

Our GoMore partnership

GoMore is the leading platform in Denmark for private car rental and carpooling. In addition to a ridesharing platform and a car rental platform, the GoMore website now also offers leasing services. GoMore developed a global partnership with LeasePlan to deliver these services, starting with LeasePlan Denmark, Sweden, Norway, Spain and France.



Matias Møl Dalsgaard (left) and Søren Riis (right)

The Opportunity

When philosophy students Matias Møl Dalsgaard and Søren Riis founded GoMore in 2005 they had only one goal: to help arrange fun and environmentally friendly transport, using ridesharing and peer-to-peer car rental.

The ridesharing platform is visited by 450,000 visitors per month. It has 420,000 members and is growing by 20,000 members per month. These members offer 1,500-3,000 rides every day, with over 1,000 of these booked daily. The car rental platform, launched in 2014, has more than 4000 cars for rent (p2p). Within the first 12 months after the launch, the platform already had 30 daily rentals. In addition to a ridesharing platform and a car rental platform, the GoMore website now also offers leasing services. GoMore developed a global partnership with LeasePlan to deliver these services, starting with LeasePlan Denmark.

The Approach

Managing Director LeasePlan Denmark Lars Eegholm explains: “The lease and rental platform was launched in November 2014. LeasePlan Denmark offers GoMore members a lease car for a period of 12 months and draws up the private lease contract with the consumer. GoMore advertises the product on its website and forwards the leads to LeasePlan Denmark.”

“We started the partnership because we want to grow in the private leasing market. By collaborating with GoMore, LeasePlan Denmark is close to the market leader. Being this close, we can have an influence on where the market moves. So this is a perfect way to learn from the market without any major investments.”



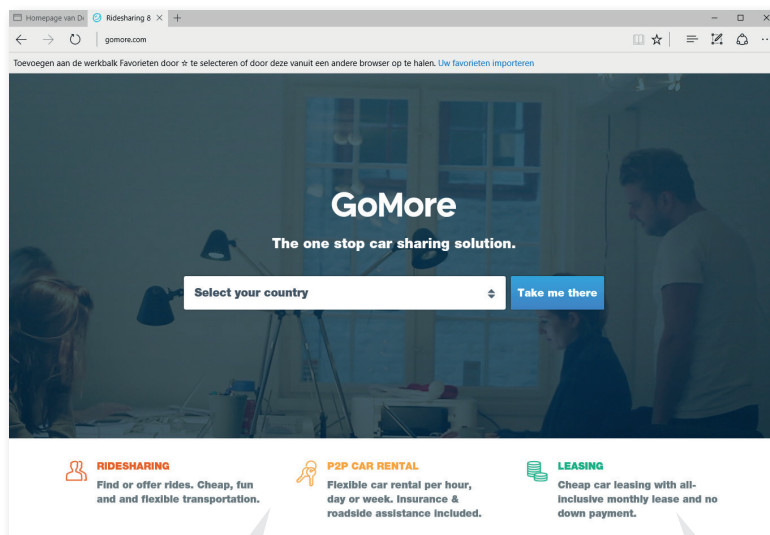
It's easier to leaseplan

The Result

GoMore and LeasePlan have seen significant benefits from the partnership. The partnership also allowed GoMore to expand its platform with additional services with more than 1,500 cars have been ordered since the first day after the launch, and the expectation is that 2,000 vehicles will be reached in 2016. The contract renewal rate is 60% at the moment.

LeasePlan's participation in the GoMore platform is an example of the LeasePlan Mobility Strategy in action. This strategy aims to make LeasePlan the 'one stop shop' for business mobility, by offering different products and services that go beyond the traditional lease product and fully meet our clients' mobility needs. This approach is based on three pillars: 1) LeasePlan as a supplier to/via other mobility providers, 2) flexible mobility and 3) multi-modal mobility. Using the GoMore platform gives LeasePlan the chance to reach out to potential clients via another mobility provider, the GoMore ridesharing platform.

GoMore has received more than 150,000 user ratings since 2013, scoring an average of 4.8 out of 5!



“Easy and reliable way to get a cheap ride. Besides, I like the idea of people helping each other and the environment by ridesharing.”
Pia on GoMore, DK.

“Your excellent site has saved me several thousand pounds this autumn (and given me some fun and memorable experiences).”
Peter on GoMore, DK.