

ENTERPRISE MOBILITY SOLUTIONS

Enterprise is working with the University of Warwick to trial new mobility concepts, modes and technologies to help shape new, sustainable travel behaviours.



Enterprise Car Club is one of a range of innovative projects under a two-year trial at the University of Warwick; providing students, faculty and staff on campus with access to two low-emission Hyundai Ioniq vehicles and nationwide Car Club membership. These are just some of the alternatives being introduced to reduce transport emissions.

Throughout the trial, participants will be encouraged to change their transport choices. Those who choose greener travel as part of the “choose your way Warwick” campaign hosted on the Betterpoints App will earn incentives such as points for money-off vouchers, donations to charities or prize-draw entries.

The Future Transport Showcase trial is being run in partnership with Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA). The pilot scheme will look at how the use of transport solutions like Enterprise Car Club, e-scooters and a demand-responsive bus service can affect travel behaviour and replace traditional car use in and around the University campus area.



The Future Transport Zone will enable people to assess and match their mobility needs to the best solution, whether that is active travel, public transport or a shared asset such as our Car Club vehicles.

“Being close to where people need to use vehicles allows us to operate very efficiently, bringing lower emission mobility to the heart of the community and helping reduce traffic congestion and improve air quality.”

ENTERPRISE MOBILITY SOLUTIONS

Mayor of the West Midlands, Andy Street

“The Future Transport Showcase at the University of Warwick will offer students and staff more flexibility, choice, and greener travel solutions for the region, at a time when we are facing a climate emergency and urging people to leave the car at home. “And this trial will show what works as we develop transport policies to address the climate emergency we all face.”

The West Midlands is home to the £22 million Future Transport Zone, set up to harness the latest technology and data to design and develop accessible and connected transport alternatives that are faster, cleaner and greener – contributing to achieving the #WM2041 ambition to reduce the region’s carbon footprint.



Parvez Islam, director of transport and mobility for the University of Warwick, added:

“This scheme gives our staff, students and communities an opportunity to experience the future of sustainable transport and mobility and to play a part in building a shared understanding of how new concepts, modes, technologies and approaches can help shape behaviours and make a better world.”

To find out more, or to speak to a mobility expert today, contact us at www.enterprise.co.uk/business