Startup looking to make car rental as easy as using Uber

June 15 2016, by Bob Yirka

Carrier

5:43 PM

MY KEY

FUEL

42L

START
50 LITERS

DISTANCE

67 KM

INCLUDED
150 KM

V | VIRTUO

🔒

🔓

⇄

**TRANSFER KEY TO
THE CARD**

↪

END RENTAL

(Tech Xplore)—A new startup based in Paris, France has created a service called [Virtuo](#) that allows customers to rent a car without having to visit a rental office—instead, they can do everything they need to do to rent a car by using an app on their smartphone. But, the catch is that the app does not work with existing car rental companies, such as Hertz, Avis, etc., instead the company has their own fleet of vehicles—all of which are diesel Mercedes A-Class cars.

The new [service](#) is clearly in response to the rise of services such as Uber, that allow customers to summon a ride by doing little more than pressing a button on their smartphone. The aim with this new effort is to offer the same sort of arrangements for renting a [car](#) so that customers will not have to visit a separate facility, fill out paperwork, or wait in line.

To use the service, customers download the [app](#), then run through a registration process, which the company claims will only take five minutes. New customers will be asked to provide [credit card information](#), a valid ID and a driver's license—they will also be asked to take a selfie to be used with [facial recognition software](#) meant to avoid fraud.
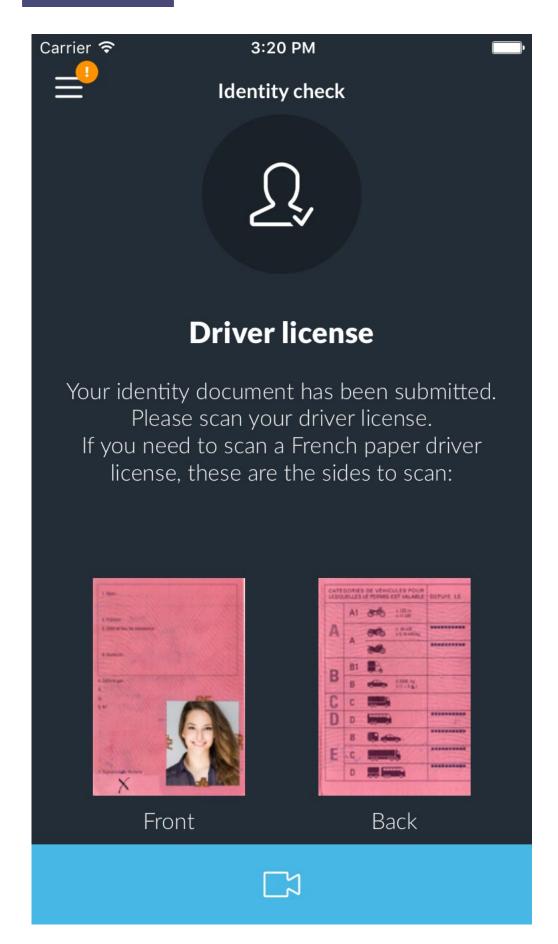
Once the application is complete, customers can rent a car with just a few clicks, to indicate where they want to pick it up, whether they want insurance, etc. Within a few hours, they will be assigned a virtual key for the vehicle. The app also offers navigation assistance to locate the car in a lot. Once the car is located, the virtual key unlocks the car. Before the customer can drive away, though, they are prompted to conduct a virtual

damage report. After that, they can start the car and drive to wherever they want to go.

The service is only currently available in a few select locations in France, mostly at train stations and airports, with prices starting at €49 per day. The app also monitors driving distance and how much fuel has been used—and allows customers to chat directly with staff at Virtuo.

Carrier 🛜 3:20 PM

Identity check

Driver license

Your identity document has been submitted.
Please scan your driver license.
If you need to scan a French paper driver
license, these are the sides to scan:

Front   Back

More information: www.govirtuo.com/en