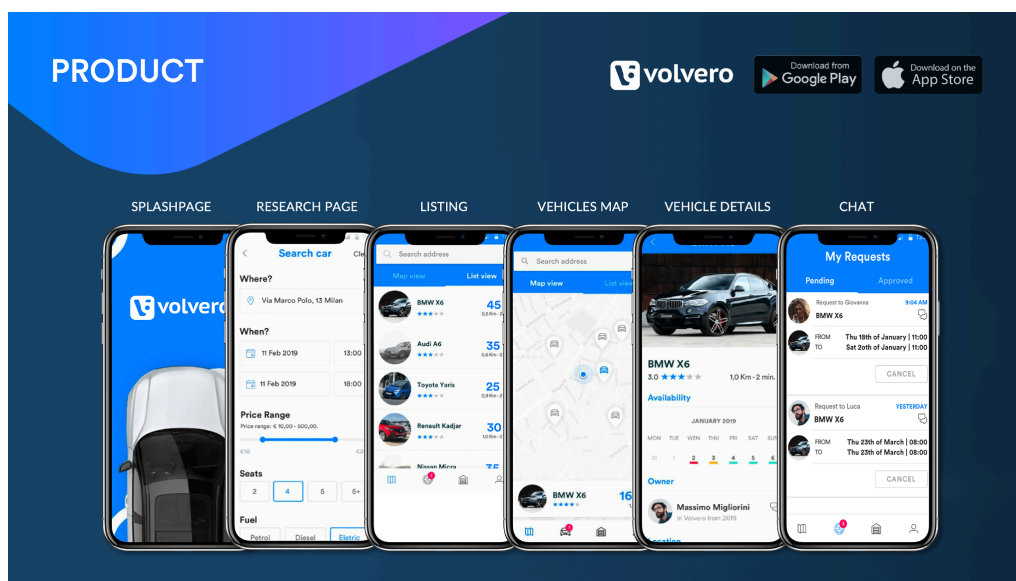


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## Volvero's Car-Sharing Little Revolution: A New Generation is Breaking Down Barriers in Mobility

Padova, 25 October 2024 – Italy's long-standing love affair with car ownership is being challenged, and nowhere is this shift more evident than in Padova (northern Italy), where volvero, a car-sharing platform, is driving a curated but growing revolution. Despite the cultural and social barriers that have historically slowed the adoption of peer-to-peer (P2P) car-sharing in the country, a new generation of users, aged 25-35, is leading the charge toward a more sustainable and shared mobility model. And not just that: safety on the road is also a big issue to be addressed. During the Web Summit 2024, a new version of the volvero app will be unveiled, featuring a significant update to the gamification aspect linked to user driving behavior analysis. This feature will be presented in preview on November 13 at the Web Summit.



*the volvero  
app*

### A Global Trend: The Rise of Car-Sharing

Car-sharing is becoming an increasingly popular mobility solution worldwide. According to recent studies, the global car-sharing market was valued at approximately USD 2.3 billion in 2020 and is expected to grow to USD 12.6 billion by 2027, driven by the need for more sustainable urban transport and the rising cost of vehicle ownership.

However, Italy and the majority of the EU are known for their deep-rooted car culture, have been slower to embrace this trend. For Italy, car ownership is still one of the highest in Europe, with approximately 655 cars per 1,000 people, compared to just 569 in France or

566 in Germany. This has created a social hurdle for widespread adoption of car-sharing services, particularly in smaller cities like Padova.

### **A Local Shift: Young Italians Embrace Change**

Volvero is challenging these norms by offering a peer-to-peer car-sharing platform that allows vehicle owners to share their cars with others in need of short-term transportation. While skepticism has been a barrier, volvero is gaining traction, especially among younger generations who are driving a shift in attitudes. Over 80% of volvero's users belong to the 25-35 years old age group, most being university students, Italian or international.

*"In a country where car ownership is so culturally ingrained, we knew that car-sharing would face resistance,"* says Marco Filippi, CEO of volvero. *"But young Italians here in Padova are showing us that a new mindset is taking hold. They see mobility as a service, not a possession, and they value sustainability and efficiency."*

This shift mirrors a broader trend among Generation Z and Millennials worldwide, who are less likely to see car ownership as a status symbol and more likely to adopt flexible, cost-effective transportation options. In fact, studies show that Millennials and Gen Z account for more than 50% of car-sharing users globally, a figure that is expected to grow as younger generations prioritize sustainability and the sharing economy.

### **Car-Sharing's Benefits and Challenges**

*the volvero team in Italy*



The benefits of car-sharing are substantial. Research shows that one shared car can replace up to 15 privately owned vehicles, reducing urban traffic and cutting CO2 emissions by up to 30%. In addition, car-sharing services offer a more affordable alternative to ownership, especially for young professionals and students, who may not have the means or desire to own a car.

Yet, in cities like Padova, where car ownership is still viewed as a personal right, trust issues and reluctance to share personal property have historically hampered the growth of services like volvero. Overcoming these social barriers is a challenge, but the younger generation's willingness to embrace the sharing economy is proving crucial to the platform's success.

*"This isn't just about saving money or reducing emissions,"* adds Filippi. *"It's about changing how we think about transportation and making it a communal resource. What we're seeing in Padova is a shift led by the young, a quiet revolution that's creating real change."*

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### **About volvero**

Volvero is a car-sharing platform connecting vehicle owners with individuals seeking

short-term transportation. By encouraging shared mobility, vovero aims to reduce urban congestion, lower emissions, and create a more sustainable future. The platform's user-friendly app, now active in Padova, is helping to reshape Italy's mobility landscape, one shared car at a time.

You will find our team CEO Marco Filippi and some really good coffee waiting for you at the Web Summit in Pavilion 3, PS 9. Come visit us!



PAVILION 3