



## PRESS RELEASE

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# Catch a Car is to operate in Geneva from November

**Catch a Car starts its free-floating car sharing scheme in Geneva on 5 November 2016. 100 cars of the brand VW Eco Move up! – powered by CO<sub>2</sub>-neutral natural gas – will be available for use throughout the entire metropolitan area of Geneva as well as in Carouge, Lancy, Vernier and Chêne-Bougeries. Sign-up for the scheme opens today.**

Nowadays about half of Swiss city-dwellers use their privately owned car to cover short distances of less than five kilometres. Catch a Car AG, a Mobility Cooperative investment company, will be offering a flexible, low-cost car sharing alternative in Geneva: as of 5 November it will be possible to locate 100 vehicles in real time via smartphone or website. After driving from A to B, customers simply leave the car in a public parking space in the Catch-Car zone. As Managing Director Adamo Bonorva explains: "We're very pleased that the canton of Geneva is now following the example of Basel and opting for Catch a Car. This will pave the way for future-oriented mobility and reduce motorised private transport." Evidence of this is provided by an ETH study: focusing on the pilot project in Basel, it discovered that one Catch-Car replaces four privately owned cars. What is more, car sharing users travel less by automobile and make more use of public transportation than owners of private vehicles. "We're very satisfied that this new mobility scheme is soon to become available in Geneva, too", says cantonal councillor Luc Barthassat, "especially since it has been possible to organise everything in such a short time."

### Driving on CO<sub>2</sub>- neutral natural gas

The model available in Geneva is the VW Eco Move up! which runs on 100% carbon-neutral biogas as well as having a reserve fuel tank for petrol. "We're glad to be able to do something that benefits the environment," explains Bonorva. Users will not notice that the cars are powered by natural gas, he says: "The driving sensation is just as good as in any other car, and Catch a Car staff will ensure that the vehicles always have enough fuel." In other words, customers will not have to fuel the cars themselves.

### Extensive operating area

Users are not subject to any limitation in terms of time or where they go – whether in Switzerland or even in neighbouring foreign countries – provided they leave the car in a public parking space (blue or white) inside the Catch-Car zone when they're finished. This zone covers the entire metropolitan area of





Geneva as well as Carouge, Lancy, Vernier and Chêne-Bougeries. Rates are charged by the minute and include all costs such as insurance, parking and fuel.

#### **More cities to follow**

Catch a Car AG – owned by the investors Mobility, AMAG and Allianz Suisse as well as partners EnergieSchweiz and SBB – aims to further advance free-floating car sharing and combine it with the strengths of public transportation. “The scheme is available to all major cities in Switzerland”, explains Adamo Bonorva. “Our vision is for Catch a Car to develop to become a natural part of urban mobility.”

#### **Big launch party for locals**

The launch of the scheme will be celebrated on Saturday 5 November from 5 pm at Pavillon Sicli, where all the people of Geneva are cordially invited to concerts by Stevans, Lipka and Klischée. Admission is free and catering is provided by food trucks and bars.

## **FREE IMAGE MATERIAL**

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

## **CONTACT**

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