

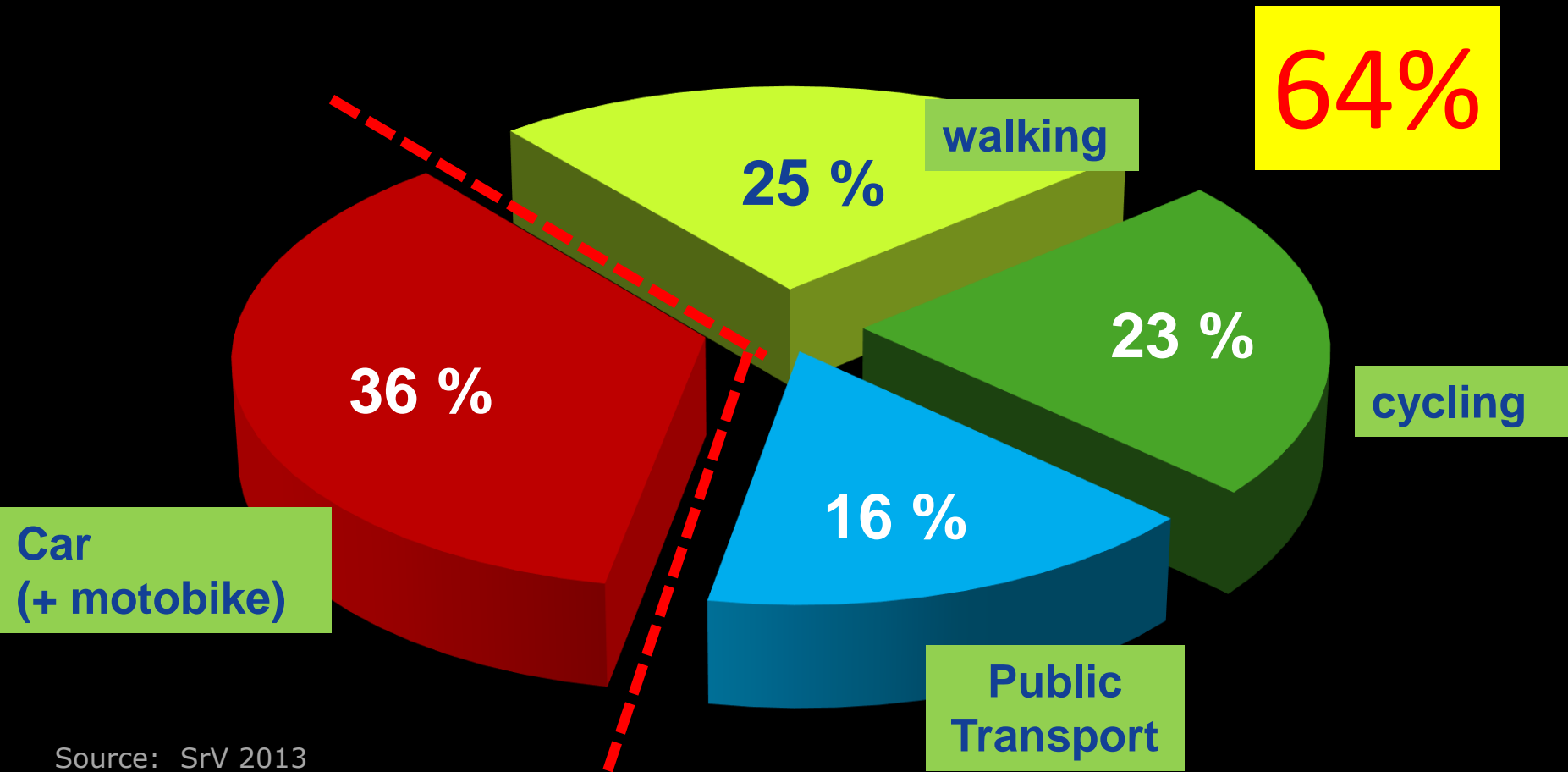
Bremen: a European car sharing success story

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Die Senatorin für Klimaschutz,
Umwelt, Mobilität, Stadtentwicklung
und Wohnungsbau

The logo of the Free Hanseatic City of Bremen, featuring a red square with a white cross and the text "Freie Hansestadt Bremen" to its right.
**Freie
Hansestadt
Bremen**

Modal split Bremen











risks_of_accidents
car_traffic
traffic_behaviour
cycle_infra
illegal_parking
parking_pressure
crossings
environment
connections
obstacles_on_sidewalks
sidewalks/barriers
children_play

Car-Sharing in Bremen

Reservation (long-term or spontaneous) via Internet, phone or App



Station

access



go... ..and return



integration

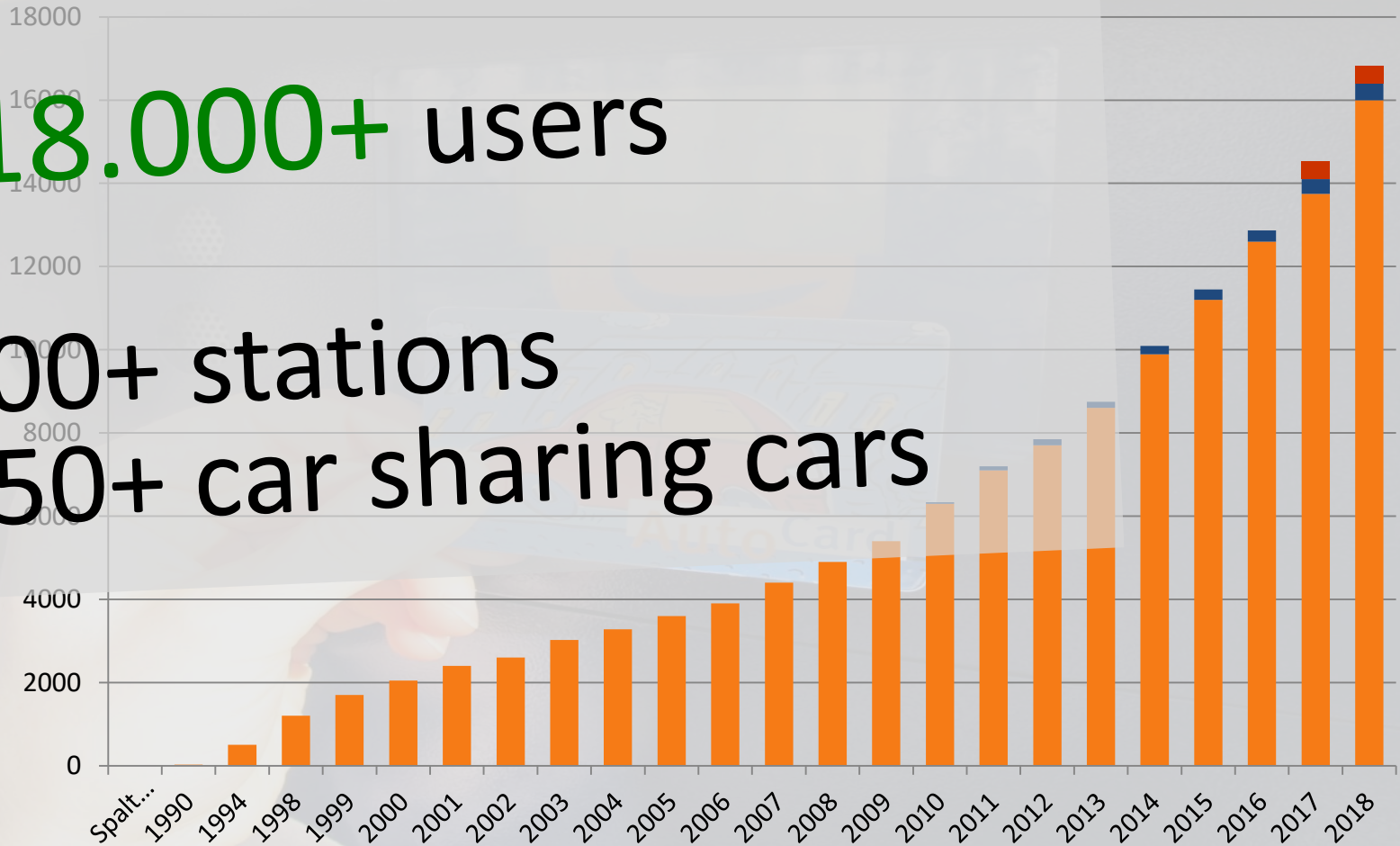


Car-Sharing in Bremen

- ~18.000+ users

- 100+ stations

- 350+ car sharing cars



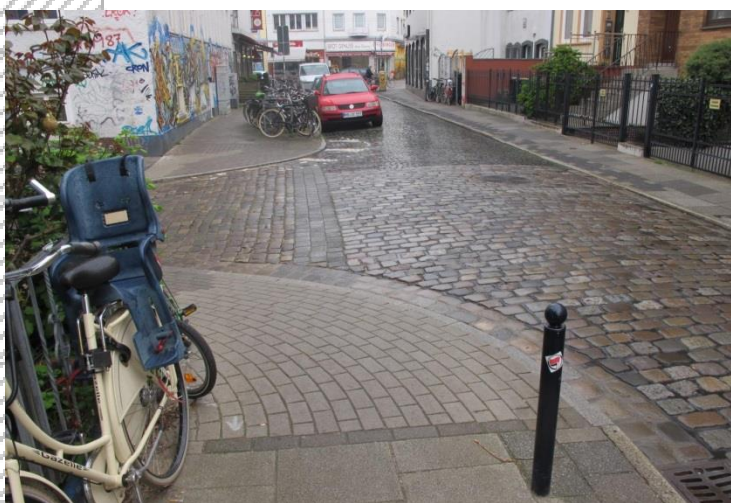
CarSharing





mobil.punkt







before



after





Für ein bewegtes Leben



2 Std.

Elektrofahrzeuge
während des
Ladevorgangs
frei





Carsharing integrated in new housing developments

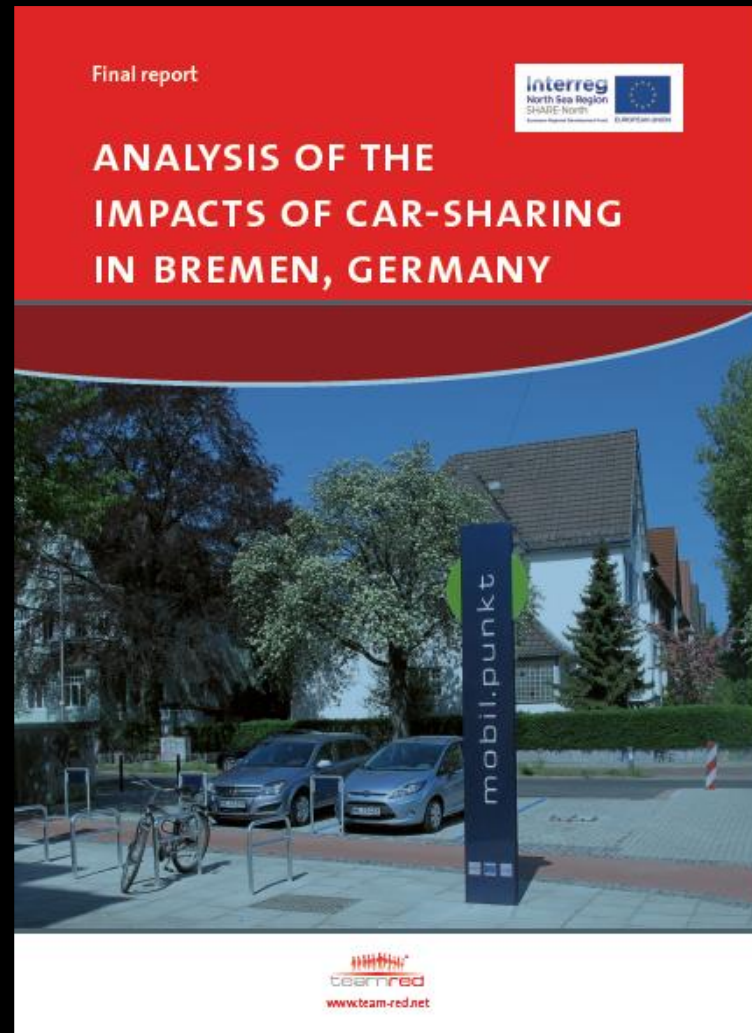
Survey

carried out
summer 2017

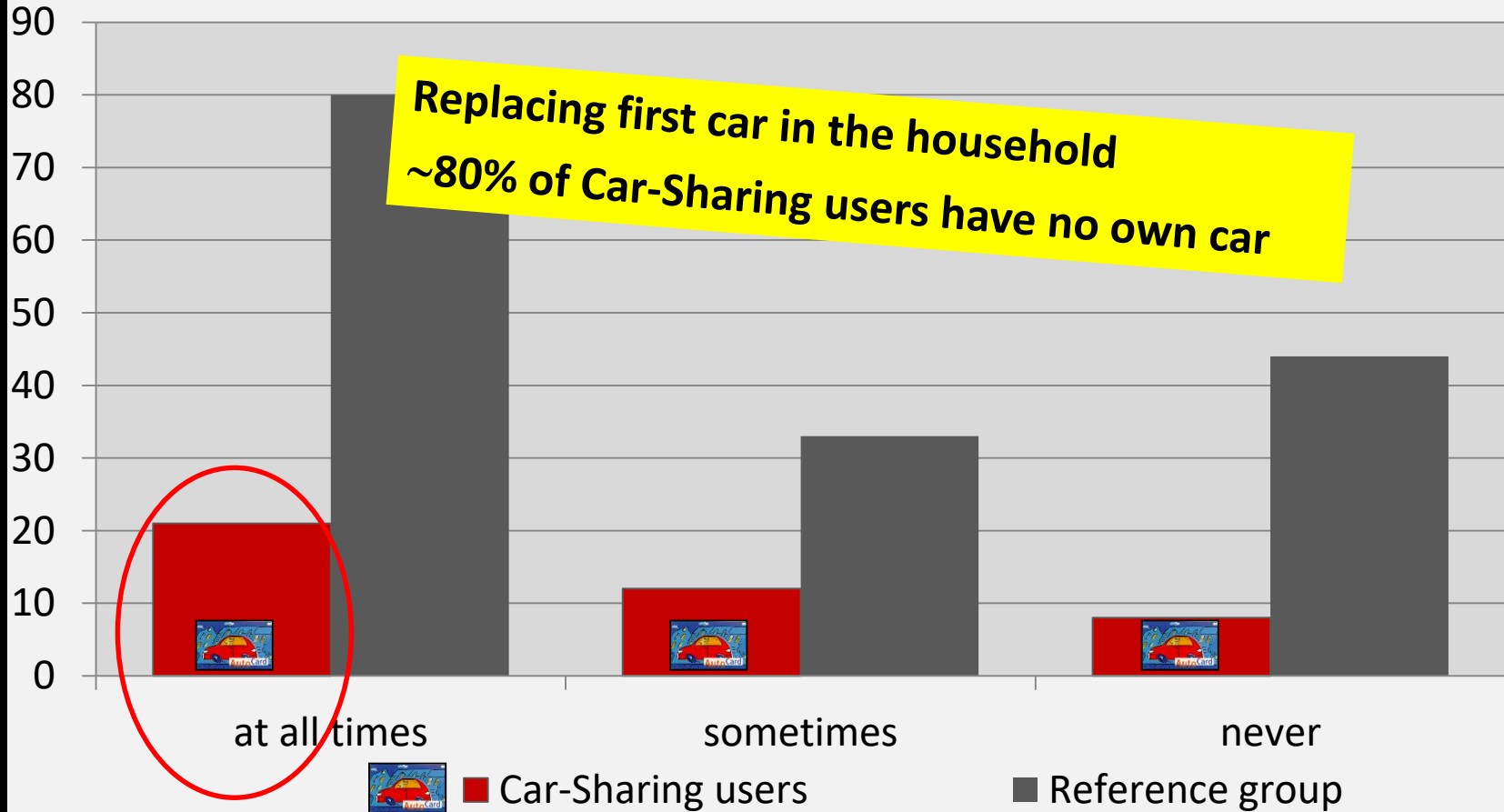
all Car-Sharing users
of cambio
and Move About
in Bremen

(team red)

Download: www.share-north.eu

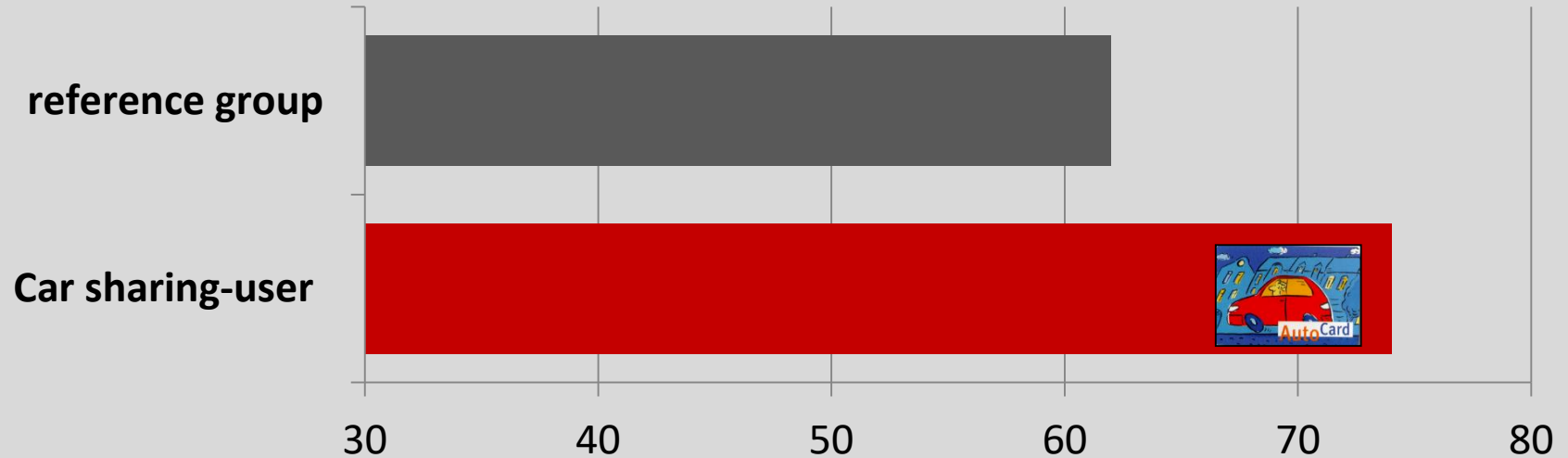


Availability of a car in the household

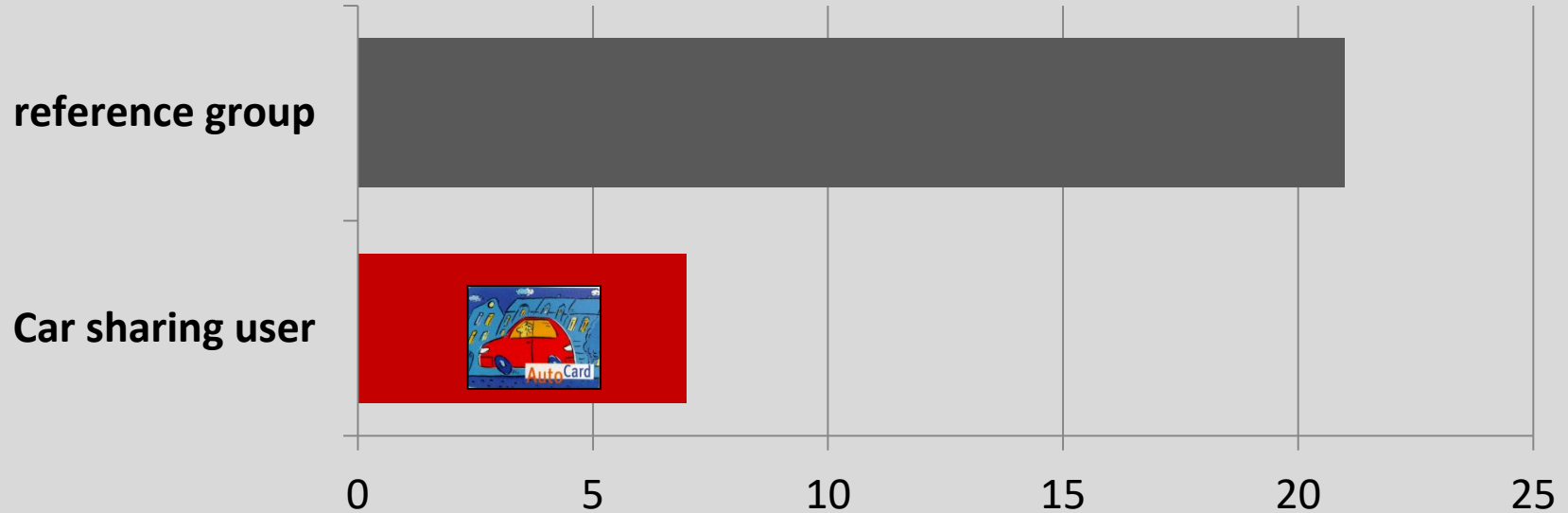


Car sharing user shop more locally (in the neighbourhoods)

Local grocery (z.B. bakery, butcher) for regular needs



Going to larger shopping centres



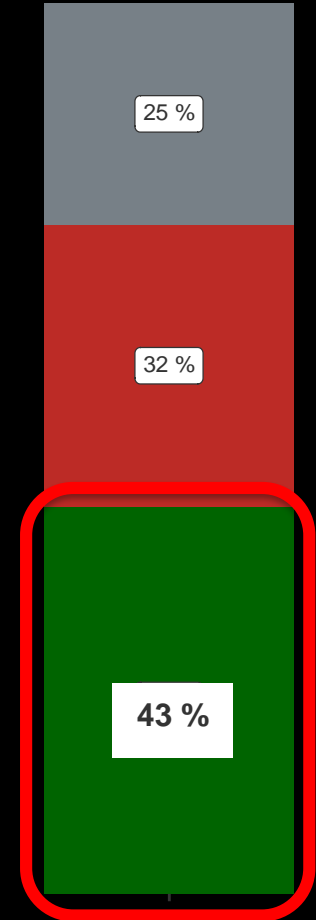
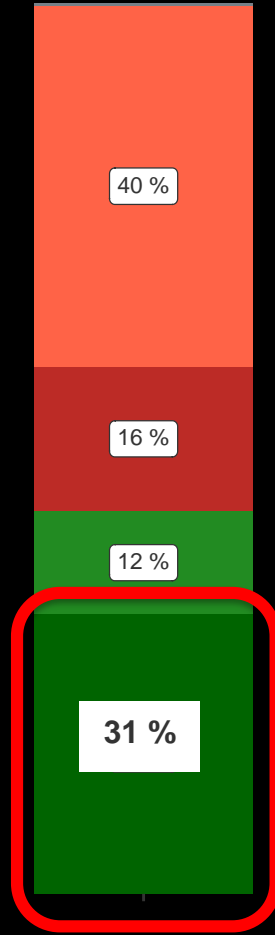
Reference group go four time as often to larger shopping centres as car sharing users

Reduction of vehicle stock

Replacing a private car?

Not purchasing a car?

- No answer
- No car before
- No
- considered
- yes



Significance of car-sharing for deciding to no longer own a car or deciding against purchasing one

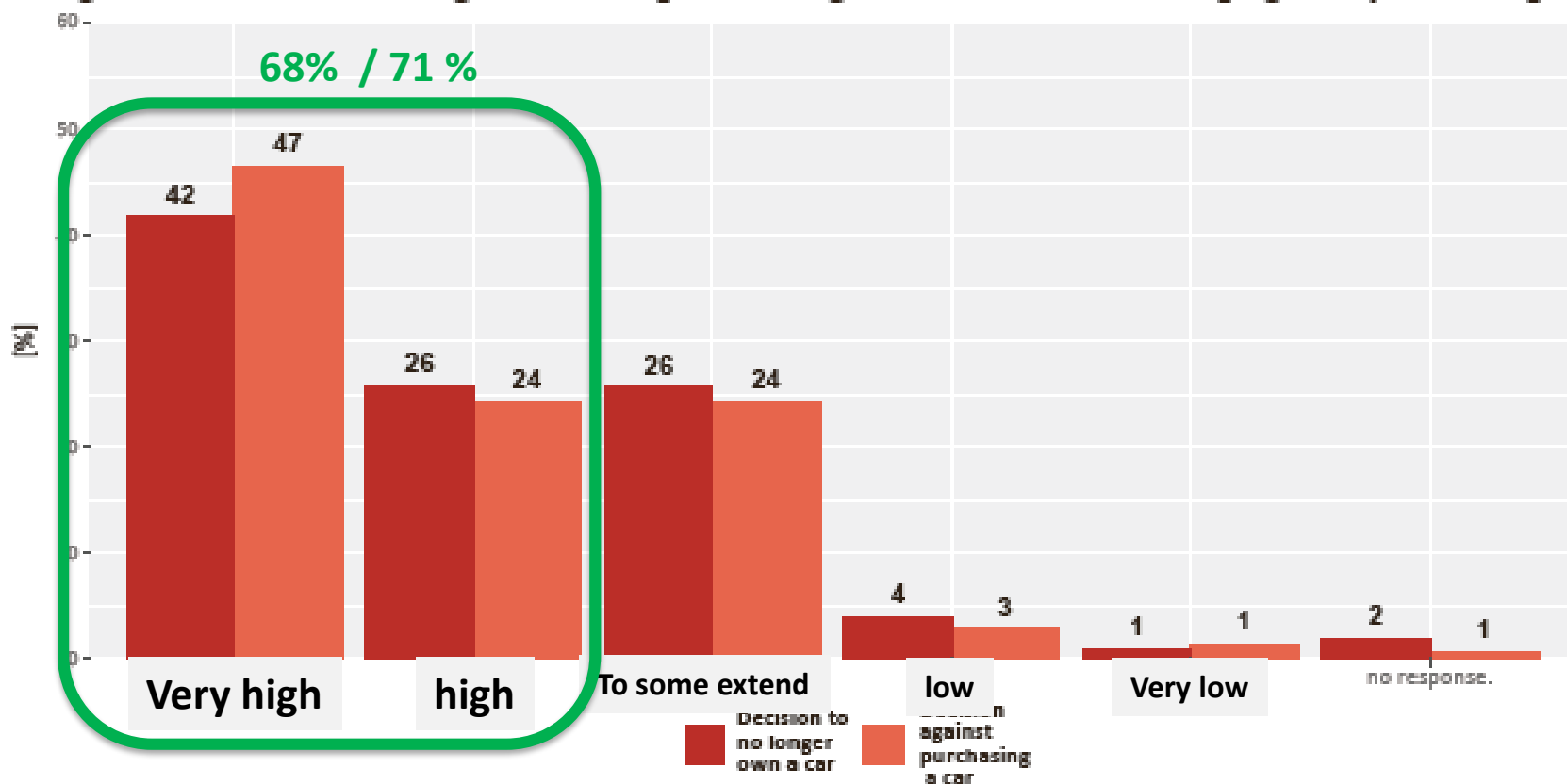


Figure 4: Significance of car-sharing for deciding to no longer own a car or deciding against purchasing one

sharing cars

sharing space

Every CS car in Bremen
takes

16 cars off the road

(average entire city)



sharing cars

sharing space

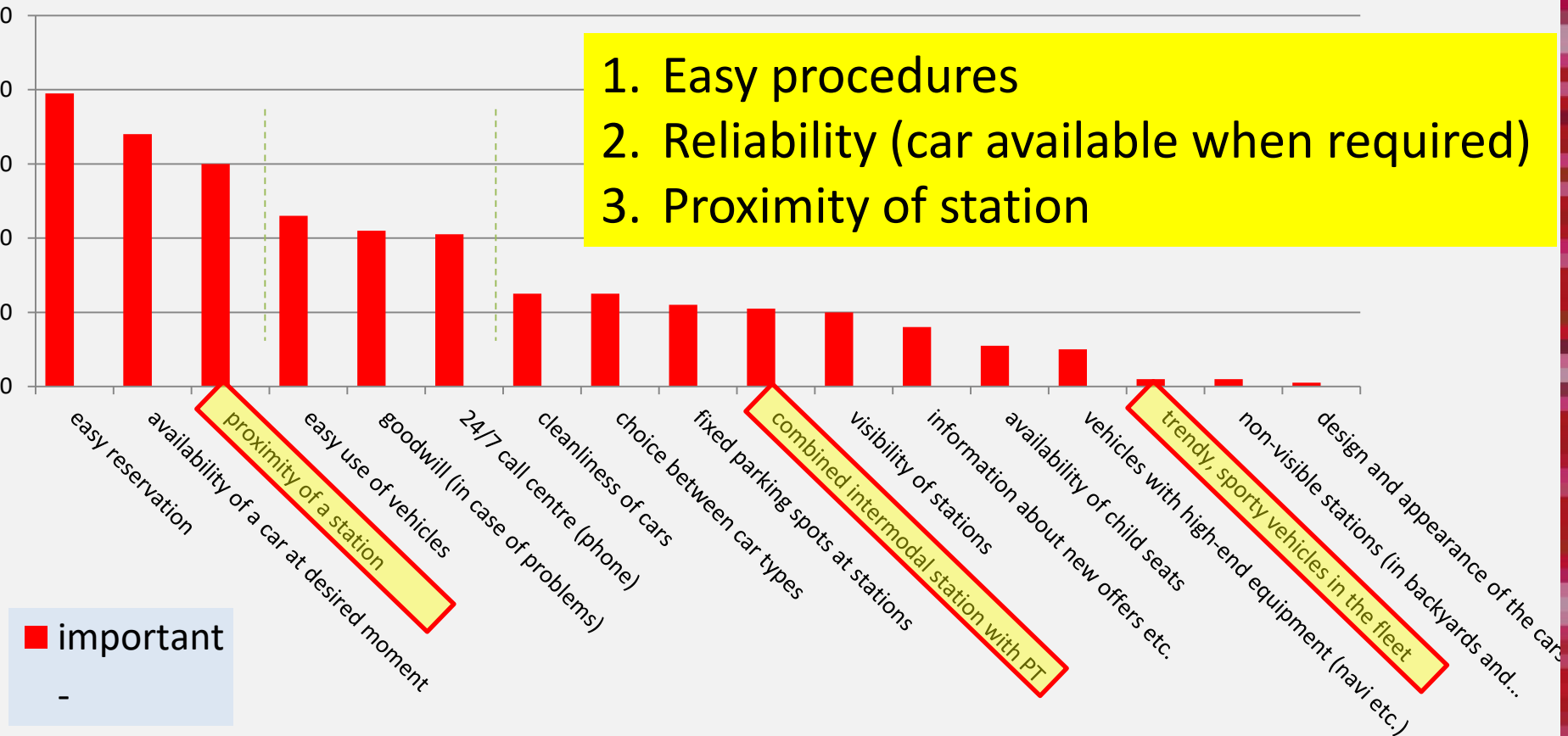
- 5.500+ cars taken off
- same impact by parking garages would require investment of 100 Mio €

mobil.punkt

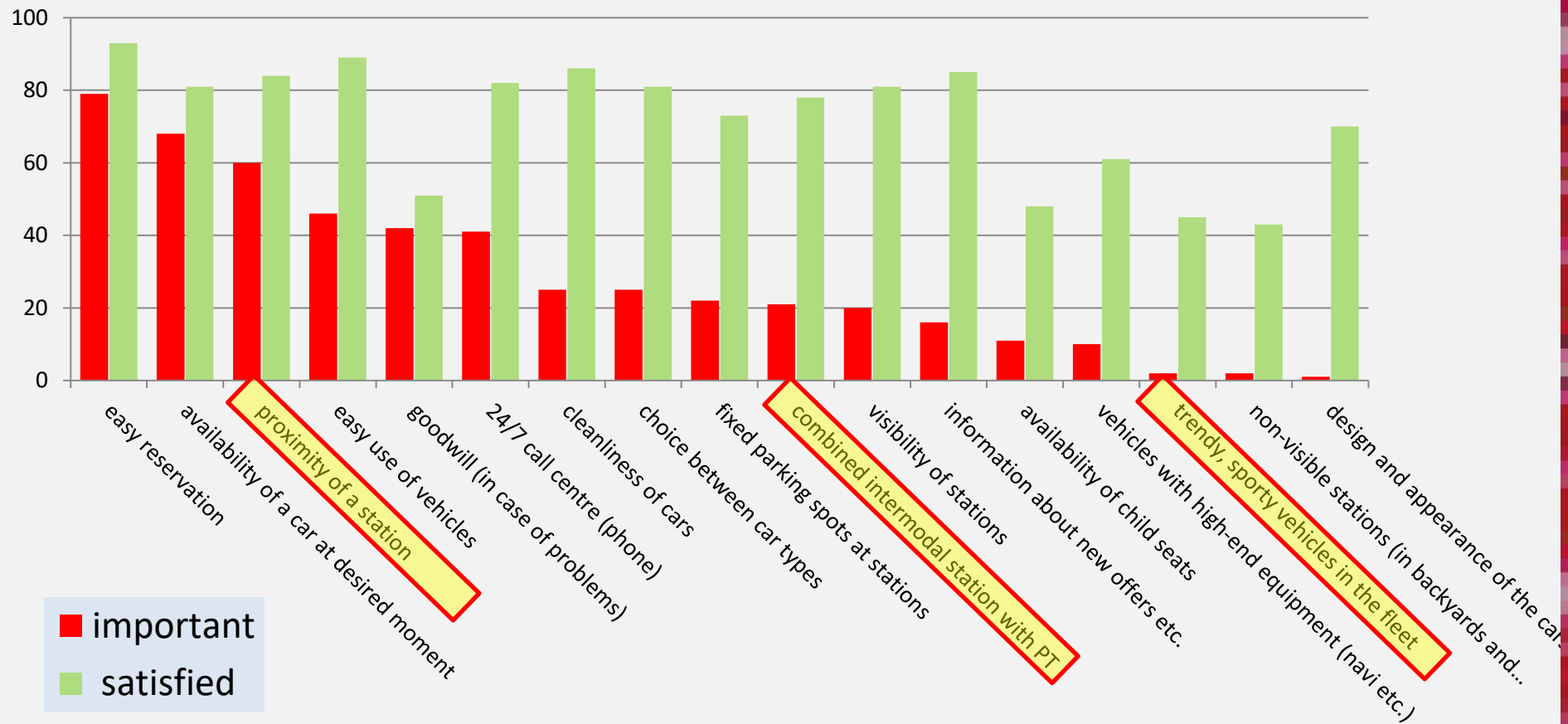


Importance of aspects of Car-Sharing and satisfaction level

1. Easy procedures
2. Reliability (car available when required)
3. Proximity of station



Importance of aspects of Car-Sharing and satisfaction level



Bremen



Bergen / NO



Bergen / NO





Thank you for your attention

Die Senatorin für Klimaschutz,
Umwelt, Mobilität, Stadtentwicklung
und Wohnungsbau

Freie
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