

Experiencing efficient vehicles

The Eco-Mobil on Tour roadshow

Get in, test and compare: Visitors to the Eco-Mobil on Tour roadshow were given the opportunity to come and find out about environmentally-friendly vehicles from an impartial source without automatically getting lured into a sales pitch. The event stopped in seven cities and municipalities throughout 2015. *Text: Urs Schwegler*

Alternative drive systems gaining in popularity

Consumers on the look-out for an energy-efficient car are spoiled for choice these days. The range of models with an alternative drive system, e.g. electric, hybrid and natural gas vehicles, has seen a sharp increase. More and more economical petrol and diesel cars are also available on the market. Either way, CO2 emissions of max. 95 g per kilometre can already be achieved without sacrificing drive quality. This is the average figure that cars in Switzerland need to achieve by 2020 according to the Swiss Confederation's new Energy Strategy 2050.

Alongside efficient cars, energy-efficient vehicles also include electric vehicles with low-power motors and e-scooters. The largest test fleet at Eco-Mobil on Tour included vehicles with two, three and four wheels. E-bikes and light commercial vehicles were also included in the mix to make the range even more appealing to private individuals and companies.



SwissEnergy teamed up with e'mobile, gasmobil and NewRide between October 2014 and September 2015 for the Eco-Mobil on Tour roadshow. They visited various locations and offered unbiased information, no-obligation test drives and insightful direct comparisons between the various models.

The roadshow took place on the following dates at the following locations:

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|--------------------------------|---------------------|
| 16 – 20 October 2014: | Fribourg |
| 21 – 23 November 2014: | St. Gallen |
| 29 – 30 May 2015: | Hedingen |
| 16 – 19 June 2015: | Berne |
| 3 – 4 July 2015: | Zug |
| 10 – 12 July 2015: | Seuzach |
| 28 – 29 August 2015: | Meggen |
| 18 – 19 September 2015: | Spreitenbach |
| 25 – 27 September 2015: | Lausanne |

Networking sessions for market operators

The Eco-Mobil on Tour campaign was not just aimed at the general public. Above all, it also targeted the various operators involved in bringing very efficient vehicles onto the market, with a particular focus on the automotive industry, politics and administration, energy companies, fleet operators and garages. These market operators each met for an information and networking event involving a technical block in the morning, a block on politics and marketing in the afternoon and a networking lunch in between.



Swiss Post leads by example:

Mobility Solutions Ltd, a Swiss Post subsidiary, was actively involved in this roadshow. At each of the "professional days", Swiss Post presented its everyday experience of using electric and natural gas vehicles, which is unprecedented in Switzerland. It mainly focused on the company's experience with three-wheeled electric scooters for postal delivery.

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