PRESS RELEASE
Lucerne, 22 June 2016

More and more learner driver are practising with Mobility

Learner drivers are faced with a problem: many Swiss households either own an automatic or else no car at all. This is why 7'500 of them prepare for their driving test with Mobility.

Figures published by the Swiss Federal Statistical Office show that fewer and fewer people in cities have a car of their own. The leader is Basel with 55% no-car households, followed by Bern (53%), Zurich (48%), Lausanne (44%) and Geneva (40%). So there is a demand for alternatives when it comes taking learner trips with parents and friends – all the more so considering that one in two new cars registered in Switzerland is an automatic. “Our mobility4learners programme offers the perfect solution to this problem,” explains Mobility Communications Officer Patrick Eigenmann. “It means learner drivers have the use of more than 2'700 vehicles to practice for their driving test.” Since the programme was launched three years ago, 7'500 people have signed up for mobility4learners and the figure is increasing.

No competition with driving schools
Driving schools are also noticing that their students have less and less opportunities to practice on their own. “City-dwellers often do without a private car entirely. It's only in the rural areas that people still get enthusiastic about cars,” says Markus Weber, who runs a driving school in Bern. This is why he very much welcomes programmes such as mobility4learners, so he says: “This scheme enables my students to take time outside lessons to consolidate what they've learned. That's a crucial success factor when it comes to taking the driving test.”

Low-cost driving practice
The Mobility subscription costs 49 francs and is valid for six months. Rates for hiring a car for a period of one hour over a distance of 15 kilometres start at just 10 francs. This includes third party, comprehensive and passenger insurance as well as a liability reduction that limits the excess per claim. The accompanying person must be an existing Mobility member or also sign up for mobility4learners (CHF 59 for six months).

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/

CONTACT
Patrick Eigenmann, Communication & Media Officer, Tel. 041 248 21 11, p.eigenmann@mobility.ch