



# City Car Club

City Car Club in Edinburgh provides a short-term, self-service car and van rental to members for periods from half an hour to several days, 24/7 days a week, without the need to go to a central rental location to pick up a vehicle. Vehicles are located across the city, close to member's homes and places of work to provide maximum convenience. Employers and private individuals join City Car Club as a cost effective alternative to car ownership, to remove the hassle of owning a car and an effective way of reducing their carbon footprint.

The Transport Award recognises businesses that have reduced transport-related fuel consumption and consequent CO2 emissions. The award for the City Car Club is in recognition of the potential for this service to influence car usage, driving techniques and the collection of localised data to influence behavioural change in transport use.

**Winners of the VIBES Transport Award 2015**

*Sponsored by Lothian Buses*

13 fully electric vehicles and 1 plug in hybrid incorporated into vehicle fleet.

Average vehicle emissions reduced from 121.9 g/km in 2012-2013 to 104.81g/km in 2014-2015

Cost for using electric vehicles is around 4p/mile – a significant cost saving over petrol or diesel.

All staff have received driver training from Energy Saving Trust

Credit card sized key facts card on eco-driving is located in each vehicle.

Vehicles are washed using waterless washing techniques

There has been a shift over recent years by the company to replace traditional fuel cars with low/no emission Electric Vehicles. In line with City Car Clubs policy of innovating with the latest developments in vehicle technology, it introduced its first zero emitting fully electric vehicle in April 2014.

The introduction of Electric Vehicles to the fleet has seen significant economic savings for customers requiring vehicles particularly for shorter journeys. The cost per mile of both fuel (19p/mile) and electric vehicles (4p/mile) is cheaper than most corporate companies pay staff for the use of their own vehicle and so membership of the City Car Club is also expected to result in savings for corporate companies and larger organisations.

All staff has received training on eco-driving from the Energy Saving Trust (EST) and impart their knowledge freely, a credit card sized key facts card on eco-driving is located in each vehicle.

City Car Club works closely with public sector organisation and key partner organisations including Energy Saving Trust, Bike Station and Transport Scotland to enhance the service. They also have a strong partnership with City of Edinburgh Council. City Car Club have come to arrangements with a number of organisations to host their electric vehicles at their under-utilised charging infra-structure and are now operating 13 fully electric vehicles and 1 plug-in hybrid.



*Image: City Car Club collecting their VIBES Award*

There are plans to develop the business further to new geographical areas in Scotland thereby potentially creating new jobs in service management and maintenance.

The Judges believe that City Car Club offers a model that could easily be replicated throughout Scotland.

The judges also felt that this model has the potential to convert the way the nation thinks about travel, challenging the traditional model and offering a cost effective, environmentally friendly alternative pay as you go motoring.



*Image: City Car Club car*

**Dan Gursel, managing director of City Car Club**, said: "Winning a VIBES Award is an incredible achievement for City Car Club, and one more big step for what has been an important year for our business.

"Earlier this year we were acquired by Enterprise Rent-A-Car with the remit to develop and grow our capabilities to deliver a better and more sustainable service for local communities across the UK. We're already seeing electric vehicles in Edinburgh and around the country, as well as business car clubs that are helping local authorities and companies to reduce their emissions and travel costs. Winning this award is vital recognition that we can make a real difference to communities and the environment."