

# Annual and Sustainability Report 2020



**mobility**

# Foreword

## → On course for a CO<sub>2</sub>-free future!

The 2020 fiscal year was an eventful one for us: we set out the guidelines for a completely electric and climate neutral future, further optimised our range of services and got some innovative and sustainable projects off the ground. Most importantly of all, however, our company made it through the turbulent times of COVID-19 lockdowns relatively unscathed.

The biggest milestone was undoubtedly our firm commitment to ensuring a sustainable future for car mobility. Mobility is aiming to be completely climate neutral by 2040 and we are planning to convert all our vehicles to electric systems by 2030 at the latest. Considering the enormity of the challenges facing us in terms of charging infrastructure, this is certainly an ambitious goal. It goes without saying that we will do everything we can to achieve this aim even sooner than planned: for instance, we are cultivating a new partnership with SBB, which will see electric charging facilities installed in station car parks across Switzerland. More infrastructure partners are expected to be brought on board in 2021. This means that you, as customers, can also look forward to enjoying future-oriented electric mobility and an impressively wide range of electric models! If you are keen to do something to help the climate in the meantime, myclimate's "Cause We Care" initiative, which we have recently joined, offers an ideal opportunity for this. Essentially, this involves you contributing 3 centimes per kilometre to offset the CO<sub>2</sub> emissions from your journeys – and Mobility will double the amount from its own pocket. This will enable us to build up a climate fund together, which will then go towards supporting sustainable third-party projects and Mobility's own electric mobility expansion schemes. We think this is a pretty cool idea and would love you to get involved too.

One thing we are particularly pleased about is that we now have 245'000 customers relying on our services – 21'000 more than even just a year ago. We also have 5'070 companies using our car sharing services and will be transforming up to 150 cars from AGVS partner dealerships into Mobility vehicles over the next three years. On the other hand, the Mobility Go free-floating scheme in Geneva and the ride sharing app Mobility Carpool both had to be suspended during the reporting year. These services were not generating enough interest and this, combined with various external factors, meant that they were no longer viable from a business management perspective. As you can see, we are very much focusing on the future, including in economic terms. On that note, we would like express our sincere gratitude for the trust you have placed in us.

This trust has proved invaluable, especially during the coronavirus crisis: Mobility's private customer usage figures have been more or less at their normal level since the end of the spring lockdown in 2020. You may ask how this is possible when the people of Switzerland have, quite rightly, been travelling around less. However, when they have been out and about, they have shown an increasing tendency to opt for car sharing instead of public transport. This helped keep Mobility in the black even in such an extraordinary year, giving us, as a cooperative, funds to reinvest in our services and thus benefit you as users. By contrast, our business customer segment is likely to feel the impact of people working from home for a while yet, as our corporate customers' employees are proving much less mobile.

Finally, we have just one last thing to say: be sure to stay healthy. We look forward to driving into an electrically powered future with you.



**Markus Mahler**  
Chairman of the  
Board of Directors



**Roland Löttscher**  
Managing Director  
(CEO)

A young man with curly brown hair, wearing a white jacket over a black t-shirt, is holding a blue and white electric vehicle charging cable. He is standing next to a red charging station with white text. The background is blurred, showing a white wall and a blue sky.

MOBILITY IS SET TO GO FULLY  
ELECTRIC BY 2030 AT THE LATEST.

# Ecological sustainability

## → Climate neutral by 2040

Mobility is sending out a clear signal in terms of climate protection: our long-term goal is to become a completely climate neutral company by 2040. This does not just refer to how the vehicles are powered, but covers all emissions generated by the cooperative and the products it uses (life cycle assessment). Examples include commuting by employees, suppliers' carbon footprint, and the grey energy generated in the manufacture of vehicles and their batteries. After 2040, the company even has the vision of retroactively offsetting emissions generated in the past (negative emissions).

## → Fully electric by 2030 at the latest

To achieve our goal of becoming climate neutral, Mobility will be electrifying its entire fleet by 2030 at the latest so it can operate without emissions. This is all part of the company's keen efforts to protect the environment and ensure the world is worth living in for future generations. Mobility is aiming to lay the foundations for this by 2023 (carrying out evaluations, searching for partners, building the charging infrastructure) so it can then incorporate e-cars into the fleet on a grand scale. There are currently 144 electric vehicles in use (+59 vehicles).

## → Building electric charging infrastructure: working with SBB and other partners

The biggest obstacle for Mobility to overcome is the charging infrastructure for supplying its e-cars with electricity from renewable sources. It is expensive and complex to build – but the main problem is that Mobility only rents its parking spaces. Partnerships are therefore paramount, and we already managed to get one key one up and running during the reporting year: Over the next three years, SBB will be installing electric charging stations manufactured by Juice Technology in around 150 of its car park spaces at 50 to 60 railway stations across Switzerland – with Mobility renting them long-term. Having charging facilities at stations is ideal, as this is where Mobility records its highest booking rates. The plan over the next fiscal year is to bring further partners on board to help push ahead with this nationwide infrastructural development.

## → Electric pilot project in Zurich

Mobility set up its first station using SBB's e-parking spaces back in November on the Europaallee next to Zurich's main railway station. This hub offers a choice of ten electric cars of different sizes and makes to rent and try out, including a Seat Mii electric, a Renault Zoé, a Hyundai Kona electric, an Audi e-tron, and a Tesla Model 3. Another four models that are available to book – the Honda e, the VW ID.3, the Fiat 500e, and the Aways U5 – are new to Switzerland. The Europaallee set-up is serving as a test site to help ascertain how users respond to different electric cars.

### → **Electric cars driven by renewable energy**

Anyone who has ever dealt with e-cars will know that the type of electricity used to charge them plays a crucial role when it comes to sustainability. That is why Mobility relies on green energy generated exclusively from Swiss hydropower.

### → **CO<sub>2</sub>-neutral travel thanks to “Cause We Care”**

Mobility has been taking part in myclimate’s “Cause We Care” programme since September 2020. This gives Mobility users the chance to invest three centimes for each kilometre they travel with Mobility – and 49’000 took advantage of this opportunity in the reporting year. Half of the money raised through this scheme is used to offset the CO<sub>2</sub> emissions generated by users when they travel by supporting climate projects both in Switzerland and abroad, such as the construction of biogas systems for agriculture. The other half goes towards funding the development of an emission-free Mobility electric fleet. And Mobility chips in too, by doubling each contribution from its customers towards offsetting CO<sub>2</sub>. This enables the company and its customers to build up an effective climate fund together.

### → **31’000 tonnes less CO<sub>2</sub> in the atmosphere**

Regardless of the drive systems of its cars, Mobility has a major positive impact on the environment. Thanks to clearly evident changes in their mobility behaviour – travelling more by public transport and bicycle and less by car – Mobility users saved 31’000 tonnes of CO<sub>2</sub> in the reporting year. That is enough to fill 460 million 35-litre rubbish bags.

### → **Mobility drives down private car numbers by 35’500**

If car sharing was not an option, one in five private customers and half of companies would purchase an extra vehicle – which means that Mobility cuts down traffic by around 35’500 vehicles. Or, to put it another way, one Mobility car replaces eleven privately owned ones. At the same time, 54’500 parking spaces are freed up throughout Switzerland – amounting to an area the size of 190 football pitches.

### → **Car sharing fleet: lower greenhouse gas consumption**

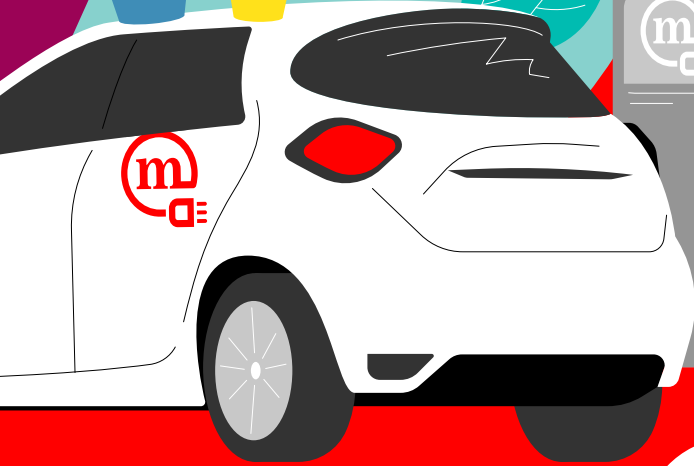
The Mobility fleet’s average greenhouse gas consumption is 4.1 litres/100 km according to the manufacturer. This is more than a third lower than the average fuel consumption of any new vehicles sold in Switzerland. This is due to the increasing proportion of hybrid and electric vehicles in the fleet. At 97 g CO<sub>2</sub>/km, Mobility’s CO<sub>2</sub> emissions are also considerably below the average for new vehicles in Switzerland (138 g CO<sub>2</sub>/km). Mobility is aiming to switch completely to electrically powered mobility by 2030 at the latest, thus bringing its emissions down to zero.

	2020	2019	absolute	in %
<b>Energy efficiency (passenger cars)</b>				
Percentage of Mobility vehicles with energyLabel A+B	89.3%	71.2%	-	+18.1
Percentage of new cars in Switzerland with energyLabel A+B	15.3%	12.8%	-	+2.5
<b>Ø fuel consumption of vehicles (passenger cars)</b>				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	4.2 l/100 km	5.5 l/100 km	-1.3	-23.1
Mobility fleet (manufacturer specifications; 80/1268/EEC)	4.1 l/100 km	4.9 l/100 km	-0.8	-15.6
New cars in Switzerland	6.2 l/100 km	6.1 l/100 km	+0.1	+1.6
<b>Average CO<sub>2</sub>emission (passenger cars)</b>				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	98 g/km	105 g/km	-8	-7.3
Mobility fleet (manufacturer specifications; 80/1268/EEC)	97 g/km	94 g/km	+3	+2.4
New cars in Switzerland	138 g/km	138 g/km	0	0

Climate neutral by  
**2040**

**31'000**  
tonnes less CO<sub>2</sub> in the  
atmosphere thanks to Mobility

Fully electric by  
**2030**



**144**

electric vehicles  
(59 more than last year)

1 Mobility vehicle  
replaces 11 private cars



Mobility cars  
consume

**1/3**

less fuel than  
new Swiss cars





THE FULL RANGE OF E-CARS  
IS AVAILABLE TO TRY OUT  
IN ZURICH (EUROPAALLEE).

# Economic sustainability

## → Positive result in spite of the coronavirus

Increasing numbers of customers, strong summer months and efficient cost management: Mobility was able to make up for the slump in bookings during the 2020 spring lockdown to finish the year – one dominated by the coronavirus pandemic – in the black. The bottom line for the cooperative in 2020 was a profit of CHF 2.7 million (+CHF 0.9 million compared to the previous year). The strict springtime lockdown meant that sales dropped by 4.2% to CHF 75.6 million.

## → Customer numbers on the rise

Mobility's customer pool keeps on growing: 245'000 people are now using the car-sharing vehicles – 21'000 or 9% more than in the previous year. Mobility is seeing especially strong growth in towns and cities, where constant improvements in public transport infrastructure mean that half of households now no longer own a private car. Meanwhile, a clear trend towards occasional trips has been emerging: most Mobility users are very purposeful about choosing when to make journeys by car – to do their shopping, for example. For longer trips, however, they would use public transport. This is entirely in keeping with the combined mobility approach.

## → Refining our brand: "Share more, get more."

During the reporting year, Mobility worked on refining its brand and got various reference groups involved in the process (customers, employees, the Swiss public, etc.). The aim is to establish a clear position that appeals to younger target groups on an emotional level and cultivates a sense of community. The new key message ("Share more, get more.") and the brand values that go with it will feature prominently in Mobility's external and internal communications in future.

## → Cars available throughout Switzerland and at key transport hubs

Mobility currently has 2'950 cars ready for use at 1'540 stations across the whole of Switzerland. This is 170 fewer vehicles than in the previous year, due primarily to the discontinuation of the Mobility Go service in Geneva. Since car sharing is ideal for combining with public transport, Mobility is working with public transport providers such as SBB. Mobility cars are available at 1'040 railway stations throughout the country. As of the end of the reporting year, around 111'000 Mobility customers were making use of the SwissPass scheme, which combines a range of different mobility offers on a single card.

## → Dealership cars to become Mobility vehicles

By fitting AGVS partner dealership vehicles with car sharing technology, Mobility can add on new stations and make efficient use of existing resources. In return, the dealers profit from revenue generated by cars that would otherwise remain unused virtually round the clock. This is why Mobility and the AGVS transformed what was originally a one-year pilot project into a permanent partnership during the reporting year, with the aim of converting up to 150 vehicles by 2023.

### → **Mobility: Switzerland's best company car**

More than 5'000 companies use Mobility cars for business trips to help make their travel more efficient, sustainable and cost-effective. The "Business Light" offer proved very popular during the reporting year, recording 20% growth. The advantage of this service is that it does not involve any fixed costs – a particularly attractive feature in the time of COVID-19, with many people working from home. The increase in home-based working also explains why business-related car sharing currently only accounts for one fifth of Mobility's total sales (previously it made up a quarter). Mobility is continuing to enjoy success with its Mobility Flex offer and electric vehicles that can be parked right on the doorstep of municipal buildings, residential complexes with upper-level apartments and company premises.

### → **Pikmi: digital on-demand bus service launched**

Pikmi – Zurich's first on-demand public transport service – is now up and running in the city's Altstetten and Albisrieden quarters. Minibuses which are available to book through Mobility during the day are put to use for the Pikmi service during the evenings, from 8 pm to midnight (and to 1 am from April 2021 onwards). This combined scheme was initiated by Zurich Public Transport (VBZ) and has been launched as an 18-month pilot project. Since Mobility gets fewer bookings at night, this kind of system should be a good way to make more efficient use of Mobility vehicles. On-demand mobility is also proving increasingly popular, with younger people in particular appreciating mobility offers that are available at the touch of a button.

### → **Mobility Go in Geneva and ride sharing app discontinued**

Offering and booking shared rides is a service that is no longer available from Mobility for the time being. The Mobility Carpool app was shut down in May 2020 because it was not attracting enough users and therefore not generating enough opportunities for ride sharing. This is likely to be due primarily to a general reluctance amongst Swiss people to share their personal space and the fact that the public transport infrastructure is very well developed. A lack of demand was also what prompted the withdrawal of the Mobility Go scheme in Geneva: the slump in commuting due to people working from home during the coronavirus pandemic made breaking even a distant prospect, forcing us to make this decision. However, Mobility Go is still available in Basel.

	2020	2019	absolute	in %
<b>Customers</b>	<b>245'000</b>	<b>224'000</b>	+20'900	+9.3
Members of the cooperative	72'300	70'800	+1'500	+2.1
Members of the cooperative as %	30%	32%	-	-2.0
<b>Stations</b>	<b>1'540</b>	<b>1'530</b>	+10	+0.7
Return stations at railway stations	400	375	+25	+6.7
<b>Vehicles</b>	<b>2'950</b>	<b>3'120</b>	-170	-5.5
Return vehicles at railway stations	1'040	1'040	0	0
Reliability	99.3%	99.3%	-	0
Issues (car not at station, breakdowns)	0.7%	0.7%	-	0
Vehicles with a navigation device	77.0%	70.1%	-	+6.9
<b>Reservation activity</b>				
Online	72.2%	71.2%	-	+1.0
On-board computer	23.3%	24.8%	-	-1.5
24h Service Center	3.4%	4.0%	-	-0.6
<b>IT system availability</b>	<b>99.7%</b>	<b>99.9%</b>	-	-0.2

**>5'000**

companies  
use Mobility

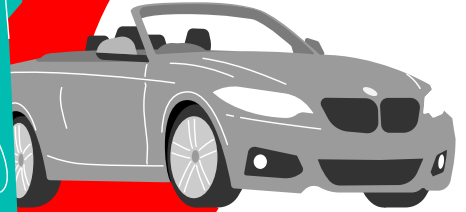
**245'000**

customers

including

**72'300**

cooperative members

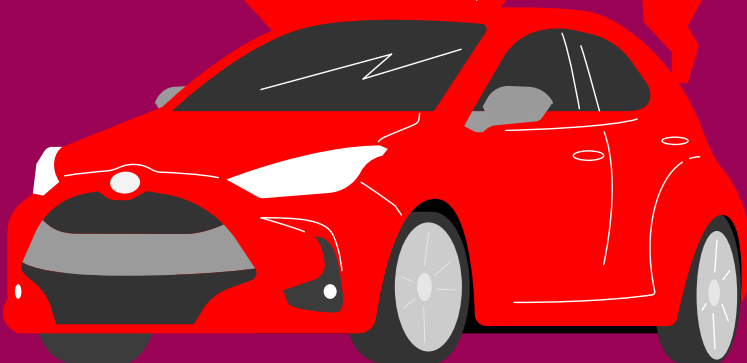


**1'540**

stations

**2'950**

vehicles



MOBILITY AIMS TO TURN  
ITS WHOLE COMPANY  
CLIMATE NEUTRAL BY 2040.



# Social responsibility

## → **Mobility offers cars for monthly rental at cost price during the coronavirus crisis**

During the 2020 spring lockdown, Mobility transferred over 400 cars from its day-to-day operations to a new, temporary monthly rental scheme. In doing so, it helped keep mobility going in Switzerland during difficult times and offered an alternative option to public transport. This proved particularly helpful for people and companies involved in healthcare and providing basic services. At the same time, it enabled Mobility to reduce its running costs.

## → **Customers give Mobility an excellent rating**

In 2020, Mobility sent out 7'500 questionnaires to its customers, who awarded the cooperative an impressive overall rating of 4.4 out of a possible 5 points. The 24h Service Center (4.7 for friendliness and 4.6 for expertise) scored particularly highly, with excellent marks also given for how easy the stations are to find (4.5) and the vehicles are to use (4.4). Nine out of ten users said they would recommend Mobility to other people.

## → **Attractive benefits for employees**

In keeping with its legal form as a cooperative, Mobility places great emphasis on social responsibility. One example of this is the fact that it has always offered up to four weeks of paternity leave as standard (based on years of service) as well as 16 weeks of maternity leave on full pay.

## → **Modern, flexible working**

Mobility's employees must be able to strike a healthy work/life balance. Flexible working – in terms of both hours and place of work – has been an established part of the cooperative's work culture for some years now. This has proven beneficial, not least during the COVID-19 crisis by helping to ensure a smooth transition to working from home on a technical, organisational and cultural level.

## → **When it comes to cars, safety is the top priority**

All Mobility cars are subject to rigorous inspections and testing and are equipped with safety features such as ABS, EPS or airbags. More and more Mobility vehicles are also being fitted with driver assistance systems like automatic emergency brake assist or lane change assist. For vehicle assessments, Mobility applies the international standards of the Euro NCAP crash tests: in the reporting year, the overall average for the fleet came to an impressive 4.8 out of 5 stars.

	2020	2019	absolute	in %
<b>Number of employees</b>	221	214	+7	+3.3
Full-time equivalents (FTEs)	199	194	+5	+2.3
Percentage of part-time employees	26.2%	27.1%	–	-0.9
Number of apprentices	6	5	+1	+20
Turnover	5.5%	13.1%	–	-7.6
Average age in years	40	40	0	0
<b>Percentage of women</b>	39.8%	40.2%	–	-0.4
Percentage of women in management roles	16.7%	20.7%	–	-4.0
<b>Training costs per employee (in CHF)</b>	717	748	-31	-4.1
<b>Days of absence per employee</b>	5.8	3.3	+2.5	+75.8



# 221

employees



Nine out of ten users would recommend Mobility to others.

Overall customer rating:

# 4.4 out of 5



up to

# 4

weeks of  
paternity leave





**"CAUSE WE CARE" MAKES IT  
POSSIBLE TO OFFSET CO<sub>2</sub> EMISSIONS  
FROM MOBILITY JOURNEYS.**

# Financial Report (abridged version)

Mobility is attracting a steadily increasing number of customers: 245'000 people now use the red car-sharing vehicles – 21'000 or 9% more than in the previous year. The slumps in bookings during the spring coronavirus lockdown, not least for business trips, were offset by strong summer months, since many people in Switzerland spent their holidays in their home country. The end result was a CHF 3.3 million fall in net income. Earnings before interest, taxes, depreciation and amortisation (EBITDA) came to CHF 16'741'000, which was 6.5% or CHF 1'169'000 down on the previous year. This was achieved by means of continuous cost optimisation measures (in areas such as car insurance premiums, vehicle maintenance and administrative costs), but IT expenditure increased considerably. The bottom line for the cooperative in 2020 was a profit of CHF 2.7 million (+CHF 0.9 million compared to the previous year), which was mainly due to lower depreciation, amortisation and lease expenses.

## **COVID-19: slump in bookings followed by rapid stabilisation**

During the coronavirus lockdown of spring 2020, Mobility bookings plummeted by about half, reflected in a reduction of 4.2% in annual sales (CHF 75.6 million). Demand subsequently recovered swiftly, however: people continued to travel less, but when they did, they increasingly made use of car sharing rather than public transport. Providing there are no more strict lockdowns in 2021, the hope is that private customer usage figures will be only slightly below their usual level. In the business sector the effects of COVID-19 will be felt for longer, however: since many people are working from home, the employees of the 5'000 companies that have opted for car sharing are on the road significantly less than usual.

## **Electric cars only in the future**

Mobility's long-term goal is to become a completely climate neutral company by 2040, including all the company's emissions and the products used (life cycle assessment). To achieve this objective, Mobility will be electrifying all 2'950 of its vehicles by 2030 at the latest. The biggest challenge here lies in installing charging infrastructure at its 1'540 stations throughout Switzerland. This is a project Mobility is tackling in collaboration with partners.

## **Mobility platforms and customer experience**

Another of Mobility's strategic aims is to get its services incorporated into multimodal mobility platforms. These are currently being developed further at national and regional level and offer great potential for the future. Mobility is also putting effort into improving its digital user experience, making it more intuitive and more emotionally engaging. This is partly aimed at appealing to younger people and getting them interested in car sharing.

## The key figures (in thousands of CHF)

	<b>2020</b>	<b>2019</b>	<b>absolute</b>	<b>in %</b>
Net income from deliveries and services	<b>75'606</b>	<b>78'882</b>	-3'275	-4.2
Operational and vehicle expenditure	<b>25'833</b>	<b>29'021</b>	-3'187	-11.0
Staffing costs	<b>20'893</b>	<b>20'975</b>	-82	-0.4
Other operational expenditure	<b>11'714</b>	<b>10'567</b>	+1'147	+10.9
Earnings before interest and taxes (EBIT)	<b>2'774</b>	<b>2'715</b>	+59	+2.2
Annual profit	<b>2'655</b>	<b>1'827</b>	+829	+45.4
Operating cash flow	<b>21'107</b>	<b>9'770</b>	+11'337	+116.0
Cash flow as % of net income from deliveries and services	<b>27.9%</b>	<b>12.4%</b>	-	+125.4
Equity ratio	<b>78.4%</b>	<b>76.8%</b>	-	+1.6%

The detailed 2020 Financial Report is available here: [www.mobility.ch/ar20](http://www.mobility.ch/ar20)

MOBILITY IS SETTING UP  
ELECTRIC CHARGING STATIONS  
THROUGHOUT SWITZERLAND  
WITH THE HELP OF PARTNERS.





## **Publishing information**

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For simplicity and legibility, Mobility does not follow rigid rules when referring to persons. Exclusively masculine word forms of course denote both genders.

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