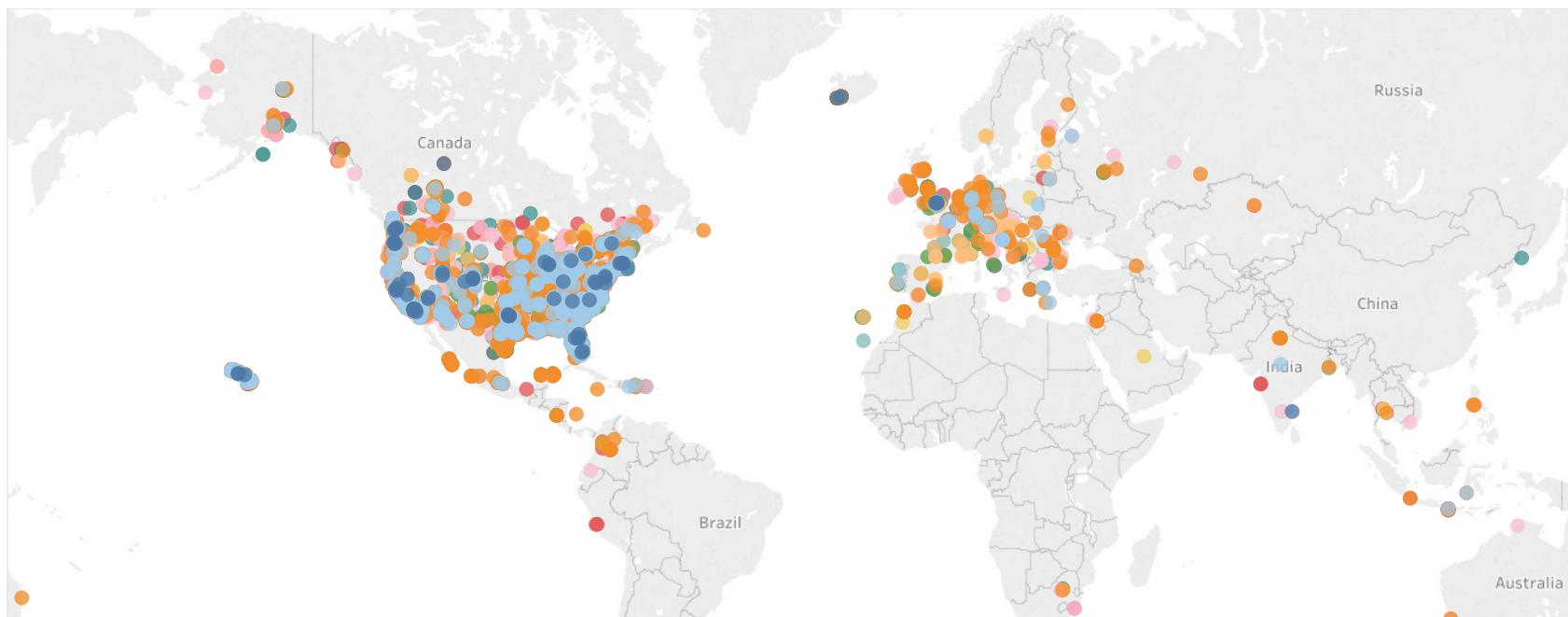




Daly City, CA- (94015+15 miles) - January 2018

World/all cars/by category. Active listings



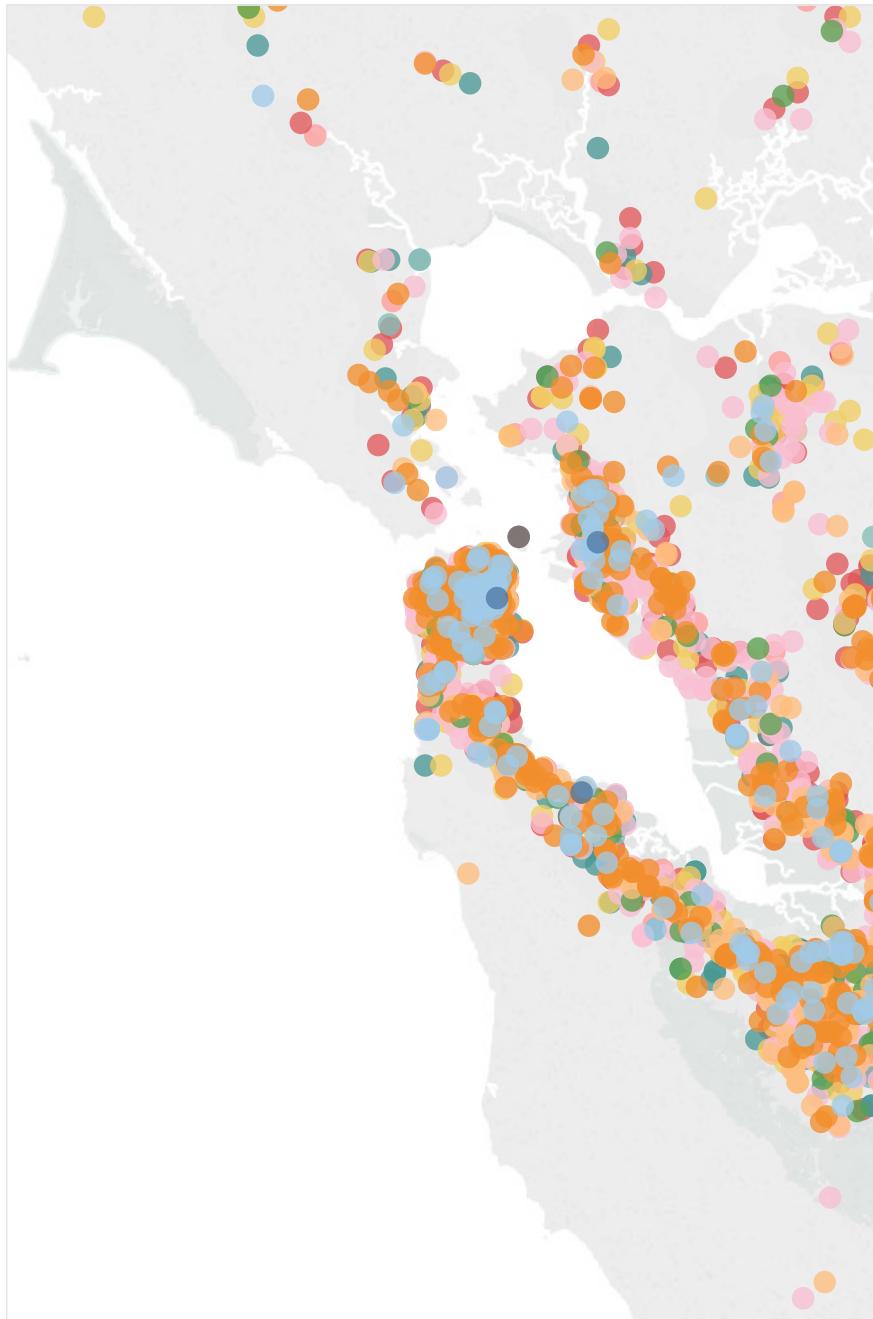
Active - was live on site this month or had a confirmed booking in the month

World/all Active Cars

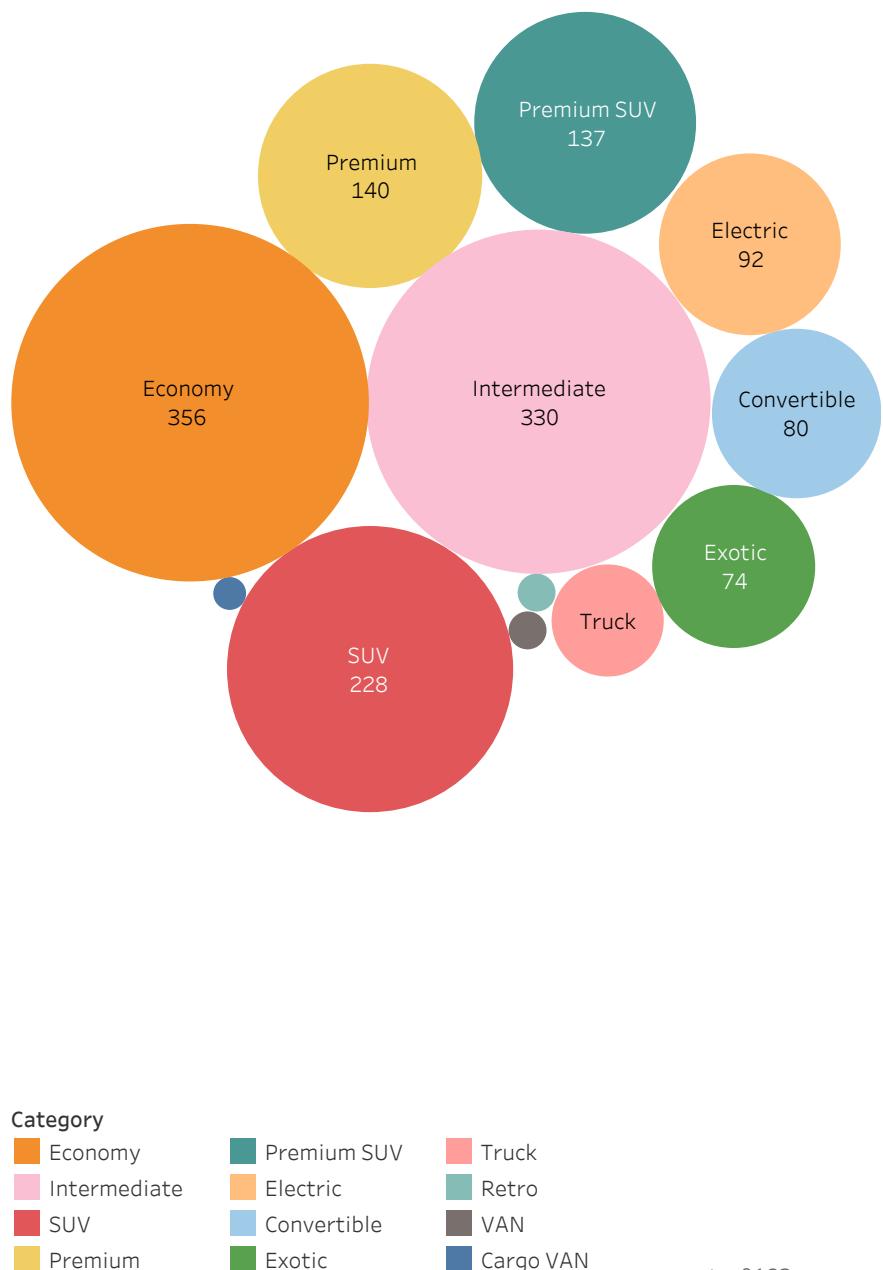
Category	Count
Cargo VAN	78
Convertible	2,481
Economy	7,707
Electric	1,650
Exotic	2,674
Intermediate	12,177
Motorhome	2
Premium	6,586
Premium S..	5,173
Retro	419
SUV	7,392
Truck	1,417
VAN	206
Grand Total	47,962

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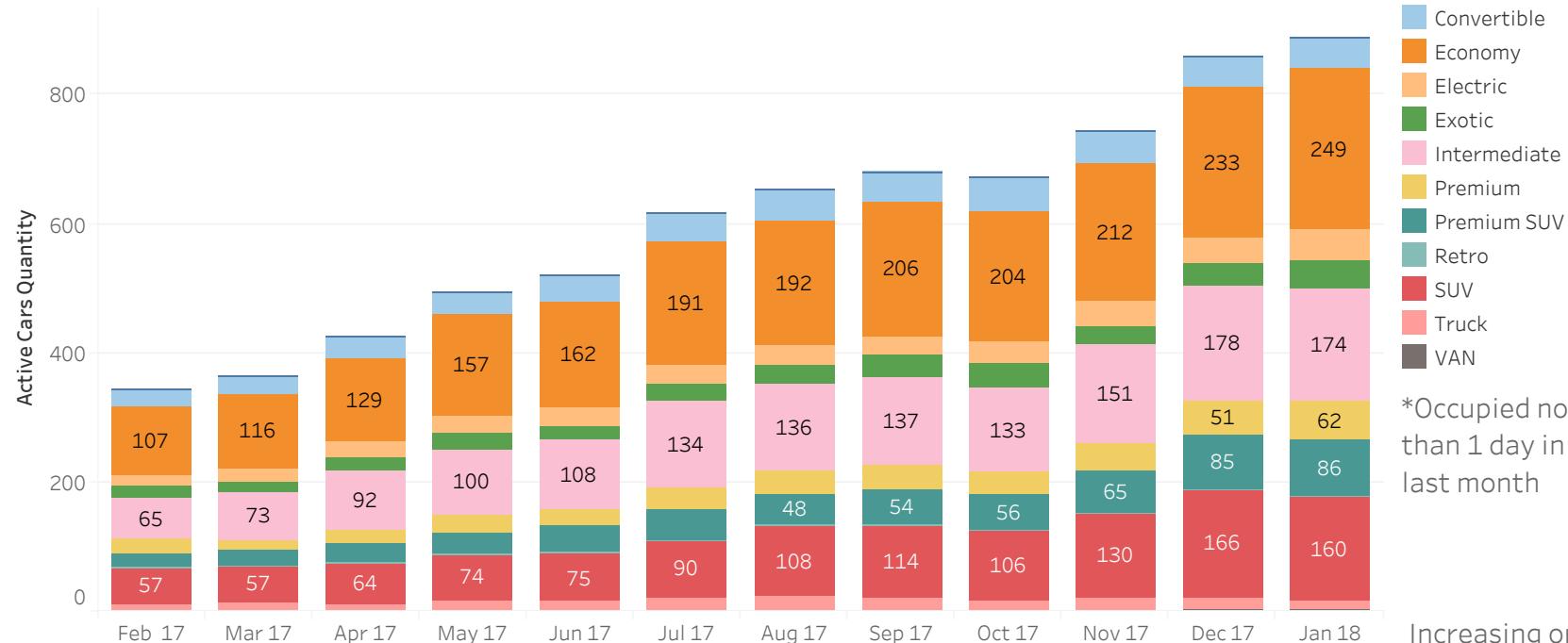
All car's categories within 15 miles



Active Cars By Category



Historical Active Car Count by Car Category

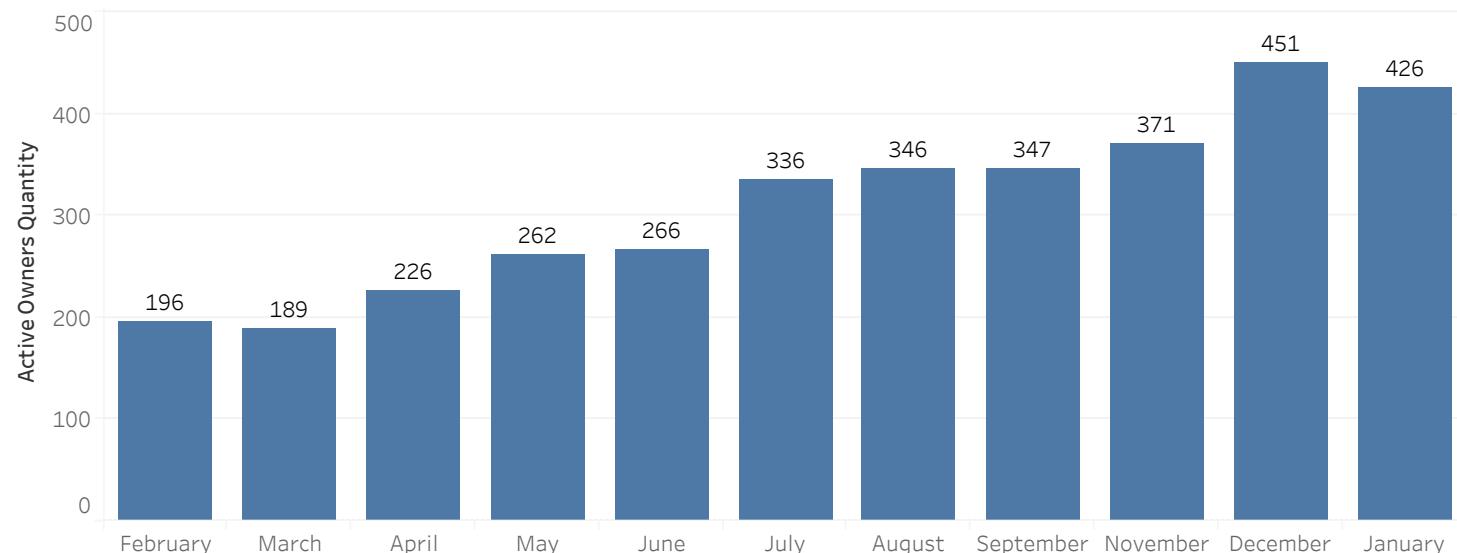


Category

- Cargo VAN
- Convertible
- Economy
- Electric
- Exotic
- Intermediate
- Premium
- Premium SUV
- Retro
- SUV
- Truck
- VAN

*Occupied no less than 1 day in the last month

Active Car Owners with at least one booking per month



Increasing or decreasing quantity of Car Owners reflects the current TURO demand situation at the market. If their quantity increasing constantly it means the demand is growing.

Active Owners vs Business Owners

*According to our methodology, we separate Active owners (owners who has Active cars) and Business Owners (owners, who ha..

TOTAL Active Owners for the territory - **426**

TOTAL Business Owners for the territory - **55**

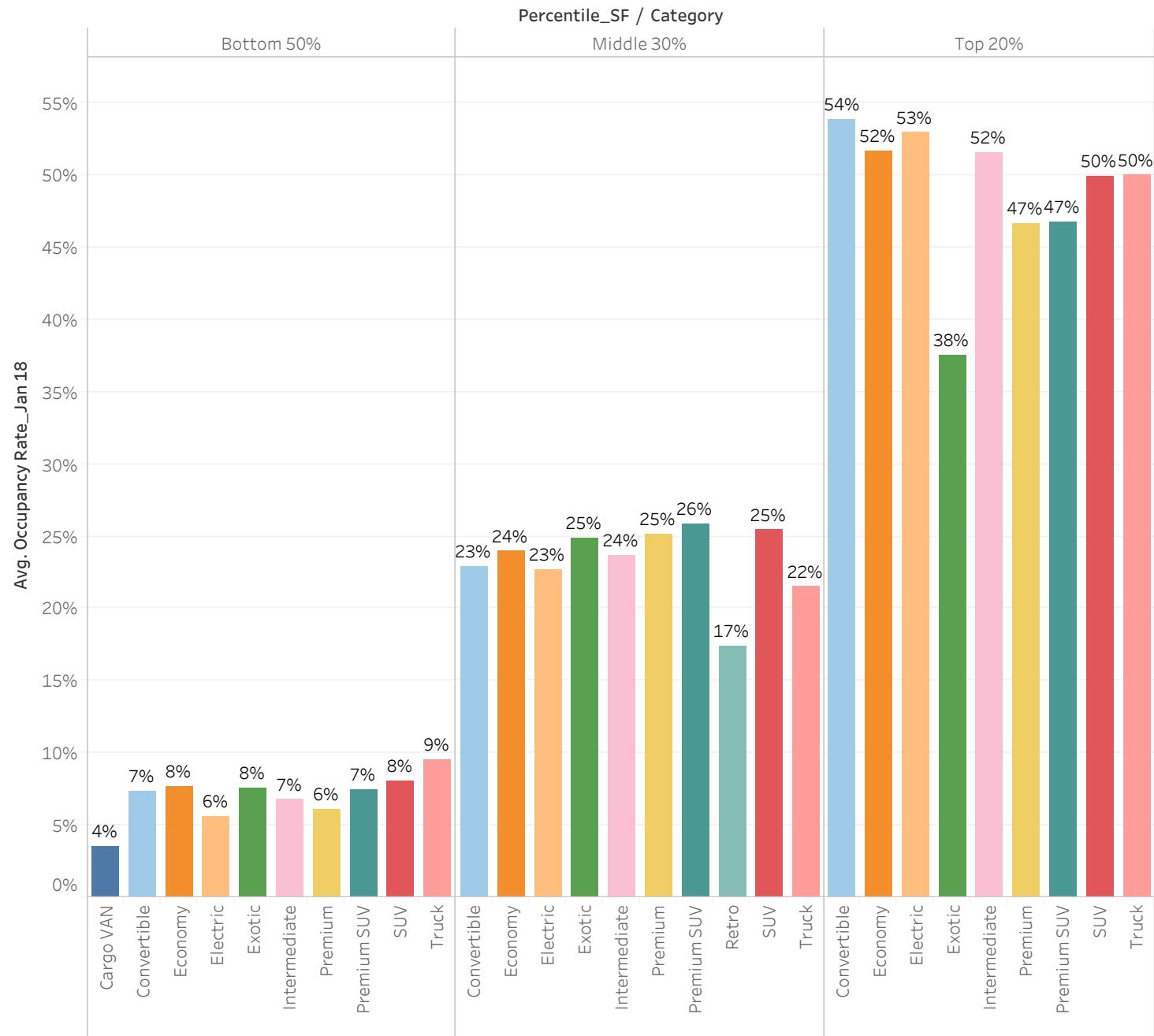
Maximum Cars per Owner for the territory - **39**

Median Cars/Per Business Owner for the territory - **4**

TOP Owners/by Q-ty

Owner	
Umbaride L.	39
Lance Z.	29
Nikola C.	21
Jeff C.	16
Powai L.	14
Yong F.	14
Mohammad M.	13
Scott D.	13
Kevin C.	12
Turo SFO	12
UmbaLux L.	12
Tung sang T.	11
Kent L.	10
William N.	10
C.j. M.	9
Eric Meng L.	9
Nazir S.	9
SACHIN D.	9
Jon K.	8
Rohit P.	8
Sean W.	8
Trung L.	8
Janet H.	7
JUNJIAN L.	7
Kevin L.	7
Luis F.	7
Ali S.	6
Eric L.	6
Michael N.	6
Michael P.	6
Tony S.	6
Zach G.	6

Occupancy Rate by Car Category, Previous Month/Only Business Owner



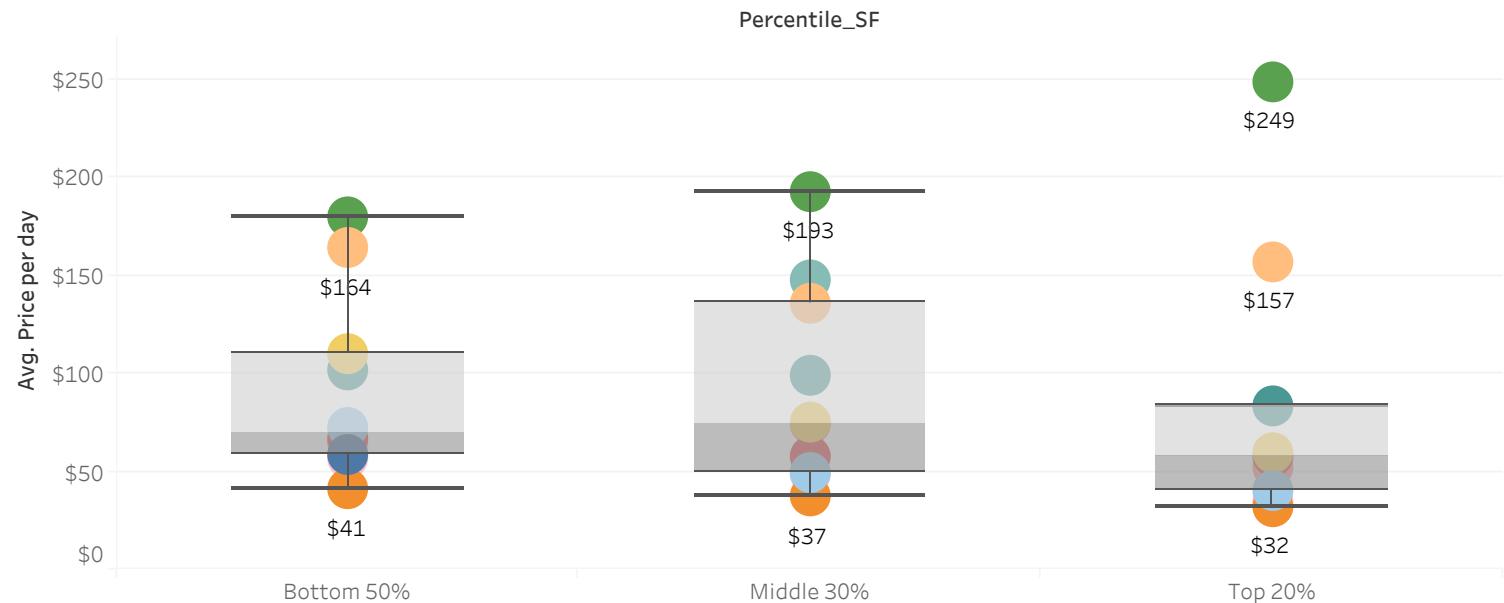
Occupancy rate is the number of days that a car had a reservation divided by the total number of days it was available for rent in the month. Listings that blocked for the month or otherwise "inactive" are not included in the calculation.

Category

- Cargo VAN
- Convertible
- Economy
- Electric
- Exotic
- Intermediate
- Premium
- Premium SUV
- Retro
- SUV
- Truck

The occupancy rate varies greatly in every area based on delivery, price and other factors. In order to show the whole picture we place each car into a percentile based on their achieved Occupancy Rate in the last full month. Example: if there were 10 cars in the area, the car with the 2nd highest occupancy rate would be the Top20% percentile.
High performing - TOP 20%
Mid Performing - Middle ..

Avg Price Per Day

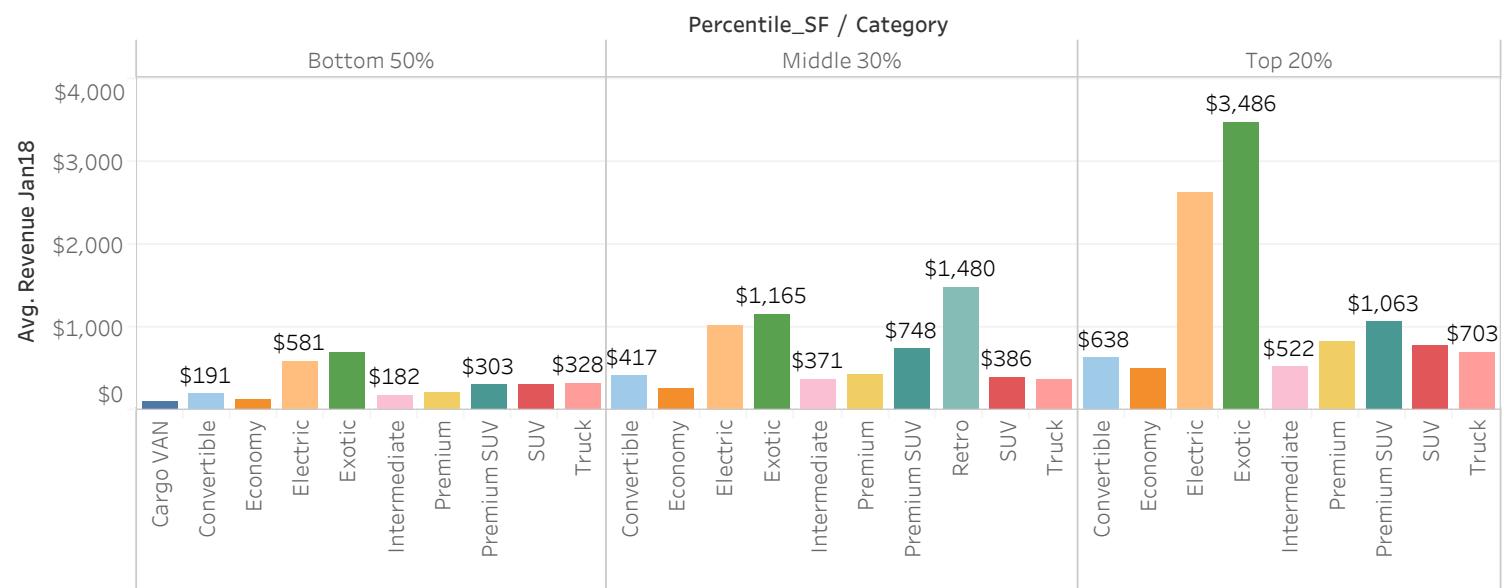


Category

- Cargo VAN
- Convertible
- Economy
- Electric
- Exotic
- Intermediate
- Premium
- Premium SUV
- Retro
- SUV
- Truck

Pricing is one of the key aspects of successful Car Business Owner. As a refence we advice to look at the **Middle 30 - Top 20%** percentiles

Revenue* Data by Car Category Previous Month

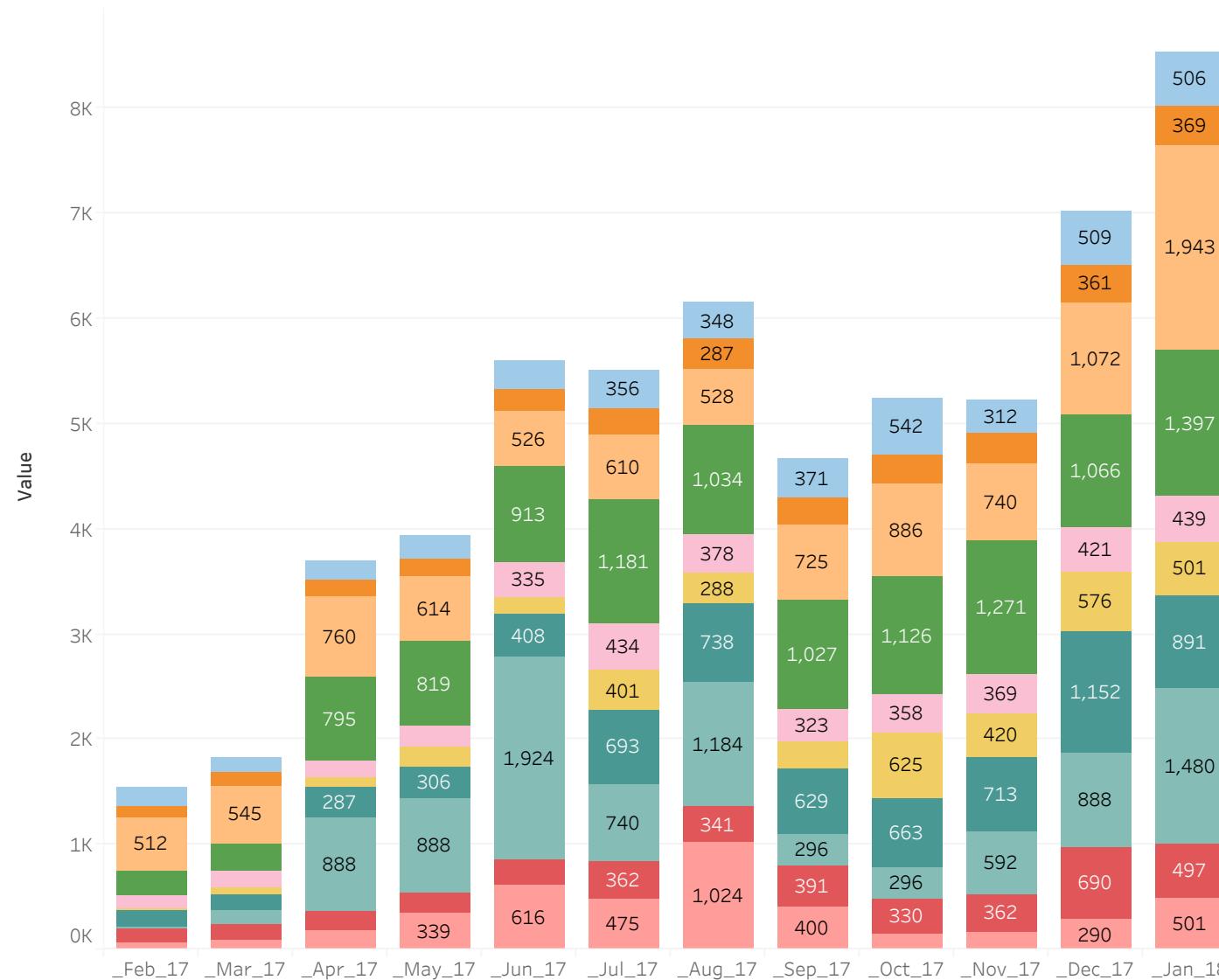


How to read
"Revenue" Data

Revenue doesn't count TURO fees+Owners fees that in most cases are equal and our numbers reflect real owner's earnings.

TUR0 123. Market. Dec 2017

Revenue/Average/for TOP 20+Medium 30 Percentiles of Cars Monthly for Previous Year



Category
Convertible
Economy
Electric
Exotic
Intermediate
Premium
Premium SUV
Retro
SUV
Truck

Our technology divides all cars based on the Occupancy Rate on 3 category (based on the last month result) - lower than 50% percentile within a group, medium - from 50% to 80%, and 85% to 99%.

In this chart we count only TOP 20 and Medium 30 Percentiles of cars. Revenue doesn't count TURO fees+Owners fees that in most cases are equal and our numbers reflect real owner's earnings.

Average Daily Rate/by Make

Make	Category								
	Economy	Premium	Convertible	Premium S..	Exotic	Electric	Cargo VAN	SUV	Intermedia..
Acura								\$54	\$50
Alfa Romeo					\$249				
Audi				\$110	\$299				\$50
Bentley					\$199				
BMW		\$60	\$36		\$299	\$58			\$58
Cadillac				\$109					
Chevrolet	\$31		\$61		\$249		\$59	\$51	\$39
Chrysler								\$45	
Dodge				\$45				\$44	
FIAT	\$49		\$42						
Ford	\$34		\$84					\$47	\$45
GMC								\$119	
Honda	\$27							\$53	\$44
Hyundai	\$29								\$38
INFINITI		\$46		\$107					
Jaguar				\$190					
Jeep			\$65	\$57				\$59	
Kia	\$36							\$42	
Land Rover				\$115				\$36	
Lexus				\$85					
Lincoln				\$92					
Mazda	\$33			\$49				\$47	
Mercedes-Benz		\$83	\$62	\$110					
MINI								\$38	
Mitsubishi	\$34							\$34	
Nissan	\$34			\$39				\$59	\$40
Porsche				\$113	\$161				
Scion	\$33								
smart	\$32		\$32						
Subaru							\$64	\$69	
Suzuki	\$15								
Tesla					\$158				
Toyota	\$36						\$58	\$37	
Volkswagen	\$40							\$35	
Volvo				\$99				\$33	
Grand Total	\$34	\$72	\$52	\$94	\$196	\$138	\$59	\$54	\$44

TUR0 123. Market. Dec 2017

Extra Fees/Discounts

Category	Median Booking Discount - Monthly	Median Booking Discount - Weekly	Median Distance Included/Week, Miles, KM	Median Distance Included/day, Miles, KM	Median Fee for extra mile, \$
Economy	30	15	750	150	\$0.50
Premium	30	15	750	150	\$0.86
Convertible	25	15	1,000	150	\$0.75
Premium SUV	30	15	750	150	\$0.75
Exotic	30	15	750	100	\$1.50
Electric	27	16	750	150	\$0.85
Cargo VAN	10	5	500	150	\$0.75
VAN	23	5	1,250	175	\$0.54
SUV	25	15	1,000	150	\$0.61
Truck	25	15	875	175	\$0.75
Intermediate	25	15	750	150	\$0.52

tur0123.com

Extra Fee/Discounts

Airport Delivery fee	Category										
	Economy	Premium	Convert..	Premium SUV	Exotic	Electric	Cargo VAN	VAN	SUV	Truck	Interme..
\$10											
\$20									\$20		
\$30	\$20	---		\$40	\$30	\$40	\$30	---		\$30	
\$40	\$30		\$40	\$50					\$40	---	
\$50		\$20	---	\$50	\$50	\$30	---	\$50			
\$60	\$50		\$40		\$40			\$40	---	\$30	---
\$80		\$80								\$80	
\$90	\$90		\$100								
\$100	\$100		\$70						\$100		
\$120	\$70	---	\$50	---	\$70	---	\$60	---	\$120		
Up to \$30										\$20	
Up to \$50		\$60	---							\$50	---
Up to \$60				\$60		\$60					
Up to \$70	\$40				\$70					\$40	---
Up to \$80	\$40			\$50	\$50	---	\$50			\$40	
Up to \$90					\$20	\$90			\$30	\$50	
Up to \$100	\$20	---	\$20	\$80	\$30			\$100	\$20	---	
Up to \$110										\$60	

TOP 5 Each Category*

Category	C.. Year	Make	Model	Occupancy Jan 18	Price per day	Revenue Jan18
Cargo VAN	3.. 2016	Ford	Transit Connect	4	48	192
	2.. 2008	Chevrolet	Avalanche	2	59	118
Convertible	3.. 2009	Mercedes-Benz	SLK-Class	19	62	1,178
	1.. 2015	Ford	Mustang	8	99	792
	1.. 2015	Chevrolet	Camaro	13	59	767
	2.. 2011	BMW	Z4	8	92	736
	2.. 2004	Honda	S2000	8	89	712
Economy	3.. 2012	Volkswagen	GLI	11	75	825
	2.. 2015	Toyota	Prius c	19	43	817
	2.. 2006	Honda	Civic	26	27	702
	3.. 2007	Toyota	Prius	13	53	689
	2.. 2007	Toyota	Prius	14	49	686
Electric	3.. 2016	Tesla	Model X	22	300	6,600
	3.. 2017	Tesla	Model 3	23	225	5,175
	2.. 2016	Tesla	Model X	15	239	3,585
	3.. 2017	Tesla	Model 3	10	295	2,950
	3.. 2018	Tesla	Model 3	11	175	1,925
Exotic	3.. 2015	Alfa Romeo	4C	14	249	3,486
	2.. 2014	Porsche	Boxster	19	159	3,021
	3.. 2010	Audi	R8	7	299	2,093
	2.. 2016	Chevrolet	Corvette	8	249	1,992
	2.. 2009	BMW	Z4	6	299	1,794
Intermediate	2.. 2015	Audi	A3	31	60	1,860
	3.. 2016	BMW	3 Series	20	64	1,280
	2.. 2013	Volkswagen	Golf R	15	80	1,200
	3.. 2014	BMW	3 Series	20	60	1,200
	3.. 2018	Subaru	WRX	9	125	1,125
Premium	2.. 2014	Cadillac	ELR	14	131	1,834
	3.. 2017	Lexus	RC F	5	208	1,040
	1.. 2011	Mercedes-Benz	C-Class	13	70	910
	2.. 2017	Mercedes-Benz	CLA-Class	15	49	735
	3.. 2013	Mercedes-Benz	CLS-Class	6	119	714
Premium SUV	3.. 2013	Porsche	Cayenne	21	80	1,680
	2.. 2017	Porsche	Macan	12	139	1,668
	2.. 2011	Cadillac	Escalade ESV	15	99	1,485
	2.. 2015	Audi	Q5	16	85	1,360
	2.. 2017	BMW	X6	8	169	1,352
Retro SUV	1.. 1965	Ford	Mustang	10	148	1,480
	3.. 2013	Subaru	Impreza	31	48	1,488
	2.. 2017	BMW	X3	10	143	1,430
	2.. 2014	GMC	Acadia	11	119	1,309
	1.. 2012	GMC	Acadia	21	59	1,239
Truck	3.. 2006	Honda	Element	22	54	1,188
	2.. 2010	Nissan	Titan	13	64	832
	2.. 2017	Ram	1500	6	120	720
	3.. 2005	Toyota	Tacoma	14	41	574
	1.. 2008	Ford	Ranger	10	54	540
VAN	2.. 2008	Chevrolet	Colorado	7	52	364
	2.. 2016	Mercedes-Benz	Metris	4	79	316

*Occupied at least 1 day in the previous month and have at least 1 counted trip.
100% Occupancy not included

Thank you for ordering the report from us.

We need your feedback!

<https://www.surveymonkey.com/r/NNXNXGB>