

PRESS RELEASE

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300 dealership cars to become Mobility vehicles

A test has shown that the idea of incorporating car dealership vehicles in sharing schemes is highly promising. For this reason, Mobility plans to integrate up to 300 vehicles into its range over the course of the next three years, thereby rapidly increasing the density of its station network. A cooperation agreement to this effect has been signed with AGVS, the Swiss association of car dealerships.

By fitting AGVS partner dealership vehicles with car sharing technology, Mobility will be able to add on new stations and make efficient use of existing resources. In return, the dealers profit from revenue generated by cars that would otherwise remain unused virtually round the clock. "It's a win-win situation for everyone involved – including our customers," says Mobility Managing Director Roland Lötscher. After all, not only will additional stations be set up at dealership premises located in rural areas, those under threat of closure will be preserved, too. This is why Mobility and the AGVS are converting a one-year pilot project into a permanent cooperation. "We plan to offer up to 300 Mobility cars via partner dealers in three years. Since we're a broad-based transportation provider, this is a logical step for us," explains Lötscher.

More than 60 car dealers have already signed up

The AGVS is equally convinced that the plan will be a success. "A survey of pilot dealerships has shown that the scheme works. The 67 vehicles involved covered a total distance of more than 600'000 in one year," says AGVS President Urs Wernli. So the aim of getting unused cars out onto the roads was achieved. Wernli also believes Mobility can expect car dealers to be fundamentally interested in the scheme. "They're looking for new, future-oriented business models beyond just sales and repairs," he says.

Energy-efficient cars have priority

Mobility is in the process of upgrading its own fleet by adding alternative drive systems. In order to avoid pursuing a separate path with dealership vehicles in this respect, the company aims to have its partner dealers provide more and more electric cars or hybrids in the future.

ABOUT MOBILITY

Mobility offers its 224'000 customers across Switzerland 3'120 vehicles at 1'530 stations. The cooperative provides return-carsharing services across Switzerland, one-way vehicles for one-way journeys between cities and airports, Mobility-Go in Basel and Geneva. State-of-the-art technology delivers a self-service sharing system that is user-friendly, economical, fully automatic, available around the clock, in self-service and on the strongest sustainable basis.

ABOUT AUTO GEWERBE VERBAND SCHWEIS (AGVS)

The Swiss automobile dealership sector is broadly ramified: founded in 1927, the AGVS is nowadays the industry and professional association of Swiss car dealers, with members including 400 small, medium-sized and large companies, brand representatives and independent companies. The 39,000 employees in AGVS garages – 9,000 of which are junior staff members undergoing training and further 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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