



## **Swisscom and Sixt establish the vehicle fleet management specialist Managed Mobility AG**

**Professional vehicle fleet management in Switzerland: Managed Mobility AG is a joint venture in which Sixt Leasing and Swisscom Managed Mobility –a Swisscom business unit – each have a 50% stake. The launch of Managed Mobility AG sees the introduction of a specialist for all issues relating to fleet management and vehicle fleet optimisation. The new company is headquartered in Urdorf near Zurich and commenced operations on 1 April 2015. The joint venture sees the coming together of two proven fleet and mobility experts.**

Managed Mobility AG will focus on the management of vehicle fleets and offers a comprehensive range of services. It will work for companies who maintain their own vehicles or obtain them from different financing companies and in doing so will keep the administration expenses of its customers to a minimum. The range of offerings includes service and claims management, the procurement and reselling of vehicles, the provision of round-the-clock assistance to users as well as administrative support in connection with taxes, insurance and fuel cards.

Managed Mobility AG will combine fleet management service individually tailored to its customers' needs with continual fleet optimisations. Specific improvement measures will be derived from a comprehensive analysis of the vehicle fleet situation and then be implemented in order to optimise costs and structures. In future, innovative mobility concepts will also be tested and marketed.

### **Start in Urdorf**

The operational launch at the company headquarters in Urdorf took place on 1 April 2015. The new company will initially offer its services to the Swisscom Group and Sixt Leasing customers in Switzerland. The service package is, however, also available to other customers in Switzerland, with the objective of establishing a large customer base.



Talking about her new role, Heike Arnold, the new Chief Executive said: “I am confident that we find ourselves on the cutting edge of developments with this joint venture, as it will allow us to generate optimal synergies and move forward in line with the market. Thanks to Swisscom as the ICT partner, we have access to new business models in the mobile world”.

[www.managed-mobility.ch](http://www.managed-mobility.ch)

### **About the partners**

Swisscom Managed Mobility is a business unit of Swisscom (belongs to BFM Business Fleet Management AG which is headquartered in Ittigen and is a wholly owned subsidiary of Swisscom AG). It manages a fleet of around 3,300 vehicles in Switzerland, providing it with a broad horizon and expertise on the mobility market. It links mobility with ICT to meet the new mobility needs of the future.

<http://www.swisscom.ch/mobility>

Sixt Leasing AG is one of Germany’s leading manufacturer- and bank-independent full-service leasing providers and fleet managers. It is also active in other Western European countries. Sixt Leasing offers complex full-service solutions and develops tailor-made concepts that aim to permanently reduce mobility costs for corporate and private customers. The product and service range covers conventional financial leasing as well as a wide range of services for the management of large vehicle fleets using the latest technology. The innovative “Sixt Neuwagen” online platform is especially interesting for both private and commercial customers. The Sixt Leasing business unit generated revenues of EUR 563 million in 2014.

[www.sixt-leasing.de](http://www.sixt-leasing.de)

Berne, 7 April 2015