

Car sharing in Switzerland

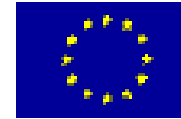


From grassroots to mainstream





CH 2004



110 employees

59'000 clients

1'750 cars

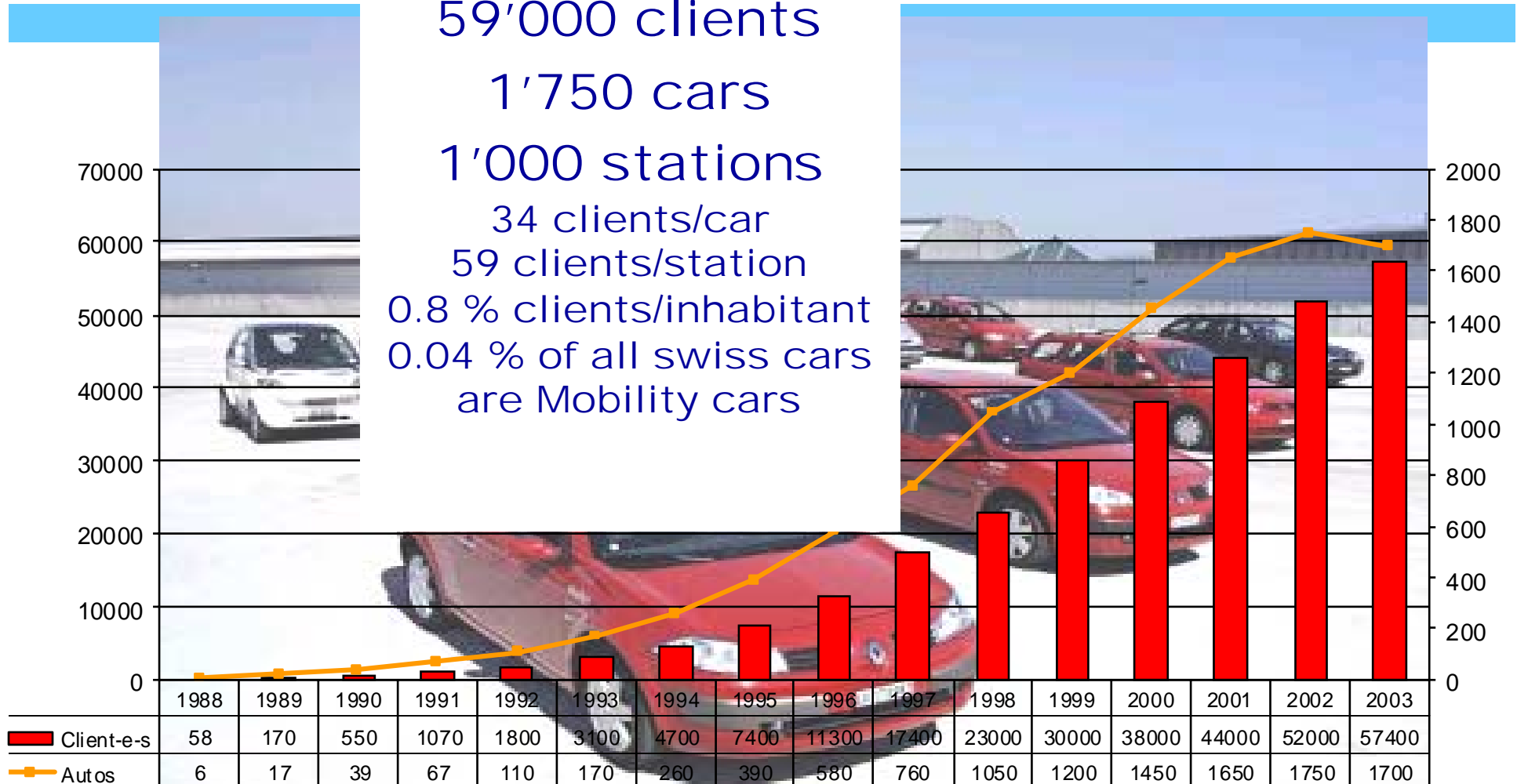
1'000 stations

34 clients/car

59 clients/station

0.8 % clients/inhabitant

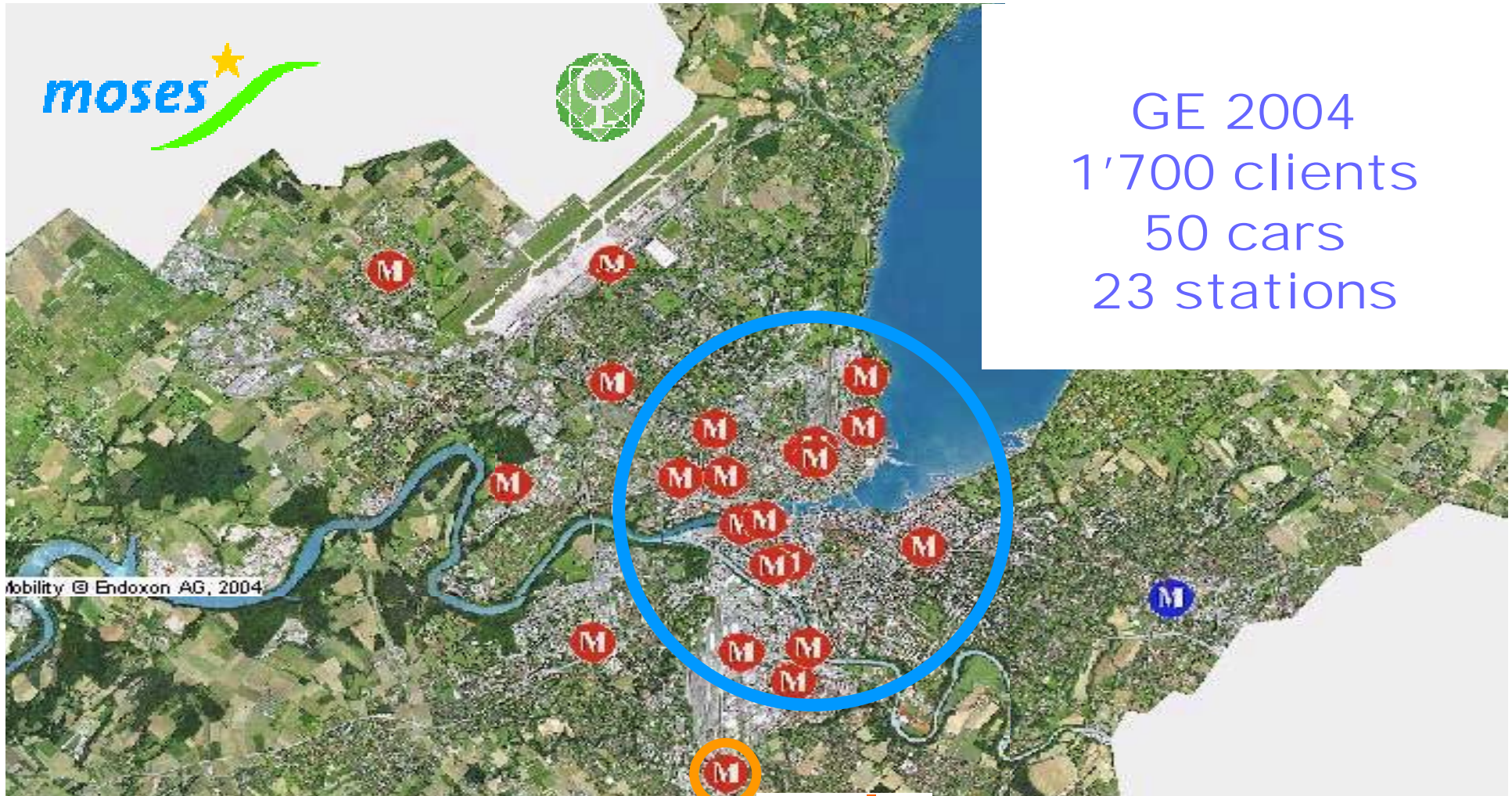
0.04 % of all swiss cars
are Mobility cars



'Keys to Car-Sharing: Moving the City of tomorrow', Brussels, 27-28 January 2005



GE 2004
 1'700 clients
 50 cars
 23 stations



Mobility © Endoxon AG, 2004

34 clients/car
 59 clients/station
 0.8 % clients/inhabitants
 0.04% of CH cars
 are Mobility cars

34 clients/car
 74 clients/station
 0.4 % clients/inhabitants
 0.023% of GE cars
 are Mobility cars





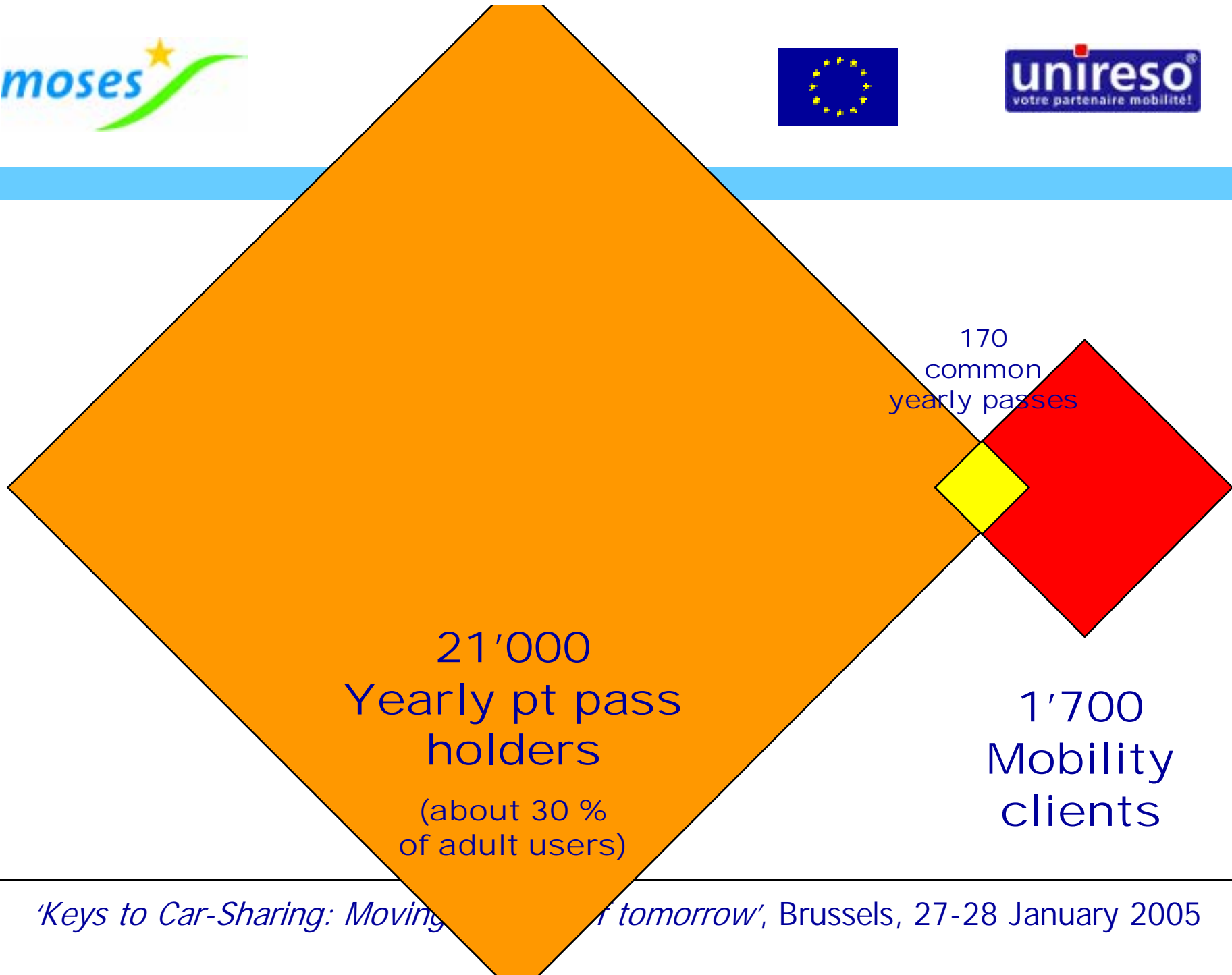
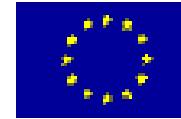
**Combined yearly
pass since 2003**

170 common clients

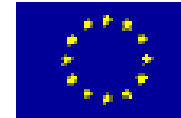
**Zurich : 7'500
common clients**



**Le parfait complément à
votre abonnement unireso**
1750 voitures pour CHF 25.- par an.

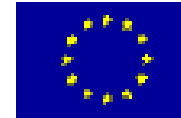


'Keys to Car-Sharing: Moving towards the future of tomorrow', Brussels, 27-28 January 2005



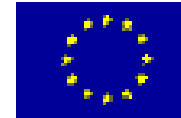
Car sharing in Geneva is not doing bad.
But it's much better in national average.
And hugely better in Zurich.

Why ?



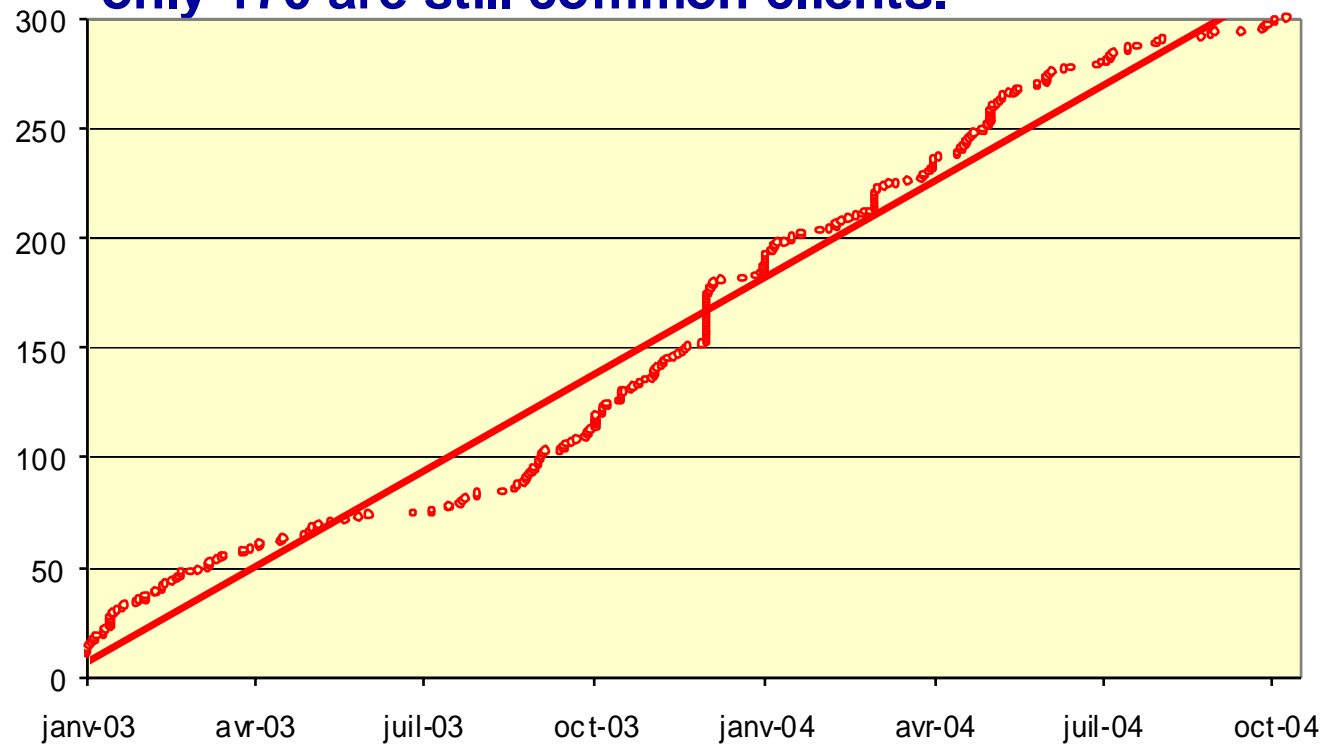
Explanations

- **car sharing still young and growing**
- **presence of strong stereotypes of car free and car dependent lifestyles**
- **need for different forms of cooperation between public transport and car sharing**



Still growing.

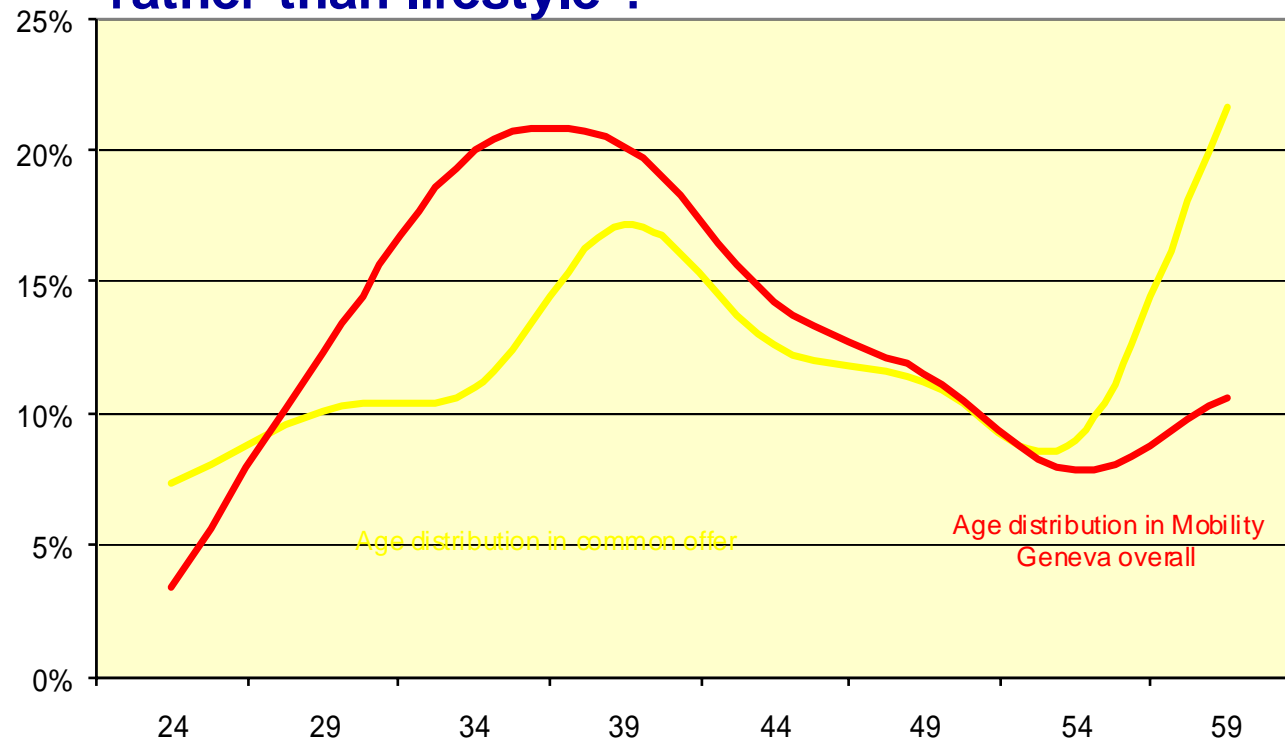
**But of 300+ registered for common yearly pass,
only 170 are still common clients.**



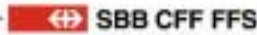
Continuous
interest
in common offer
since its launch
in 2003

Strongest age group between 30 and 40.

Car sharing as part of household administration rather than lifestyle ?



The common offer seems to be more attractive for persons with concessionary fares



Public transport in Geneva

is more

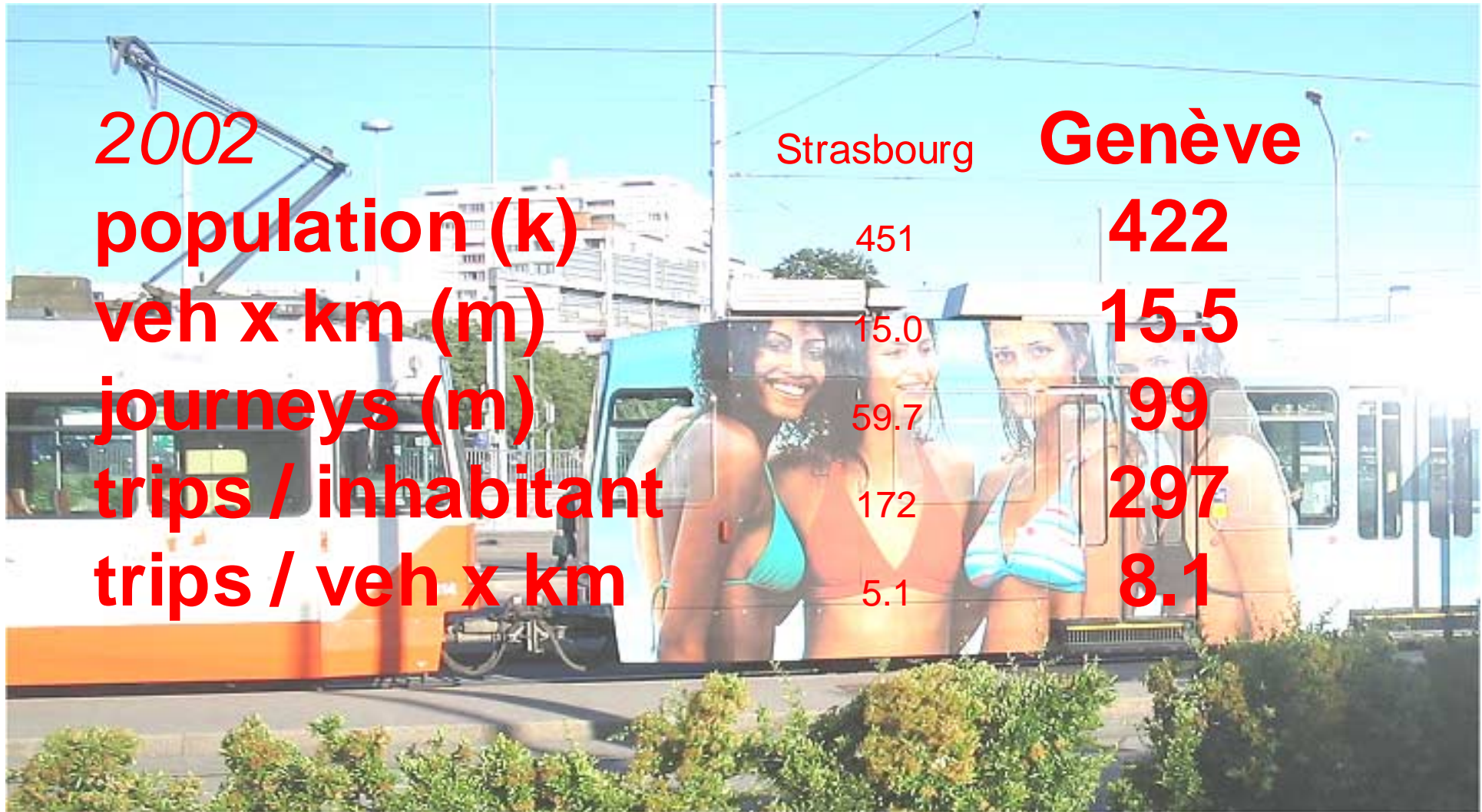
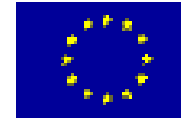
attractive

dense

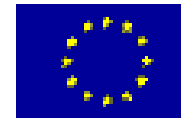
focussed

than in many other cities

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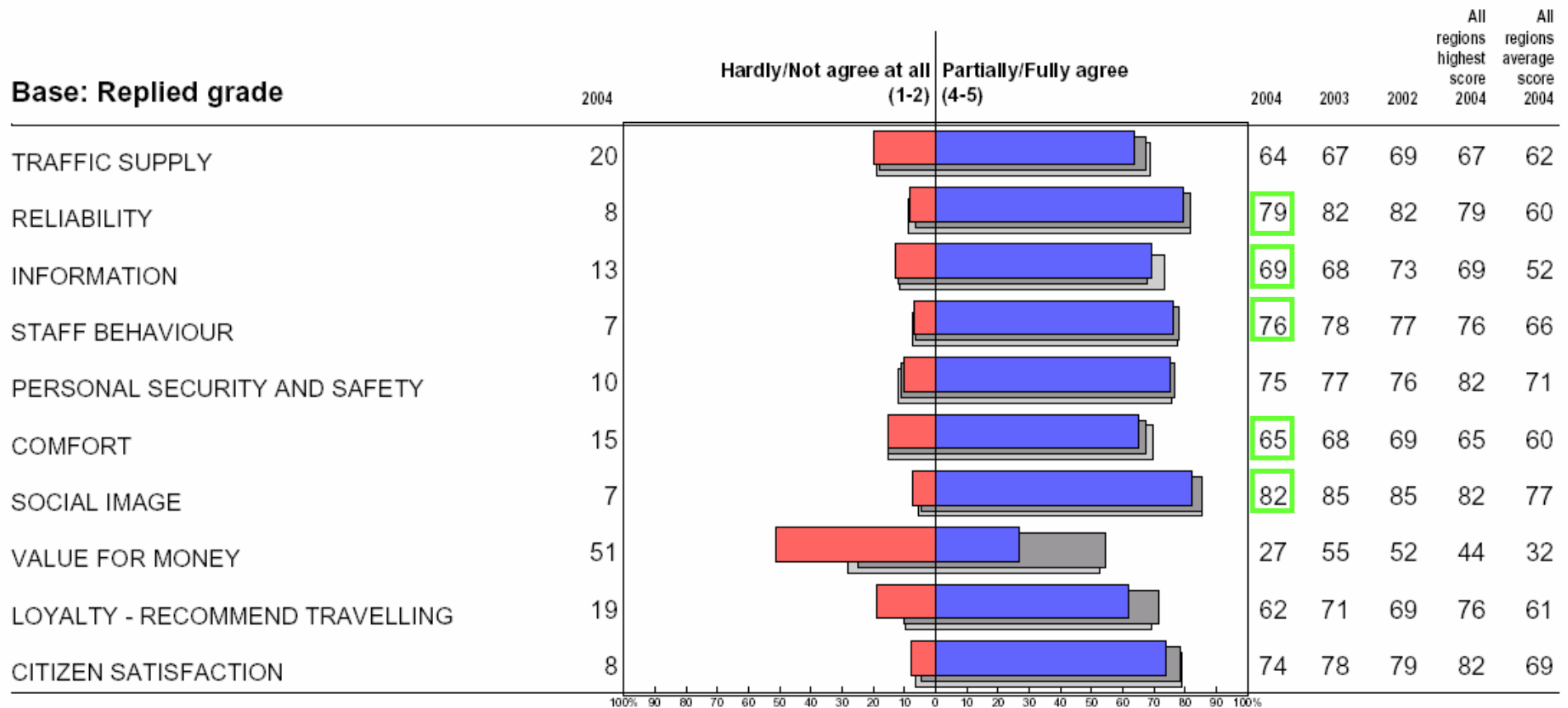


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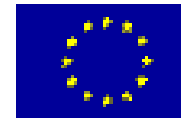


Geneva

BEST - Citizens Satisfaction Survey 2004 INDEX



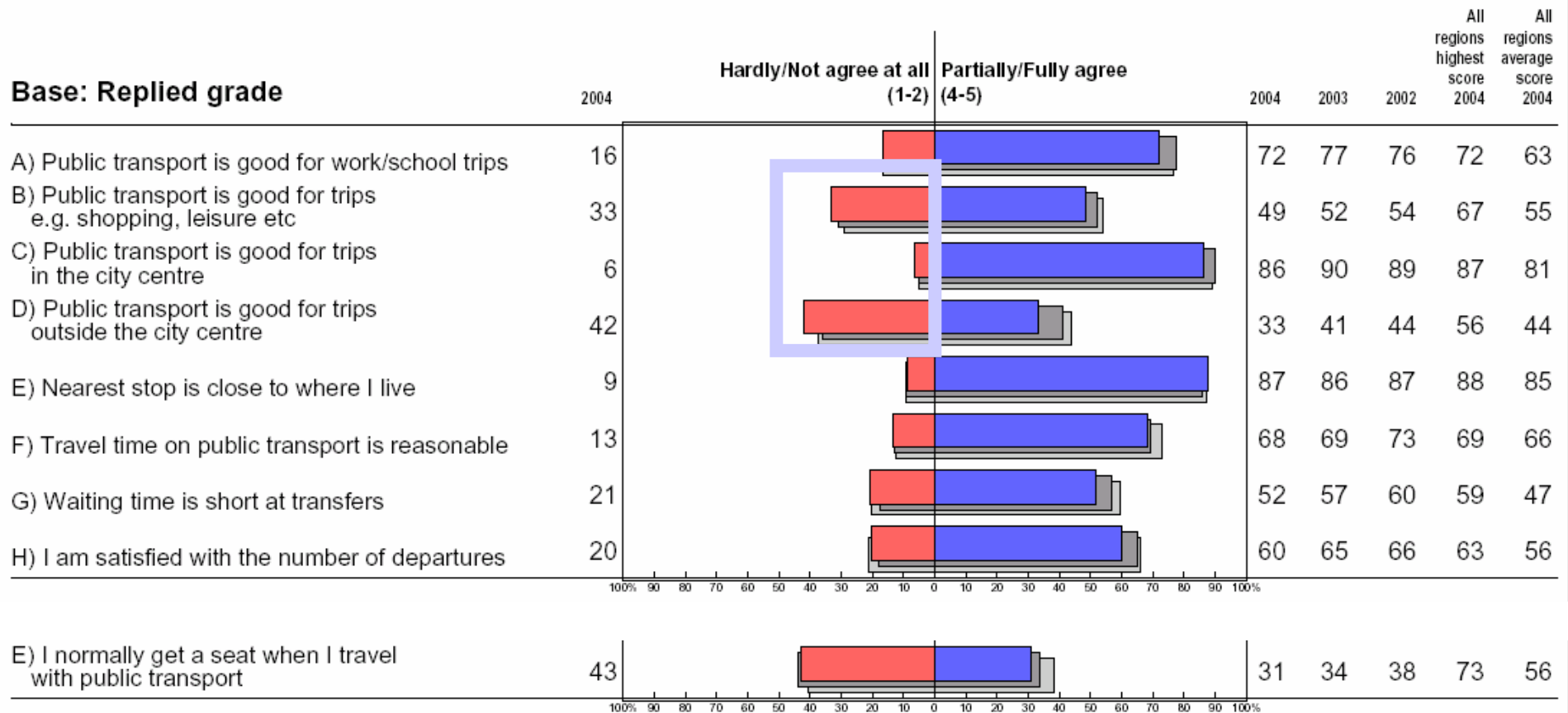
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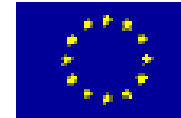
Geneva

BEST - Citizens Satisfaction Survey 2004 TRAFFIC SUPPLY

Base: Replied grade

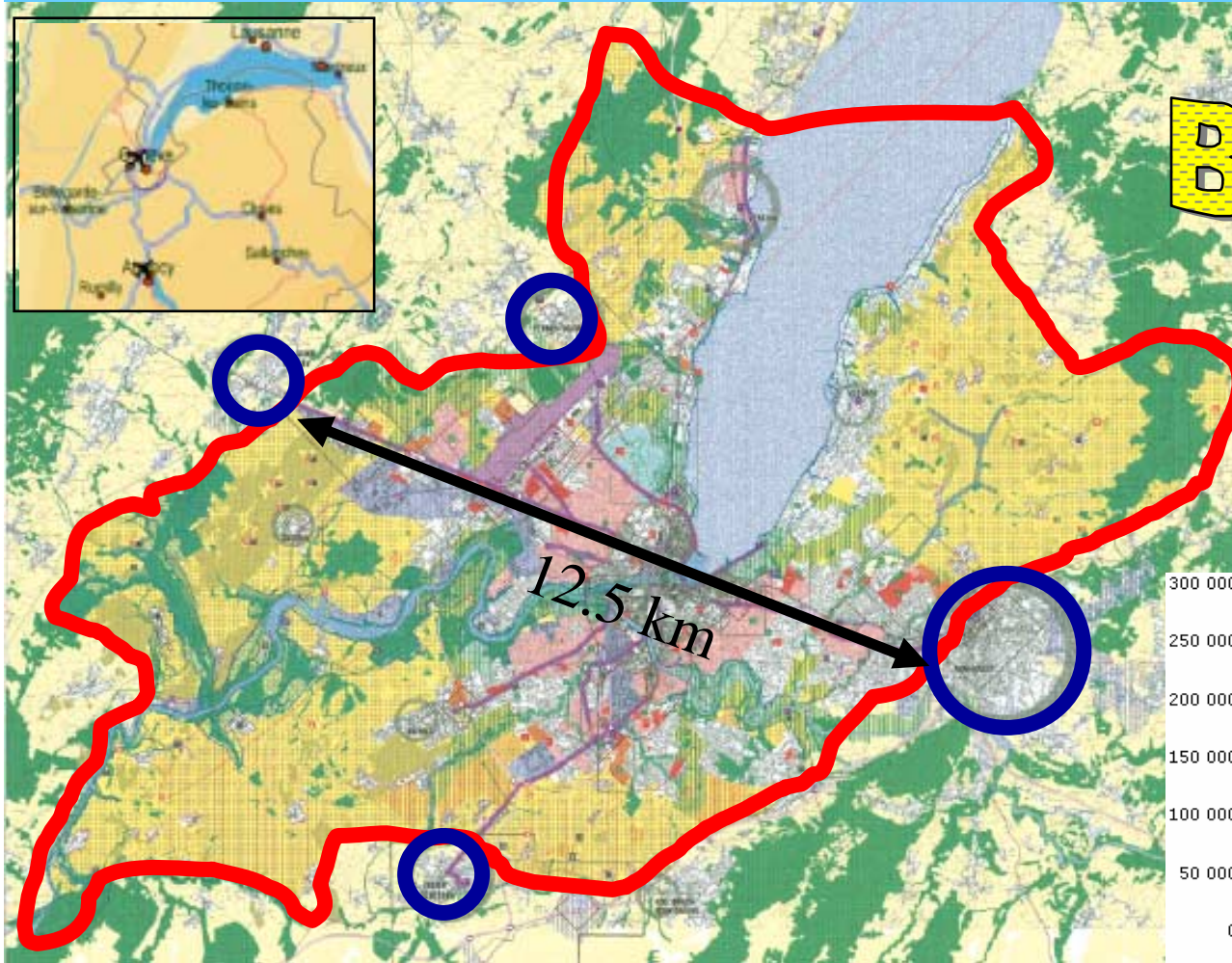


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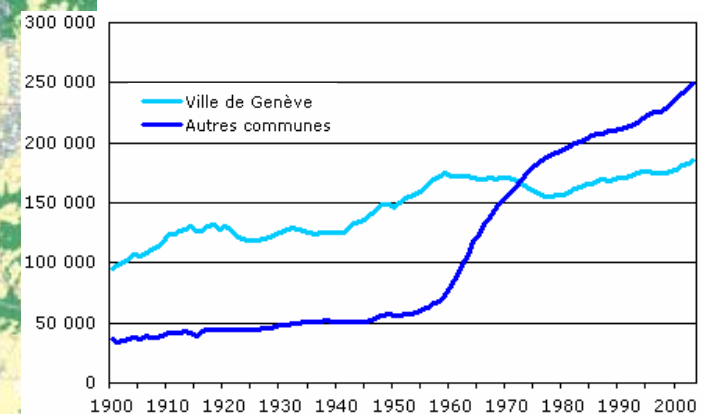


Geneva City State

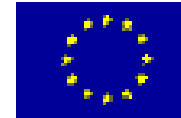
- Long tradition of urban self-sufficiency.
- Car free living is possible :
walking, cycling and public transport.
Or walking, cycling and car sharing
and some public transport.



Big Bang!

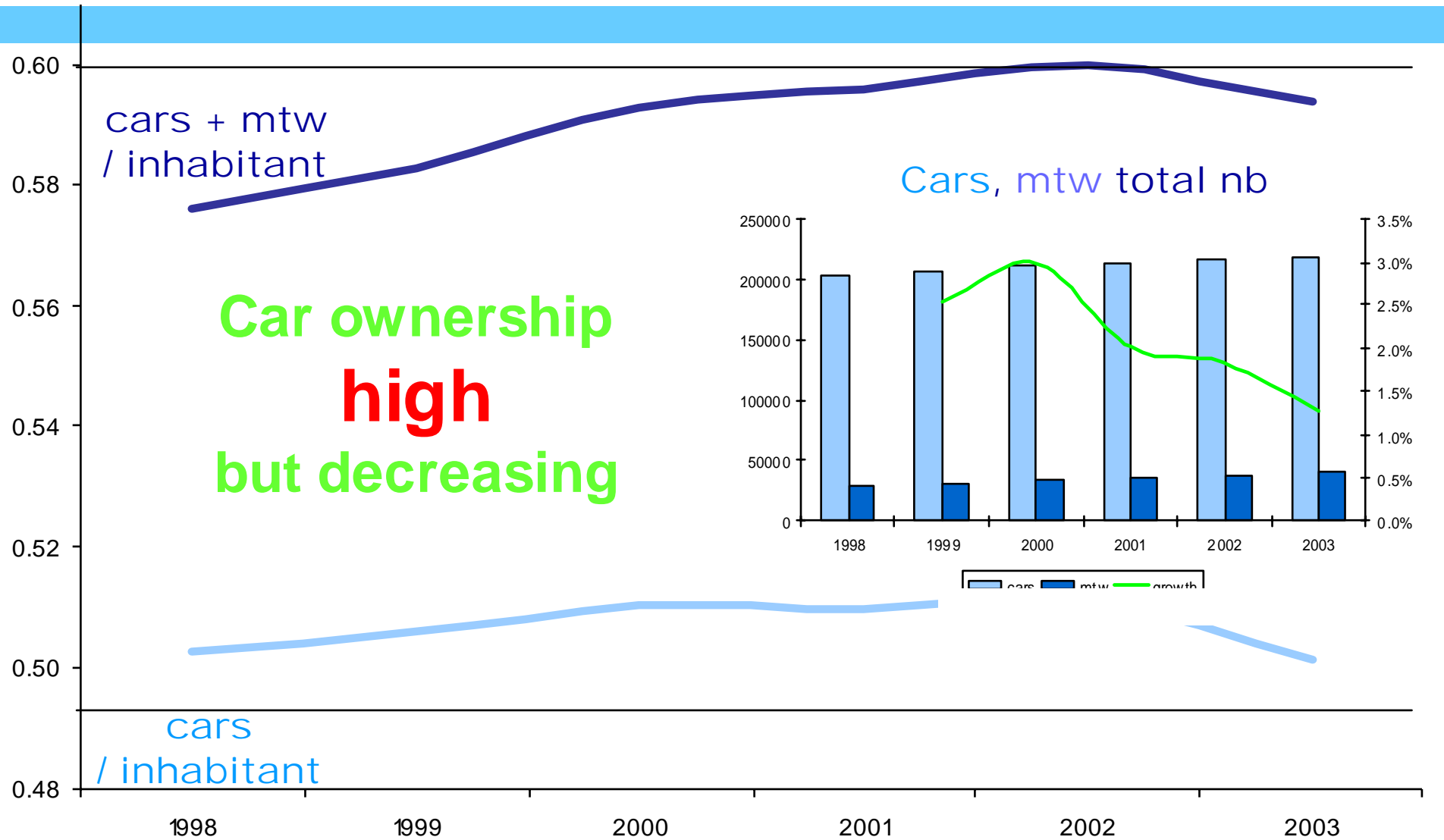


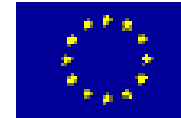
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urban sprawl ↗
+ expansive lifestyle ↗
+ weakness of regional pt →
+ some wealth ↘

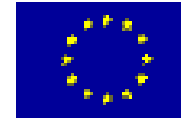
= high car ownership
despite excellent urban pt





Geneva Leisure State

- **In the centre of many attractive medium range weekend destinations**
- **Expansive lifestyle is car dependent**
- **Compare to Zurich : it is easily possible to go ski or paraglide by public transport**



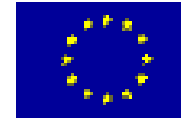
Germanitude ?

- **Some people say Car sharing is incompatible with other mentalities than the « germanic ».**

Pretty wrong !

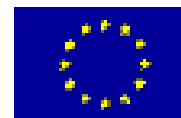


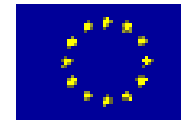
Aeid Aidara Allen Allenspach Amin André Antenen Antenen i Baconnier Baertschi
 Muller Bagdasarianz-Kung Balde Banka Bigero Banka B Barry Ben Berardi
 Berardi Bertoni Bertrand Betemps Beutler Binz Biot Biot Bockstael Boesch Borel Borella
 Bourquin Bovay Buchet Goy Bufante Bulovic Burgy Burgy Butty Caicedo Lattion Caloz
 Canales Candaux Canonne Caroso Carrard Castella Hyseni Catherin Chaban Chalut
 Chanson Chanson Chatelan Christinaz Chua Cluckers Colombo Comte Correia Costello
 Creti Daettler Danloy Da-Silva Reis-Schweizer Day De Boursac De Gady De Quissema
 Decrind Deleglise Demont Desautez Dorienne Dossa Douchet Duane Dubrul Dunand
 Dupont-Djelassi Durand Edith Maria Emery Evequoz Fagel Farine Fazio Feldmann Felix
 Fernandes Fernandez Ferrari Fesselet Fickentscher Finet Fitzgerald Fleury Fluckiger
 Forster Forster Fourcade Fournier Fox Frainier Friha Frischknecht Peigneux Gaberell
 Gaillard Gambetta Gambetta Gamboni Garland Gauduchon Gay-Fraret Gianni Gigon
 Gillieron Glutz Golaz Graells Grandjean Grob Grob Grosskopf Gruber Guizani Haeny
 Haidinger Hanne Hay Henchoz Hermenjat Hess Hicks Hugard Hugi Huguenin Hurni Irani
 Iseli-Pickman Istria Jacquier Jaquenoud Joris Kappeler Kappeler Kappeler Kern Knutson
 Koessler Krejci Kuner Kunz Ladimi-Appel Lagneux Lanfranchi Langenegger Laplante
 Lavarini Revol Leboissard Vidosevic Légeret Leimgruber Leiritz Livron Lombardi Lorentz
 Luthi Lüthi Macia Macia Maechler Maeder Maendly Malka Malulu Mangano Mangano
 Manola Martins Ferreira Masson Mc Cormick McMahon Meister Mermier Mezzanotte
 Miceli Michel Mieville Mieville Mirfassihi Missioneiro Miyata Monney Monnier Guevara
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 O'Mahony Ostuni Paget Patti Pavitt Pedrazzini Peila Pellanda Perugi Pfarrwaller Pfirter
 Pfister Piriz Plattner Pogliari Polarouthu Pot Pourkiani Pralong Ramos Ramos Rastello
 Rastello Ratzenberger Razurel Recordon Reimann Renna Rey Rey Rhine Riat Richoz
 Riera Tusell Rihs Rito Roch-Pentulli Rod Rondi Rouvelet Rouvelet Ruepp Saddier Sadie
 Saldana Sallin Samer Sande Iglesias Schaer Scheidegger Schilling Schmidt
 Schneeberger Schneider Seklecki Seklecki Simeth Simonet Singh Spaggiari Spaggiari
 Staricco Sturm Stutz-de-Ridder Sudan Sutter Sutter Teti Teuscher Trân Trevelline
 Unternaehrer Vaezzadeh Vallette Herbez Vedy Voide Walker Wang Wilson Witschard
 Witschard Zaganesco Zeballos Moreno Zimmermann Zwingmann



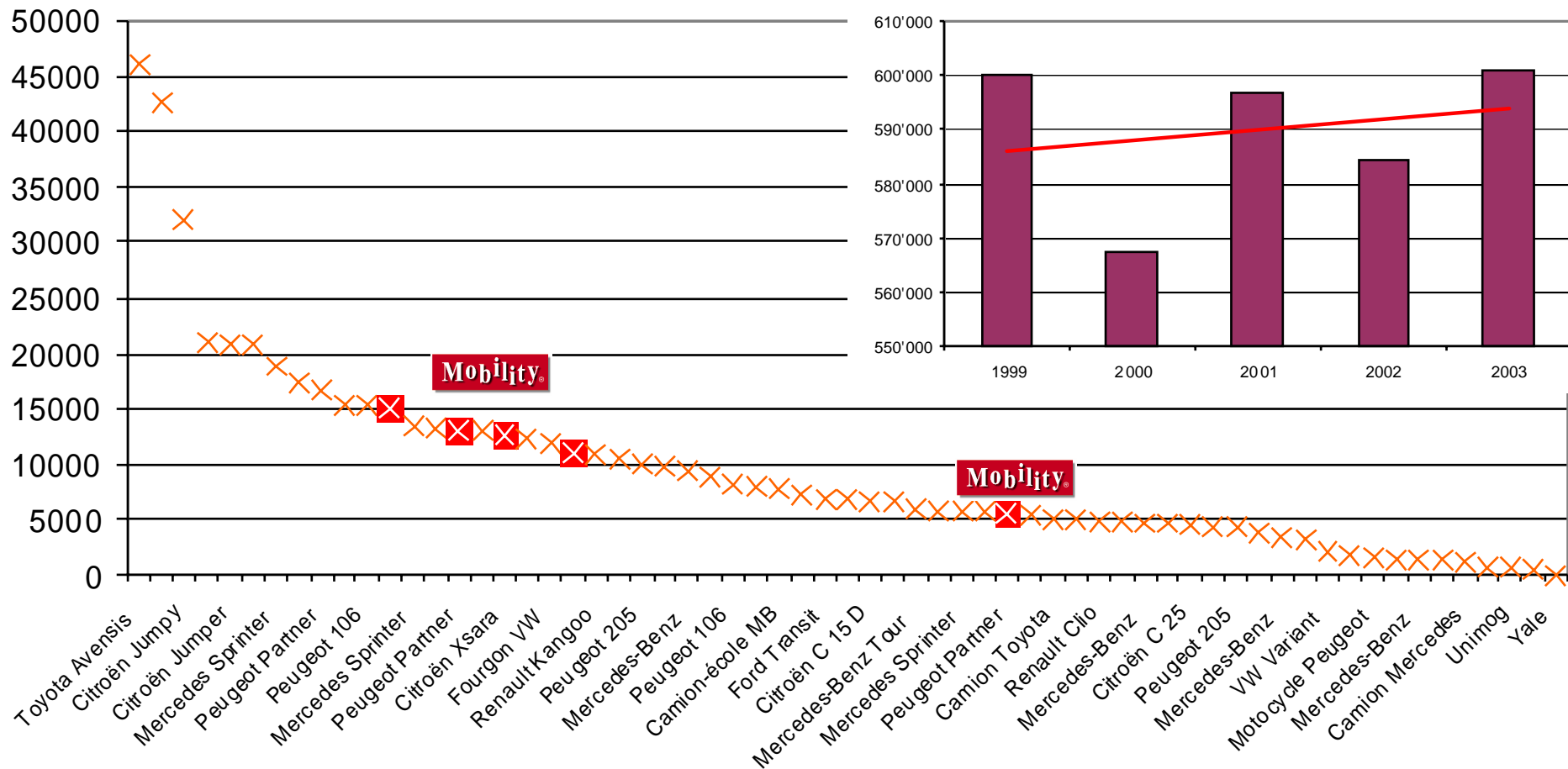
What it needs for more success

- **Time - and consistent land use planning**
- **Public transport incentives for all car sharing clients**
 - ie, in Switzerland : 1/2 Abo for Mobility clients
 - ie, in Geneva : cart@bonus for Mobility clients
- **more « Latin » marketing**

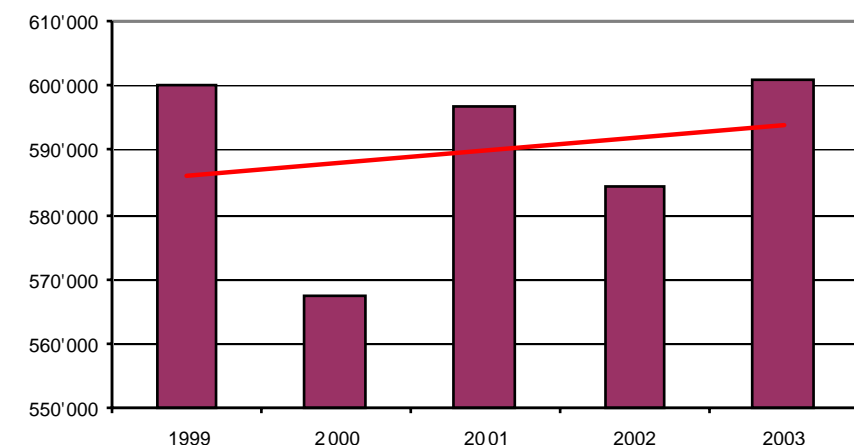




km / car in 2003



Total km / year



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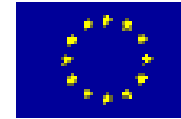
Result 2004 :

cost CHF	50'000
km driven	52'000
CHF / km	0.96

Total km	600'000
Share of Mobility	8.7%

NB : rent to Mobility CHF -22'000





WIN - WIN - WIN situation

- TPG wins lower fleet costs and some image
- Mobility wins good client and provider
- Customer wins additional options

Could fleet outsourcing be increased ?

- Many vehicles are too specific (type, equipments)
- Image of Mobility should be dominant
- a second site near centre is envisageable