

MEDIA RELEASE

1. WORLD COLLABORATIVE MOBILITY CONGRESS „WOCOMOCO“

Berne, 21 May 2013. On 22 and 23 May 2013 the Mobility Academy will be staging the 1st World Collaborative Mobility Congress, “wocomoco”, in the Swiss Museum of Transport in Lucerne (CH). This international congress is devoted to collaborative forms of mobility and offers its visitors a first-class program with over 30 speeches on a highly topical subject. The main partners for the Congress are the automotive group Daimler, Engagement Migros, Onflow, Swisscom Managed Mobility, the Touring Club Suisse, Mobility Solutions AG, the Swiss Federal Office of Energy, the Mobility Cooperative and Carpooling.com.

Collaborative Mobility – more than just carsharing

Collaborative forms of mobility place the focus on sharing means of transportation. Various ideas on conventional car-sharing to cycle hire, right up to thoughts and deliberations on sharing parking spaces can all be ascribed to this transport model. The World Collaborative Mobility Congress is dedicated to this increasingly important topic and is now opening its doors for the first time: leading players from the world of collaborative mobility, scientists as well as representatives of various start-ups will be attending a very promising get-together over the next two days at the Swiss Museum of Transport in Lucerne.

The highlights

The international event promises numerous highlights. On the first day of the Congress Wilfried Steffen, Director Business Innovation of Daimler AG, will be talking about the topic “Living in Transit – Consequences for society on the move”. The Congress will also be taking a look ahead to the future via a video conference with the US American Steve Webb, Director of Corporate Communications at Relay Rides. Another event not to be missed is the Pecha Kucha Breakfast on the second day of the Congress which gives innovative start-ups the opportunity to showcase themselves and will also provide variety in the programme using a slightly different form of presentation technology.

Finally, the organisers feel it is important that the participants should be offered adequate opportunity for an exchange of ideas and to establish points of contact. The Congress aims to provide food for thought as a platform for innovative, shared mobility and to promote new business ideas in this area.

Further information as well as the full programme can be found on the website www.wocomoco.ch

Media contact:

Julia Zosso, PR & Communication wocomoco

Email: julia.zosso@tcs.ch, Telephone +41 (0)58 827 34 15