These days, the most popular recreation rentals are RVs, ATVs, golf carts, snowmobiles, dirt bikes, jet skis and boats. And there’s a good reason why. Ownership is a big investment. Recreation sharing is an emerging niche that goes beyond traditional rental models. It appeals to a new generation of customers who want immediate gratification, access to everything and the ability to experience products without being tied down. Because it’s convenient to use, it’s changing the way people look at ownership and services.

Best of all, recreation sharing, facilitated by a digital booking process, has a very low daily cost of operation, and represents another income stream and a way to reach more customers.

**Reach a broader audience.**
Providing low-cost, self-serve access to recreational equipment facilitated by a digital booking process can help you generate revenue in new ways:

- Appealing to customers who want renting to be more convenient
- Staying competitive by providing customer experience
- Attracting both new customers and existing members to the sharing economy
- Reducing brick-and-mortar costs of conventional locations

Usership rather than ownership promotes sustainability and helps boost goodwill in your community. In fact, 76% of consumers say the sharing economy is better for the environment. Sharing recreational vehicles can cut down on the quantity built and CO2 emissions, leaving a smaller footprint where it matters.

Resorts, parks, beaches, stadiums and lakes are prime locations for recreation sharing. Imagine the possibilities for your business if you weren’t limited to a brick-and-mortar location and local-only customer base? Going remote is easier than you might think, especially with the right technology expertise, infrastructure and understanding of the sharing economy. We have you covered in all those areas with Verizon Share Solutions.
Our solutions bring together our cellular network, security services and customizable application into one convenient turnkey package. And you’re backed by our expertise and services in cloud, IP, wireless networking, mobility and the Internet of Things (IoT). That’s what powers and automates our sharing platform, while allowing it to scale as your opportunities grow.

**Recreation sharing turns challenges into opportunities.**

Recreational-vehicle (RV) ownership has reached record levels. More than 9 million households now have an RV—the highest level ever recorded. Recreation sharing is a potential add-on to your traditional sales and rental models, attracting a broader audience to the rental business by making it easy for customers to reserve, pay for, use and return rentals.

**ATVing with peers**

A 33-year-old man wants his friends to hit the trails with him. Sharing makes off-roading on some of the nation’s prettiest trails easy. The group of five book their ATVs and drive to the trailhead. It’s simple because they don’t have to go through the hassle of towing or unloading ATVs. They get started on their adventure right away—just start and go.

**How it works**

- Recreation sharing is completely self-service and assets can easily be reserved and accessed.
- People can rent recreational equipment hourly, daily, weekly or monthly.
- Assets are conveniently located and reserved on the spot.
- People can select, schedule, reserve, pay and access assets through the mobile app.
Why Verizon

When it comes to the sharing marketplace, the platform and network matter. Verizon Share Solutions deliver a complete platform that can provide everything to run your business, including reservations, customer validation, third-party payment processing and a customizable mobile app template. Plus, America's largest, most reliable cellular network keeps your customers and vehicles connected. Your data stays secure with Verizon's world-class security solution and cloud infrastructure, and a large support infrastructure only available from a Fortune 50 company. Providing recreational vehicles via a sharing model can attract and encourage repeat customers, helping you grow your business.

Learn more.

To find how Verizon Share Solutions can help you make the best of the recreation sharing market, contact your Verizon Wireless business representative or visit us at Verizon.com/sharesolutions.

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