

PRESS RELEASE

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More and more young people are discovering car sharing

A recent survey has shown that car ownership in Switzerland is falling dramatically, whilst the use of shared mobility services is on the rise. Mobility's own figures point to a corresponding generational shift, with the number of users under the age of 28 having doubled over the last three years.

Mobility's customers are getting younger. The number of Mobility users has soared to more than a quarter of a million over the last few years. One age group in particular – the under 28s – has grown disproportionately in that time, doubling in size since 2020. Young car sharers have never been more visible.

Is the number of car-free households set to double?

The fact that young people are increasingly opting for car sharing tallies with the findings of recent studies. A survey conducted by consulting firm Deloitte, the results of which were published in January 2024, found that the number of car-free households in Switzerland could double over the next decade, and expects the demand for on-demand and shared mobility services to grow massively in that period. A quarter of all participants in the Deloitte survey reported that they are already subscribed to a shared mobility service, increasing to 30% in the 34 or younger age group. These findings also tally with the results of the representative study on mobility conducted by Sotomo a few months prior, which concluded that "car ownership is less important to young people in urban environments." Sotomo's research also found that this younger demographic is particularly interested in car sharing, as "younger drivers have grown up with these types of offers, unlike older generations."

Young people are opting for e-cars

Younger Mobility users behave similarly to the rest of the cooperative's customers for the most part. One thing that does set them apart, however, is that younger users generally only spend four hours on the road per journey, which is slightly less than the average journey length. They also favour Mobility's Economy category, which they choose in practically every other reservation, and opt for e-cars more often than other age groups.

Under 28s drive on the best terms

The Mobility Cooperative is aiming to convince young people of the benefits of car sharing even before they buy their vehicle. This is why drivers under the age of 28 can make the most of our mobilityYOUNG offer, with no monthly subscription costs once the user pays a one-off registration fee, so they can drive on the best terms. This offer has been a roaring success since it was introduced at the end of 2022, as shown by the ever-growing number of users.

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ABOUT MOBILITY

Mobility is the car sharing market leader in Switzerland. The cooperative offers customers around 3'000 vehicles across a range of categories at 1'570 locations. Thanks to state-of-the-art technology, the car sharing system is simple, affordable, fully automatic and highly sustainable. Car sharing as part of a combined mobility approach saves space and reduces traffic and environmental impact: each Mobility car replaces 11 privately owned vehicles.