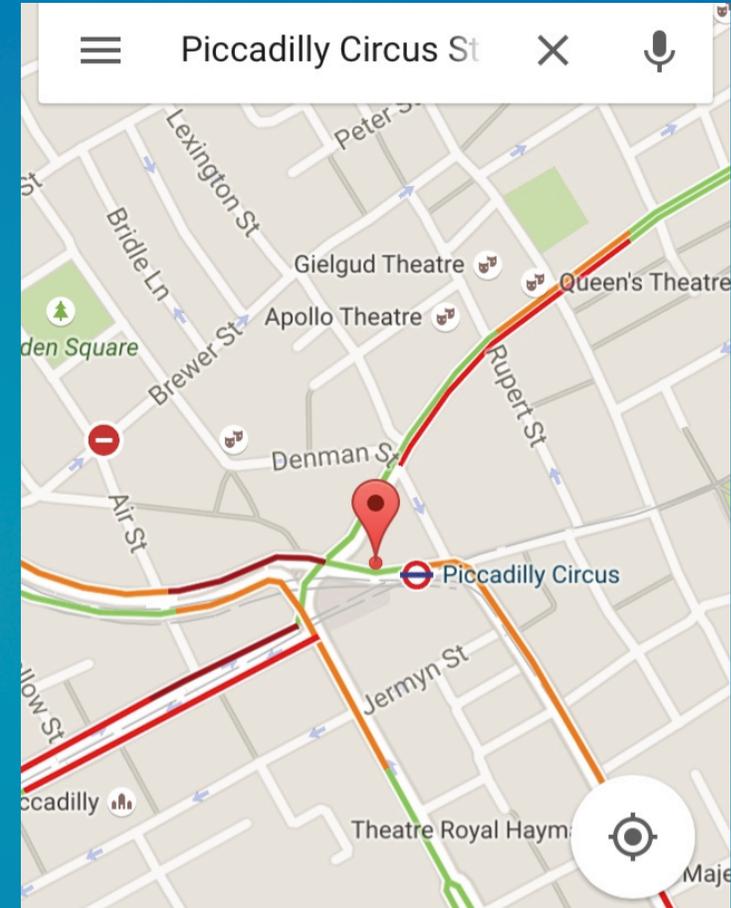
Less than 3 days
before travel for 80% of
mobile bookings



Today: Details on Phone



Future: Geolocalisation



before
ride

**first
mile**

during
ride

last
mile

after
ride

In UK and France

AXA Roadside Assistance



Your ride is insured

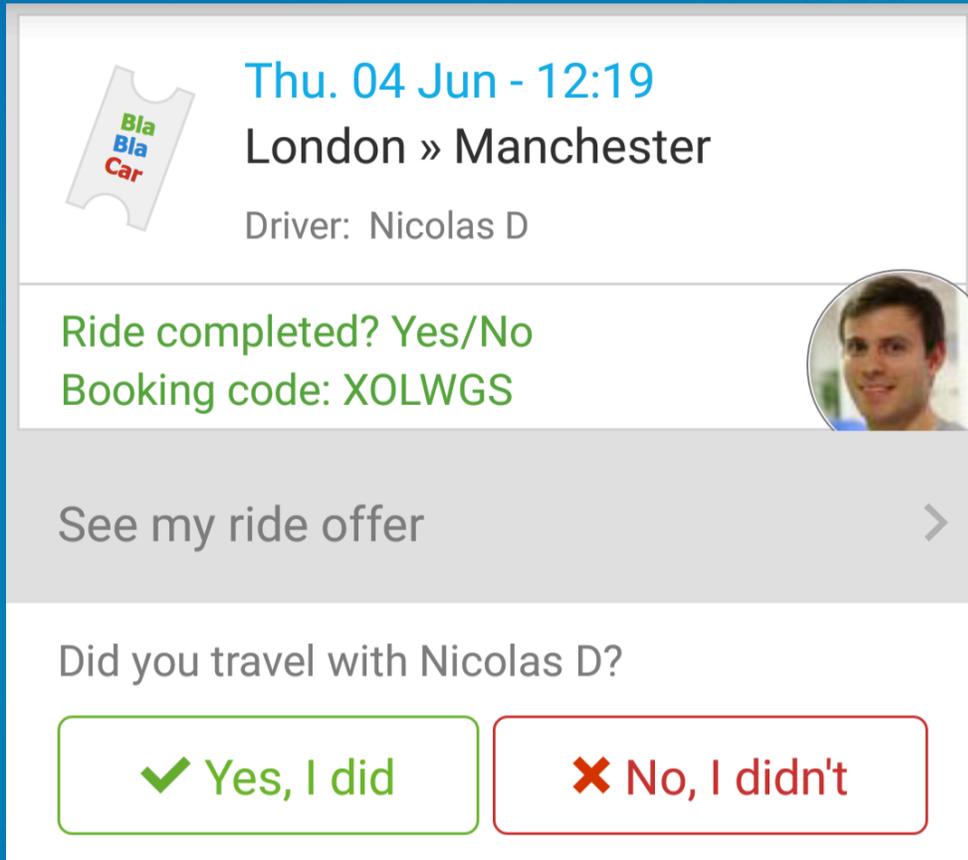
On top of your own car insurance, you benefit from additional insurance for your ride, free of charge, in partnership with AXA.

[Find out more »](#)

redefining / standards 



In App Confirmation



 Thu. 04 Jun - 12:19
London » Manchester
Driver: Nicolas D

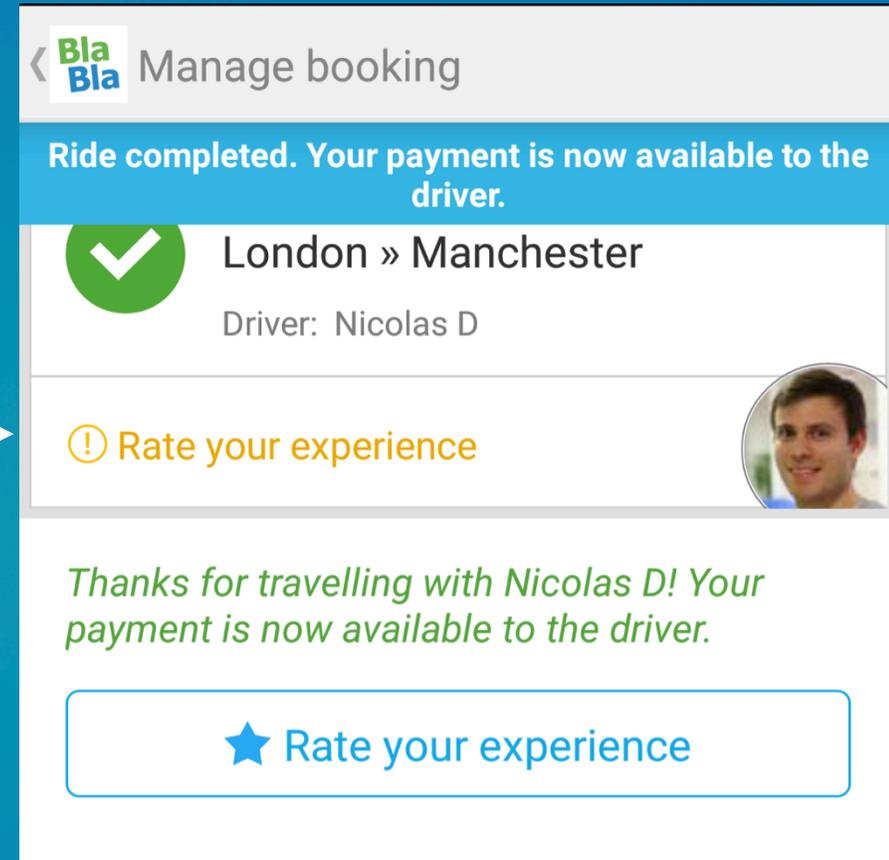
Ride completed? Yes/No
Booking code: XOLWGS

See my ride offer >

Did you travel with Nicolas D?

Yes, I did No, I didn't

Driver Receives Money



 Manage booking

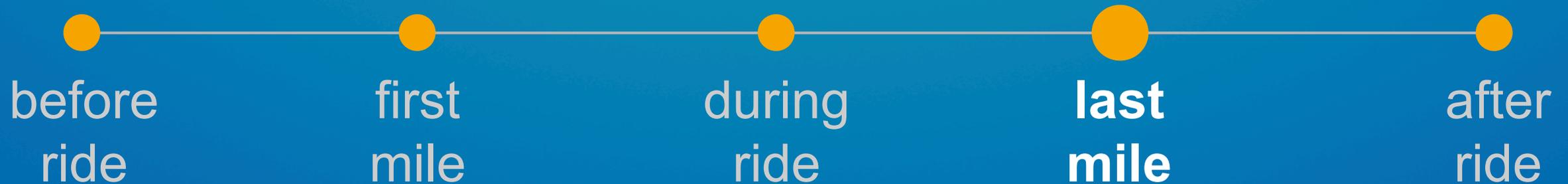
Ride completed. Your payment is now available to the driver.

 London » Manchester
Driver: Nicolas D

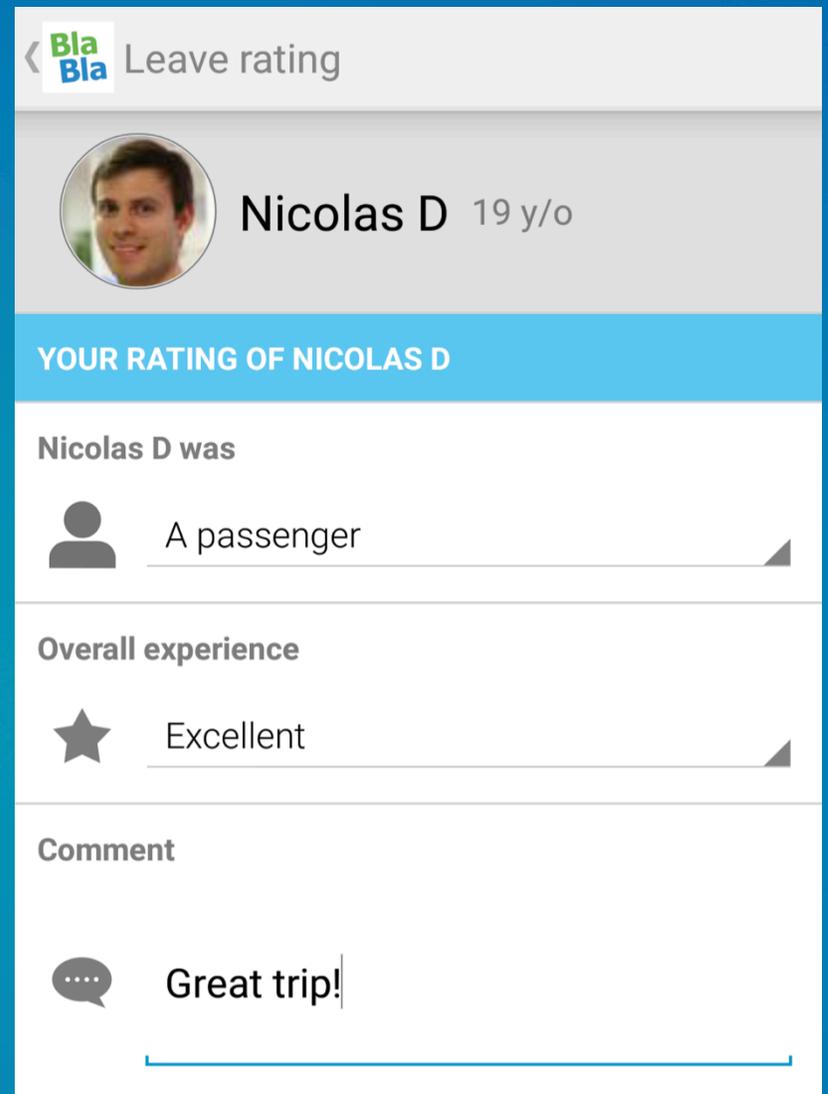
 Rate your experience

Thanks for travelling with Nicolas D! Your payment is now available to the driver.

 Rate your experience



Rate and Review
the driver directly
from the app.



before
ride

first
mile

during
ride

last
mile

after
ride

12:17

Friday 5 June



BlaBlaCar

12:17

Clément M has sent you a private message for London - Manchester on 13 Nov 13:10: "Hi, where should we meet?"



Keep



Uber



RATP



Slack



Le Monde



Shazam



Clock



WhatsApp



Google



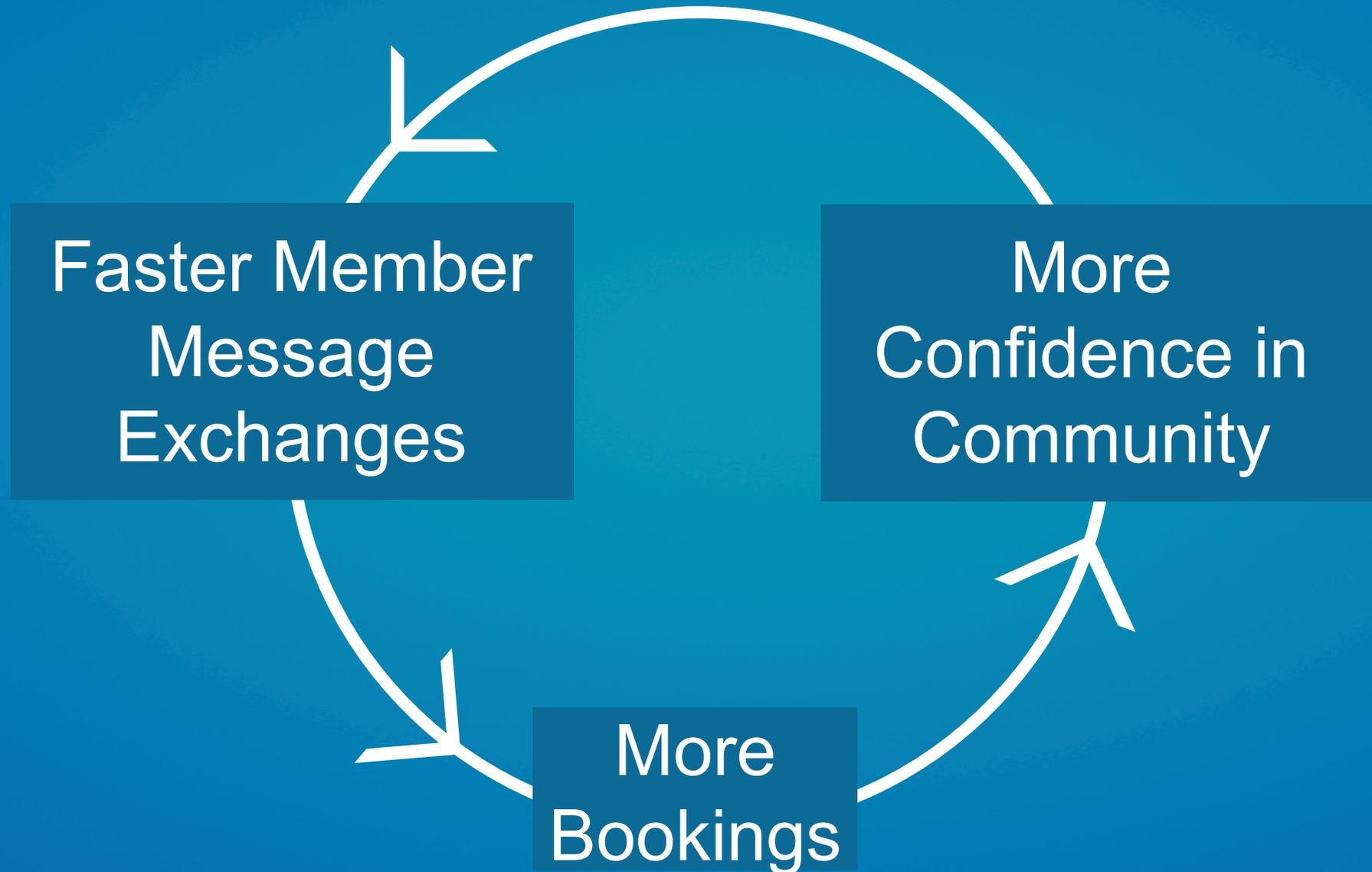
Advantages of Push

Cost Reduction

Feedback

Engagement

Mobility Increases Trust



Emphasis on Mobile



Bla Bla Car

Le Covoiturage Confiance

VOYAGE DE PARIS À

LILLE

17€*

APPLI GRATUITE

Votre Trajet

Départ

Arrivée

Réservez

✓ Réservation sécurisée
✓ Service client 7j/7
✓ Profils certifiés

In Marketing

Hoş geldin
Bla Bla Car
Boş koltuğu olan sürücülere aynı yöne giden yolcularla bir araya getiriyoruz.

İstanbul

Ankara

Ücretsiz uygulamayı indir

App Store Google play

10 milyonu aşkın üyesiyle dünyanın en büyük yolculuk paylaşım topluluğu

İSTANBUL İzmir

Yolcu başına
44 TL
önerilen ücret

"Sık yolculuk edenler için inanılmaz yararlı bir uygulama. Tasarımı çok iyi."
★★★★★

- + Sürücüler yolculuk ilanı verir
- 🔍 Yolcular aynı yöne giden sürücülerden birini seçer
- 🚗 Herkes birlikte yolculuk ederek tasarruf etmiş olur!

IN & TR Launches

Thanks!

Follow us!
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