



Field of Action 5: Parking Management as Complementary Measure

AF5.MS5: Reduce the number of company carsImplementation effort: 

Costs: € € €

Acceptance: **Description:**

Many companies offer company cars to their employees. Despite the fact that a private use of such a car is usually taxable it has been shown that company cars are an incentive to use the car more often.

The manner in which companies handle the issue of company cars represents a powerful control instrument with regard to regulating car traffic.

Reducing company cars always leads to an indirect promotion of bicycle traffic.



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Tips for Implementation:

- Analyse the company policy with regard to company cars and reduce it to the lowest possible level
- Company policy should try to minimize air and car travel
- For business trips public transport, bicycles, or combined bicycle and train journeys should be considered (including the usage of folding bikes) as an alternative

Save Time and Money by:

- Introduce a pool of company cars, rental cars or Car Sharing offers rather than company cars for single individuals.