**Company overview**

GoCar is Ireland’s leading car-sharing company, established in 2008, with a strong presence in the short-term vehicle rental market. The company offers a flexible and convenient alternative to traditional car ownership, allowing customers to rent vehicles on an hourly or daily basis through its user-friendly online platform and mobile app. With a fleet of over 1,000 vehicles strategically located across Ireland, GoCar provides an accessible and cost-effective solution for urban mobility.

The company’s fleet includes a variety of vehicle options to meet diverse customer needs, such as compact city cars, larger vans for business or moving purposes, and eco-friendly electric vehicles. Customers can book, unlock, and drive GoCar vehicles using their smartphones or registered Leap Cards, enhancing the convenience and efficiency of the rental experience.

**New tools and technologies**

The first proposed tool is a motorcycle rental service focused on leisure. In Ireland, motorcycle use is seasonal, as the weather is often unsuitable for daily riding for most of the year. As a result, most bikers tend to ride more during the warmer seasons. This new service would focus on motorcycles designed for traveling across Ireland with higher capabilities, specifically models suited for road trips, such as cruisers, touring bikes, scramblers, and standard motorcycles.

The second proposed technology is an extension of the first: motorcycle rentals for food or parcel deliveries, with the possibility of weekly or monthly rental options. This service would act as a balance to the first, as it would generate consistent year-round demand. Food delivery, in particular, is a strong market in Ireland, with many couriers currently using electric bikes due to the high cost of purchasing a combustion motorcycle. This rental service would focus on motorcycles with lower engine power but greater suitability for delivery services, such as mopeds, scooters, and electric bikes.

**Strategic analysis**

***SWOT Analysis***

***Strengths:***

* *GoCar is already a well-established company in the rental services market.*
* *Existing infrastructure supports the introduction of new technologies, including maintenance and vehicle care.*
* *A well-developed mobile app already optimized for rental services.*
* *Rental locations are spread across all of Ireland.*
* *Dynamic pricing strategy: higher prices during peak seasons and lower prices during off-peak times to attract customers.*
* *Unlike cars, motorcycle riders do not need to "relearn" how to ride based on whether the roads are right- or left-sided.*

***Opportunities:***

* *Untapped business opportunity in Ireland—GoCar would be the first company to offer short-term motorcycle rentals.*
* *High demand for the proposed services.*

***Weaknesses:***

* *Weather conditions limit the full utilization of services.*
* *Motorcycles require more frequent maintenance, although the costs are lower than for cars.*
* *Higher susceptibility to accidents.*
* *Need to ensure accessibility to protective gear, possibly through lockers or a similar system.*

***Threats:***

* *Motorcycle theft is common in Ireland.*
* *Potential theft of protective gear.*
* *Competitors may quickly adopt the same service, reducing market share.*

**Legal, regulatory and ethical considerations**

***Legal Considerations:***

* *All motorcycles must be roadworthy and meet safety regulations.*
* *Various motorcycle license categories exist; the rental system must ensure that users can only rent motorcycles they are licensed to operate.*
* *Compliance with age restrictions.*
* *Stricter insurance policies due to motorcycles' higher accident risk, including possible commercial insurance for those renting motorcycles for work purposes.*
* *Compliance with GDPR regulations regarding data protection.*
* *Adherence to employment laws if applicable.*

***Regulatory Considerations:***

* *Ensure proper maintenance and care of all motorcycles.*
* *Maintain proper paperwork and tax compliance for all rental motorcycles.*
* *Include a gear deposit in the rental price to minimize loss due to theft.*
* *Establish clear rental terms and conditions to avoid legal disputes.*
* *Electric motorcycles may qualify for tax reductions.*

***Ethical Considerations:***

* *Offer training sessions to educate and raise awareness about motorcycle safety.*
* *Provide a brief warm-up period for riders to get accustomed to the rented bike before being charged.*
* *Ensure fair and transparent pricing, particularly for those renting motorcycles for work purposes while still maintaining profitability.*
* *Offer lower rental prices for electric motorcycles to incentivize eco-friendly transportation, given the lower charging costs.*
* *Develop multiple rental plans to cater to a broad range of customers.*

**Conclusion**

GoCar’s expansion into motorcycle rentals presents a unique opportunity to tap into an untapped market in Ireland. By leveraging its existing infrastructure, digital platform, and strong brand presence, GoCar has the potential to establish itself as the first provider of short-term motorcycle rentals for both leisure and delivery purposes. The leisure rental segment, while more seasonal, could be highly profitable due to premium motorcycle options, whereas the delivery rental segment offers a stable and consistent revenue stream throughout the year.

However, several legal, regulatory, and ethical considerations must be addressed to ensure the success and sustainability of this initiative. Compliance with road traffic laws, licensing requirements, insurance policies, and data protection regulations is crucial to mitigate risks and protect both the company and its customers. While some of these considerations present challenges, they are manageable. Additionally, implementing robust safety measures, fair pricing, and responsible environmental practices will help GoCar uphold its ethical obligations while maintaining a competitive advantage in the market.

This initiative also opens the possibility of expanding into other countries, such as Germany or Portugal, where motorcycle culture is stronger and certain challenges, such as weather conditions, are less restrictive. Furthermore, expansion into more specialized markets, such as off-road rentals, could be explored in the future.

While challenges such as Ireland’s unpredictable weather, potential competition, and motorcycle theft remain concerns, strategic planning, continuous regulatory monitoring, and a strong commitment to customer safety and satisfaction can help mitigate these risks. Additionally, implementing security measures, such as a dedicated security team to patrol rental locations, could not only protect assets but also create additional job opportunities.

By addressing these factors, GoCar has the potential to pioneer a new segment in the mobility industry and strengthen its position as Ireland’s leading vehicle rental provider. This initiative would also support workers who rely on fast and affordable transportation without the financial burden of purchasing and maintaining their own motorcycles. Additionally, it would provide leisure riders with a hassle-free way to enjoy motorcycle trips.

While this type of rental market is not yet widely explored in Ireland or Europe, countries such as Brazil have successfully implemented similar services with substantial financial returns, demonstrating the viability of this business model.

**References**

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