

Abstract: Carsharing is a car rental system for short period use. The registered users rent cars from carsharing stations located very near their living spaces. We analyze the carsharing company's strategies of the location choice of their carsharing stations, then investigate the market structure of carsharing service. We segment the market by spatial grid, then model the location choice of carsharing stations as an entry game in each segmented space. We estimate the structural parameters of the carsharing company's payoff functions, using reduced form of the competitor's strategy estimated by nonparametric method. We found that the carsharing company's decisions are depend the activity of their parent company.