

Leading car company Toyota joins the Fleet

Irish start-up Fleet has launched a new Toyota rental app. The company has enjoyed enormous success since starting, with over 30,000 downloads in its first two years of operation.

Fleet App, Ireland's 'Airbnb for cars' service [that has previously featured on ThinkBusiness](#), has partnered with Toyota Ireland to launch a new mobility app with an innovative car subscription model.

Toyota Daily Rental, available for download on Android and iOS, gives Irish customers access to instant, paperless car and van hire from local Toyota dealers nationwide.

Officially launching this month, the app features 110 cars from Toyota's network of 46 locations, putting most Irish residents in range of the service.

“It’s simple. Just pick up your phone, choose a model, tap and go. Collect from your local dealer’s forecourt or have it delivered straight to your door,” said Maurice Sheehy, CEO of Fleet App.

Bundled with the app is a special car subscription model which has enjoyed success in North America and other markets. Users can flexibly request cars from as little as one day up to twelve months - rental, insurance and maintenance fees are rolled into a single price.

“The subscription model this app is pioneering helps free people from long-term contracts,” adds Sheehy. “Above all, this service ties into our vision of flexible transport provided on your own terms, affording you the freedom to avoid owning a car full-time.”

The vehicles will also be available to hire through Fleet’s existing flagship 'Airbnb for cars' service. Fleet App, which allows owners in the Irish market the means to list personal cars through a partnership with AXA Ireland, now boasts a network of hundreds of cars, with over 30,000 downloads in its first two years of operation.

While many traditional rental services do not favour younger drivers, Toyota Daily Rental service is open to drivers above the age of 20 who have held a licence for one year or more.

The app was quietly launched on a trial basis during August. Collectively, dealers have seen a surge of 160 bookings during the busy season as local businesses such as hotels and golf clubs began to see.

Chief among the vehicles available are Toyota’s fleet of 2019 hybrid models, including the RAV4, C-HR, and the Camry, the sale of which returned to Ireland for the first time in over a decade this year. The app also includes Toyota’s Proace line of vans, variations of which can carry up to nine people or 1,400 kg.

Toyota Daily Rental is the first of the Fleet’s expanded product suite as it pivots to provide enterprise mobility software solutions for businesses and car manufacturers. Chief among them is its bespoke white label product which offering manufacturers and dealer networks branded car hire and car-sharing apps built on the latest smartphone and web technologies.

Like Fleet App, Toyota Daily Rental is part of an industry-led push to maximise car utilisation by offering consumers more flexible choices in how they access vehicles.

[Looking to kick-start your business idea? Get the financial support need to take the idea to the next stage](#)

Published: 18 September, 2019