

ENTERPRISE MOBILITY SOLUTIONS

Enterprise has partnered with Coventry City Council and Transport for West Midlands to support the UK's First Mobility Credits Initiative.



Enterprise, the world's largest car hire company, is supporting the UK's first mobility credits trial being held in Coventry, where car owners are surrendering their own older, more polluting vehicles in exchange for credits which can be used to access a range of alternative transport services, including Enterprise car rental and car club services.

Enterprise Car Club has placed 10 cars across the city, available 24/7, including in the five wards where the trial is taking place and on campus at the University of Warwick. The trial allows drivers to use their credits to book one of these low-emission shared cars near to where they live or work, or to access Enterprise's rental vehicles. Trialists can also access any of the 1,400 on-street

vehicles currently available for rent in more than 180 cities, towns and communities across the UK.

The **mobility credits trial** is being organised by Transport for West Midlands (TfWM) and Coventry City Council with residents and council employees. The trial aims to encourage people who own an older, more polluting car to switch to a range of integrated, sustainable and active travel options, including cycle hire, public transport, car club and car rental, in exchange for up to £3,000 of mobility credits.

During the trial, payment for these alternative transport options, including Enterprise Car Club and rental vehicles, will initially be via a Yordex card, pre-loaded with credits. Payments will be integrated into TfWM's Swift payment card platform, as the pilot expands.



ENTERPRISE MOBILITY SOLUTIONS

John Seddon, head of transport and innovation at Coventry City Council, said:

“We are delighted to be working with Enterprise on integrating Enterprise Car Club and vehicle hire into our mobility credits initiative, which is a first for the UK. We believe that giving people easy access to low emission vehicles near to where they live, and work will help to promote integrated transport solutions in Coventry.”

Coventry City Council introduced the vehicles to provide individuals and businesses in the city with easy access to sustainable transport, helping to reduce traffic congestion and CO2 emissions.

Enterprise Car Club is the UK's largest national network of on-street low-emission car club vehicles and is one of the most convenient ways to get motoring quickly. Members can book Enterprise Car Club with an app, open the vehicle with a smartphone and head off on their trip within moments.

Car clubs have been shown to bring a **range of benefits**. They can reduce CO2 emissions, help towns and cities to improve air quality, encourage the adoption of electric vehicles, make business travel policies greener, promote shared transport and encourage active travel.



Oz Choudhri, head of mobility solutions at Enterprise, adds:

“Coventry’s pioneering mobility credits initiative will provide important information about how to encourage people to use more sustainable shared, active and integrated travel. This is why we are so keen to support this trial, bringing lower-emission mobility to the heart of the community to reduce pollution and congestion. “We saw usage increase the minute we moved the cars to the wards, demonstrating that people are open to the idea of driving a shared car. Integrating car club use into a city’s shared transport network and systems in this way makes it even more simple and relevant for everyday use.”

To find out more, or to speak to a mobility expert today, contact us at:

WWW.ENTERPRISE.CO.UK/BUSINESS