

PRESS RELEASE

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Mobility electric cars very popular

Mobility has spent the past year trialling the mobility of the future on Zurich's Europaallee. Ten e-cars from a variety of manufacturers are available for hire – and are especially popular with younger car sharers: electric vehicles have taken a leap forward and are now as well utilised as fossil fuel cars. And range anxiety is a thing of the past.

Mobility's goal is to be climate friendly and fully electric by no later than 2030. In order to reach this target, the car sharing provider is looking to rapidly expand its charging network and to address the needs of its customers. A pilot project involving ten e-cars at Zurich's main railway station has been running for a year – backed up by surveys and analyses. The results are positive: at Europaallee, capacity utilisation of the e-cars is on a par with that of conventional cars, unlike recent years when they have been a third less popular. "There's keen interest in sustainable mobility and trying new things," confirms Mobility Managing Director Roland Löttscher. "It's motivating us to make our fleet all-electric as quickly as possible." Moreover, two thirds of all users are under 39. "That's exactly what we were hoping for: getting young people excited about e-sharing," says Löttscher. Around half of all Mobility customers make a point of coming to its e-cars stationed in Europaallee – even if locations offering fossil-fuelled vehicles are closer.

Adequacy of range

Mobility's pilot station shows that the range offered by the latest e-cars is plenty for car sharing purposes: firstly, because modern electric vehicles can travel several hundred kilometres on a single charge, and secondly, because Mobility takes into account the time needed to recharge between reservations. Charge levels are over 80% at the start of nine out of ten hires. Only a handful of customers find themselves having to recharge the battery, which can be done free of charge at the rapid charging points provided by Mobility partner GOFAST.

Need for clear instructions

E-drivers want more information about the various e-models, especially concerning the different charging procedures. Mobility has responded by issuing brief guides that are available online as well as physically in the vehicles. For Roland Löttscher, one thing is clear: "The switch to electromobility will succeed only if we take people with us on the journey; continuously providing information is part of that. It involves turning reluctance and anxiety into enthusiasm."

E-expansion making progress

In order to jump-start its e-charging infrastructure, Mobility is working with the Swiss Federal Railways, from which it rents e-parking spaces at railway stations. The company is also installing its own charging points. At present, Mobility operates 180 e-cars, a figure due to rise to 450 in 2023 and to encompass the entire fleet of over 3'000 vehicles by 2030.

ABOUT MOBILITY

Mobility offers its 245'000 customers throughout Switzerland 2'950 vehicles at 1'540 locations. The cooperative provides return car-sharing across Switzerland, One-Way cars for open-jaw trips between cities and airports, and the Mobility-Go free-floating scheme in Basel. The sharing system is simple, affordable, fully automated, available around the clock, self-service and highly sustainable thanks to state-of-the-art technology. It adds up to each Mobility car replacing 11 privately owned vehicles.

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