



For Immediate Release

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U Car Share Program Unveils Fleet in Salt Lake City

Shared-Use Vehicles Will Allow Residents to Remain Mobile without Personal Car Expense

SALT LAKE CITY - Salt Lake City Mayor Ralph Becker, City Council Chair Carlton Christensen, University of Utah Transportation Director Alma Allred, UTA Regional General Manager Grantley Martelly, and U-Haul Company of Utah President Michael Kemp will launch U Car Share, the capital city's first car share program tomorrow, Wednesday, Dec. 16 at 11:45 a.m. at the U Car Share stall on 225 S. Main Street. The shared-use program provides community members an alternative to car ownership by offering easy access to vehicles at an hourly rate.

In addition to saving residents the costs of owning a car, the U Car Share program is designed to provide sustainable transportation options by reducing the number of cars on the road, reducing demands for more parking spaces, and encouraging the use of alternative forms of transportation.

"Car sharing supports the City's long-term economic, environmental and social sustainability goals through increasing balanced transportation options and green alternatives for residents and visitors," said Mayor Ralph Becker. "I encourage participation as we focus on solutions to create a more sustainable city."

U Car Share began two years ago as part of U-Haul's nationwide sustainability initiative. By enabling residents, students and businesses to eliminate the expense of their personal vehicles while still meeting their transportation needs, car sharing has become a critical element of the transportation network in many cities across the country.

"Helping to create greater sustainability through shared-use vehicles is another way of showing our commitment to our community," said U-Haul Company of Utah President Michael Kemp. "We are excited to be working with Salt Lake City on this project as Mayor Becker shares our commitment to furthering green transportation alternatives."

U Car Share vehicles to be unveiled include Ford F-150s, Ford Escape Hybrids, Ford Focuses, Mazda 3s and Toyota Priuses. Each vehicle will be located in labeled parking stalls throughout the City. Aside from the F-150, all of the vehicles offered by U Car Share qualify as EPA SmartWay vehicles and as Salt

Lake City “Green Vehicles.” Salt Lake City Green Vehicle parking decals will be placed on rear windows of the vehicles, allowing for free parking at Salt Lake City parking meters for the maximum time allowed by the meter.

To celebrate the launch of U Car Share program, the enrollment fee has been reduced to \$5.00. This discount will be available until Jan. 15, 2010, after which the membership fee will be \$25. The public may sign up at the reduced rate by entering the promotion code **CITYSHARE** at www.ucarshare.com.

Members are given an electronic key card and can reserve vehicles online. Cars can be reserved for as little as an hour or for the entire day. Gas, insurance and maintenance costs are included in the hourly rate starting at \$4.95 per hour, with 49 cents charged per mile. Daily and hourly rates with included miles are also available.

U Car Share vehicles are now available at the following stall locations:

- 410 South 200 East
- 306 East 700 South
- 810 South 200 West
- 384 West 200 South
- 108 West 200 North
- 119 East 1st Avenue
- 225 South Main Street
- 180 South 300 East
- 374 South 1000 East
- 1306 East Wilson Ave.
- 1900 South Douglas Street
- 2080 South 1200 East
- Ballpark TRAX station
- 330 South 600 West (Three cars at the intermodal hub)
- University of Utah Campus
 - Heritage Center
 - President’s Circle
 - Football Stadium Parking Lot
 - Union Building

About U-Haul

Founded in 1945, U-Haul has expanded to a network of more than 15,800 locations in all 50 United States and 10 Canadian provinces. Its fleet has grown to approximately 101,000 trucks, 76,000 trailers and 34,000 towing devices. The U-Haul Sustainability Program has committed to “serving the needs of the present without compromising the ability of future generations to meet their own needs.” For more information about U-Haul’s sustainability effort, visit www.uhaul.com/sustainability.

Additional information about U Car Share can be found at www.ucarshare.com or by calling 1-877-990-8227. Joanne Fried and Ashleigh Wagner of U-Haul Public Relations are also available at publicrelations@uhaul.com or (602) 263-6194.

For questions about the car share program in Salt Lake City, contact Dan Bergenthal of the Salt Lake City Transportation division, at dan.bergenthal@slcgov.com or (801) 535-7106.

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