



Launched in 2008 with 3 cars, Cityhop car share has celebrated its 3rd Birthday last last year. Today the company has:

- over 20 eco-friendly cars for hire by the hour in Auckland and Wellington CBD,
- 300 members and
- over 1500 drivers with access to the eco-friendly cars in car park locations around the city.

“We love our cars – according to Sustainable Living we have 60 of them for every 100 people in the population. Yet car share still has appeal,” says co-founder Victoria Carter.

“Every week more people are joining us and saving their wallets as well as the planet, we notice a greater interest when petrol prices go up!

“Most of us have tripled the miles that we drive in the past 20 years. One alternative to car dependence is car sharing through car clubs. It’s now widely accepted in England, America, Australia and now New Zealand.

“Car share is a bit like ‘mum’s car. One has access to a smart, clean brand new car that always has fuel, a current registration and WOF and you never have to worry about the repairs!” adds the former city councilor Victoria Carter.

“In minutes or up to a year in advance, members can reserve a car on line or by phone. Cityhop members have access to cars via their cityhop card to unlock the doors and drive away. Rates are as low as \$3 an hour for a 24 hour hire or \$15.00 per hour for regular users with petrol, insurance and maintenance included.”

Victoria continues, “Car share is accepted in the US as being one of the ‘missing links’ in any urban transportation system, especially for a ‘fast growing urban centre faced with increasingly clogged arteries!”

“Cityhop is a car sharing modal intended to reduce the need for, or reliance on, individual car ownership. It is based on the same concept as a car hire company but its major differences are that it doesn’t have one depot – it has lots of parks and consumers can hire by the hour after they have become a member.

“It is a convenient and eco-friendly way of having access to a car. It supports those who live in the inner City or use public transport. It encourages businesses and individuals to reduce their reliance on cars.

Time magazine Feb 2005 *“For every vehicle in a car sharing fleet transportation planners say about 10 cars are taken off the road. Moreover, when drivers pay by the hour they tend to drive less. They walk more, take the occasional bus or clump their errands together in one trip.”*

Drive change - Join cityhop

T 0800 2 cityhop, F +64 9 374 4370 PO Box 68199, Newton, Auckland | 145, New Zealand

www.cityhop.co.nz



Cityhop is environmentally friendly because fewer cars on the road means less congestion, fewer greenhouse gas emissions, less pollutants in our air and waterways, Car sharing is convenient, cost effective and saves money.

In a Zipcar survey conducted on their customer base, Zipcar discovered that:

- 40% of their members decided against purchasing a car, or end up selling their car.
- Car usage of individual members is reduced by as much as 50%.
- Members reported a 47% increase in public transportation usage, a 20% increase in bicycle usage and a 26% increase in walking trips.

“Cityhop is environmentally friendly because fewer cars on the road means less congestion, fewer greenhouse gas emissions, less pollutants in our air and waterways, convenience, cost efficiencies and money savings, added Victoria

Victoria says that engineers and architects appear to be the fastest to accept a new idea like Cityhop with firms like engineers Aecom, landscape architects Ignite and architects, Swan Railey being early adapters.

Aecom, the engineers, were one of the first company’s to sign up to have a dedicated car share car for their staff to use for business and personal use. The car can be used as ‘emergency wheels and a guaranteed ride home through its travel workplace plan’ and also in place of taxis or less fuel efficient manager’s cars. In addition they also have cityhop cards so their staff can use cars at other sites when their own cityhop car is in use.

Says, Richard Garrett, NZ Marketing Manager, Aecom, “Cityhop offers our staff an easy to use transport option and is showing real leadership in the drive to reduce New Zealand’s carbon-footprint.

Cityhop also has numerous individual members, people who have chosen to get rid of one car or who live in the inner city and can be car less.

For more information visit www.cityhop.co.nz
Or call Victoria Carter 374 5081 Mob 0274 377 018

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So who uses Cityhop?

Murray Pilcher, product designer **Waiheke Island** began using Cityhop 3 years ago, "All of our business is off the island, a lot of it in and around Auckland requiring a lot of running around in the city. We used to keep a car in the city which proved uneconomic, then changed to one of the cheap and cheerful rental car companies, then heard about Cityhop, signed up and can totally recommend it.

"Cityhop has smart eco friendly little cars, the most cost efficient transport available. It's easy for business billing in that you can code the client use into the online booking which shows up on the monthly billing from Cityhop. I've used them in Wellington as well, and it's the same hassle free system." ended Murray.

Rebecca – Evolve Youth Service

We operate a Youth Service in **central Wellington**, and have been a member of cityhop since 2008 when the service had been recommended to me by a friend. We use a cityhop car to get to appointments/meetings/ outreach clinic which are too far to get to by public transport – cityhop is convenient and easy to use.

Pamela Guerin

I live in **Central Wellington** and don't need the expense or parking hassles of owning a car. I love Cityhop it gives me the freedom of being mobile at a very reasonable cost for going to the Wairarapa to visit friends, being able to go to the garden centre for the Spring weekends or when I recently had friends over from the US I could still show them around.

Cityhop is a lifesaver – I work in a Corporate environment and when I need a car at short notice to visit clients not in the CBD – it's great value as the cars are parked in the CDD. If I need to get my beloved Birmans to the vet – great to be able to book the car for a couple of hours, put them in their cat traveller and off we go. The freedom Cityhop offers me is invaluable and means I do not pine for the freedom that being mobile can allow, a great solution and at a significant cost saving to owning a vehicle

Tamsyn – McConnell Property

We are an **Auckland property development** company, we use cityhop at least twice a week to get to meetings with clients, council, builders etc. Being able to use a smart eco friendly car is good for business, the environment and saves us serious money in taxis!

Fiona Wash –Inner city dweller

The cityhop car sharing scheme is wonderful, clean, well maintained vehicles that are environmentally friendly too!

Living in the **Auckland CBD**, means the cost and hassle involved in owning a car, far outweighs the benefits from its limited use. Cityhop gives me the choice and freedom of a personal vehicle, without the worry of maintenance, parking, or other problems associated with owning a car. I use the car regularly to drive my fiancé to work; he works in an area poorly serviced by public transport. We like the convenience, quality of service and above all the affordability of the Cityhop concept.

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