



EMPLOYERS AND BUSINESSES

## A Car Club for Inverness?

### The employee car pool with a difference

Tuesday 30th September 2014 12.30 pm for 1.00 pm start  
Town House, High St, Inverness, Highland IV1 1JJ

A car club here in Inverness could provide employers and local businesses with a car pool their staff can book on-line, with the car keys already on board, fuelled up and ready to go.

### Programme

- 12.30** Live demonstration of Car Club Car & On-line Booking plus Tea & Coffee
- 13:00** Business use of car clubs and car pools  
**Richard Armitage**, shared transport specialist  
Comments & Questions
- 14:00** Close

Does your business need access to cars? Do you currently operate a car pool, or pay staff to use their own vehicles?

If so, you'll know that this can involve a lot of expense and administration work for your organisation. Added to that is the cost of parking space. Car clubs provide easy and affordable access to vehicles 24/7. Find out more about how a car club works and tell us how you think it could work for you. Imagine having access to a car, without the hassle of owning one!

## Benefits for businesses

### Convenience without the cost

By becoming a corporate member of a car club, you gain all the convenience of operating a fleet of cars, but without the fixed costs, depreciation and hassle.

Car clubs can remove the need for pool cars or add to your capacity. Either way, you can reduce the dependency on "grey fleet" vehicles as well as the associated risks and administrative burdens. Simultaneously, you can cut the demand for parking spaces and ensure that you are paying for lower emission (car club) vehicles, which will mostly be newer and greener than staff cars.

### Why car clubs make business sense

The club can offer a range of vehicles parked in dedicated bays nearby, or in your own car park.

Itemised account statements provide detailed information on usage including your own internal job codes so that you can keep track of your travel costs and easily attribute the charges, cutting your internal administration costs.

Staff can book the cars themselves using the online system provided by the club or longer term agreements can be made by special arrangement. Plus you can make use of any car from the club's entire network.

By giving your staff access to a car during the day, some may be able to commute to work by public transport, freeing up valuable parking space and reducing rush-hour congestion.

On top of all that, joining a car club enables your business to reduce its environmental impact through using lower emission vehicles and to improve its green transport credentials by enabling you to manage staff and transport resources more effectively.

### More details:

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# Car clubs are convenient, save you money and reduce your carbon footprint

## Convenience

Owning your own car can really be a hassle – repairs, servicing and renewing insurance . ...always something to worry about.

But what if you could leave all that to somebody else? What if you could walk down the street and climb into a clean, new car that has its own guaranteed parking space, and drive away?

That's what a car club can do for you – all the convenience of a car without the stress of owning one. Just book online or by phone, and you're sorted.

A car when you need one, not when you don't.

## Save money

If you drive less than 6-8,000 miles per year then a car club could save you up to £3,500 a year. Replacing a second family car with car club membership can bring even more cash savings.

A lot of people don't notice the true costs of running a car, but when you add up the cost of tax, MOT, fuel, servicing, repairs, depreciation and parking you could be looking at an average of over a hundred pounds a week!



Car clubs give you greater flexibility, charging only for the time you use the car, not when it is sitting on the drive. You can free up your budget to spend on something more exciting!

## Reduce your carbon footprint

Joining a car club, instead of running your own car, is a big step towards reducing your carbon footprint and living a more sustainable life. In one easy move, you can cut your carbon emissions, cut your contribution to congestion, and cut the clutter on your street.

In the UK, the average car owner produces over 2 tonnes of carbon dioxide driving each year. Joining a car club can drastically reduce this as car club cars are more environmentally friendly and are used more efficiently.

On top of this, one car club car replaces over 20 private cars – you can see how much that will reduce traffic jams, and free up parking spaces.

## It's a win-win situation! Why wouldn't you?

Find out more about car clubs on the Carplus website:



[www.carplus.org.uk](http://www.carplus.org.uk)