

PRESS RELEASE

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Mobility discontinues ride sharing app

Offering and booking shared rides: Mobility is no longer offering this service for the time being. The Mobility Carpool app launched by the company two years ago is to be discontinued. The reason is lack of demand.

Mobility has offered its Carpool app since 2018, allowing users to share rides both in car sharing vehicles and private cars. The scheme will come to an end on 13 May 2020, at least for the time being, as Managing Director Roland Lötscher explains: "There weren't enough users and so there weren't enough car pools." The scheme has recently attracted 12'000 sign-ups – half of them non-Mobility customers – "but more requests and offers were needed to keep them interested and active. This simply didn't happen." The company believes the main reason for the generally sluggish demand is that Swiss people are reluctant to share their privacy and that the standard of Swiss public transport provision is very high. Lötscher concludes: "The time probably isn't yet ripe for ride-sharing on a large scale in this country. But that doesn't mean we'll never get to that stage. We'll be watching the market closely and re-enter the field when we see a reasonable opportunity." One such opportunity might be closed user groups such as commuter solutions for companies.

No connection with corona

Even though the COVID-19 situation did bring carpooling operations to a virtual standstill, the decision was arrived at before the lockdown occurred. As such, COVID-19 was not a factor in the closure of Mobility Carpool.

ABOUT MOBILITY

Mobility offers its 224'000 customers across Switzerland 3'120 vehicles at 1'530 stations. The cooperative provides return-carsharing services across Switzerland, one-way vehicles for one-way journeys between cities and airports, Mobility-Go in Basel and Geneva. State-of-the-art technology delivers a self-service sharing system that is user-friendly, economical, fully automatic, available around the clock, in self-service and on the strongest sustainable basis.

IMAGES

Free images for download: www.mobility.ch/en/media/image-archive/

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