

Clyde.

Clyde goes electric – free **charging** and fleet expansion **included**.

Press Release

Zurich, 2 February 2022 | Clyde goes electric: the Swiss car subscription provider is now significantly expanding its e-mobility range. Its goal is to offer all electric cars by 2024. Since 1 February 2022, Clyde has also become the first car subscription provider in Switzerland to include public charging for its electric vehicles in its monthly rate. Its fleet is also being significantly expanded – including new brands such as BMW, Mini, Mercedes and Polestar.

More than twice as much revenue from electric vehicles in 2021

Clyde has already significantly increased its sales revenue from electric car subscriptions over the past year. The proportion of e-mobility at the AMAG subsidiary is therefore growing faster than in the market as a whole. Clyde wants to continue this trend in the future. In 2022, the aim is to increase e-vehicle sales by at least 200% as planned – including through new brands not belonging to AMAG.

“Sustainability is becoming an increasingly important issue, and we also want to play our part in protecting the climate,” explains Timo Nührich, CEO of Clyde. Customer satisfaction is particularly important to him. “Some interested parties are still sceptical about e-mobility, as they have concerns about charging. To alleviate these fears, we’ve decided to include charging

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as part of our hassle-free package,” says Nührich. “Our idea of maximum simplicity and freedom will only be achieved when customers no longer have to worry about charging costs and different charging rates. Clyde is therefore the first car subscription that truly integrates all costs, making electromobility an extremely appealing option.”

About Clyde

Clyde offers the most flexible car subscription for Switzerland. It has never been so easy to drive your “own” car. Clyde customers choose the car that suits them best and determine the desired minimum term between one and 48 months and the monthly mileage between 250 km and 4,000 km. Customers then always pay a fixed monthly rate that covers all costs except refuelling. Public charging is now also included in the flat rate price. Clyde is also the only provider that can deliver the car free of charge to anywhere in Switzerland. The entire purchase process is completely digital. As a start-up from the AMAG Group, Clyde calls it all “Your ticket to freedom”. Clyde Mobility is managed by Timo Nührich.

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