

2 out of 10 Italian car sharers 'ditch car'



In Italian cities, car-sharing is booming. Last year, there were 6.3 million bookings involving 6,000 vehicles, according to a study performed by Aniasa and Bain&Company. This study also revealed that two out of ten users have either said goodbye to their own vehicle or finally decided not to buy one but use a shared vehicle instead – showing that the latter is starting to change mobility habits in Italy.

The typical user, incidentally, is a 38-year-old male who turns to car sharing mainly for commuting purposes. Another interesting conclusion is that more than half of the car-sharers travel with one or more passengers, further reducing the cost of mobility.

“Il Car Sharing in Italia: soluzione tattica o alternativa strategica?": such is the title of the study conducted by Aniasa, the Italian national car rental and automotive services association, and consultancy Bain&Company. Its conclusions are generally comparable to the [study](#) performed by shared mobility platform Urbi, the results of which were presented in May.

It is estimated that a shared vehicle can replace 9 privately owned vehicles. Moreover, car sharing proves to be the cheaper solution for people who drive less than 8,300 kilometres per year in the case of a compact car and 11,800 kilometres when they drive a large car. There are indirect benefits to car-sharing, too: you can enter restricted traffic areas and park for free in public pay&display zones.

Even though the results of the study are promising, there is still room for improvement. Aniasa emphasizes the need for a single legal framework for private and public operators instead of regulations that differ from city to city. Moreover, there has to be a better – or even guaranteed – connection between car-sharing and other transport modes.