Mobility tests one-way car sharing

The ability to cover distances from A to B without having to take the car back again: Mobility will be testing this new car sharing model on selected routes from July onwards. Tens of thousands of customers and non-customers are being called upon to get involved in developing and trying out “Mobility-One-Way”.

The ability to drive from Mobility site A to Mobility site B – and simply leave the car where it is: this is a type of car sharing service customers have repeatedly asked Mobility to provide. And now it will be available. From July onwards the company will be testing the service on selected routes. Consumers will be involved in deciding exactly which routes are available, says Communication Officer Patrick Eigenmann: “We have sent out a questionnaire to 85,000 Mobility customers and members of the Atizo.com community*. This will help us find out what people want to use one-way cars for, which routes are most in demand and how much they are prepared to pay for a trip.” The test itself will run from July to the end of the year and will serve as a period of learning and adaptation. After this the cooperative will decide whether and how the service is continued.

Mobility’s third car sharing model
Mobility-One-Way is intended for lengthier trips from A to B. It supplements classic site-based Mobility car sharing and Catch a Car, which enables one-way trips within a city area. “We’d like to offer the entire range of car sharing facilities,” explains Patrick Eigenmann. “The more people share cars rather than owning them, the better it is for traffic and the environment.” Public transport stands to benefit too: an interface study shows that Mobility customers are above-average users of public transportation facilities. “We are anticipating that Mobility-One-Way will also promote combined mobility, since public transport will be used for one trip.”

*The innovation consultancy ATIZO 360° will be supporting the Mobility-One-Way test and involving its atizo.com community (25,000 members).

ABOUT MOBILITY CAR SHARING
Mobility Car Sharing offers its 127,300 customers 2,900 vehicles at 1,460 stations. State-of-the-art technology delivers a self-service car sharing system that is user-friendly, economical, fully automatic and available around the clock.

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

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