NEW MODES OF DRIVING AND CAR SHARING

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NEW MODES OF DRIVING AND CAR SHARING

Presentation

- New types of Vehicles and consequences
- Not owning a car, but having access to mobility
- Car sharing in principle
- Example of Mobility in Switzerland
  - History
  - Mobility today
  - Success factors and lessons learned

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New Vehicles

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Do we have to own a car?

- Not owning a car, but having access to mobility
- Transport chains

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Car Sharing

- Sharing of a fleet of vehicles by a group
- True costs of private mobility
- Environmental gains
  - Less vehicles
  - Change in behaviour
- Reduces traffic, mobility maintained

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Example of Mobility, History

- First car sharing Swiss company in 1987
- Mobility founded in 1995
- Cooperative as business model

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Example of Mobility, today: Figures

- almost 100’000 customers in Switzerland (1.5% of pop.)
- 2500 vehicles
- 1250 sites
- Within reach for 60%

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Example of Mobility, today: How it works

- Booking 24/7 by internet, Smartphone, call-centre
- Keyless opening with member card
- Filling up with fuel card
- Invoices by post or email

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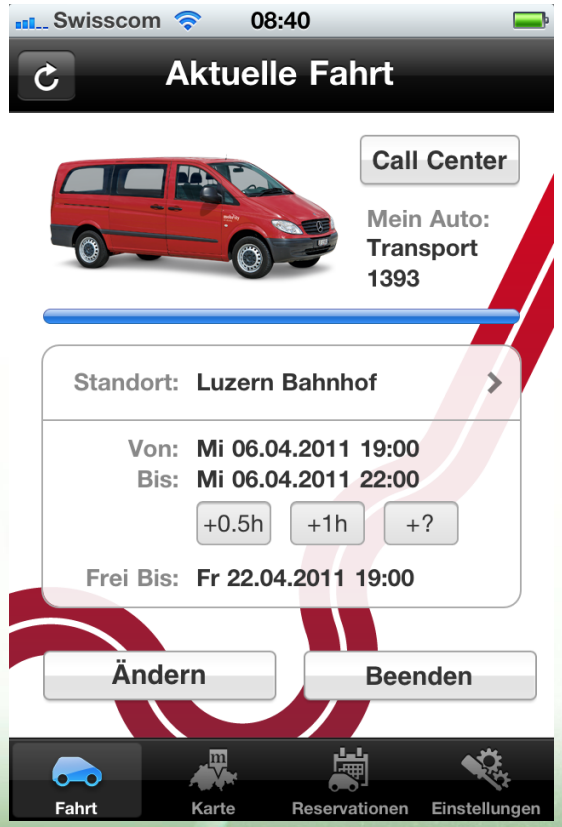
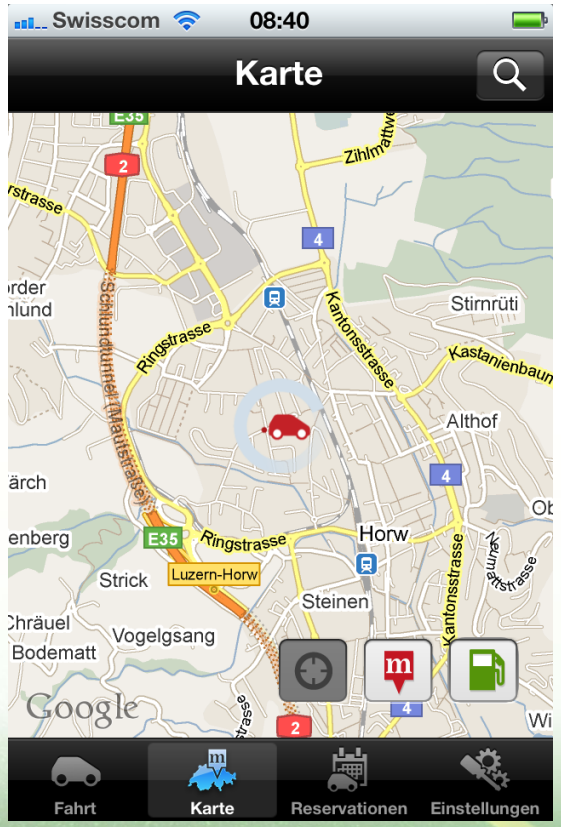
Example of Mobility, today: How it works





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Example of Mobility, success factors

- Spirit of a part of the population
- Good public transport
- Population density
- Combined mobility

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Example of Mobility, lessons learned

- Cooperation with public transport
- Complexity of the system
- Political support (locally)
- Good IT support
- Call-centres

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Example of Mobility, expansion abroad?

- Importance of local circumstances
- Not expanding but offering services in relation to car sharing
    - Consulting and assistance
    - Technology (software)

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Questions?