

Wigston Estates Ltd,
4 Quinton Rise,
Oadby,
Leicester,
LE2 5PN

7TH of October 2024

To whom it may concern,

Re: Danilo Cinema, Hinckley, Trinity Lane, LE10 0BH - Car Club Agreement

I am writing to officially confirm our recent correspondence regarding the provision of a car club and memberships at the Danilo Cinema development. Unfortunately, after careful consideration, we cannot recommend the installation of a vehicle due to the reasons outlined below.

The key success factor in a development launch is leveraging the existing membership base in the area while a new car club community is created at the development. Considering the scarcity of Zipcar members in the area and the increased fleet costs associated with servicing our vehicles, it is highly unlikely that a car club at this site would be commercially viable. Moreover, due to the absence of an existing network of vehicles, we regret to inform you that we are unable to provide membership to fulfil the car club requirement.

The potential worst-case scenario is that Zipcar would accept fees to subsidize the car club launch, only to remove the vehicle after the initial contract period. This outcome would leave a highly dissatisfied membership base.

Should you have any further questions or wish to discuss this matter in greater detail, please feel free to contact me using the information provided below.

kind regards,

David Lang

02030047860, dlang@zipcar.co.uk