

Turo Live

Cleaning, car sharing & COVID-19

A conversation with Turo CEO, Andre Haddad

May 28, 2020



Welcome remarks

–

Business recovery

–

Preparing for the new normal

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Cleaning expert tips and tricks

–

Enhanced cleaning & disinfection policy

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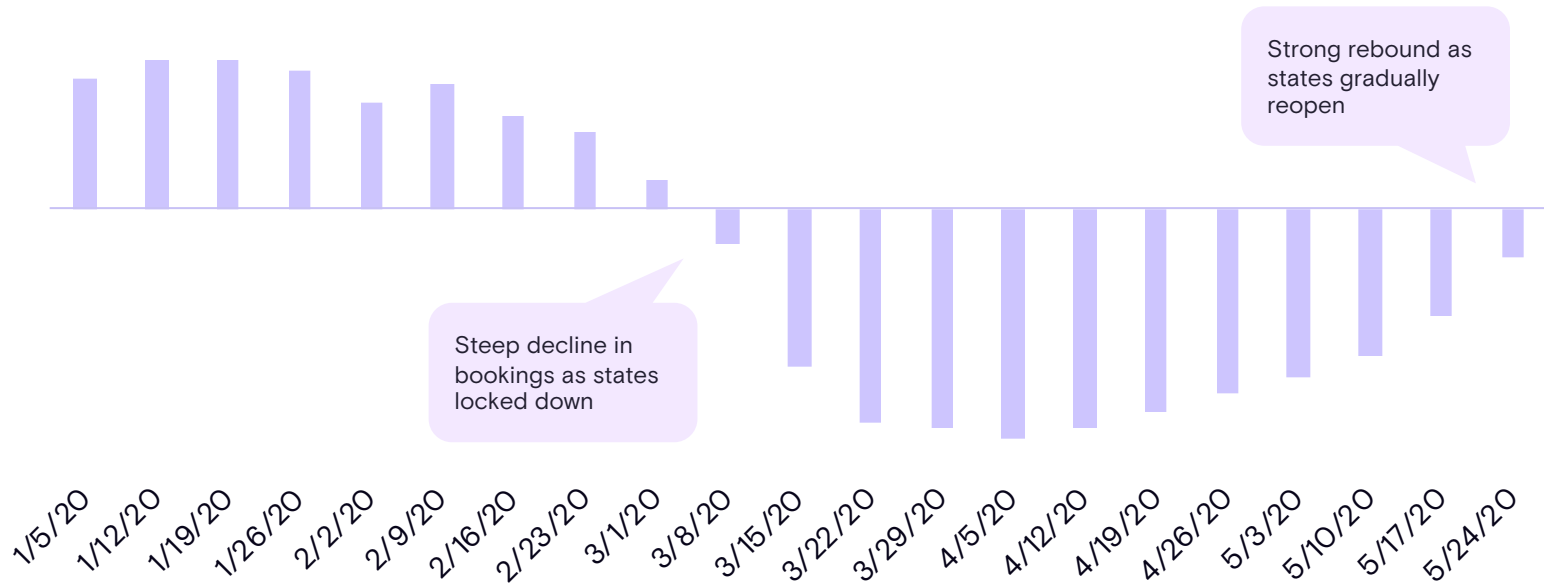
Q&A

Executive summary

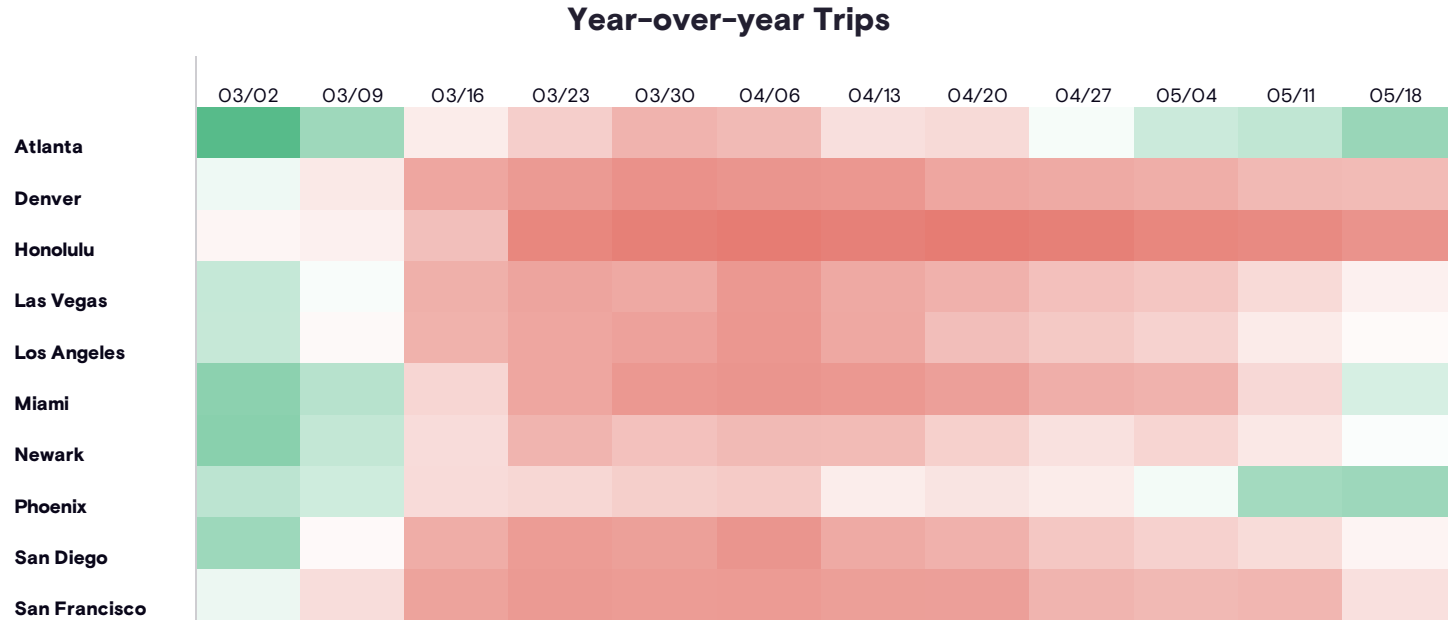
- The COVID-19 pandemic has had an unprecedented impact on the global economy and has changed the travel industry forever
- Like the rest of the travel industry, Turo saw a steep decline in bookings as states locked down in mid-March. Since then, Turo has seen a strong rebound as states gradually re-open
- There is enormous pent-up demand for travel, and cars are surging as the preferred option over air travel and shared transit
- As guests look to get back on the road and hosts resume sharing their cars, safety & cleanliness are top priorities
- We are making significant changes to our policies, product, host and guest experiences to ensure everyone is safe

Strong rebound as states gradually reopen and travel resumes

Year-over-year Bookings

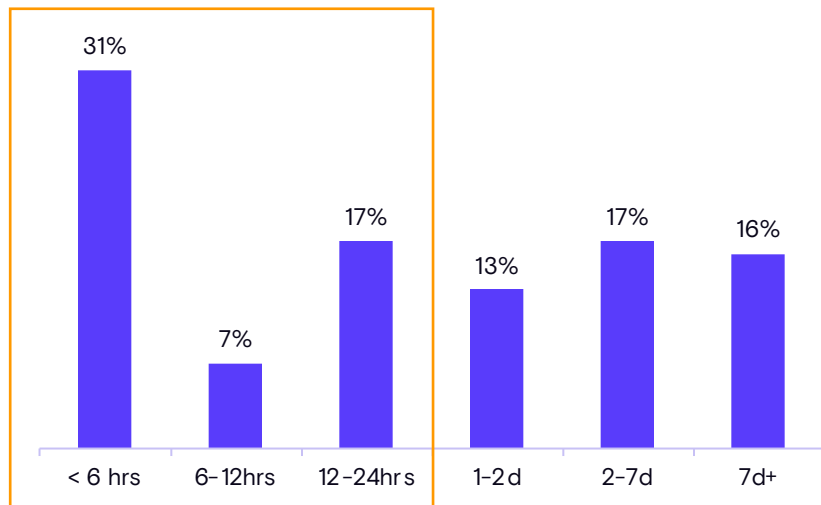


Faster recovery in markets where stay-at-home orders have been relaxed



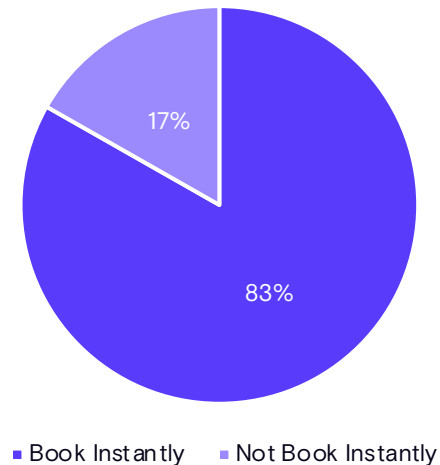
Recent trips are more likely to be booked same-day and instantly...

Trip lead time (May 2020)

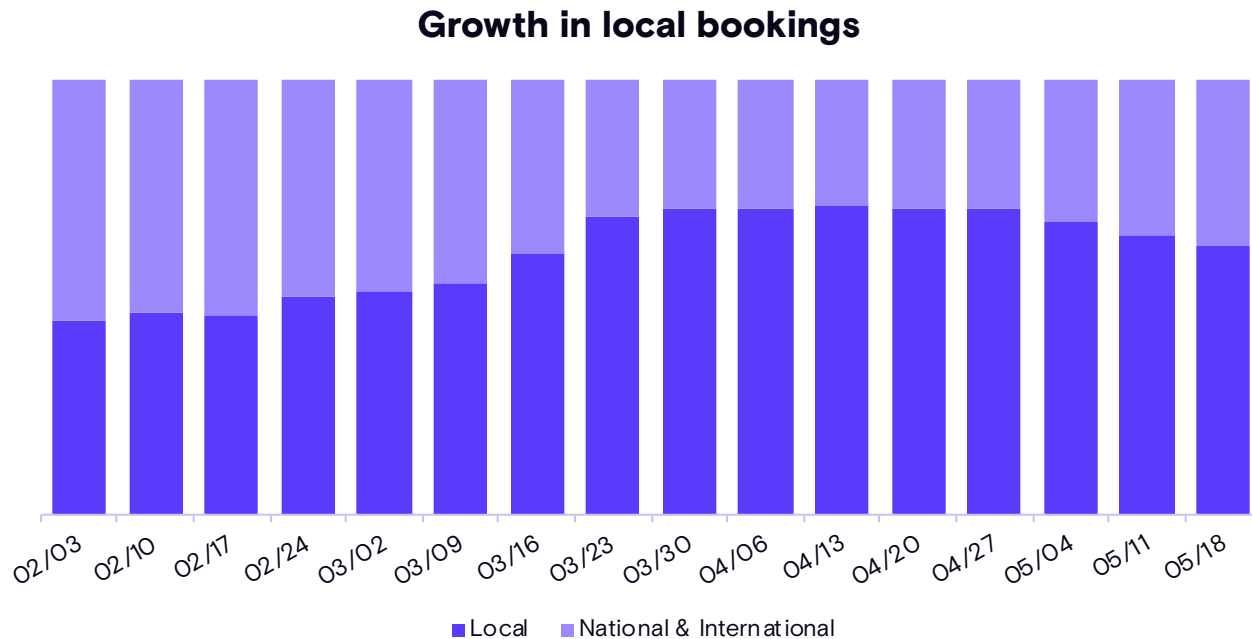


55% of bookings made within 24 hours of trip start

Book Instantly (May 2020)



...and most trips are being booked by locals



Host Heroes



Bill H.

a Detroit-area All-Star Host, shared his story of supporting his hard-hit community by discounting his cars for essential workers.

“I have one guest who’s a nurse working 12–15-hour days, and who needs a car to get to work at various hospitals in the region.”



Saimah C.

a popular YouTuber and Turo host, rallied her followers to offer services to first responders who may need a car.

“This is an opportunity for us to use the resources that we have as hosts; otherwise your cars are just going to sit there. So I wanted to see if people would be interested in offering rock-bottom prices — \$10 is the lowest we can go — and just putting their cars out there for first responders.”

Supporting our communities



77%

of guests who used Turo for work said they used their Turo car for **commuting to work**



47%

of guests who work outside of their homes are **health care workers, first responders, food service providers, and janitors**



40%

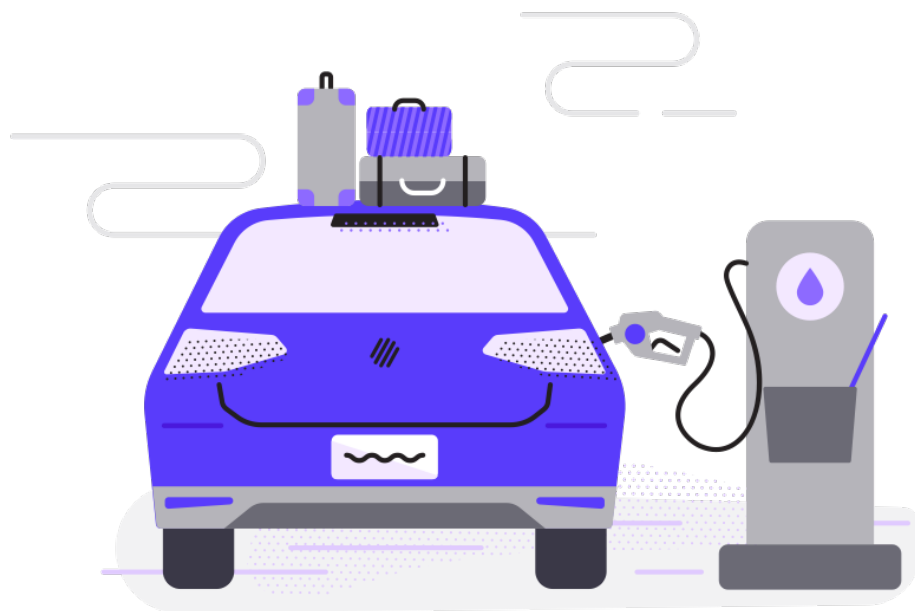
of guests said they used their Turo car for running errands including **grocery shopping, picking up medications, and going to health care appointments**

There is pent-up demand for travel

People are eager to travel when restrictions lift, particularly road trips

70%

of Americans say they're eager to get on the road again and are **already planning new trips over the next six months**

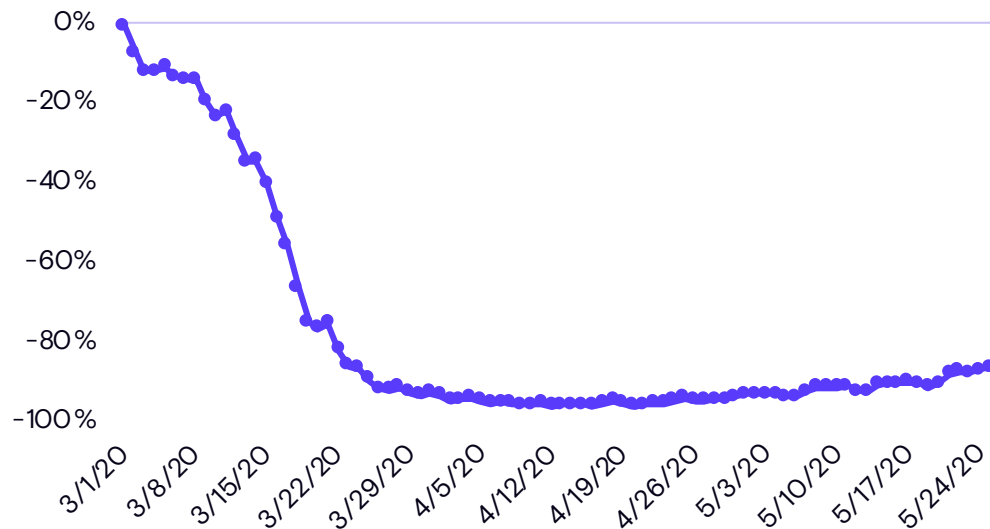


People are still avoiding air travel

83.5%

of Americans do not expect to travel by air through the end of August

Air travelers at TSA checkpoint vs. last year



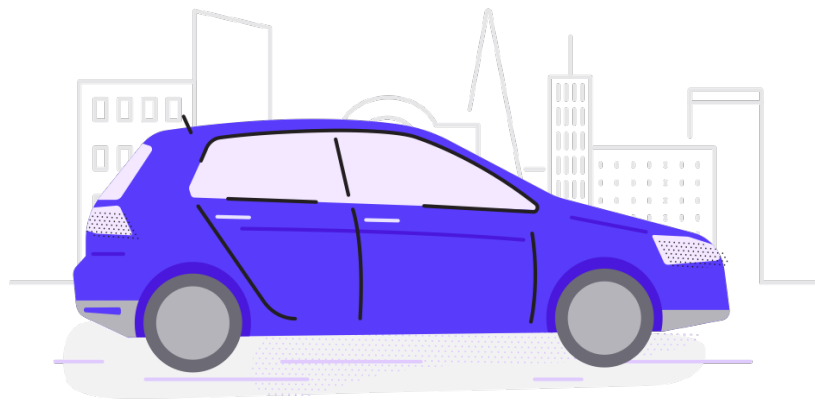
Travelers prefer the privacy and safety of individual vehicle usage

53%

of Americans say they're **less likely to use public transportation** in the future

68%

agree that a personal vehicle **reduces the chance of infection compared to public transit or ride-hailing**



"We're going to see individual vehicle usage rise as people more concerned with hygiene choose personal transportation. It's potentially a seismic shift."

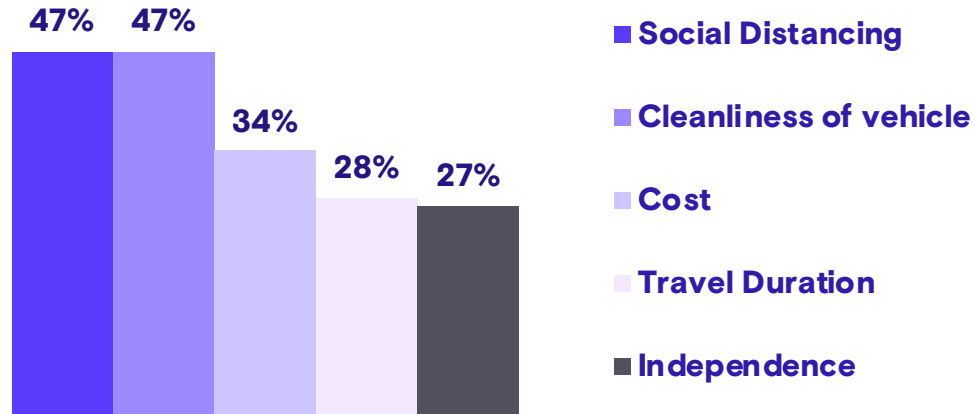
Daniel Davenport
Sr. Automotive Director, Capgemini Research Institute

Social distancing and cleanliness remain important to both guests and hosts

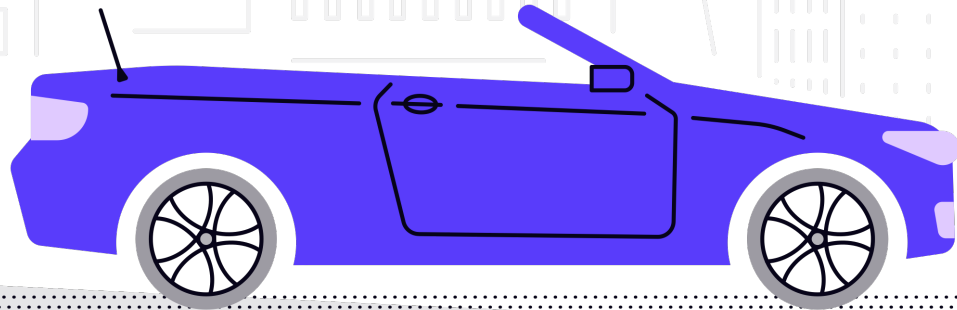
2 in 3

travelers say that if a travel company doesn't take health considerations seriously, they are likely to withhold future purchases

Percentage of people ranking in their top 3 purchasing criteria



Introducing enhanced cleaning & disinfection with Spiffy CEO, Scot Wingo



A little bit about Scot...



Cleaning + disinfecting: more important than ever

- Essential to reducing the risk of COVID-19 transmission for guests & hosts
- **Critical that all frequently touched surfaces be cleaned and disinfected before and after trips**

Experts agree that COVID-19 can persist on inanimate surfaces for several hours to several days.



IN THE AIR



ON COPPER & METAL
SURFACES



ON CARDBOARD



ON PLASTIC & STAINLESS
STEEL

Defining key terms

CLEAN

Remove surface dirt & impurities

- Think of this as preparation

SANITIZE

Reduce surface contaminants

- Considered safe for public health, typically 99.9% effective
- Think of this for non-pandemic vehicle returns

DISINFECT

Destroy surface contaminants

- Best chance at fighting spread of infectious diseases, typically 99.999% effective
- Think of this for COVID-19 vehicle returns

Best Practices for Vehicle Disinfection



- Always wear PPE
- Confirm products are EPA-certified and safe on vehicles
- Think about hard surfaces, soft surfaces, and ventilation
- Start from the inside out
- Critical: To be COVID-19 effective most chemicals need 10min+ settle time
- Hit the high/med/low touch points

Recommended cleaning & disinfectant supplies

Cleaning

- Disposable gloves
- Approved face covering
- Soap-and-water-based cleaning spray
- Soft bristle brushes
- Scrubber sponge
- Paper towels
- Microfiber towels
- Shop vac
- Portable upholstery cleaner (optional)

Disinfectant

- Diluted alcohol solutions with at least 70% alcohol, or EPA-registered household disinfectants
- Disinfectant spray
- Disinfecting wipes



Step 1: Clean

- Open the vehicle's doors and windows to air out the car
- Clean from top to bottom
- Clean interior non-porous and semi-porous surfaces with soap and water
- Vacuum interior porous surfaces

PRO TIPS

- Be careful with leather and fabrics
- Don't forget headliners
- Do a deep-clean shampooing periodically



Step 2: Disinfect

- Make sure your vehicle interior is cool before applying any disinfectant
- Refer to the "contact time" or "settle time" on the disinfectant's instructions
- Apply the disinfectant using the appropriate method

PRO TIPS

- Stick with microfiber towels for sprays
- Be sure to use disinfecting – not “cleaning” – wipes & don't let them dry out



40-point Spiffy Disinfection

INTERIOR SURFACES

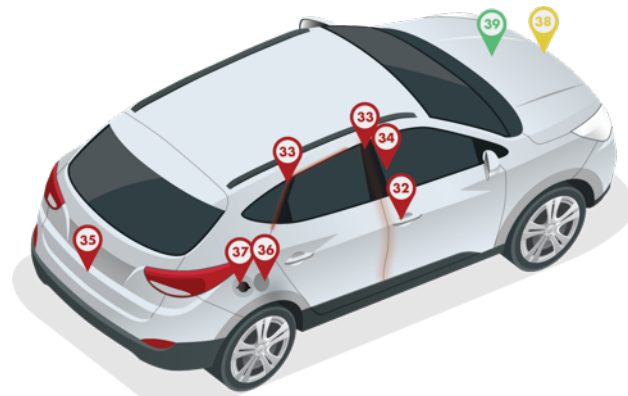
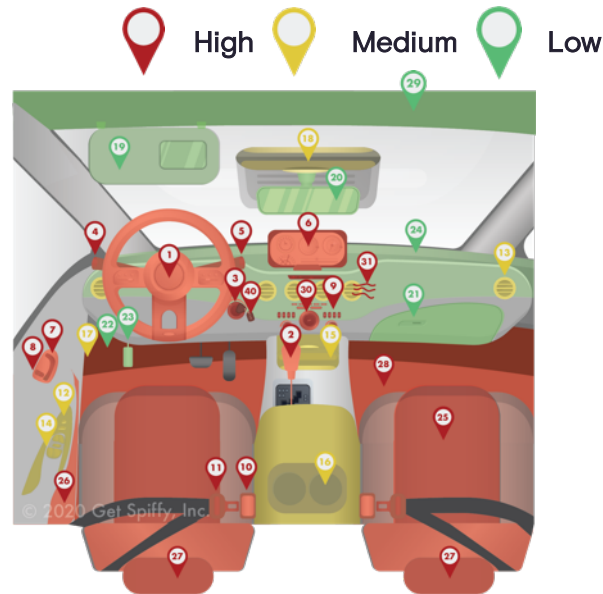
- 1 Steering Wheel
- 12 Mirror Controls
- 2 Gear Shift
- 13 HVAC Vents
- 3 Ignition Switch
- 14 Window Controls
- 4 Wiper Control
- 15 Console Area
- 5 Turn Signals
- 16 Cup Holders
- 6 Touch Screen/GPS
- 17 Gas Release
- 7 Door Release
- 18 Sunglass Holder
- 8 Door Lock/Unlock
- 19 Visor
- 9 Misc. Other Controls
- 20 Rear View Mirror
- 10 Seat Belt Buckle
- 21 Glove Box
- 11 Seat Belt Tongue
- 22 Hood Release

EXTERIOR SURFACES

- 23 Trunk Release
- 32 Door Handles
- 24 Dash
- 33 Door Jams
- 25 Seats
- 34 Window Near Jam
- 26 Armrests
- 35 Trunk
- 27 Headrests
- 36 Gas Door
- 28 Carpets
- 37 Gas Cap
- 29 Headliner
- 38 Hood
- 30 HVAC System
- 39 Engine Area
- 31 Cabin Air Filter
- 40 Keys

VENTILATION SYSTEMS

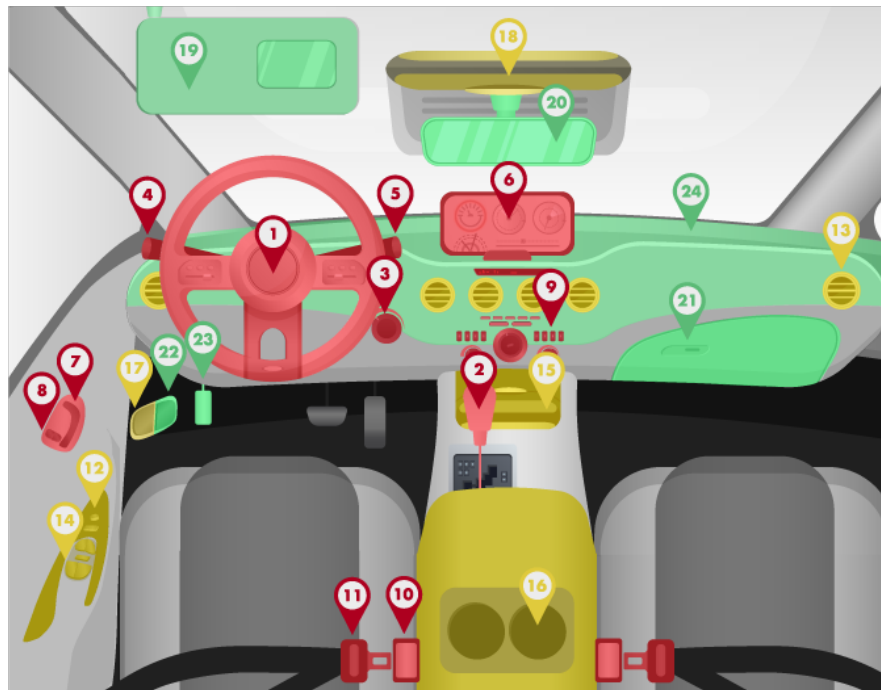
- 30 HVAC System
- 31 Cabin Air Filter



Disinfecting Hard Surface Hot Spots

📍 High
 📍 Medium
 📍 Low

- | | | |
|---|---|--|
| 📍 1 Steering Wheel | 📍 9 Misc. Other Controls (radio, Seat Belt Buckle) | 📍 17 Gas Release |
| 📍 2 Gear Shift | 📍 10 Seat Belt Buckle | 📍 18 Sunglass Holder |
| 📍 3 Ignition Switch | 📍 11 Seat Belt Tongue | 📍 19 Visor |
| 📍 4 Wiper Control | 📍 12 Mirror Controls | 📍 20 Rear View Mirror |
| 📍 5 Turn Signals | 📍 13 HVAC Vents | 📍 21 Glove Box |
| 📍 6 Touch Screen/GPS | 📍 14 Window Controls | 📍 22 Hood Release |
| 📍 7 Door Release | 📍 15 Console Area | 📍 23 Trunk Release |
| 📍 8 Door Lock/Unlock | 📍 16 Cup Holders | 📍 24 Dash |



Disinfecting Soft Surface Hot Spots



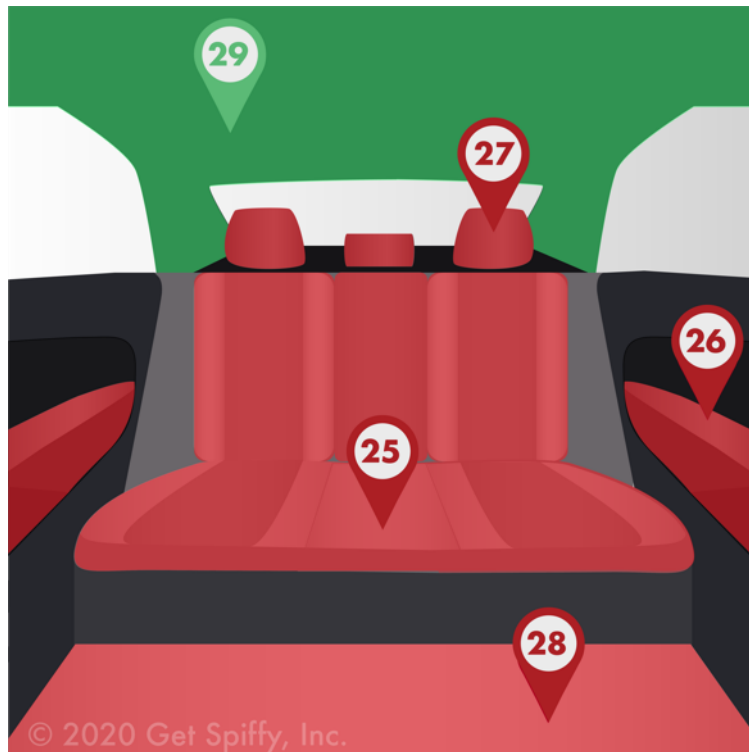
25 Seats (Leather or Fabric)

26 Armrests

27 Headrests

28 Carpets

29 Headliner



Disinfecting Ventilation Hot Spots

High Medium Low

30 HVAC Systems

31 Cabin Air Filter

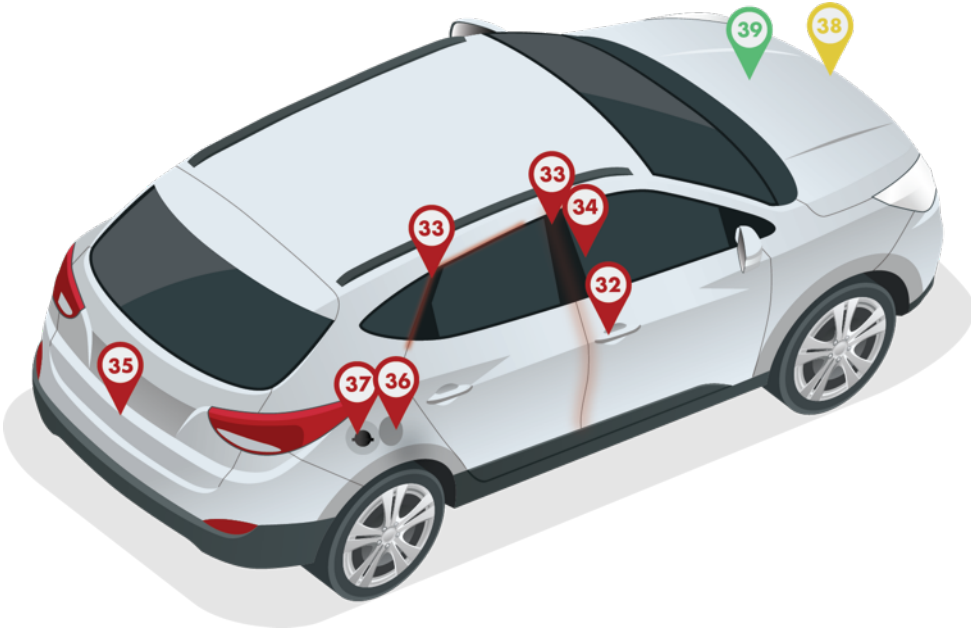


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Disinfecting Exterior Hot Spots

📍 High
 📍 Medium
 📍 Low

- | | | | |
|---------------------------------------|-----------------|--|-------------|
| 📍 32 | Door Handles | 📍 36 | Gas Door |
| 📍 33 | Door Jams | 📍 37 | Gas Cap |
| 📍 34 | Window Near Jam | 📍 38 | Hood |
| 📍 35 | Trunk | 📍 39 | Engine Area |



Step 3: Finish up

- Clean and disinfect the key/key fob
- Remove mask and gloves
- Wash your hands



The hands free approach: Leave it to the pros



- Turo has partnered with Spiffy!
- Up to 50% off retail prices for the most popular cleaning and disinfecting packages
- Learn more about Spiffy and download the app to book today

www.getspiffy.com/turo

WASH & DETAIL + DISINFECT

Turo Quick Clean + Basic Disinfection

Turn your vehicle around in a snap with a hand car wash + spot vacuum & hard surface disinfectant wipe down.

Turo Spiffy Car Wash + Basic Disinfection

Sparkle inside and out with a hand car wash + high-pressure air blowout, complete interior vacuum & hard surface disinfectant wipe down.

Turo Awesome Detail + Complete Disinfection

Reinvigorate your vehicle with a Spiffy Car Wash + hand polished wax, interior deep clean, upholstery & carpet shampoo, leather protection, & disinfectant treatment for hard surfaces & upholstery.

DISINFECT & PROTECT*

Turo Spiffy Complete Disinfection

Treat your entire interior - hard surfaces & upholstery - with an EPA-approved disinfectant that lasts seven days after application. This product is one of the strongest on the market, 99.999% effective against bacteria and viruses, including COVID-19.

Turo Decontaminator

Destroy every trace of COVID-19 and other contaminants with a chlorine dioxide vapor normally reserved for Spiffy Fleet clients. It runs through your HVAC, wraps around hard to reach places, and permeates the upholstery for a true deep disinfection.

Turo Spiffy SHIELD

Sanitize, disinfect, and protect your vehicle for up to a year! This EPA-approved 2-step solution eliminates 99.999% of bacteria and viruses in your car, including COVID-19, and provides future protection for up to a year by inhibiting the growth of microorganisms that act as hosts to viruses.

Platinum Oil Change

Protect your engine with a better oil change experience powered by Pennzoil with PurePlus™ Technology oil for a smoother ride and a cleaner, greener planet. Our specialized oil change technicians drain old oil, replace it with full synthetic, and set you up with a brand new filter. Recommended every 7,500 miles.

Enhanced cleaning and disinfection policy

To ensure Turo's host and guest community is safe, we will implement an enhanced cleaning and disinfection policy, as of June 1st 2020:

Hosts are required to provide guests with a clean and disinfected car.

Cleaning & disinfection enforcement will be based on guest feedback

- During the check-in process, guests have the right to refuse a vehicle and cancel a trip if they have concerns that it hasn't been cleaned & disinfected
- Guests will not be asked or required to provide evidence
- Guests are only entitled to refunds if they **contact Customer Support to report the issue at trip check-in AND cancel the trip**
- Hosts who have a concerning high percentage of cancellations due to cleaning & disinfection issues may be removed from the platform according to Turo's Terms of Service

If the guest does not provide photo evidence:

- For canceled trips *longer than two days*: hosts will receive earnings for one day's average trip cost plus 50% of any delivery fees.
- For canceled trips of *two days or less*: hosts will receive 50% of one day's average trip cost plus 50% of any delivery fees.
- In both cases, host performance metrics will not be impacted.

If the guest provides photo evidence:

Turo Customer Support will determine if the car has been sufficiently cleaned based on photo evidence. If it is determined that the car was not clean:

- Hosts will not receive earnings.
- Host metrics will be impacted for the cancellation.

Extenuating circumstances policy no longer extends to COVID-19 situations after May 31, 2020, except in Hawaii

The extenuating circumstances policy was developed to enable stress-free cancellations for unforeseen circumstances. Now that the world is several months into the COVID-19 era, it will no longer be considered an extenuating circumstance.

Online training and badges

- Turo will provide online training to help hosts to get up to speed with the new cleaning and disinfection policies
- Completion of the course and host agreement to comply with Turo's cleaning and disinfection policy will be tracked
- In the near future, hosts who complete the online training and agree to observe the policy requirements will receive special acknowledgements and considerations
- Hosts who do not complete training may have back-to-back trip buffer time extended to 72 hrs, to reduce risk of spread of COVID-19 between trips
- Training is expected to be available at the end of June

CLEANING CERTIFICATION



Certification achieved!

Congrats on earning the cleaning certification! Retain your certification by getting great reviews by guests and completing



Mason is clean certified

Hosts are certified to ensure cleaning and sanitization for your safety.



Sparkling clean

15 recent guests said this vehicle was clean



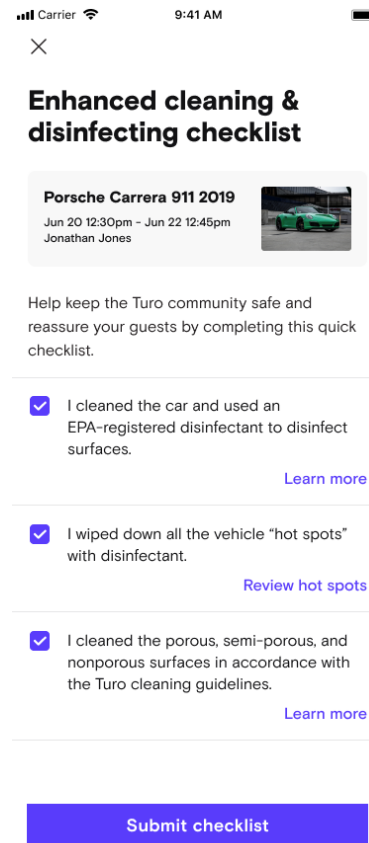
No contact handoff

Mason's Challenger has Turo Go, so you can safely unlock the car on your own

* Badge is illustrative and not the actual design

Enhanced cleaning & disinfecting checklist

- Introducing a new pre-trip enhanced cleaning & disinfecting checklist for hosts
- Provides a quick and simple reminder to complete cleaning & disinfection guidelines before each trip
- More detailed content will be easily available from the checklist, to provide quick access to training content on EPA-registered products, hot spots, and Turo's cleaning guidelines
- Your guests will see when the checklist has been completed, helping inspire confidence that vehicle has been thoroughly cleaned & disinfected




Carrier 9:41 AM

×

Enhanced cleaning & disinfecting checklist

Porsche Carrera 911 2019
Jun 20 12:30pm - Jun 22 12:45pm
Jonathan Jones



Help keep the Turo community safe and reassure your guests by completing this quick checklist.

- I cleaned the car and used an EPA-registered disinfectant to disinfect surfaces.
[Learn more](#)
- I wiped down all the vehicle "hot spots" with disinfectant.
[Review hot spots](#)
- I cleaned the porous, semi-porous, and nonporous surfaces in accordance with the Turo cleaning guidelines.
[Learn more](#)

Submit checklist

New post-trip feedback categories

- Guests will be asked to provide more granular feedback, after each trip, in addition to overall 1 – 5 star rating.
- New 1 – 5 star categories including Cleanliness, Safety, Communication, Listing accuracy, and Convenience.
- Category star ratings and additional feedback tags will be shown in Host Hub, to help make your guest feedback more focused & actionable.
- Category star ratings will be shown on vehicle listing pages to provide transparency to future guests.
- Listings with consistent negative feedback on Cleanliness or Safety may be subject to restrictions until issues are addressed.

The screenshot shows a mobile app interface for providing feedback on cleanliness. At the top, there is a status bar with signal strength, carrier name, Wi-Fi icon, time (9:41 AM), and battery level. Below the status bar is a navigation bar with a back arrow on the left and '1 of 5' on the right. The main heading is 'Cleanliness'. Below the heading is the question: 'How clean was the car at the time of pickup? Did you feel comfortable that the car was disinfected?'. There are five blue stars, with the fifth star being an outline, indicating a 4-star rating. Below the stars is the question: 'What did you experience?'. There are eight buttons arranged in a 4x2 grid: 'Dirty exterior', 'Dirty interior', 'Not disinfected' (highlighted with a blue border), 'Pet hair', 'Trash or clutter', 'Unpleasant smell', 'Upholstery stains', and 'Visible dirt or dust'. At the bottom is a large blue button labeled 'Next'.

Carrier 9:41 AM 1 of 5

Cleanliness

How clean was the car at the time of pickup?
Did you feel comfortable that the car was disinfected?

★★★★☆

What did you experience?

Dirty exterior Dirty interior

Not disinfected Pet hair

Trash or clutter Unpleasant smell

Upholstery stains Visible dirt or dust

Next

Q&A

Thank you



TURO