

## **Alpine scheme proves lure of green motoring on holiday**

A successful scheme in the Swiss Alps that allows tourists to hire EVs to help get up, down and around the mountains in an eco-friendly manner could suggest that we'll all be traveling greener on vacations in the future.

The partnership between ecotourism group Alpmobil, Swiss retailer Migros and Scandinavian EV maker THINK has seen a fleet of 60 THINK City EVs on the road in two regions in the Swiss Alps for the use of tourists and is scheduled to run until the end of September.

On August 9, a THINK spokesman told Relaxnews that the scheme so far has been a great success for both the region and the automaker and that it could be extended.

"Tourists visiting the Alps at this time of year are very much our target market – very environmentally conscious and concerned about preserving natural resources," he explained.

"The scheme has grown nicely since June, it's still only a trial but we're confident about extending it to make it available in forthcoming seasons."

Some 30 hotels and resorts in Goms and Haslital currently rent the vehicles to tourists for around €45 per day to make transportation around the area totally carbon neutral.

Over 20 charging points have been installed in the area, says THINK, powered by renewable hydroelectric-generated electricity derived from local mountain waters, reservoirs and dams.

The project is part of Alpmobil's plan to turn the Gotthard Pass region of the Swiss Alps into a sustainable mobility haven, blending different forms of transport such as EVs, e-bikes, trains or horse-drawn carriages to form one transport network across the region.

THINK CEO Richard Canny believes that the scheme could present a new approach to eco-tourism, saying that he looks forward "to speaking to similar-minded companies and resorts in other countries wishing to be a part of this sustainable revolution."

Although car rental companies such as Hertz, Enterprise and Avis have all announced that they intend to rent electric vehicles such as the Nissan LEAF from next year, the Alpmobil scheme is currently unique - suggesting a bright future for eco-friendly mobility on holiday.