



cambio ireland

Tuesday 3rd June 2008

Press Release

Cork City launches CarSharing in Ireland & leads the way forward

Details of a 21st century CarSharing initiative are cooking up a storm of anticipation and excitement on the streets of Cork. The city is to be the first metropolis in Ireland to initiate this innovative scheme. CarSharing gives you freedom to travel by car, when you want, where you want and how you want, without having to worry about all the negative aspects of car ownership. It offers, value for money, freedom to travel, stress free car ownership and state of the art technology.

CarSharing is a concept that maximizes the use of vehicles, thereby reducing the number of cars on the roads and helping the environment. The system is tried and tested and has been operational in Switzerland and Germany for 20 years and for over 10 years in other parts of Europe, the UK and USA. The concept of CarSharing is new to Ireland.

CarSharing is simple. All you have to do is sign up online to become a private customer of GoCar, costing from €50 or from €100 for a business customer. Following authorisation, you will receive your welcome pack that includes your GoCard (a smartcard), handbook (the rules) plus your customer and PIN numbers. Book online or by phone, five minutes before you want to go or 180 days in advance. Go to the car station where your GoCard will unlock the car, enter your PIN and drive away. Return your car to the same space, and sign off. Payment is by direct debit and all costs, including fuel, are included on your monthly invoice. There is a returnable deposit of €200 and a monthly fee of €7 per customer (€3 per additional driver).

In partnership with Cork City Council, Mendes GoCar Ltd in conjunction with Cambio Carsharing GmbH are introducing CarSharing to Ireland under the brand name GoCar – Cambio Ireland. As part of a nationwide strategy, Corkonians are going to be ahead of the pack. Operations of this new CarSharing service will commence in Cork on the 4th July, followed later by Dublin and other cities.

Graham Lightfoot, Managing Director of GoCar, spoke of the great benefits of CarSharing. "CarSharing gives you a high quality alternative to ownership of a private car. You can book a car for as little as one hour from €5 and just pay as you go on hours and kilometres. There are no hidden costs, no permanent parking fees, and no maintenance, repair or NCT costs. Insurance and motor taxes are also covered." Graham noted, "CarSharing means fewer cars on the road, more flexibility and the chance to get rid of a second car, thereby giving you more options to use other modes of transport."

"This is another great idea that can change the way we live our lives and help the environment too," said Graham. "As part of the Cork City Integrated Sustainable Transport System, we have agreed to operate this pilot scheme for Cork City Council for 3 years. Free on-street parking spaces have been allocated at agreed sites and there is blanket coverage of the city centre with stations on Anglesea Street and Wandesford Quay, as well as near UCC at College View." Graham went on to note, "With its strong association with Cork, we have agreed to operate Ford vehicles using a selection of their top of the range, low emission and high safety spec. diesel powered vehicles. For the start-up, this will include 6 Ford Fiestas, a Ford Focus and a Ford Transit Connect van."

Along with private customers, Cork businesses will also be beneficiaries of this new service. Cork City Council has already signed up for 3 cars for use by staff during work hours. In closing, Graham commented, "Imagine owning your own car without having to worry about fuel costs, insurance, parking and all the other hassles of running your own car. From now on you don't have to worry, you can just drive your own GoCar!"

For further information contact GoCar on 1890 446 227 or log onto www.gocar.ie.

GoCar FAQs

Q. What are the reservation options?

A. Vehicles can be booked on the internet (www.gocar.ie) or by phoning our call centre (1890 446 227). This reservation service operates from 8am to 8pm Mon – Fri.

Q. Will I be fully insured?

A. Yes. Comprehensive insurance is provided for driver and passengers.

Q. Will I have to pay for fuel?

A. No, there is a fuel card in each vehicle, which can be used at designated fuel stations. If this is not possible, keep a receipt for re-imbusement.

Q. What make of vehicles will be used by GoCar?

A. Low emission, high safety spec. - Ford diesel powered vehicles. These being the Fiesta, Focus and Transit Connect (small van).

Q. How can I contact GoCar with non-reservation related issues?

A. Two options:-
 1) Phone our call centre between 8am and 8pm; Mon – Fri, or by leaving a voicemail outside of these hours.
 2) Email us with your query – info@gocar.ie

Q. What happens if I am unable to return my vehicle on time?

A. > Please phone our call centre number and select the option 'Notified Delayed Return'. We'll do what we can to assist you, as this may inconvenience follow-on customers. You'll be charged a €25 fee for any Notified Delayed Return that affects the pre-booked trip of the next customer.
 > If you do NOT notify GoCar in advance of your delayed return, you'll automatically be charged a €50 'Non-notified Delayed Return' fee plus twice the time charge of all extra hours that have not been reserved.

Q. What happens if I am a customer waiting for a vehicle that has not been returned?

A. Customers must contact the GoCar call centre for assistance.

Q. What do I do if another vehicle has taken the GoCar parking space?

A. Call GoCar for assistance. Special pop-up barriers will be installed on all parking spots to mitigate against this.

Q. Where are the three GoCar parking locations in the city?

A. All are within easy access of the city centre - Anglesea Street, College View and Wandersford Quay.

Q. What should I do if the vehicle breaks down?

A. As with any brand new vehicle, all vehicles are covered by Ford Assist. The contact number is in the handbook in the vehicle.

Q. What happens if I find the vehicle in a bad condition or damaged?

A. Call GoCar immediately for assistance before you begin your trip.

Q. How will the vehicles be maintained?

A. > Customers are expected to leave the vehicles as they find them and remove all their rubbish.
 > The vehicles will be fully valeted every two weeks.
 > Vehicles will be serviced in accordance with the Ford servicing schedule.
 > Accounts of customers who bring vehicles to a washing facility will be credited.

Q. When will GoCar be fully operational?

A. You can register from 9 June and book as soon as you have attended an information evening and received your GoCard. The first day that you can drive a GoCar is in July.

Q. Does the driver of the vehicle have to be the named customer on the GoCard?

A. The driver of the vehicle has to register under the principal customer (if not themselves) in any contract. They will each receive their own GoCard and PIN.

Q. What should I do if I find another customer's property in my GoCar?

A. Inform the GoCar call centre.

Q. Do cars have child seats?

A. Yes, a multipurpose seat for children will be provided upon request.

Q. Are GoCars accessible to wheelchair users?

A. No. For wheelchair users to be able to drive or travel as a passenger, vehicles have to be designed specifically to cater for their individual abilities.

For further information contact GoCar on 1890 446 227 or log onto www.gocar.ie.

CarSharing...the next great idea

CarSharing is coming to Ireland this summer under the brand name GoCar – Cambio Ireland. Cork City will be the first location for this exciting new concept in urban travel and the system will be fully operational by July. Plans are also under way for Dublin starting in 2009. GoCar will be operated by Mendes GoCar Limited, specialists in sustainable transport operations, research and consultancy, based in Cloughjordan, Co. Tipperary.

The venture has the full backing of Cork City Council, which has already signed-up and reserved three cars for use by their employees on Council business. The City Council has also agreed to provide designated on-street parking bays for GoCars and to promote the service as part of its Integrated Transport System.

A partnership has been formed between Mendes GoCar Limited and Cambio CarSharing. Cambio has nearly 20 years operational experience and supports and operates CarSharing in many cities in Germany and Belgium. Cambio CarSharing is providing back office booking and billing systems.

What is CarSharing?

CarSharing has been running successfully in various parts of Europe for about 20 years. It has also been operational for about 10 years in Britain and North America. It provides quick and easy access to a car without the hassle of owning one. Customers can make use of vehicles as and when they want them.

All they have to do is:

- Book - for as little as an hour at a time, using the internet or by phone. The booking can be made well ahead of time or with a few minutes' notice.
- Unlock - cars are located at designated parking bays in the local area and accessed using a smartcard.
- Drive - once inside the driver enters a PIN and drives away, returning the car at the end of the journey.
- Pay - Pay-as-you-go charges include fuel and maintenance costs.

Initial fleet

The initial fleet consists of 8 low emission diesel powered vehicles; 6 Ford Fiestas, one Ford Focus Zetec and one Ford Transit Connect (small van). They will be based at three locations in the City Centre; near to City Hall, near UCC and by Clark’s Bridge.

How much will it cost?

The prices are listed below and are based on time and distance. There is also a returnable deposit of €200 on registration.

Customer Category	Private	Additional Driver	Business	Additional Driver
Once off joining fee	€50	€25	€100	€25
Monthly charge	€7	€3	€0	€0
	Price Class		S	L
Time				
Hour (07:00 - 23:00)			€5	€6
Day (24 hours - beginning at any time)			€50	€60
Distance				
Per km up to 100km incl. fuel			€0.35	€0.40
Per km beyond 100km incl. fuel			€0.25	€0.30

All prices are inclusive of fuel and VAT

Trip costs are calculated from the time price plus the distance price. For example, if you book for 3 hours and drive 15km under Price Class S, you will pay €20.25; under Price Class L you will pay €24.

Please note: The distance prices are linked to the fuel price and may be 1-2 cent higher.

How will it be monitored?

In order to assist Mendes GoCar Limited with its operations in Cork, a Reference Group has been established with the following terms of reference:

- To advise Mendes GoCar Limited on the areas of public concern on setting up and operating a CarSharing Service in Cork City.
- To receive and comment upon regular reports on progress.
- To make recommendations on the future development of CarSharing in Cork City.

The Reference Group includes City and County Council officials from the Traffic and Planning sections, UCC’s Commuter Plan Manager, representatives of Cork Marketing Partnership, local developers, Bus Eireann, Garda Siochana as well as interested individuals. Once operational, it will also include representatives of the customers of GoCar.

For further information contact GoCar on 1890 446 227 or log onto www.gocar.ie.