

PRESS RELEASE

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Launch of mobility@home

More green space for apartment complexes thanks to Mobility's new solution

mobility@home brings car sharing vehicles directly to the front door of Switzerland's apartment complexes. This makes it possible for residents to access economical mobility; it also allows the owners of the complexes to reduce the number of private parking bays they need to provide by up to nine per shared car – and to replace them with green spaces.

Switzerland's built environment is increasing in density by the day. Today some 75 per cent¹ of the Swiss population live in an urban environment. Mobility Managing Director Viviana Buchmann is convinced: "That is why it is so important that society and the commercial sector implement sustainable measures to safeguard and promote green spaces." Mobility is doing its bit by launching mobility@home, a solution that integrates the car sharing concept directly into apartment complexes. "A car sharing vehicle replaces up to nine privately owned cars and cuts down on the need for at least an equivalent number of parking spaces," says Buchmann. This releases space that can be used for green or recreational space, which in turn has a positive impact on social interaction, on residents' quality of life and on pollutant emissions." Our aim is to make our red cars as much part of the fabric of a residential development as lifts or playgrounds."

Win-win situation for owners...

mobility@home offers the owners of apartment complexes a choice of estate cars, hybrids and all-electric cars, all maintained by Mobility and paid for by means of an annual all-in fee. This delivers a range of benefits: a reduction in the construction and maintenance costs for parking spaces, more space for greenery, and the promise of inexpensive motoring mobility that starts right outside residents' front doors. All factors that boost the property's marketing potential. Alec von Graffenried, Head of Property Development Central at contractors Losinger Marazzi says: "We find mobility@home a very interesting product that is sure to enhance the attractiveness of a great many residential developments. We will be incorporating it into our future plans."

...and for residents

For their part, residents benefit from environmentally responsible mobility that saves them an average of CHF 4000 in mobility costs a year compared to owning their own car. In addition, under mobility@home, every resident receives a Mobility subscription that grants them access to all of Mobility's 2650 vehicles across the length and breadth of Switzerland.

First customer: GenerationenWohnen

The first customer to take advantage of the mobility@home solution is the cooperative GenerationenWohnen, developer of an intergenerational residential complex in Burgdorf. Viviana Buchmann is delighted: "We are confident that many more such apartment complexes will opt for our sustainable mobility solution."

ABOUT MOBILITY CAR SHARING

Mobility Car Sharing Switzerland is entered as a cooperative in the commercial register of Lucerne. Its 105,100 customers have access to 2650 vehicles stationed at 1380 sites around the country. State-of-the-art technology delivers a self-service car sharing system that is user-friendly, economical, fully automatic and available around the clock.

SOURCES

¹ Wert und Nutzen von Grünräumen, Zurich University of Applied Sciences (ZHAW), 2010

IMAGES

Freely downloadable image material: www.mobility.ch/medien/bildarchiv

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