



Press Information
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rrooaarr interactive solutions Develops Free car2go iPad App for Austin

(Austin, TEXAS) After successfully launching an iPhone and iPod touch application for car2go North America members in Austin, Texas, rrooaarr interactive solutions announced that an iPad app (in HD) is now available. rrooaarr interactive solutions developed the apps using car2go's publicly available open API. Since launching the iPad app in July, it has become a very popular download averaging 500 downloads a week. The iPad app can be downloaded at either www.mobile.rrooaarr.com or at the Apple iTunes Store:

iPad app "car2go HD"

<http://itunes.apple.com/de/app/car2go-hd/id381504519?mt=8>

iPhone app "car2go Austin"

<http://itunes.apple.com/us/app/car2go-austin/id351855006?mt=8>

The apps "car2go Austin" for the iPhone and "car2go HD" for the iPad make urban mobility even more convenient. They combine all the important features needed while using the car2go mobility program. The apps allow Austin car2go members to easily locate their own position in the streets of Austin and to find the closest available car2go. They provide information about the specific address, license plate, cleanliness and fuel level of an available car2go. Furthermore, the apps calculate walking distance/time and navigate the member to the available car2go on the display.

The car2go apps not only support car2go North America members by finding the closest vehicle. They also display all the available car2go's showing their location as well as navigate members to one of the designated parking spots in Austin which are exclusively reserved for car2go members only.

rrooaarr CEO Thomas Scheer: "As a forward thinking internet agency, we just love the idea of the car2go program. And because we love good ideas, we developed the car2go apps. The goal is to make finding an available car2go easier when you are on the go. We are constantly working on updates and more functionality to give the car2go North America members the best possible experience when using the apps. The next update will include the possibility to make short term reservations and have limited access to their car2go account. Furthermore a car2go news-channel as well as a cost-calculation tool are in the planning. Any additional ideas are of course very welcome."

For rrooaarr media inquires please contact:

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About rrooaarr interactive solutions:

The German company rrooaarr interactive solutions with head office in Ulm was founded in 1995. rrooaarr interactive solutions has for over 15-years been implementing customized solutions for Internet and Intranet with the highest claim in technology and design. The main focus is the area of online brand communication, integrated IT- and eBusiness solutions, Content management systems as well as applications for the mobile Internet. Among rrooaarr's customers are well-known German companies as for example VR-LEASING AG, TRELOCK GmbH, PAYBACK, vivello GmbH or the Beurer GmbH. Further information on rrooaarr interactive solutions is available at www.mobile.rrooaarr.com.

About car2go N.A. LLC:

car2go is a groundbreaking mobility program redefining individual transportation in rapidly growing urban areas. Launched by Daimler in Austin, Texas, in November 2009, it provides a fleet of free-floating, low-emission, self-service smart fortwo cars distributed all over the city. The smart fortwo is the most fuel efficient non-hybrid vehicle in the United States. car2go vehicles can be accessed "on-demand", or reserved for up to 24 hours in advance. For "on-demand" access, members simply swipe their membership card against the vehicle's windshield. Unlike traditional carsharing programs, car2go allows its members to use the vehicle for as long as they like, without committing to a specific time or location to return the vehicle. They can finish the rental in any available public parking space within the car2go business area as well in designated car2go parking locations. Attractive "by-the-minute" rates include costs for fuel, insurance, parking and maintenance. Further information on car2go is available at www.car2go.com and www.media.daimler.com