

## PRESS RELEASE

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### **Mobility is making longer journeys cheaper**

**With “Best Price”, Mobility is reducing the costs of long journeys from December. The company is thus reacting to the results of a customer survey.**

Mobility wants to make its services as straightforward as possible. Thanks to Best Price, from 12 December prices will be capped for long journeys of up to 24 hours and 200 kilometres. The maximum price payable will vary depending on the vehicle category and – as is usual with Mobility – will include fuel and insurance. So, for example, a member of the cooperative will now pay a maximum of CHF 110 for a Budget car, which equates to a savings potential of CHF 48. Any extra kilometres or hours will simply be charged at the standard rate. Managing Director Patrick Marti explains: “With Best Price, we are making long bookings more attractive again. That is the express wish of our customers, and we are happy to comply.” The company will be carrying out customer surveys in the next few months to see whether the new model has been well received. “We will then be able to make any improvements swiftly,” Marti adds.

#### **Mobility Best Price replaces Economy Packages**

Last year, the cooperative introduced a new pricing model – and with it Economy Packages which have to be pre-booked and which were intended to cushion the higher costs of single, long journeys. However, only 5% of all customers actually made use of the Economy Packages. As shown by a recent survey, they were regarded as too complicated. By introducing Best Price, Mobility has now answered the call for a more flexible, simpler model and for cheaper long trips. “Best Price kills several birds with one stone,” says Marti, “as it applies to every reservation, kicks in automatically and can save a lot of money. We are confident it will be popular.”

#### **Save up to CHF 96**

Emotion vehicles offer the greatest savings potential of up to CHF 96 per day. This potential is multiplied correspondingly on multi-day journeys. Members of the cooperative enjoy an extra benefit over annual or trial subscriptions to the tune of CHF 10 in each case; Business and Click & Drive customers are excluded.

#### **ABOUT MOBILITY**

Mobility offers its 177'100 customers 2'930 vehicles at 1'500 stations across Switzerland, as well as 200 electrically powered scooters in Zurich. State-of-the-art technology delivers a self-service sharing system that is user-friendly, economical, fully automatic and available around the clock.

## BEST PRICE: MORE INFORMATION AND PRICING EXAMPLES

[www.mobility.ch/best-price\\_en](http://www.mobility.ch/best-price_en)

## IMAGES

Freely downloadable image material: <https://www.mobility.ch/en/media/image-archive/>

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