
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 2, 2013

Ald. Nik Kovac
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City car sharing partnership brings Zipcar to the 3rd Aldermanic District

The City of Milwaukee has launched a new partnership with Zipcar, Inc. to offer a car sharing program in Milwaukee located in the 3rd District, **Alderman Nik Kovac** said.

The City of Milwaukee program will initially offer two Zipcar vehicles, a Ford Focus and Toyota Prius, located at **2353 N. Farwell Ave.** Zipcars are available on-demand and can be reserved and accessed 24 hours a day, seven days a week by persons 21 years of age and older.

Alderman Kovac said the partnership with Zipcar provides city residents with economical and flexible options. “The east side is a great place to be, but not always a great place to park,” Alderman Kovac said. “Zipcar ensures there is a car there for your use, right where someone else left it.”

Participating members with smartphones, including iPhones and Android devices, may download the Zipcar mobile application to make reservations, lock and unlock the vehicles, and honk the horn to help locate the vehicle. Reservations can also be made over the phone or on Zipcar’s website. For more information and how to become a member of Zipcar in Milwaukee, please visit www.zipcar.com/milwaukee.

This year, Milwaukeeans can join Zipcar for a \$60 annual fee and a one-time \$25 application fee, with rates on Zipcar vehicles starting as low as \$7.50 per hour and \$69 per day. Gas, insurance and up to 180 miles of driving per day are included in Zipcar rates, and cars can be reserved for as little as an hour or for multiple days. Milwaukee-area residents can join Zipcar at www.zipcar.com/milwaukee.

-More-

Car sharing partnership/ADD ONE

If you are interested in seeing Zipcar expand to additional locations in the city, please visit the Milwaukee Office of Environmental Sustainability [facebook page](#) and complete the “**Zipcar Survey.**”

In addition to the new City of Milwaukee Zipcar car sharing program, Zipcars are also available at UW-Milwaukee and Marquette University.

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