

## **Eco-friendly car scheme launches in Auckland**

Cityhop, New Zealand's first car share company was launched in Auckland central by the Prime Minister, the Rt Honourable Helen Clark on September 27th 2007.

Said the Prime Minister, "It's a car hire service whose very existence could encourage people not to have a car at all."

Cityhop is a membership based car share modal aimed at commuters, business and inner city dwellers. Members hire cars for \$12 an hour (including petrol, WOF, tyres, in fact everything) from conveniently located Auckland City car parks all over the CBD.

CityHop is a joint venture between former Auckland City Councillor, Victoria Carter and JUCY Rentals, one of New Zealand's largest independent rental car companies.

"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," says Victoria Carter Chief Executive.

"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.

"Cityhop members (once they have completed our **simple join up membership**) just go on-line (or phone our operator) and **reserve a car** for a period of time during the day; collect it, drive and return it to the **convenient carpark spot**. We bill members once a month.

"Cityhop charges are very **economical** when compared with other modes of transport. It's a bit like the perfect car, we handle all the details of car ownership like registration, insurance, cleaning, maintenance, even the petrol.

More....

