

PRESS RELEASE

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Mobility tests Tesla

As of today, Switzerland's first Mobility Tesla is ready and waiting at Basel railway station. The electrically powered car is part of a project designed to integrate partner company vehicles in the Mobility fleet. The aim is to run a year-long test in collaboration with Revendo to assess whether Tesla models are suitable for car sharing.

For one year now, Mobility has fitted cars belonging to partner companies with car sharing technology. This not only enables the efficient use of existing resources, it also offers the opportunity to expand the network of Mobility stations and make the fleet more diverse. After AGVS (Auto Gewerbe Verband Schweiz) and Emil Frey AG, there is now a new partner on board: Revendo, a Basel-based start-up that reconditions used computers, smartphones and tablets. The company contributes a Tesla, while Mobility fits the car sharing technology and takes care of operation. Mobility Media Officer Patrick Eigenmann welcomes the new partnership: "Our scheme is dedicated to future-oriented, sustainable mobility, so Tesla is a perfect match for us. We hope that as many customers as possible try out the new vehicle." The Tesla model S 90 D – a five-seater sedan – is located at Basel railway station (Bahnhof Süd car park).

Car sharing suitability – the key focus

In the course of the year-long test, Mobility aims to find out more about its customers' use patterns. "On the one hand we're interested in data such as the number of reservations and distances travelled. But we also want to find out whether users think the Tesla is user-friendly enough in terms of day-to-day car sharing," says Eigenmann. As Eigenmann points out, the Tesla differs from regular cars in that everything is operated from a central touchscreen. "If we believe the Tesla fits the bill in terms of its car sharing suitability, we'll certainly consider expanding availability."

Expansion of alternative drive forms

The new vehicle type reflects Mobility's future orientation. The cooperative just recently announced its intention to expand the number of alternatively powered cars in its fleet to at least 700 by 2023. This is twice as many as the current figure. The main focus here is on electric power and hybrid drive.

Tesla: not available for learners and young drivers

The Mobility Tesla is part of the Premium category, which costs CHF 9.00 per hour and CHF 1.50 per kilometre. Premium is not available to learner drivers and young drivers aged under 25.

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 image material: www.mobility.ch/image-archive-alternative-systems

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