

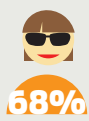
# WHAT WOULD YOU SHARE?



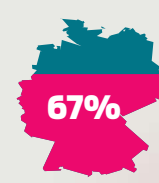
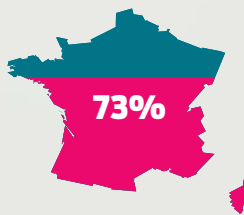
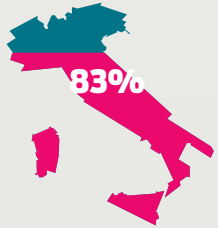
A new European survey provides some interesting insights into the current state of the share market.\*



## Cars



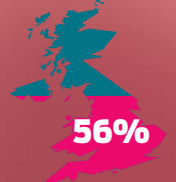
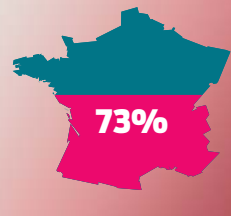
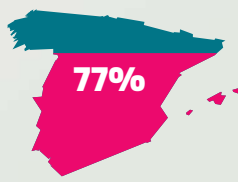
- 72% interested in car-sharing
- 55% would offer own car for sharing
- Would consider car-sharing:



## Parking



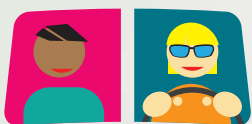
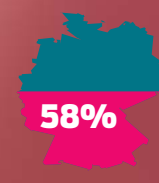
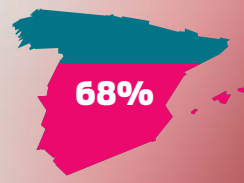
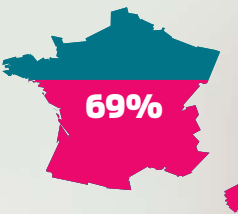
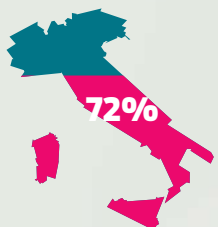
- 73% interested in using a parking space service
- Would consider using a parking space service:



## Bikes



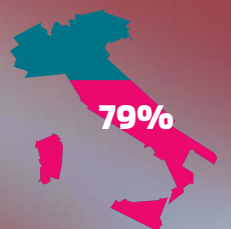
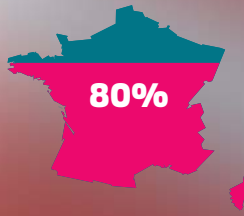
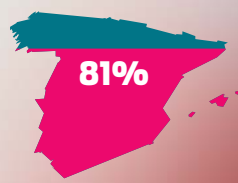
- 61% interested in bike-sharing
- Would consider bike-sharing:



## Rides



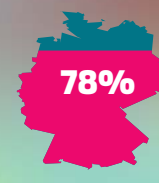
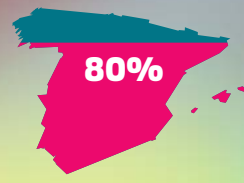
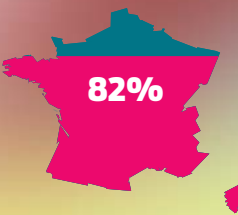
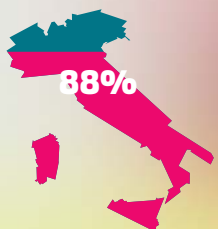
- 76% interested in using a ride-sharing service
- Would consider ride-sharing:



## Deliveries



- 78% of people would transport packages
- Would consider transporting packages:



## Least likely to share?

People in the U.K. have the lowest interest in sharing products and services

\* Survey of 10,016 people across France, Germany, Italy, Spain, and the U.K. conducted for Ford Motor Company by Opinion Matters during April 2016.