



NEWS RELEASE

Rotkreuz, 18 December 2017

René Maeder new CEO of Catch a Car

René Maeder is the new CEO of Catch a Car, the first and only operator of a free-floating car sharing scheme in Switzerland. The graduate in IT is an expert in business development and digital marketing and is thus the ideal person to turn the new firm's vision of redefining urban mobility into reality. Most recently, Maeder was Managing Director of XING Switzerland.

With René Maeder, a proven expert in digital marketplaces and exploring new business areas is at the helm of Catch a Car for the first time. The graduate from the École polytechnique fédérale de Lausanne (EPFL) is able to look back on over 20 years of experience in e-commerce. In his former position at Ringier, for example, he provided support for start-ups and, after working as a consultant at Assai Dialog + Digital, managed one of the largest jobs platforms, JobScout24, for four years. Most recently, Maeder worked for around two years as Managing Director of XING Switzerland, the largest professional online network in the German-speaking world.

For Catch a Car, the appointment of the 47-year-old as CEO is a further step forward in its efforts to redefine urban mobility by behaving responsible and conserving resources. Viviana Buchmann, President of the Board of Directors of Catch a Car: "With René Maeder, we have a CEO who understands about implementing ideas that have arisen from the demands of our modern everyday life. With his many years of experience in the area of innovative start-ups, he is the right person to drive the growth of Catch a Car forward." René Maeder is also delighted: "Catch a Car is the future of urban mobility for me. The company combines convenience with the overarching principle of the environmentally friendly sharing economy. Helping this potential to develop fully is both a driving force and an objective for me."

About Catch a Car

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.

Car sharing by:



Partners:



Catch a Car AG

Suurstoffli 16

6343 Rotkreuz

0848 824 000

info@catch-a-car.ch

catch-a-car.ch



IMAGE MATERIAL

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

CONTACT

René Maeder, CEO Catch a Car AG, media@catch-a-car.ch, +41 79 278 44 79

Car sharing by:



Catch a Car AG

Suurstoffli 16

6343 Rotkreuz

0848 824 000

Partners:



info@catch-a-car.ch

[catch-a-car.ch](https://www.catch-a-car.ch)