

CASE STUDY FROM ON STRATEGY SHOWCASE PODCAST

THE STORY BEHIND TURO: THE AIRBNB OF CARS

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Course: PRAD 588

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PODCAST BACKGROUND

- On Strategy Showcase is an industry podcast hosted by Fergus O'Carroll, featuring leading strategists discussing the stories behind great brand ideas.
- This episode features Turo, a P2P car sharing platform often called "the Airbnb of cars."
- After a rebrand and close to \$1 billion in 2024 revenue, Turo is about to move into the early majority market.



WHAT IS TURO

Founded in 2010 in San Francisco as “RelayRides.”

Turo began as RelayRides, a Silicon Valley startup that pioneered the idea of P2P car sharing – letting people rent cars directly from other car owners.

1

Innovative peer-to-peer model connecting “hosts” and “guests.”

Through the Turo app, car owners list their vehicles and travelers rent them directly—no rental counters, no paperwork, just convenience and choice.

2

Rebranded as “Turo” in 2014 to highlight freedom and lifestyle.

The new name marked a shift from short hourly rentals to a lifestyle-driven travel brand. Today, Turo operates in 5 countries with over 200,000 hosts and 350,000 cars.

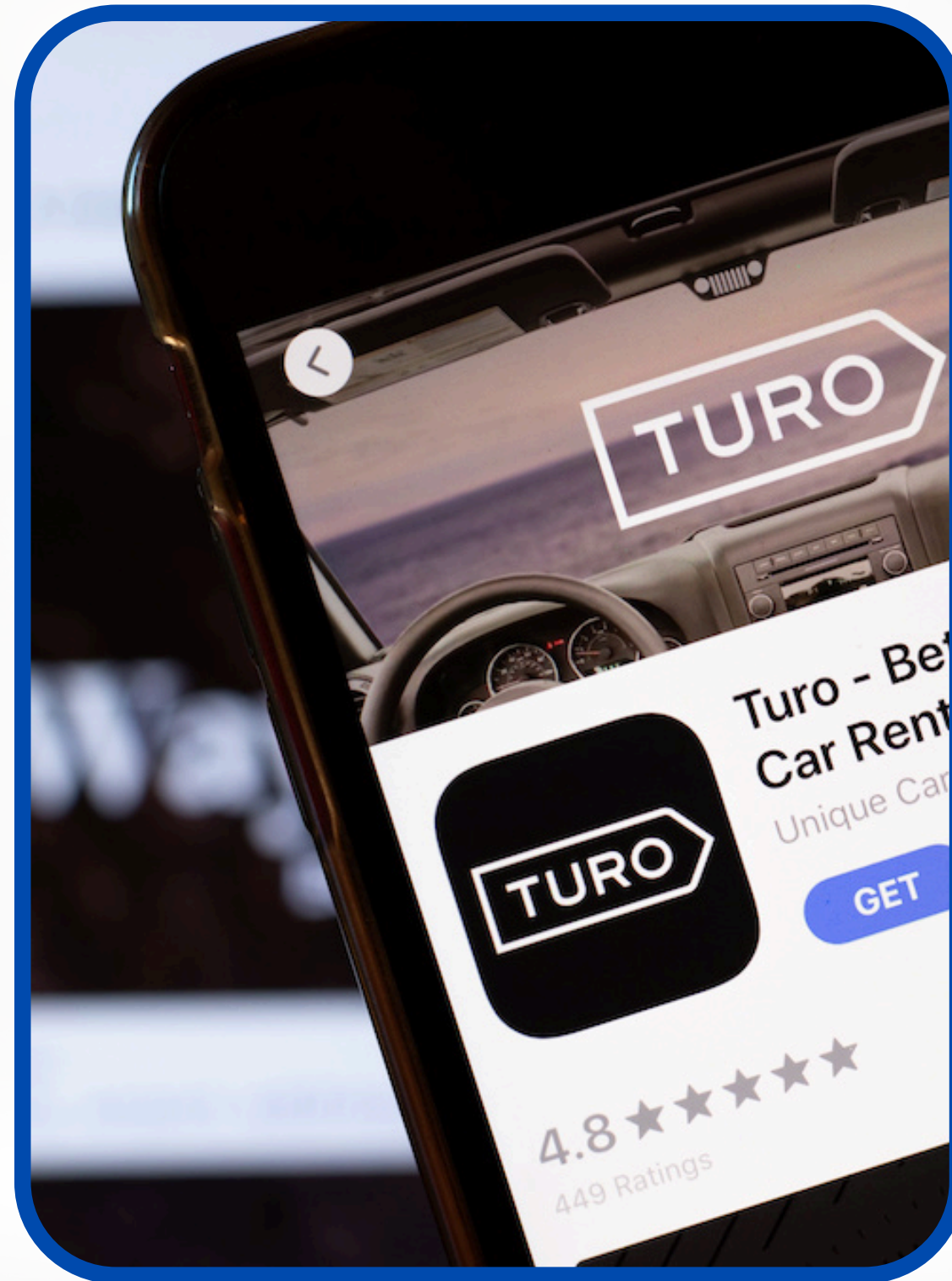
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Guest: Matt Kerbel, Global Head of Brand Strategy at Turo (based in San Francisco).

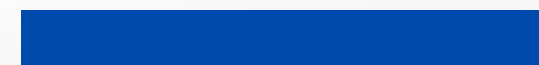
Before joining Turo, he served as Head of Marketing (Southern California) at Lyft, where he focused on local growth and brand building.



GUEST & TOPICS

In the episode, he discusses:

1. How Turo grew from early adopters to the “early majority” market.
2. The brand’s repositioning as a modern alternative to rental car companies.
3. The role of trust and emotional connection in winning new users.



CAMPAIGN CREATIVE

- **Creative Theme: “Skip the Rental Counter.”**
- The campaign dramatizes the frustration of traditional car rental lines and shows how Turo offers a modern, seamless experience through its app.
- The ads emphasize **freedom, control, and choice** — you pick the exact car you want, meet your host directly, and go.



INTERESTING AND VALUABLE FROM **THE CASE STUDY**

Building Trust is Essential for Mainstream Growth.

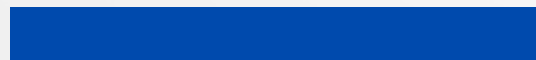
Turo's biggest challenge is making car sharing feel safe and credible. The brand focuses on verified hosts, insurance protection, and positive user stories to overcome hesitation.

Emotional Storytelling Transforms a Utility into a Lifestyle.

Instead of talking about "car rental," Turo's creative work emphasizes freedom, control, and human connection — turning a transaction into a meaningful travel experience.

Rebranding Helped Expand from Early Adopters to the Early Majority.

By refreshing its identity and positioning Turo as "the Airbnb of cars," the company made the idea of car sharing more accessible, modern, and aspirational to the mass market.



WHY I CHOSE THIS TOPIC

I chose this episode because my husband and I run a Turo car rental business in Chicago called **Caroro**.

Listening to this case helped me understand Turo not just as a platform we use every day, but as a brand with a clear strategy, emotional purpose, and long-term vision.

Through **Caroro**, we've experienced how Turo empowers ordinary people to become small business owners. It turns cars into opportunities — for connection, convenience, and community.



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10,000+ Great Reviews
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CarRORO ..
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ABOUT CARRORO ..

CarRORO - Driven By Excellence.

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A top-down view of a desk with various items: a laptop, a notebook, a pen, glasses, paper clips, and a plant leaf. The items are arranged on a light-colored surface. The text "THANK YOU" is centered in the middle of the image.

THANK YOU