

PRESS RELEASE

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Mobility offers Jaguar, Land Rover & Co.

Mobility and Emil Frey AG join forces: from now on car sharers can enjoy driving luxury Land Rover and Jaguar models. The aim is to attract even more Swiss people to take up the car sharing habit.

Mobility has recently started installing car-sharing technology in dealership vehicles. In this way, the company is not only making efficient use of its resources, it is also able to reach out to new locations throughout the whole of Switzerland. In return participating dealerships receive a fair portion of the drive volume and gain experience of the sharing economy, with its enormous promise for the future.

Exclusive vehicles due to collaboration with Emil Frey

After "Auto Gewerbe Verband Schweiz", another commercial partner has now signed up for Mobility's one-year trial: Emil Frey AG – with brands that are bound to thrill customers: Land Rover and Jaguar models promise luxurious driving pleasure. From now on there are nine vehicles available at five stations. If the response is positive, both the number of vehicles and the range of brands will be expanded on completion of the trial phase.

- Bern, 2 vehicles (Jaguar F-Pace/Jaguar XF), station: Bern railway station
- Ebikon, 2 vehicles (Land Rover Discovery Sport/Jaguar XF), station: Emil Frey AG
- Lucerne, 1 vehicle (Jaguar XE), station: Lucerne railway station
- St. Gallen, 2 vehicles (Land Rover Velar/Jaguar XF), station: St. Gallen railway station
- Zurich-Altstetten, 2 vehicles (Land Rover Discovery Sport/Jaguar XE), station: Emil Frey AG car dealership

Mobility follows market trends

The figures show that one in three cars sold in Switzerland today is an SUV. As Mobility Managing Director Roland Löttscher says: "For us it's important to offer a wide range of attractive vehicles. We can only persuade as many people as possible to share their first or second car instead of owning it if we're able to follow trends and satisfy a range of different various tastes." Mobility's great leverage in terms of sustainability is people's willingness to do without a privately owned car. Studies show that one Mobility vehicle replaces ten privately owned cars. "That's why I'm so pleased we're able to offer premium models. They make Mobility that much more attractive," says Löttscher.

CHF 9.00 per hour and CHF 1.50 per kilometre

Mobility has created a new “Premium” category especially to accommodate the new cars. The vehicles cost CHF 9.00 per hour and CHF 1.50 per kilometre – so they are cheaper than with a regular car rental company. What is more, Mobility’s Best Price scheme means there is a cap of CHF 300 on trips of up to 24 hours and 200 kilometres for cooperative members (or CHF 310 for subscription holders). The Premium category is not available to learner drivers and young drivers aged under 25.

ABOUT MOBILITY

Mobility offers its 197’800 customers across Switzerland 2’890 vehicles at 1’480 stations. On top of this, it has 200 electric scooters in Zurich, One-Way cars for one-way journeys between cities and the Mobility Carpool ride-sharing platform. State-of-the-art technology delivers a self-service sharing system that is user-friendly, economical, fully automatic and available around the clock.

IMAGES

Freely downloadable image material: www.mobility.ch/image-archive-premium

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