



Who is behind Cityhop?

Cityhop is a joint venture between the company's Chief Executive and shareholder Victoria Carter and JUCY Rentals.

JUCY Rentals is one of the fastest growing second tier rental car and camp companies in New Zealand. JUCY is run by Tim and Dan Alpe. The Alpe name is synonymous with tourism, their father Chris Alpe set up Maui and was later CEO of the largest division of Tourism Holdings.

Chris and Victoria were on the original Auckland Festival trust that got AK03 off the ground. They also own an inner city hotel.

Victoria Carter is a former Auckland City Councillor. She is Deputy Chair of the Auckland Festival, JUCY Rentals, Aotea Board of Management, the Auckland Racing Club and Director of Kidicorp Limited, New Zealand's largest private early childhood provider.

Chief Executive, Victoria Carter says, "I left the Council with the plan that I wanted to do something else in my forties. I was enormously satisfied with the things that happened while I was on the Council, like the Ambassadors, the Festival and getting the indoor arena started. A term on the Works and Transport committee opened my eyes to some of the other serious infrastructure needs the City has.

"Chris Alpe sent me a press clip from a Melbourne newspaper on a similar scheme in Australia. He pointed out the grants the Aussie company had got from central and state Government and said we should look at it.

"Tim and I talked it over for a while. Then we brain stormed names and he came up with cityhop which we thought perfectly described what our cars do!

"Cityhop is part of the transport mix. It's worked overseas to encourage greater public transport use and reduce car ownership. As more people in New Zealand think about the size of their footprint it is another tool to make our city more liveable," she ends.

Fellow director and the person handling the operational side of Cityhop, Tim Alpe, CEO of JUCY Rentals says, "Cityhop makes so much sense. With companies complaining about the cost of company cars and taxis Cityhop is the viable and economical alternative.

Tim adds, "We've got a proven car rental business, Cityhop is an extension of it. Being more eco-friendly is important to us. We take water off our roof to wash cars, we have a huge fleet of Sirions and we are developing a carbon neutral plan."

Ends

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