

# Economic sustainability

## → Mobility is growing in popularity

Today, 197'800 people in Switzerland are using Mobility. The sharp increase year-on-year (+20'700) is due partly to organic growth and partly to the fact that, after cancelling, subscription customers can now travel with Click & Drive. This subscription-free offer was designed specifically for occasional users.

## → Mobility launches electric scooter

The Mobility scooters in Zurich have got off to a great start. Around 5'000 people have registered to be able to use 200 electric scooters in a free-floating system. As a survey reveals, the majority of journeys made were up to five kilometres – and one in two of those was combined with public transport. A successful start, in other words!

## → Mobility brings out lift-sharing app

Swiss motorists are lone travellers: the average number of people riding in a vehicle is just 1.5, while in commuter traffic the figure is even lower at just 1.1. This makes no sense at all – whether ecologically or economically. Therefore, in May, Mobility brought the free lift-sharing app "Mobility Carpool" to the market. Whether in a privately owned vehicle or a Mobility car: it quickly and easily connects drivers and passengers. Payment to the driver varies depending on the distance covered (CHF 3 to CHF 18).

## → Mobility expands One-Way

During the year under review, Mobility integrated One-Way into its digital platforms, introduced a distance-dependent surcharge (replacing the old standard surcharge) and significantly expanded the One-Way network. The following have now been added: Basel Airport, Köniz Railway Station, Olten Railway Station, Rotkreuz Suurstoffi, St. Gallen Railway Station, Sursee Railway Station, Winterthur Railway Station and Zug Railway Station. By the spring of 2019, Mobility is aiming to have increased the number to 30 stations, including some in western Switzerland. Thereafter, demand will determine further expansion.

## → Mobility transforms dealership cars into carsharing vehicles

Countless cars in Swiss car dealers are idle at all hours of the day. Mobility is exploiting this potential and fitting them out with carsharing technology. This gains the cooperative new stations in attractive urban locations and rural areas, while also enabling it to respond at short notice to rising demand, such as during the summer months in Ticino. A one-year pilot project has been running since December 2018. The "Auto Gewerbe Verband Schweiz" is the first commercial partner on board.

## → Mobility cuts the cost of longer journeys

With Mobility Best Price, Mobility is listening to what its customers want and making long bookings more attractive: since 12 December 2018, maximum prices have applied to journeys of up to 24 hours and 200 kilometres. On journeys lasting several days, Best Price can apply more than once. Customers don't have to do anything, as the system operates entirely automatically. Best Price replaces the Economy Packages, which were seen as too complicated, and gives a preferential discount to members of the cooperative of CHF 10 per Best Price journey.

## → Mobility is optimising its network of return stations

There are currently 1'480 Mobility return stations throughout Switzerland. The slight downturn compared with the previous year (-20) is due to the need to close stations, chiefly in rural areas, which were making a heavy loss. Growth in the towns, however, continued unabated. Today, there are 3'090 vehicles in total – including the 200 electric scooters in Zurich.

	2018	2017	absolute	in%
<b>Customers</b>	197'800	177'100	+20'700	+11.7
Members of the cooperative	69'400	66'800	+2'600	+3.9
Members of the cooperative as %	35%	37.7%	–	-2.7
<b>Stations</b>	1'480	1'500	-20	-1.3
Return stations at railway stations	370	385	-15	-3.9
<b>Vehicles</b>	3'090	2'930	+160	+5.5
Return vehicles at railway stations	1'070	1'090	-20	-1.8
Reliability	99.3%	99.3%	–	0
Issues (car not at station, breakdowns)	0.7%	0.7%	–	0
Vehicles with a navigation device	58.5%	40.6%	–	+17.9
<b>Reservation activity</b>	2.889 Mio.	2.865 Mio.	+24'000	+0.8
Online	70.7%	71.1%	–	-0.4
On-board computer	24.1%	24.0%	–	+0.1
24h Service Center	5.2%	4.9%	–	+0.3
<b>IT system availability</b>	99.9%	99.9%	–	0



**3'090**

vehicles available



**1'480**

Mobility stations in Switzerland



**197'800**

customers



**2.9 Mio.**

reservations



Represented in

**100%**

of all municipalities  
> 10,000 inhabitants



**890**

new vehicles