From Sand to Sedans: Flexicar's Gold Coast Launch Steers Toward Sustainable Solutions

Flexicar & the City of Gold Coast Partner to Launch Car-Sharing Trial

Gold Coast, Australia – 1 December 2023 – Flexicar, a membership-based car-sharing service, is thrilled to announce its partnership with the City of Gold Coast for an exciting 12-month car-sharing trial commencing today. The new mobility initiative aims to explore sustainable travel options, reduce the number of owned vehicles on the road, and contribute to the improvement of the Gold Coast transport network.

The City of Gold Coast has awarded Flexicar, a contract to supply, maintain, manage, and trial a car-sharing scheme for a period of 12 months. This trial is a strategic move by the City to gather valuable insights into alternative, sustainable modes of travel and emerging technologies.

With Flexicar, residents and visitors to the Gold Coast can now enjoy a cost-effective, clever, and simple alternative to car ownership. Flexicar's Gold Coast fleet is available to book 24 hours a day, 7 days a week, with flexible booking options, including hourly bookings with unlimited kilometres and daily bookings with generous kilometre allowances. Flexicar's booking rates are inclusive of fuel, maintenance, and 24-hour roadside assistance.

The trial has begun across the Gold Coast region with a fleet of 20 cars, featuring small hatchbacks, sedans, SUVs, and vans—all 2023 models with 5-star ANCAP safety ratings. Dedicated Flexicar car parks, with clear signage, are situated in key high-activity locations including Southport, Surfers Paradise, Broadbeach, Varsity Lakes, Burleigh Heads, Palm Beach, and Coolangatta.

Damien Shaw, General Manager of Flexicar, expressed his excitement about the collaboration, stating, "We're thrilled to bring Flexicar's innovative car-sharing service to the Gold Coast. Our mission is to provide residents and visitors with a convenient and sustainable way to get around, without the hassles or cost of car ownership. We're committed to enhancing mobility in this beautiful region, and we look forward to serving the Gold Coast community."

The City of Gold Coast aims to use data from the trial to inform whether a car-share policy should be developed for the Gold Coast. Speaking on the new pilot, the Mayor of the Gold Coast, Tom Tate said, "Reducing the number of privately owned vehicles on the road on any given day while also reducing the demand for car parks are key outcomes of our Transport Strategy.

"The trial is another option in the mix for Gold Coasters and visitors to get around our city more easily. Initially, it will be concentrated in our high-activity areas, mostly along the coastline like Southport, Surfers and Burleigh, but also Varsity Lakes. But in a year, we will look at the data and hopefully look to expand it."

The Flexicar app, available for download on both the Google Play Store and App Store, will serve as the gateway to this flexible and affordable car-sharing service. Current driver's license holders can register for the service through the app or Flexicar website. Users can seamlessly book and unlock cars using their smartphones, and vehicles are to be returned to the original dedicated parking spot at the end of each hire. Flexicar's member support, both through the app and call centre, ensures users have assistance whenever needed.

To learn more about Flexicar and the Gold Coast car-sharing trial, please visit flexicar.com.au.

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About Flexicar
Flexicar is a membership-based carshare company founded by a group of university friends in 2004. It began as a pilot project called Flo Carshare and received small business grants from Shell's LiveWIRE program, the Victorian Government and the City of Melbourne. In October 2006, Flo became Flexicar and since then Flexicar continues to operate out of South Melbourne and has grown across Australia to include locations in Sydney, Brisbane, Perth, Adelaide, Canberra and Hobart.