

PRESS RELEASE

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Mobility discontinues scooter scheme in Zurich

Sharing provider Mobility will be discontinuing its pilot electric scooter scheme on 4 November 2019. The move comes in view of poor profitability prospects, intensified competition and technological challenges. The company nonetheless sees positive aspects.

Approximately one and a half years after its launch, Mobility's pilot scooter scheme in Zurich will come to an end on 4 November. During this period, 200 red electric scooters were available for booking, use and parking in public parking spaces for two-wheel vehicles. "We were able to learn a lot from the experience and we're certainly satisfied with how actual operations went," explains Mobility Managing Director Roland Lötscher. "Users have seen the advantages of our free-floating system, and the scooters integrated smoothly into city traffic." This is shown by the fact that one in two scooter trips were taken in combination with public transport, says Lötscher. What is more, the scooters were well distributed throughout the city area, so it was very seldom necessary to relocate them.

Discontinuation due to several factors

While numerous customers initially signed up for the scheme, numbers recently stagnated more and more (7'500). This is mainly because younger age groups are not automatically permitted to ride a scooter when they pass their driving test. "We certainly underestimated this factor," says Lötscher. In addition, the competitive situation in Zurich has intensified, new vehicle levies have been imposed in the city and challenges have arisen on the technological side. In particular, interaction between various hardware/software components such as on-board computers and top cases proved to be error-prone and cost-intensive. Lötscher concludes: "Major investments would have been required, so profitable operation would have been a distant prospect." This is ultimately why Mobility decided to discontinue the service. "We very much regret having to take this step. But we're still on the ball: if we see the chance of offering another two-wheeler service on a sustainable basis in the future, we'll certainly take the opportunity to do so."

ABOUT MOBILITY

Mobility offers its 197'800 customers 3'120 vehicles throughout Switzerland, including 2'890 return cars and 230 Mobility Go vehicles in Basel and Geneva. One-way trips from A to B are also available, as is lift-sharing with Mobility Carpool. 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 visual material: www.mobility.ch/bildarchiv-scooter

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