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Airport P2P As A Subscription Service To FordPass Members

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Novel Subscription Based Airport Peer-to-Peer Car Rental Model

The business of peer-to-peer (P2P) car share started around 2009. Since then, it has been growing steadily in the US. One very important marketplace of P2P car share is airport, where demand and supply come together at their own expense. However, very few P2P car share companies specialize airport services for a number of reasons, ranging from high administrative costs, capacity limitation to vehicle delivery and parking complications. In this disclosure, we introduce a novel airport P2P car share model (“The Airport P2P” thereafter) designed to address many of the challenges that the P2P car share businesses are facing today.

The Airport P2P differentiates itself from the current P2P car share business in several ways.

First, The Airport P2P would offer the car share service to a community of people who share something in common, such as the network of vehicle owners of a particular automaker. A major challenge of P2P car share is the supply constraint. Many people who could rent out their cars often hesitate to do so because they don’t like their vehicles to be driven by strangers, even with meaningful financial compensation. Having something in common reduces an owner’s concern to share and brings an important element of trust into the relationship between an owner and renter. This would encourage more people to offer their vehicles for rent, and at the same time, resulting in tangible savings in administrative costs. To enhance the element of trust, The Airport P2P would, for instance, help like-minded members who drive the same or similar vehicles to share their vehicles. Additionally, it would host social media activities for its member, such as discussions on new vehicle models so member could and post their comments and share their thoughts, which would provide members opportunities to find like-minded people to for vehicle sharing.

Second, instead of using a commission-based model to generate revenue, The Airport P2P would generate revenue from paid subscriptions by its members. Subscription paying members can use this service with no limit for free. In addition, instead of letting an owner set the rental fee, as is a common practice by most 2P2 car share providers today, The Airport P2P would set the price for the owner based on a number of factors, including vehicle maker/model/age, demand/supply, and the published IRS mileage reimbursement rate. This rate would be used for the renter to reimburse the owner for the use of his/her vehicle, to an extend the entire amount could be considered within the cost of doing business by the owner.

Third, The Airport P2P would leverage connected vehicle data to track miles driven, fuel/battery level, and location where the vehicle is parked. For instance, by using the GPS location data, The Airport P2P could identify which airport parking facility the vehicle was parked and calculate the cost of parking automatically for the owner to reimburse the renter. In addition, it would leverage such advanced connected key technologies like phone-as-a-key to enable remote, contact-less vehicle delivery and return at airports.

Finally, The Airport P2P is designed to create a frictionless user experience for both owners and renters. In addition to using connected vehicle data and remote vehicle delivery technologies to make transaction easier for both parties, it would create a *curated* user experience for them. The Airport P2P platform would guide users through each step in the process, making appropriate decisions for them and managing user interaction to ensure superior user experience. For instance, when a matching vehicle is found for a renter, The Airport P2P would arrange for the remote key delivery, instead of letting the renter and owner settle on their own. In another example, when the vehicle is involved in an accident, The Airport P2P would manage the damage claim for both parties, instead of letting them resolve the matter directly. For a renter or an owner, the Airport P2P would always be there each step of the way guiding them through the process they may or may not so familiar with.

Disclosed anonymously