

Think Blue. Share a Volkswagen

Eco-awareness and Efficiency

For the winter term 2014, Volkswagen supplied students and staff at selected universities in Lower Saxony with 50 e-up!s for carsharing, as part of the German government's "Electromobility Showcase" program. The "Think Blue. Share a Volkswagen" pilot project promotes eco-awareness and efficiency in mobility through carsharing and electric vehicles. It also offers answers to a number of key questions about the use of electric vehicles in carsharing fleets.

Focus on Customer Expectations

The carsharing project is being implemented by the iTUBS innovation company at Braunschweig Technical University. The project forms part of the Living Lab Campus Mobility program run by the Lower Saxony Automotive Research Center (NFF), which looks into a wide range of scientific issues. This is Germany's only carsharing research laboratory and it is operated with support from Volkswagen. It explores customers' expectations of e-carsharing and the associated challenges – in terms of infrastructure, for example, or vehicle components and business models. The aim is to devise an energy- and cost-optimized operating concept for e-carsharing.

In November 2014, the Volkswagen e-up!s were delivered to the NFF university locations, including Braunschweig Technical University (Braunschweig), Clausthal Technical University (Clausthal, Goslar) and Ostfalia University of Applied Sciences (Wolfsburg, Wolfenbüttel, Salzgitter). Leibniz University in Hanover is also involved as a research partner, covering a range of issues.

Putting Electric Mobility Innovations to the Test

Initially, Volkswagen is supplying the pilot project with 50 e-up!s, plus the necessary technical system components. The e-up! is a compact car designed especially for short trips and urban driving. With an efficiency rating of A+, it has an all-electric range of 160 kilometers and is emission-free at the point of use. Participants in the "Think Blue. Share a Volkswagen" pilot can take advantage of favorable lease terms.

The "Think Blue. Share a Volkswagen" e-carsharing pilot forms part of the "Electromobility Showcase" program in the metropolitan region of Lower Saxony. This initiative brings together Germany's wide-ranging expertise in electric vehicles, energy supply and transport systems in selected large-scale, regional demonstration and pilot projects, thereby helping to raise visibility. A number of electric mobility innovations are being trialed in close collaboration with the authorities, industry and academia.