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Market trial for the future face of the mobility chain

«SBB Green Class» – a comprehensive road and rail package

A SwissPass including a 1st class GA travelcard, a BMW i3 electric car, PubliBike, Mobility, P+Rail and more: for a fixed price, customers trialling the SBB Green Class scheme will receive a comprehensive, flexible and environmentally friendly package for a whole year. The offer is being run as part of a market trial in partnership with BMW and supported by research from ETH Zurich, with SBB hoping to use the findings from this trial to create genuine door-to-door mobility.

The mobility of the future starts today. Interested customers have until 16 November 2016 to register with SBB to receive a year-long mobility package that is the first of its kind anywhere in the world from 1 January 2017. The «SBB Green Class» market trial unites the best features of many different spheres of mobility. For CHF 12,200, one hundred trial customers will get a comprehensive, flexible and environmentally friendly package covering the whole of the mobility chain. «SBB Green Class» combines environmentally sustainable, personalised mobility on the roads with public transport services thanks to a BMW i3 electric car, a SwissPass including a 1st class GA travelcard and use of the Mobility and PubliBike sharing schemes. The offer also comes with a P+Rail annual pass and a wallbox (including installation) at the customer's home for charging their electric car. SBB Green Class lets pilot customers combine sustainable mobility services according to their individual needs throughout the entire travel chain.

New insights into future mobility

«SBB Green Class» is being supported by research done at ETH Zurich. The pilot customers will use an app to record their mobility behaviour, including their daily movement patterns and details of the places they spend time as well as data on their use of each mode of transport. They will also answer regular questions on their experiences and level of satisfaction. ETH Zurich will then analyse the data, with SBB expecting the results to provide important insights about the clients' requirements into combined door-to-door mobility. The market trial is a key element in SBB's efforts to prepare the mobility of the future with the help of the customers.

For more information, visit: www.sbb.ch/greenclass