

email template // second reservation

September 22, 2015



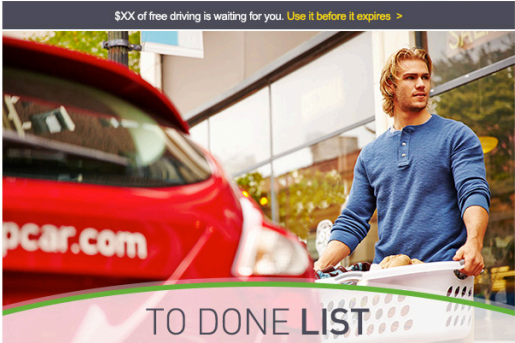
second reservation // email 1

Knock out all those nitpicky to-dos and make way for fun.

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TO DONE LIST

We love walking and cycling, but when you've got 2 months worth of dry cleaning to pick up (no judgment), it's easier to jump in the car and strike that errand off the list. No matter what you've got to get done, pick the car that fits the task—gas and insurance included—and get those slacks home without a crease.

get it done

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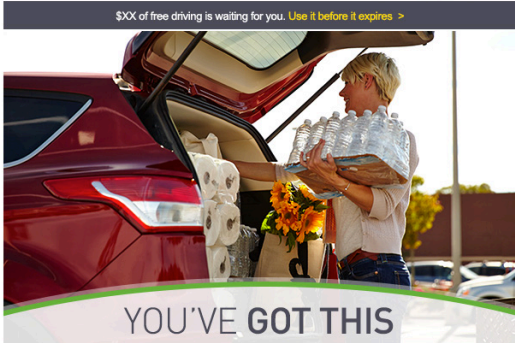
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Whatever today brings, you've got this. Reserve your ride.

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YOU'VE GOT THIS

You never know how long it will take to decide between generic and brand-name cereal at the grocery store, how long the lines will be at the post office, or if your doctor's appointment will actually start on time. Make a reservation and you can always extend it (when available), so you can ensure that whatever needs getting done, gets done.

conquer errands

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One day is more than enough time to get away from it all. Reserve your ride.

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ESCAPE IN 3, 2, 1...

Having access to wheels when you want them is the key to relaxing. Think about it: with 180 miles, you could be far, far from home (and work). So grab your Zipcard and your overnight bag, and get away for the day (or weekend).

hit the road

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Need your Zipcar for longer? Keep it overnight for a special rate.

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KEEP ON KEEPIN' ON

We're all about public transportation, but sometimes you need to get around to the nooks and crannies where public transit just doesn't go (or after it shuts down for the night). Your Zipcar may even sleep over if you ask nice. Set your times from 6 p.m.–8:30 a.m. to get a special low rate.

plan an overnight

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With 180 miles/day, you can get some serious mileage out of your membership.

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ENJOY THE JOURNEY

When you've got 180 miles/day and gas included, not to mention some made-for-road-trips vehicles, all you're missing for an overnight getaway is a destination. (And your toothbrush.)

pack your bag

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Just need to make a quick run up the road? That's what we're here for.

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GO ON A MISSION

You've got 180 miles to play around with and even going the speed limit (which we hope you are) that's a lot of ground you can cover. So when you need to grab that new couch a few towns up the highway, we say choose the vehicle type that fits the bill and bring it on.

hit the road

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Stay on top of your game: use your membership to take care of day-to-day errands.

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AHEAD OF SCHEDULE

Hear that? It's the sound of your to-do list checking itself off. When you're a Zipcar member, there's no more of this waiting around to get things done. With wheels around the corner, you can knock out errands faster than you can say, "beep, beep."


[slay your chores](#)

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From grocery store runs to date night extravaganzas, you've got the right set of wheels.

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MAKE A MARKET RUN

We like to think each Zipcar is built with a little sprinkling of fairy dust fun, but the truth is they're pretty great for the more functional things in life, like client meetings and grocery store runs. Of course, they're great date night rides, too (wink, wink).


[take on today](#)

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Sometimes you just need a few hours of you-time. Take it.

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TAKE A ZIP DAY

Around 40% of Americans don't use all their vacation time. Why not? We're firm believers in zip days. You know, those days where you head out around lunch, destination unknown. After all, we're all about the journey as a destination.


[live a little](#)

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Hit the road for a road trip of epic proportions.

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GET OUTSIDE

The road to relaxation is paved with epic playlists and sweet, sweet freedom (not to mention some pretty awesome road-tripping car options, if we do say so ourselves). So whether it's a weekend in the mountains or a week by the shore, we're here to help you make the most of your getaway.

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Catch up with everything life is throwing at you (and you're throwing at it).

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☒ ACTIVATE ZIPCARD





☒ TAKE FIRST ZIPTRIP

☐ RESTOCK YOUR PANTRY

We hope your first ride in a Zipcar was everything you wanted it to be (and more). If you have any questions or concerns, please **give us a shout**. Otherwise, what are you waiting for? Get back out there and replenish your supply of Fruity Pebbles.

get productive

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follow us:    

Catch up with everything life is throwing at you (and you're throwing at it).

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☒ ACTIVATE ZIPCARD





☒ TAKE FIRST ZIPTRIP

☐ SLAY YOUR ERRANDS

We hope your first ride in a Zipcar was everything you wanted it to be (and more). If you have any questions or concerns, please **give us a shout**. Otherwise, what are you waiting for? Replenish your peanut butter stash, make that Ikea run, and catch up with old friends over lunch in between.

get 'er done

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Catch up with everything life is throwing at you (and you're throwing at it).

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☒ ACTIVATE ZIPCARD





☒ TAKE FIRST ZIPTRIP

☐ PLAN YOUR ESCAPE ROUTE

We hope your first ride in a Zipcar was everything you wanted it to be (and more). If you have any questions or concerns, please **give us a shout**. Otherwise, what are you waiting for? Start plotting your day on the town (or outta town).

go for a ride

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follow us:    

Catch up with everything life is throwing at you (and you're throwing at it).

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☒ ACTIVATE ZIPCARD





☒ TAKE FIRST ZIPTRIP

☐ SCHEDULE SOME R&R

We hope your first ride in a Zipcar was everything you wanted it to be (and more). If you have any questions or concerns, please **give us a shout**. Otherwise, what are you waiting for? Plan your next getaway (massages at secluded B&Bs are always a good choice).

get away

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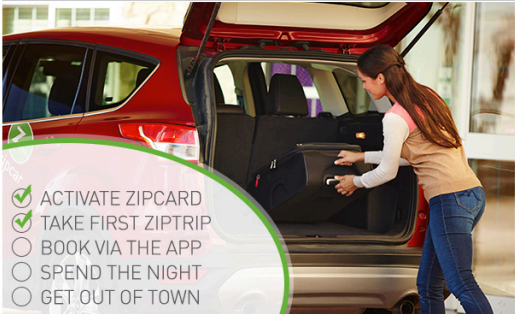
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Take these ziptrips and become a real Zipster (and earn a little free driving love).

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☒ ACTIVATE ZIPCARD

☒ TAKE FIRST ZIPTRIP

☐ BOOK VIA THE APP

☐ SPEND THE NIGHT

☐ GET OUT OF TOWN

You took your first trip, so you're not a Zipcar rookie anymore. But veteran car-sharers know there's more to zipping than grocery store runs. Try checking off all these milestones* (you've already got two checked off) within your first 30 days. Get 'er done, and you'll receive \$50 credit toward future Ziptrips.

If you're first trip didn't go as planned, [let us know](#). We'll make it right.

earn that credit

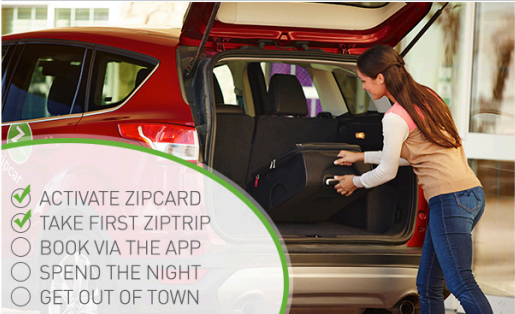
*To qualify, "spend the night" reservations need to start at or before 6 p.m. and end at or after 8:30 a.m., while "get out of town" reservations need to cover a total of 120 or more miles (roundtrip).

Take these ziptrips and become a real Zipster (and earn a little free driving love).

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☒ ACTIVATE ZIPCARD

☒ TAKE FIRST ZIPTRIP

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☐ SPEND THE NIGHT

☐ GET OUT OF TOWN

You took your first trip, so you're not a Zipcar rookie anymore. But veteran car-sharers know there's more to zipping than running errands. Try checking off all these milestones* (you've already got two checked off) within your first 30 days. Get 'er done, and you'll receive \$50 credit toward future Ziptrips.

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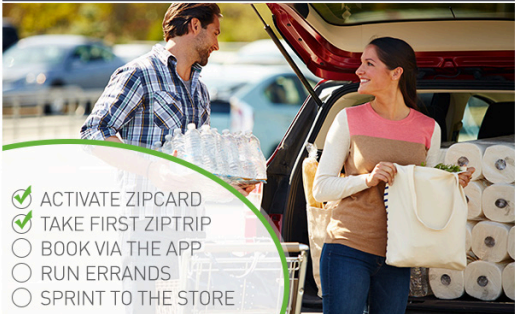
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Take these ziptrips and become a real Zipster (and earn a little free driving love).

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☒ ACTIVATE ZIPCARD

☒ TAKE FIRST ZIPTRIP

☐ BOOK VIA THE APP

☐ RUN ERRANDS

☐ SPRINT TO THE STORE

You took your first trip, so you're not a Zipcar rookie anymore. But veteran car-sharers know there's more to zipping than daytripping. Try checking off all these milestones* (you've already got two checked off) within your first 30 days. Get 'er done, and you'll receive \$50 credit toward future Ziptrips.

If you're first trip didn't go as planned, [let us know](#). We'll make it right.

earn that credit

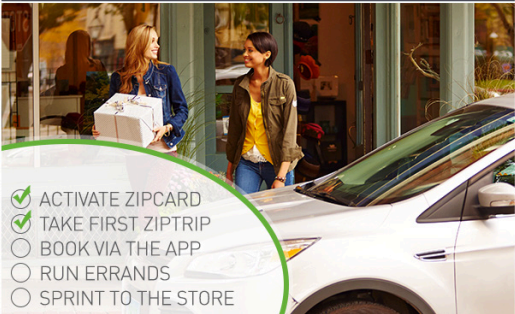
*To qualify, a "run errands" reservation needs to be between 2 and 4 hours, while a "spring to the store" needs to be less than 2 hours.

Take these ziptrips and become a real Zipster (and earn a little free driving love).

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☒ ACTIVATE ZIPCARD

☒ TAKE FIRST ZIPTRIP

☐ BOOK VIA THE APP

☐ RUN ERRANDS

☐ SPRINT TO THE STORE

You took your first trip, so you're not a Zipcar rookie anymore. But veteran car-sharers know there's more to zipping than epic road trips. Try checking off all these milestones* (you've already got two checked off) within your first 30 days. Get 'er done, and you'll receive \$50 credit toward future Ziptrips.

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earn that credit

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