

## PRESS RELEASE

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# New offers: Mobility makes car sharing even more attractive

**The Mobility cooperative is modernizing its offers and prices. The company is responding to a growing community demand by offering discounts on longer journeys and multi-day excursions. Young people also benefit from a new special offer.**

The car sharing company Mobility has overhauled its offers and prices to meet the needs of its 240,000-plus customers and make their experience easier. It also aims to convince many more people in Switzerland to use carsharing. Among other things, Mobility is offering discounts in the form of day packages on longer journeys. This will make one- or several-day excursions comparable in price to hiring a car, thus meeting an increasingly popular customer requirement. Cooperative members (mobilityMEMBER) also receive a 20 percent discount on reservations of 72 hours or more, three times a year. The average price of short journeys will be increased, though only slightly. Mobility CEO Roland Lötscher says: "Car sharing is used for many purposes - from shopping trips to weekend excursions. For users, therefore, the overall package has to be right, and we have significantly improved this. I am convinced: with the new offers, we are positioning car sharing even more strongly as a sustainable and inexpensive alternative to private cars."

### **Under 28s drive on the best terms**

Mobility is paying particular attention to young users with its special mobilityYOUNG offer. For people under 28, the monthly subscription costs are waived after a one-time registration fee. And they can drive at the best terms. The aim is to make it easier for young people to enter the world of car sharing. Roland Lötscher says: "We want to convince young people of the benefits of car sharing even before they buy their first car, but we are aware that this group is price-sensitive. It fits well with our cooperative values if we accommodate them and hopefully gain loyal users."

What else will be changing? The annual subscription will become a monthly subscription (mobilityPLUS), which offers more flexibility. In addition, the costs for individual reservations will be billed directly after the trip in the future. What remains the same is the dense network of around 3,000 vehicles in Switzerland, almost 300 of which are already electrically powered. In larger cities, the nearest Mobility station is only a five-minute walk away.

The new offers and price structures apply immediately to new customers. Existing customers will be informed by Mobility about the benefits and the respective switching options in the next few weeks. For now, those who prefer to can continue using the current offers and rates.

## **Calculation examples** (price differences compared to previous offers):

- Combi category, 10 hours, 250 kilometers: Minus between CHF 7 and 17 (depending on offer).
- Economy category, 20 hours, 120 kilometers: Minus between CHF 31 and 41
- Budget category, 3 hours, 14 kilometers: Plus CHF 0.70

(Examples do not apply to mobilityEASY - previously Click&Drive)

## **IMAGES**

Freely downloadable image material: <https://www.mobility.ch/en/media/image-archive>

## **CONTACT**

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## **ABOUT MOBILITY**

Mobility is the car-sharing market leader in Switzerland with 3'010 vehicles at 1'560 stations. The Cooperative offers its 242'300 customers station-based return car-sharing as well as one-way cars for open-jaw trips between cities and airports. Using state-of-the-art technology, the system works simply, inexpensively, fully automatically and on a strong, sustainable foundation. Car sharing as part of combined mobility saves space, reduces traffic and relieves the environment: every Mobility car replaces 11 privately owned vehicles.