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Press release

PubliBike

National business partnership with Volvo Switzerland – promoting e-mobility

The bike sharing service PubliBike and car manufacturer Volvo Switzerland are forging a partnership with the aim of promoting combined mobility. Anyone who purchases a fully electric Volvo will receive a PubliBike subscription from Volvo Switzerland. Under its new label, PubliBike Partners, PubliBike is also strengthening its cooperation with companies that support environmentally-friendly and health-enhancing mobility among employees. Customers with business subscriptions already comprise a third of users.

PubliBike and Volvo Switzerland are forging a partnership. Both partners are committed to sustainable and combined mobility and want to reduce carbon dioxide emissions in cities. From 2030, Volvo Cars will sell only electric cars. As yet, the partnership consists of two components: firstly, all customers who purchase a fully electric Volvo XC40 Recharge Twin will be gifted an annual PubliBike subscription by Volvo Switzerland. Secondly, PubliBike has been commissioned by Volvo Switzerland to operate a station on-site at its sales office, Volvo Car Bern, which is located in the suburb of Muri-Gümligen.

120 companies as partners

In addition to Volvo Switzerland, PubliBike has around 120 other partners. Under the new label PubliBike Partners, which is guided by its slogan “Bikes and values”, PubliBike and its partners are pledging to accept more responsibility in the field of sustainability. PubliBike contributes to reducing environmental pollution in cities. At the same time, PubliBike strives to fulfil its social responsibility and, in order to facilitate operational logistics, works with more than 100 employees from social institutions in all eight networks. What’s more, cycling boosts health and well-being – another benefit that the new PubliBike Partners label aims to promote.

PubliBike works with business partners and institutions in fields such as employee mobility, communication and advertising. These partners include Vaudoise, EPFL and the University of Lausanne in the Lausanne network, Touring Club Switzerland in the Bern network, Zürcher Kantonalbank (ZKB) and ETH Zurich in the Zurich network, and the energy service provider Aziende Industriali di Lugano SA (AIL). PubliBike is currently in discussions regarding further business partnerships at national level.

Bikes are a popular form of support for everyday business. 50,000 workers – a third of all customers – use PubliBike because their employers subsidize their subscription, helping to support environmentally-friendly and health-enhancing mobility among employees.



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Photos:

- The new "Volvo Gümligen" PubliBike station.
- PubliBike with its new logo.

(Images: PubliBike)

Link:

www.publibike.ch/publibike/publibike-partners