

MOVING SMART IN SPAIN



INTERVIEW WITH **PABLO CAMPOS-ANSÓ**

Interview by ACCI

CASE STUDY: TRANSPORT - MOVEMENT OF PEOPLE

Pablo Campos-Ansó



Pablo Campos-Ansó is the founder and CEO of guppy.

Born in 1992, Pablo is a naval engineer by profession, a surfer as a hobby and a volunteer by vocation. He does it with “Olas sin Barreras”, a non-profit association that seeks to bring surfing to young people at risk of exclusion. Or what they themselves emphasize, which allows them to turn waves into opportunities.

guppy is a car-sharing platform, where we rent vehicles without a driver. Where we share the resources, the vehicles are available on an app on your mobile, where you can register yourself in less than five minutes and get access to over 250 hundred percent electric vehicles, battery- electric vehicles, which are recharged with 100% renewable energy. So you can access them and pay them only for what you use. It's a mobility service, a mobility-service app, very, very conscious and related to sustainability.



WHAT'S THE CURRENT NUMBER OF SUBSCRIBERS TO THE SERVICE?

We're providing our services, we're available in Asturias, Cantabria, Basque Country and Madrid, nowadays. So, the idea is to provide urban mobility services, sustainable mobility in the city, but also connecting the cities in-between them, so you can rent a car, go from Gijón to Madrid, from Madrid to Bilbao or from Bilbao Airport to Madrid whenever you want. There are over 40.000 customers registered today and there are over... above 5.000 active users nowadays in the urban mobility service weekly.

HOW DOES GUPPY CONTRIBUTE TO SUSTAINABILITY?

Well, first of all, I think it's a matter of traffic jams and the number of cars, private cars that there are in the cities. The problem comes from a long time ago, since many, many decades ago. There's a traffic problem in the city centres, so parking spaces are limited and there are more cars than people in the cities. So, we have to give back the priority to the people, instead of the cars. So, the idea is to share the resources, with a much smaller fleet available, with a much smaller fleet produced in the industry we can give mobility services to over 50 times of the people if we share the cars. Less traffic jams, less parking spaces, less problems and sharing resources. But not only that, but also that the cars are 100% electric, so there's no fumes, there's no particles associated and there's no contamination in the city. Apart from that, there's also the benefit that we recharge the batteries with 100% renewable energy, both from our own photo-voltaic auto-generation centre in our logistic base, but also buying from the net only certified renewable energy. So, we close the circle and we are selling kilometres which are recharged by the sun!

IS THE ELECTRIC CAR THE TRANSPORT OF THE FUTURE OR IS IT ACTUALLY OF THE PRESENT?

I will say it's the present! We have been in business for over five years and there are some companies above ten years selling electric cars. The evolution of the electric car in the last ten years has been very interesting, very fast, so nowadays it is for sure that the electric car is here to solve the problems that we have in terms of pollution in the cities, but also in the mid and long distance. The cars nowadays have above 300-400 kilometres reach' very, very easily and the charge speed is becoming way faster, fast-charging above 1.200 km per hour, so in 15 minutes you're having 400 km again, so it is very easy, very convenient to drive throughout Spain, Portugal, France...with a 100% electric car.

And the access to these cars through a mobile app is already the present. We are providing over 700 rentals per day and the technology is available, is fair enough, is stable and the cars... we're still using the same cars as five years ago, so the depreciation, the degradation of the batteries is not as some people are saying. We are not suffering any range decrease, so, we think it's the present!

40.000 customers
registered
5.000 active users
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service weekly

Download the app
and move at will



WHAT IS THE ROLE OF THIS CAR-SHARING PLATFORM SYSTEM IN THE CIRCULAR ECONOMY?

Well, the first idea is to avoid producing more cars and spending more resources than needed. A private car spends over 23 hours parked - in our parking space, in the street - generating problems for the other citizens. So, less production of cars, without eliminating the possibility of moving from one place to another with the same efficiency but sharing 50 people in the same day, the same car. Apart from that, electric cars will have another interesting feature: because, once they have been providing services for, say, eight to ten years to the drivers, then, maybe the battery itself will decrease, maybe, below 70% of its range, above ten years, which is good enough for their use. Then that battery is not gone forever! This battery will last in a stationary place for a second life. So, these batteries will be assisting photo-voltaic or wind-powered or any other renewable energy system, so we'll be profiting from the materials and the battery for another 10 or 15 years!

FOSSIL-FUEL ADVOCATES CRITICISE BATTERIES AND ALSO SOME LACK OF CHARGING POINTS. WHAT WOULD YOU SAY TO THEM?

First of all, the charging space and the charging infrastructure. Both the electric vehicle market and the charging stations' market are growing at the same time. So, there will always be, for sure, some de-balance and some moments when it will be a little difficult to balance. Sometimes there will be a little bit more cars than charging stations and the opposite.

But it is something that is growing very, very fast and both together. What is true is that we have over 40.000 customers who are doing rentals of above 1.000 kilometres throughout Spain, Portugal and France, so it is true that you can do a thousand kilometres with a couple of fifteen-minutes' stop for fast-charging and we are not facing any problems at the charging stations. We have incorporated in our app the charging stations to make it easier.

It is true that there is a lot of work to be done to make life easier for the customers. So, we are not only providing the car but also the parking spaces, the charging stations and whatever else we need to have sustainable, efficient and economical mobility. We are introducing charging stations for this reason and we are not facing any problems with the charging stations.



guppy people

Users: people who enjoy a convenient and fun service, and are also helping to make our cities more modern, clean and accessible places.

guppy team: a team of wonderful professionals who never stop working to improve and innovate services and to ensure that vehicles are always ready when and where you need them.

Partners: companies and entities that help us to improve services, carry out promotions and provide initiatives that benefit our customers.

Members: investors that take guppy to new cities or regions of the country.

