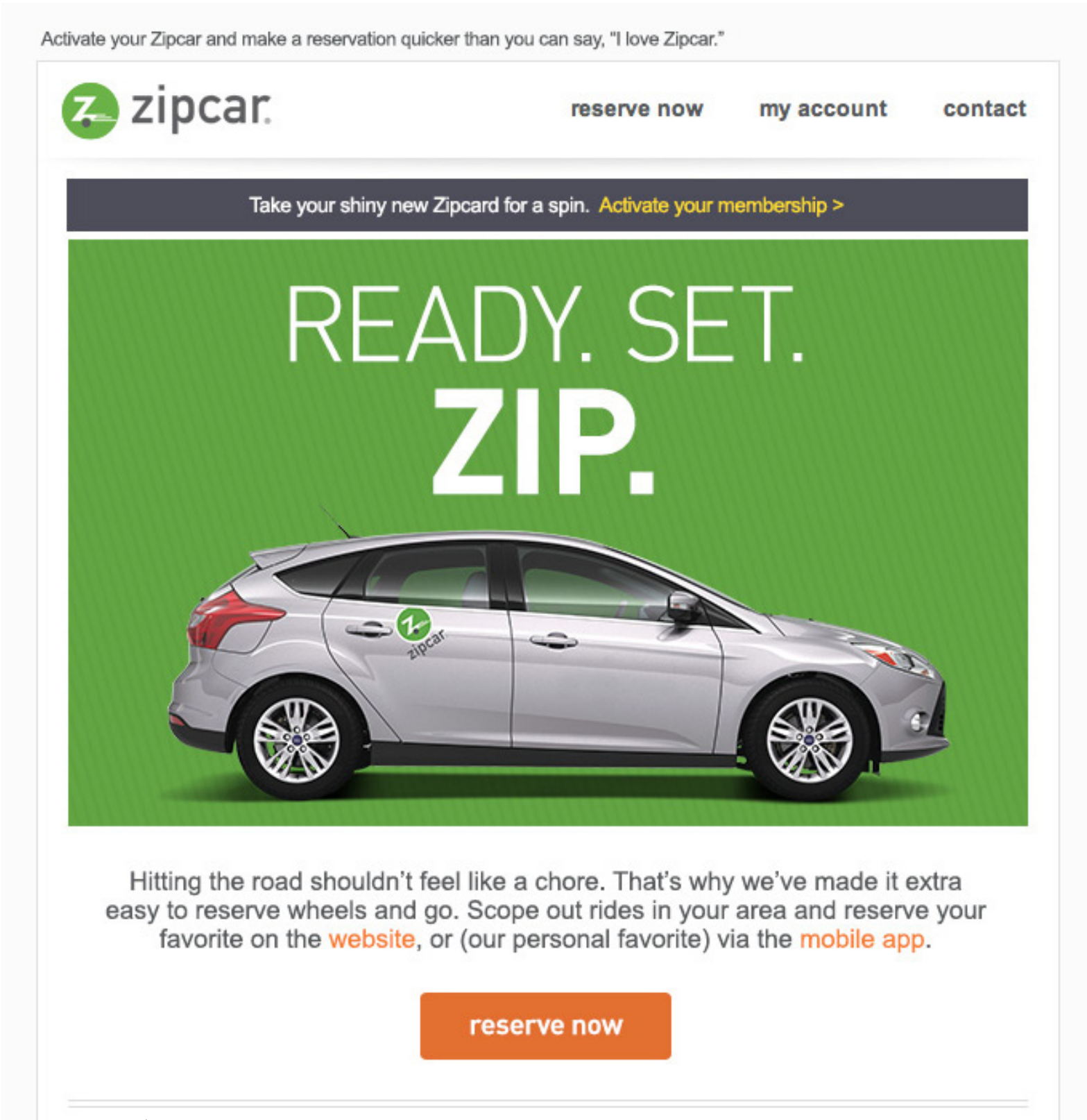


first reservation // emails

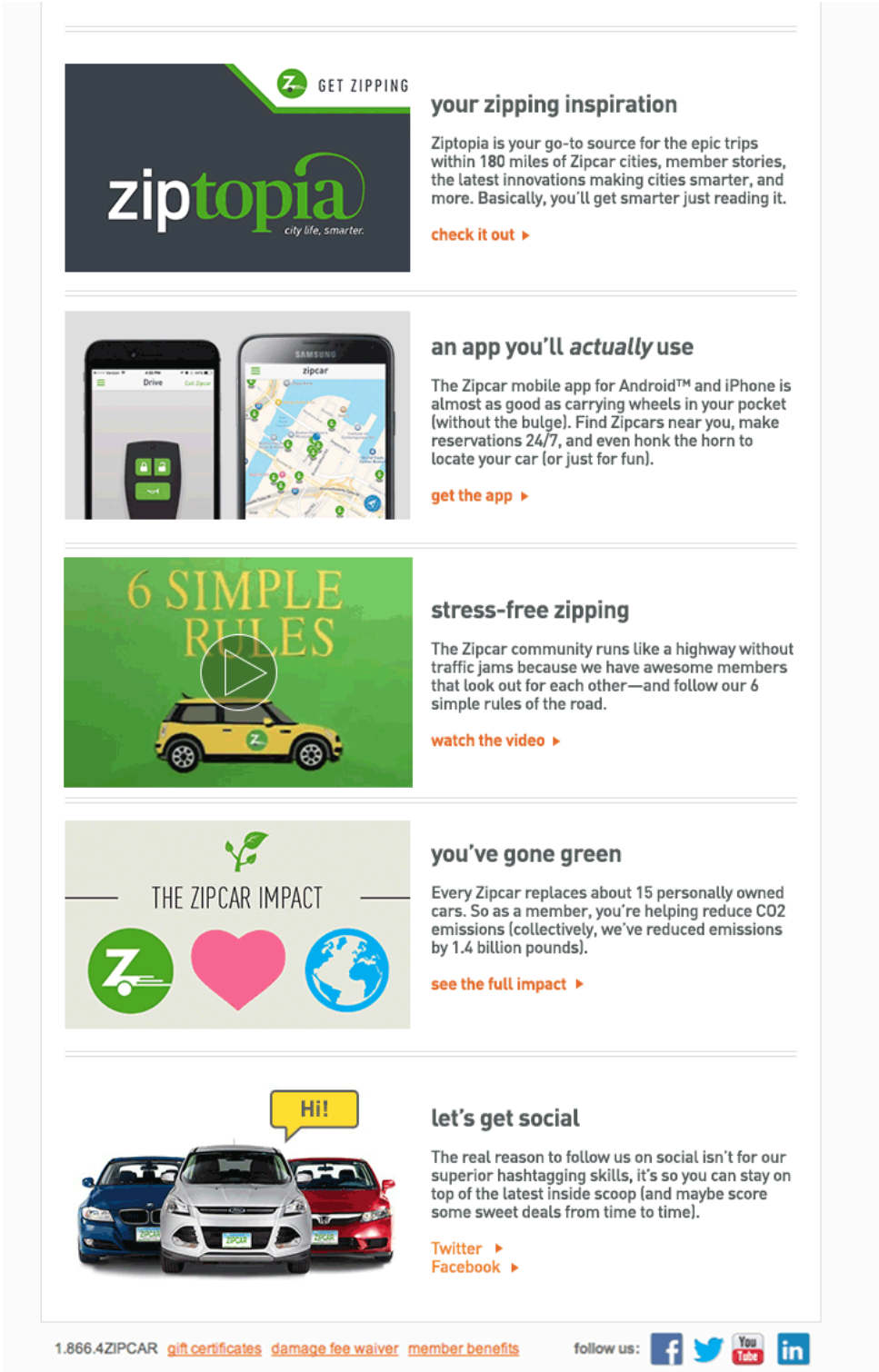


first reservation email // first email - static & animated



static email version

email will use two b-block images that will be switched out





first reservation email // second email

Five use case emails, only one version will be sent per member with this custom b-block.


Check out all the makes and models in your area and reserve the one that fits your trip.

zipcar

reserve nowmy accountcontact

\$XX of free driving is waiting for you. Use it before it expires >

QUICK ZIPS



Unless you're working on getting massive triceps or don't mind when produce flies out the bottom of a broken bag, you probably don't feel like lugging groceries down the block or even on the bus. Now you've got wheels that can make quick trips (or **any other trip**) to the corner store *actually* quick.

reserve now

quickly find wheels near & far

Enter a specific address to find cars nearby, or just scroll around the map to see where Zipcars live. Heading on a trip? You can find Zipcars in hundreds of US locations, plus 6 other countries, and more than 50 airports around the world.

find cars near you >

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Check out all the makes and models in your area and reserve the one that fits your trip.

zipcar

reserve nowmy accountcontact

\$XX of free driving is waiting for you. Use it before it expires >

ZIP UP YOUR TO-DO LIST



Sometimes errands take longer than you expect (ahem, IKEA). Get your entire to-do list done (we've even got vans for those bigger hauls). So really, your little Zipcard means you're prepared for **any kind of trip**—even the trips that take you far from home.

reserve now


Check out all the makes and models in your area and reserve the one that fits your trip.

zipcar

reserve nowmy accountcontact

\$XX of free driving is waiting for you. Use it before it expires >

YOUR ESCAPE HATCH AWAITS



Road warriors, rejoice. Getting out of town is easy when you've got 180 miles/day and access to wheels that can haul ski gear up mountains or all those coolers to the beach. Really, you've got wheels for pretty much anything.

reserve now


Check out all the makes and models in your area and reserve the one that fits your trip.

zipcar

reserve nowmy accountcontact

\$XX of free driving is waiting for you. Use it before it expires >

GOODBYE DAILY GRIND



Spontaneous trips are super easy when you can make a reservation in no time flat. Plus, with XX makes and models, we're sure you can find an **excuse to getaway** whenever you need one.

reserve now


Check out all the makes and models in your area and reserve the one that fits your trip.

zipcar

reserve nowmy accountcontact

\$XX of free driving is waiting for you. Use it before it expires >

SCORE ALL THE CURBSIDE PICKUPS



You're taking a casual stroll when you stumble across an antique dresser—barely any dings—with a "free" sign attached to it. Normally you'd abandon treasure, unable to carry it five and a half blocks home. But you've got a **new normal**. You've got wheels that can help you haul this score home (and help you take a victory lap afterwards).

reserve now



first reservation email // third email


Zipcars live in XX airports in cities around the world (goodbye rental car counter).

zipcar.

reserve nowmy accountcontact

Activate your Zipcard now >

FROM TARMAC  
TO TURNPIKE



There's nothing worse than getting to your destination and waiting in line with the rest of your flight (and the 5 others that came in at the same time) for a rental car or taxi. But with Zipcars parked at XX airports in cities around the world, you no longer have that problem. Get outta that cramped seat and into full-on vacation mode lickity spit.

reserve now


Try out the ONE>WAY service—just for [INSERT CITY] Zipcar members.

zipcar.

reserve nowmy accountcontact

Activate your Zipcard now >

GET TO THE POINT



We know sometimes when you hit the road, you don't always plan to end up back where you started. That's why we're rolling out new ONE>WAY rides in [INSERT CITY] and you've got exclusive access as a Zipcar member. Added bonus: reserved spots at both ends make this possibly the easiest way to guarantee parking in this city.

reserve now


Thanks for keeping more cars off the road (feels good, right?).

zipcar.

reserve nowmy accountcontact

Activate your Zipcard now >

DRIVE GREENER



As a Zipster, you're saving about 219 gallons of crude oil each year. So every time you zip, you can give yourself a mini pat on the back for driving smarter than your non-Zipcar counterparts (especially that guy in the Hummer).

reserve now


Zipsters follow these six rules to keep our (not-so) little community running smooth.

zipcar.


reserve nowmy accountcontact

Activate your Zipcard now >


report damage




keep it clean




return on time




no smoking



fill 'er up



pets in carriers



ZIPPING 101

The Zipcar community runs like a highway without traffic jams because we have awesome members that look out for each other—and follow our 6 simple rules, like reporting any dings, dents, or dirty interiors before you drive away, returning on time, and stepping away (faaaar away) from the Zipcar to smoke.

reserve now