

PRESS RELEASE

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Revolution: Dealer cars to become Mobility cars

Countless cars in Swiss car dealers stand idle at all hours of the day. Mobility wants to exploit this potential and fit them out with car-sharing technology. If a test run in cooperation with the automotive industry is successful, the principle is set to be widely implemented. The Auto Gewerbe Verband Schweiz (AGVS) is the first partner on board.

Mobility's aim is to become the largest national provider of individual mobility services in Switzerland. Following the launch of new services such as the Mobility scooter or the Mobility Carpool lift-sharing platform, a new concept is at the starting gates: the incorporation of third-party vehicles into the Mobility fleet. The cooperative will be equipping partner dealers' cars with car-sharing technology for this purpose, allowing Mobility to expand its network of stations and boost its level of flexibility, as Patrick Marti, Managing Director of Mobility, explains: "We're coming to new stations in attractive urban locations and rural areas where we would not place vehicles ourselves." He claims that it should now be possible to respond quickly to increasing demand "such as by expanding our offer in Ticino depending on the season." Nothing will change for customers in terms of use: The cars will be completely integrated into the Mobility offer, with prices, insurance and maintenance corresponding to standards.

Good for the environment and your wallet

By using existing cars instead of buying new ones, Mobility is optimising the efficiency of resources, benefiting not only the environment but partner dealers too: The AGVS garages have thousands of vehicles which are often idle at all times of day. "Each franc that they can earn from them is therefore good", explains Urs Wernli, President of the AGVS. The environment for dealers is also changing rapidly. "By cooperating with Mobility, dealers are showing that they want to build bridges and are open to new forms of mobility." The AGVS is the first of several possible organisations to join forces with Mobility.

One-year test phase

Mobility is launching a one-year test run to gather experience and customer feedback. AGVS plans to add some 50 dealers in the first half of the year alone, followed by an ongoing increase in the number. Various experimental forms are in the pipeline: from pure garage locations to mixed existing mobility stations. Managing Director of Mobility, Patrick Marti, is convinced of the concept: "We're turning stationary vehicles into moving vehicles." This makes sense in every respect. We also believe that the potential is equally high." He claims that, if the test is successful, the offer will be widely implemented.

ABOUT MOBILITY

Mobility offers its 177'100 customers across Switzerland 2'930 vehicles at 1'500 locations. On top of this, it has 200 electric scooters in Zurich and One-Way cars for one-way journeys between cities as well as the Mobility Carpool lift-sharing platform. State-of-the-art technology delivers a self-service sharing system that is user-friendly, economical, fully automatic and available around the clock.

ABOUT AUTO GEWERBE VERBAND SCHWEIS (AGVS)

The Swiss Auto Gewerbe is finely structured: founded in 1927, the AGVS is nowadays the industry and professional association of Swiss car dealers, with members including about 4'000 small, medium-sized and large companies, brand representatives and independent companies. The 39'000 employees in AGVS garages – 9'000 of whom are junior staff engaged in apprenticeships and in-service training – sell, maintain and repair the majority of the Swiss fleet of around 6 million vehicles.

IMAGES

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

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