

The ADAC logo consists of the letters 'ADAC' in a bold, black, sans-serif font, centered within a bright yellow square.

Travel- & Mobility Clubs Mobility within the ADAC

**Samples of current Mobility Activities
WOCOMOCO Warsaw 2016**

Christian Hafensteiner, Mobility Management ADAC
September 07th, 2016

Agenda

- **Key figures**
- **Ride Sharing – ADAC Mitfahrclub**
- **Studies about urban / suburban Mobility**
- **Mobility Tests**

ADAC

Key figures

182

Local offices

19.4m

Club members

4m

Breakdowns handled

9,250

Staff

610

ADAC-appointed lawyers

400,000

Facebook followers

18

Regional clubs

54,000

HEMS missions

As a mobility services provider
and advocate of the interests of all mobile people,
ADAC would like to expand the regional mobility offer, aiming to:

- reduce environmental pollution
- provide alternative transport
- boost infrastructure
- create parking space
- reduce road traffic
- make alternatives available

Some 30 million people commute to work in Germany every day.
On average, there are 1.18 occupants per private vehicle!

Even on medium-length and long trips, there is often room for passengers.

In rural areas, public transport services are few and far between and their expansion is difficult to finance.

Who else should do it if not ADAC?



ADAC ridesharing club



Where to find it? www.adac-mitfahrclub.de/partner.php



[DE](#) > [WestAllianz](#) > [gufi - Pendlernetz](#)

Herzlich Willkommen bei gufi - gemeinsam unterwegs, fahr intelligent



Das neue regionale Pendlernetz

Wer sich tagtäglich durch den Berufsverkehr quält, kennt sicher den Gedanken, sich mit mehreren Arbeitspendlern zusammenzuschließen um dadurch bequemer und günstiger zur Arbeitsstelle zu kommen.

- *Und so funktioniert das Portal*
- *Das Portal wird nicht angezeigt?*

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In Kooperation mit
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Suchen

Inserieren

Registrieren

Anmelden

 Mit Facebook anmelden

Suchbegriffe

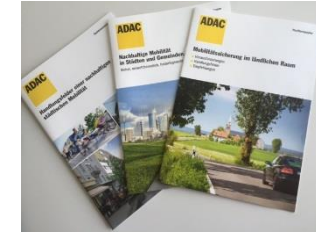


Das regionale Pendlernetz



*gufi - gemeinsam unterwegs,
fahr intelligent*

Sustainable urban mobility

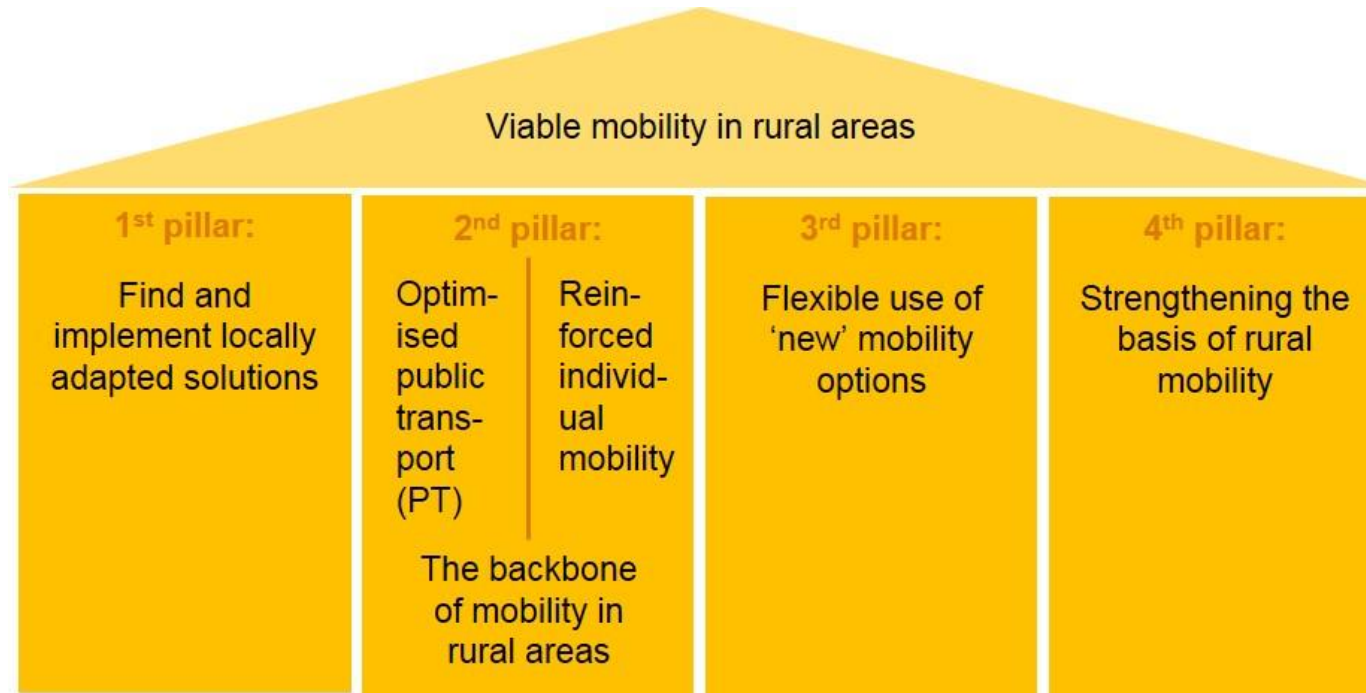


- **Starting point: Mobility is a basic human necessity**
- **The central objective must therefore be: sustaining long-term mobility instead of restricting it unduly!**
- **ADAC's intention: Sustain mobility in all its facets and ensure a sufficient supply with goods, without allowing transport and traffic to become an unbearable burden for both humans and the environment in the long run**
- **Essential dimensions of urban mobility: road safety, eco-friendliness, adequacy in relation to requirements and affordable solutions**
- **Further information (position paper, technical brochure): www.adac.de/nachhaltige-mobilitaet/**
- **Contact: Ronald Winkler; e-mail: ronald.winkler@adac.de**

Safeguarding mobility in rural areas



- ADAC's intention: put the topic on the political agenda and increase public awareness



- Further information (studies, position paper, recommendations): www.adac.de/mobilitaet-laendlicher-raum/
- Contact: Christian Laberer; e-mail: christian.laberer@adac.de

Downloads at www.adac.de

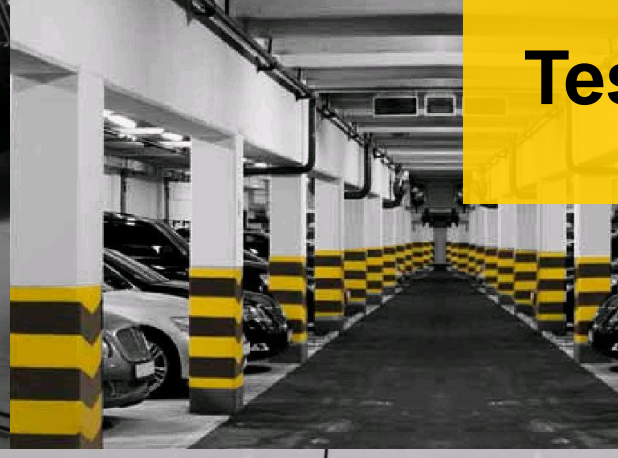
The target group of the recommendations in the ADAC studies are decision makers in politics and institutions of national, regional or local level





Tests

153



Datum

Titel

Relevant Projects „Mobility“ 2016 / 2017	
VÖ Januar	„PISA“ for car drivers
VÖ März	Carsharing
VÖ April	Car parking garage
2017	Accessibility of football stadiums
2016	Schoolbusses
2017	Stations for long distance coaches
2017	Barriere – Free Towns
2017	Survey local public transport
2016	Taxis
Prospect 2017	Licencing offices for cars Internet portals for new cars Not operated resting areas

Carsharing

- **Selection:** Carsharing-Provider in 9 german towns (at least 50 cars in one town). Overall 14 Carsharing-Providers tested.
- **Method:** Test of stationary bounded (Cambio, Flinkster, Stadtmobil etc.) and mobile Carsharing - Provider (DriveNow, Car2Go, Multicity). Locally test with testrun and additional the portals
- **Testcategories:** Information (15%), Handling (35%), condition car (30%), fairness & costs (20%)
- **Testingphase:** August/Oktober 2015
- **Publication:** März 2016



Carsharing im ADAC-Test

Stadt/Anbieter	Information	Handhabung	Fahrzeug	Kosten und Recht	ADAC-Urteil
Gewichtung	15%	35%	30%	20%	
Berlin					
cambio	++	o	++	+	+
car2go	+	++	+	o	+
Multicity	++	+	+	-	+
DriveNow	+	++	++	-	+
Greenwheels	-	+	++	+	+
stadtmobil	+	++	+	-	+
Flinkster	+	o	++	-	+
car2go black	+	++	+	--	o
Düsseldorf					
car2go	++	+	++	o	+
DriveNow	+	+	++	-	+
Frankfurt					
car2go	++	++	++	o	++
stadtmobil	++	+	+	o	+
book-n-drive cityflitzer	+	o	++	-	+
hook-n-drive	+	+	+	--	+

Media Feedback

- Carsharing 2016

Projekt	Date	Print	Online	TV	HF	Total
Carsharing-Test	22.3.	1.641	4.434	3.537	0	9.612

*All data in Tsd.
4-6 Weeks

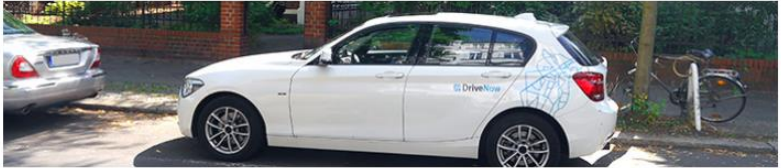
www.adac.de/carsharingtest

Tests

- Autotest
- Crashtest
- EcoTest
- Reifentest
- Motorrad & Roller
- Camping
- Urlaub & Reise
- Verkehrsmittel**
- Straßen
- Autohaus & Werkstatt
- Autozubehör & Technik
- Kindersicherung
- Fahrrad, Zubehör & Sport
- Assistenzsysteme
- Ratgeber Verkehr
- Autodaten & Autokosten
- Fahrzeugkauf & Verkauf
- Reparatur, Pflege & Wartung
- Unfall, Schäden & Panne
- Rechtsberatung
- Tanken, Kraftstoffe & Antrieb
- Umwelt & Innovation
- Reifen
- Technik & Zubehör

– Verkehrsmittel –

ADAC-Test 2016: Carsharing in deutschen Städten



Fast 1,3 Millionen Nutzer waren Anfang des Jahres bei den Carsharing-Anbietern registriert. Doch wie findet sich der Kunde zurecht in einem Markt, der rasant wächst und sich ständig verändert? Der ADAC begutachtete die Angebote von 14 Carsharing-Betreibern in den neun Städten Berlin, Düsseldorf, Frankfurt am Main, Freiburg im Breisgau, Hamburg, Hannover, Köln, München und Stuttgart. Das Ergebnis kann sich durchaus sehen lassen.

Redaktion: Sabine Behr
Texte: Sabine Behr
Bettina Domnich

Ergebnis im Detail
Film
Fazit
Methodik & Hintergrund
Tipps

	ADAC-Urteil	Information	Handhabung	Fahrzeug	Kosten und Recht
Stadt / Anbieter					
Gewichtung		15 %	35 %	30 %	20 %

2016

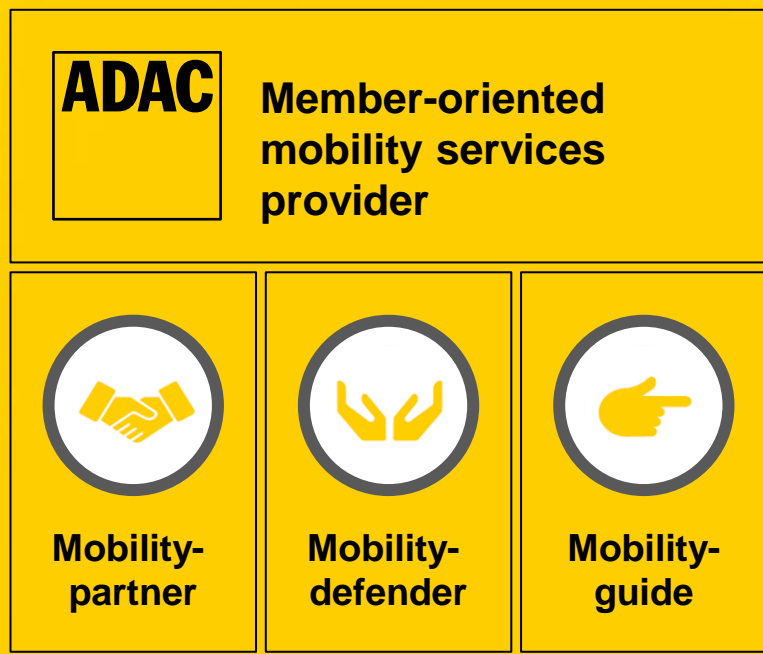
ADAC Mitfahrclub

Media Feedback

Kumulierte Medienkontakte* VIZ 2008-2016								
	2016	kumuliert	2015	kumuliert	2014		2013	
Jan	20.886	20.886	20.247	20.053	0	0	10.034	
Feb	20.799	41.685	13.128	33.375	0	0	13.144	23.178
Mrz	31.346	73.031	0	33.375	9.968	9.968	89.093	112.271
Apr	57.339	130.370	3.855	37.230	0	9.968	117.223	229.494
Mai	42.006	172.376	65.897	103.127	9.182	19.150	139.453	368.947
Jun	23.620	195.996	7.901	111.028	47.864	67.014	72.821	441.768
Jul	0	195.996	85.015	196.043	599	67.613	205.907	647.675
Aug	0	195.996	0	196.043	101.952	169.565	94.947	742.622
Sep	0	195.996	16.874	212.917	30.842	200.407	38.153	780.775
Okt	0	195.996	13.563	226.480	11.976	212.383	206.345	987.120
Nov	0	195.996	14.704	241.184	0	212.383	92.780	1.079.900
Dez	0	195.996	588	241.772	17.995	230.378	20.964	1.100.864
Gesamt	195.996	15	241.772	25	230.378	17	1.100.864	36

*Alle Zahlen in Tsd.
für 4-6 Wochen

ADAC overall strategy.
What binds us together.



Cornerstones of **ADAC strategy**



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ADAC

**Hope to see you again at the
WOCOMOCO 2017 in Munich!**



ADAC

**Thank you very much for your
attention!**



DO THE RIGHT MIX

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