

PRESS RELEASE

Rotkreuz, 24 May 2022

Mobility to discontinue its free-floating scheme in Basel

Mobility Cooperative is pulling the plug on Mobility-Go in Basel due to declining demand and high operating overheads. The experience gained from this local free-floating scheme will now flow into its core roundtrip car sharing service.

After eight years, it's the end of the line. The Mobility Cooperative is saying goodbye to the concept of free-floating car sharing and discontinuing its Mobility-Go scheme on 7 June. With this form of car sharing, the car can be returned to any public parking space, whereas in classic roundtrip car sharing, the vehicle is returned to its permanent base.

No sign of an uptick

Mobility launched its free-floating scheme in a bid to capitalise on a trend that was emerging across Europe. The aim was to establish the concept in Switzerland and to run it at a profit. However, recent years have seen Mobility facing declining numbers. The Corona pandemic served to amplify the effect: this is what put paid to the scheme in Geneva. In Basel, hoping for a post-Covid upswing, Mobility introduced a number of measures – to no avail. What's more, the overheads were high. "For a long time, we firmly believed in the viability of the free-floating concept and in its success," says Mobility CEO Roland Lötscher. "But while we are keen to innovate, we have to keep an eye on the response of the market in the long-term and, as a cooperative, we need to watch our resources."

New insights into customer behaviour

Mobility is now concentrating on expanding its core business. "We will use the valuable organisational and technical insights gained from Mobility-Go to further develop roundtrip car sharing," says Roland Lötscher. Amongst other things, it appears that customers respond well to incentives. This (and other inputs) suggests that aspects such as the end time of the reservation or the return location could be kept flexible – leastways in an urban context. Mobility will be looking into this in more detail.

Free floating in brief:

The idea behind free-floating is that shared vehicles can be searched for and booked on the fly via an app, then returned to any public parking space. Mobility launched the service eight years ago via its Catch a Car subsidiary in Basel and also expanded into Geneva with it. Catch a Car was merged back into the cooperative in 2019 under the name Mobility-Go.

ABOUT MOBILITY

Mobility's 242'300 customers have access to 3'010 vehicles stationed at 1'560 sites around the country. The cooperative provides roundtrip/return car-sharing across Switzerland, and one-way cars for open-jaw trips between cities and airports. The sharing system is simple, affordable, fully automated, self-service and highly sustainable thanks to state-of-the-art technology. It adds up to each Mobility car replacing 11 privately owned vehicles.



IMAGES

Freely downloadable image material: <https://www.mobility.ch/de/medien/bildarchiv>

CONTACT

Stefan Roschi, Communication & Media Officer
Telephone 041 248 21 57, s.roschi@mobility.ch