

Press Release

One in Five City Dwellers Considers Switching to Car-Sharing

- 58% of the Dutch believe that car-sharing has a positive impact on the quality of life in the city
- 75% of young people see a positive influence of car-sharing on the environment
- Reasons for switching involve the environment, high fuel prices, and not using the car every day



Amsterdam, December 16, 2021 - A recent article by [Het Parool](#) confirms that road traffic is responsible for no less than 21% of CO2 emissions in the Netherlands. Driving less on fossil fuels therefore has a direct impact on the climate. Electric shared transport offers a promising solution to reduce our CO2 emissions. A recent study* by [SHARE NOW](#), the European market leader in free-floating car-sharing, shows that almost half (48%) of the Dutch population already sees car-sharing as a sustainable mobility option.

Dutch people rate environmental impact of car-sharing positively

Over the half of the Dutch population (58%) believes that car-sharing has a positive impact on the quality of life in cities by creating less parking pressure and more space in cities. Two out of five Dutch people (42%) further believe that the use of (electric) car-sharing in general is the future – not only due to space requirements, but also because of environmental protection.

48 percent believe that car-sharing has a positive impact on the environment by reducing emissions and traffic. However, it is mainly the young people aged 18-24 who see the positive influence of car-sharing on the environment (75%). Among respondents aged 55 or older, 42% agree with this statement.

Top five reasons to switch to (electric) shared cars

Across the Netherlands, 15% are considering getting rid of their own car and switching to an (electric) shared car within ten years. In the three major cities (Amsterdam, Rotterdam and The Hague), of which SHARE NOW is actively offering shared cars in the first two cities, the percentage is with 20% even higher than the national average. It seems therefore that the more familiar people are with the concept of shared cars, the higher the willingness to switch completely in the future.

These are the top 5 reasons** to consider getting rid of one's own car:

1. I think it is important to live more environmentally friendly: 46%
2. I don't use my own car every day: 42%
3. Because of high fuel prices: 37%
4. I like the fact that I pay for what I drive: 35%
5. I don't want the costs and hassle of owning a car: 22%

It is striking that the most important reasons for switching to (electric) shared cars differ between men and women. Men more often mention financial reasons as the most important reason (fuel prices, only paying for what I drive), while women more often cite the idea of living in an environmentally friendly way.

SHARE NOW's shared cars can be rented from €0.19 per minute via the SHARE NOW app. The models are also available for rent for multiple hours and up to a maximum of 30 days. The SHARE NOW app is available for iOS ([App Store](#)) and for Android ([Google Play Store](#)). The listed price includes free parking in the home area, charging, GPS and basic insurance.

**Survey conducted in collaboration with Multiscope, 1,013 respondents, December 2021.*

***The respondents have indicated a top six, which means that the sum of the percentages is higher than 100 percent.*

About SHARE NOW

As the market leader and pioneer of free-floating car-sharing, SHARE NOW is represented in 16 major European cities with around 11,000 vehicles, including 2,900 electric vehicles. This corresponds to a share of more than 25 percent of the total fleet. About 3.3 million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and, as part of the mobility offer, contributes significantly to relieving traffic congestion in cities. Each car-sharing car replaces up to 20 private vehicles in urban traffic. With vehicles from BMW, Citroën, Fiat, MINI, Mercedes-Benz, Peugeot and smart. SHARE NOW continues to expand its European market leadership in free-floating car-sharing. The company is one of five mobility services that emerged from the joint venture between BMW Group and Daimler AG in 2019. It has its headquarters in Berlin.

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