


# Car subscriptions rev up

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**EXCLUSIVE**

By **DAVID SWAN**, REPORTER

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A new car subscription service is spreading across Australia, with ASX-listed technology outfit Collaborate launching Carly today in Melbourne.

The service, which launched in Sydney in March, offers both new and used vehicles including registration, insurance and maintenance in one single monthly payment.

Collaborate CEO Chris Noone told *The Australian* that Carly removes the long term financial commitment required to buy or finance a vehicle — eliminating the need to lock into long-term debt — which is increasingly relevant with over a million Australian households suffering mortgage stress.

He said prices start at \$115 per week.

“Carly is fully online and we deliver the car to you. You can join today and drive tomorrow,” Mr Noone said. “A car loan or lease locks you into a car for about three years, but who can expect their life and car needs to stay the same for three years? You’ll likely change jobs, go on an extended holiday, need extra cash or start a family.

“Carly lets you change your car to suit your life when you want, not when the bank tells you. If you like the idea of being able to start, change or pause your car subscription as your lifestyle changes and don’t want to be tied into a long-term car loan or lease, then Carly is a far better solution than ownership or leasing.”

According to Mr Noone, since the Banking Royal Commission car finance is tighter and banks have been cracking down on lending.

“Carly is ideal for those who want the convenience of a car but aren’t able to obtain a loan, or don’t want to be locked-in to stressful long-term loan or lease repayments,” he said.

“Growing families, relocators, contractors and millennials who prefer experiences over ownership will benefit from the flexibility of a car subscription.

“With the freedom to start or pause the subscription at any time, Carly is perfect for those who may be considering an extended holiday and don’t want the expense of car that is left idle at home. Similarly, if a subscriber is looking to save money for a few months, they can simply pause their subscription.”

Once subscribed to the service, drivers can choose their first car, which will be delivered to their door. They can continue subscribing to that car for as long as they like or they can choose to switch to a different car each month.

The service joins rival subscription car services Carbar and GoGet.

Mr Noone said [Carly](#) would be coming soon to other capital cities.

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David Swan is a tech reporter for The Australian. With deep experience across start-ups, business and tech David is uniquely positioned to cover Australia’s fast-growing technology ecosystem and how it’s changi... [Read more](#)

