

## MEDIENMITTEILUNG

Rotkreuz, 02 December 2020

### **Mobility Go: stop in Geneva, ongoing operation in Basel**

**While the free-floating scheme Mobility Go offers promising prospects in Basel and will continue to operate there, it will be discontinued in Geneva at the end of 2020. The reason for this is the lack of demand, which has continued to decline as a result of COVID-19. Mobility will invest the funds it saves in this way to expand its electric mobility programme.**

The free-floating scheme Mobility Go allows vehicles to be located and booked in real time and then parked in a public parking space at the end of the journey. This spontaneous form of car sharing has been available to users in Basel since 2014, while in Geneva it was introduced four years ago. But Mobility will be closing down the programme in Geneva at the end of this year, says Managing Director Roland Lötscher: "Mobility Go was not profitable in Geneva – and would not have been in the foreseeable future. As an SME and a cooperative, we have to invest intelligently and sustainably. That's why we have decided to put an end to the scheme in Geneva – though it hasn't been an easy decision." COVID-19 has been a key factor here: while classic, station-based car sharing in Geneva (123 vehicles at 41 locations) was able to recover quickly after the lockdown in spring, the already fragile figures for usage of Mobility Go continued to decline. This was particularly due to the loss of the popular commuter trips. Mobility will invest the funds freed up by this discontinuation in sustainable goals: the car sharing provider aims to electrify its entire vehicle fleet by 2030 at the latest.

#### **On the look-out for new paths to profitability**

In Basel the situation is much more positive: there are 4'200 people who actively use the Go cars in Basel – 1'500 more than in Geneva. So here the scheme will remain in place. "We still believe strongly in free floating," says Lötscher. But new, intelligent approaches are needed to get this form of mobility into shape for the future. "The goal has to be for our customers to be able to use one and the same Mobility car for different modes of transportation – whether Return, Go or One-Way". This would massively increase capacity utilisation and efficiency. A corresponding test will be implemented in the next few years – with Basel as the pilot city.

#### **ABOUT MOBILITY**

Mobility offers its 224'000 customers across Switzerland 3'120 vehicles at 1'530 stations. The cooperative provides return car-sharing across Switzerland, One-Way cars for one-way trips between cities and airports and Mobility-Go for free-floating in Basel. The sharing system is simple, affordable, fully automatic, available around the clock, self-service and highly sustainable thanks to state-of-the-art technology.

## IMAGES

Free images for download: [www.mobility.ch/en/media/image-archive/](http://www.mobility.ch/en/media/image-archive/)

## CONTACT

Patrick Eigenmann, Communication & Media Executive, telephone +41 (0)41 248 21 11,  
[p.eigenmann@mobility.ch](mailto:p.eigenmann@mobility.ch)