



NEWS RELEASE

Rotkreuz, 8 January 2018

Catch a Car launches daily flat rate

At the turn of the year, the Swiss car sharing provider Catch a Car launches a daily flat rate of CHF88 and also simplifies its pricing. With these measures, the innovative start-up company both optimises the service for its members and offers the most lucrative rental car options in Switzerland.

The rates are on the decrease, convenience is on the rise. With attractive all-inclusive rates, the Swiss provider of free-floating car sharing simplifies its pricing and makes driving more favourable. The adjustments by the young start-up company are mainly due to findings from the field. These findings have shown that the customers drive most of the time and do not make extensive use of parking breaks in between. With the new minute-based rate of CHF 0.38, which replaces the former driving, night, and parking rates, driving becomes more favorable by 3 Cents. Everything is included in the price – rental service, kilometers travelled, cleaning, insurance, and fuel.

Apart from that, Catch a Car introduces an hourly and a daily flat rate which make driving over longer distances even more favourable. The new price for an hour is maximum CHF 18, for 24 hours CHF 88. Both options make travelling both outside Catch-Car zones and trips abroad more convenient making Catch a Car an attractive alternative compared to traditional rental car companies: The time-consuming car handover becomes redundant – and based on the all-inclusive offers, the short-term rentals of competing providers are clearly undercut. “By introducing the new pricing we pay tribute to our basic claim: offering maximum convenience to our members and adjusting to their demands”, says René Maeder, CEO of Catch a Car. “Also, this is how we encourage potential new customers to get convinced of the simplicity of the Catch-Cars – and to help us redefine urban mobility.”

About Catch a Car

Car sharing by:



Partners:



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Catch a Car is a subsidiary of the Mobility Cooperative. It operates Switzerland's first free floating car sharing offer in Geneva and Basel. Customers locate the cars online, drive from A to B, then leave them in a public parking space within a defined zone. Allianz and AMAG are on board as investors, with the SwissEnergie and SBB as strategic partners.

PRICING OVERVIEW

Fact sheet for the new rates: <https://www.catch-a-car.ch/en/rates/>

IMAGE MATERIAL

Freely downloadable image material: <https://www.catch-a-car.ch/en/media/>

CONTACT

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