

# Promoting car clubs: examples of successful strategies

June 2026



## 1 Wider eco-system needs to be in place

There is a strong correlation between the success of car clubs and the wider sustainable transport and planning eco-system. It is important to optimise the ground conditions for low-car lifestyles before expecting shared car schemes to be successful.

Supportive factors are explored further in CoMoUK guidance [Key Ingredients for Car Club Growth](#).

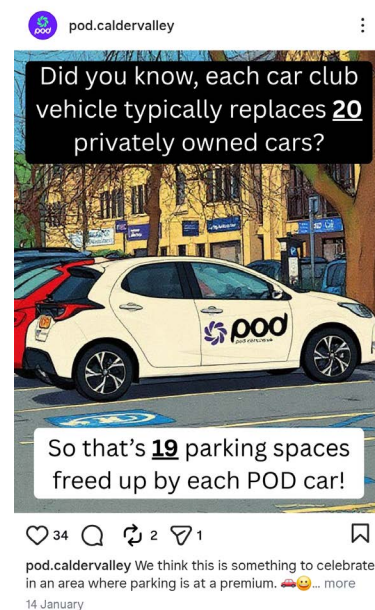


## 2 Promotional tools



Promoting car clubs requires a partnership approach between the operator and the local authority, as well as employers and visitor attractions. There are a number of promotional tools which both parties can collaborate on to raise awareness and increase use of car clubs. It is widely accepted that people often need to see marketing information several times before they take action, so deploying as many of the strategies listed below as possible will help the success of the car club.

- ✔ Place information prominently on council website pages about the car club and other sustainable travel options. Ensure all council departments are supportive. Suffolk County Council hosted a 'Meet the Fleet' event for officers and political stakeholders to ask questions about the project and go for a test drive in the vehicles to get buy-in from key stakeholders and give politicians the confidence to talk about the car club.
- ✔ Offer reduced membership fee or free credit for new sign-ups. These should be framed as time-limited and proportionate, to avoid creating expectations that are difficult to sustain.
- ✔ Seek press coverage of key milestones such as new bays, and personal stories of cost savings.
- ✔ Use local social media platforms for free or paid advertising. Work with influencers and local key figures, such as sports players or musical artists. If the budget allows add [video content like this example from Co Wheels in Swindon](#). Join podcasts to discuss the benefits of car clubs, as Suffolk Council have done.



- ✓ Highlight the potential savings of using a car club vs private use for low car households with case studies. See this [example from Swindon's car club](#).
- ✓ Add posters at bays, as many people reporting hearing about the club by seeing the cars in their bays.
- ✓ Drop postcards through letter boxes in the area around new car locations. Add advertising, editorials or leaflet inserts to local papers and newsletters as a more affordable way to get information through people's letterboxes.
- ✓ Tap into networks by offering "refer a friend" promotions with rewards for members when their contacts sign-up. Word of mouth is often the strongest recommendation.
- ✓ Create joint promotions and ticketing with public transport and shared micromobility providers, e.g [Co Wheels Flexility scheme](#) launched with the Go-Ahead group with a joint bus fare card and car share member card. Another example is the East Midlands Ride App Home - Ride UK.
- ✓ Promote the car club through parking permit renewal notices. Making this quarterly rather than annual gives more regular reminders of the cost and incentive to switch.
- ✓ Work with estate agents and housing developers to capture people at, or before, their point of moving and thinking about car needs.



- ✓ Harness the influence and networks of community and green groups. As well as promoting the scheme, they may be able to work as a network to support people to understand how the car club works.
- ✓ Promote the car club at community events and stalls. Some authorities have had success engaging people using games to attract interest (e.g. a spin the wheel game to identify myths vs truths).
- ✓ Giving vehicles names to create a buzz and social media stories as Suffolk County Council are trialling.
- ✓ Add details to visitor and tourism websites, and create link ups with local visitor attractions.
- ✓ Have additional promotion in March and September ahead of the most common MOT renewal dates.

### 3 Promoting car clubs to employers and businesses

- ✓ Share information on the benefits of car clubs through the Chamber of Commerce’s Transport Forum.
- ✓ Include information within Workplace Travel Plans.

### 4 Marketing messages

People have different motivations for using a car club. Some households are motivated by the environmental benefits of shared cars, others like the convenience of not having to run a car. For many, it is the cost savings of car clubs compared to owning or leasing one or more cars. Therefore, it is important to highlight all the possible motivations. Highlighting statistics from CoMoUK’s annual research can be helpful, as well as including personal examples of cost savings.

Targeting second car owners may be a successful strategy particularly in lower density areas where people are more reliant on the car. to get around.

The table below gives the most common motivations for joining a car club from the [CoMoUK Annual Car Club Report 2025](#).

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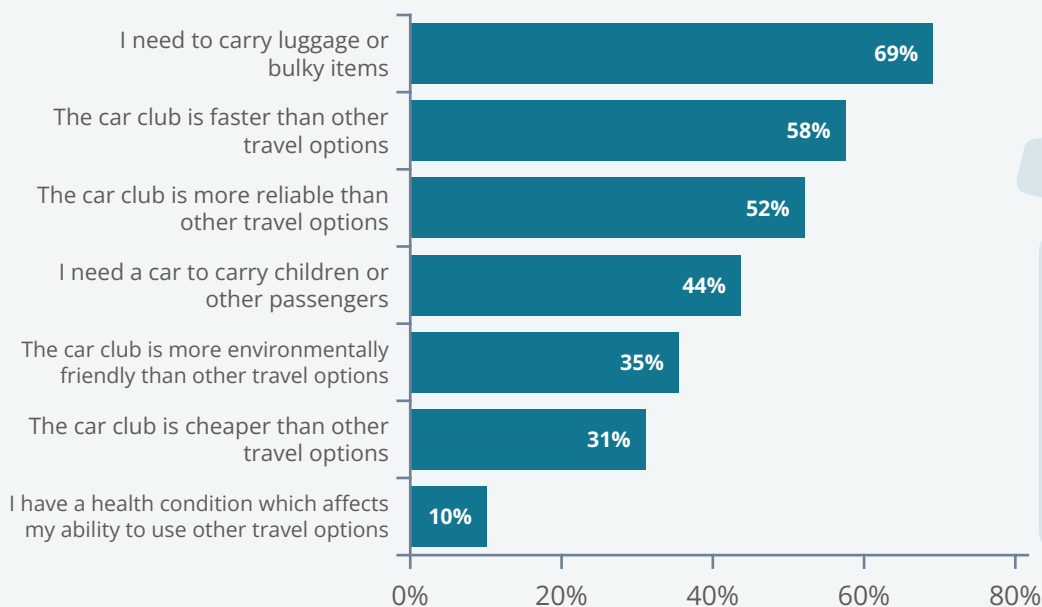
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Percentage of respondents who ‘strongly agreed’ or ‘agreed’ with the following motivations for joining a car club



## 5 Encouraging bookings

It will require on-going activity work to convert initial sign-ups to regular bookings and sustain the viability of the club. Suggestions for how this could be achieved:

- ✓ Some members may face a barrier to carrying out their first ride and require extra support. This could be offered through video clips, customer care calls or peer support from local community networks. Swindon Borough Council have held 'car club discovery days' to de-mystify the car to allow people to look at the car, ask questions e.g. about how the electric cars in the fleet work.
- ✓ Suffolk Council's operator developed a physical copy of the 'how to guide' which is kept in every vehicle. It was welcomed by the older population who did not want to use QR codes to find out the basic information about how the cars work.
- ✓ Joint promotions with visitor attractions could encourage bookings for days out.
- ✓ Loyalty schemes for multiple bookings may encourage on-going utilisation.
- ✓ Use of incentives via apps such as [LoveToRide](#) or [BetterPoints](#) can give additional rewards for car club use.

**Join the Plug in Suffolk Car Club!**

Did you know that the average vehicle is parked 96% of the time?

Plug in Suffolk Car Clubs are trialling all-electric community vehicles in several locations across Suffolk so you can simply book a car when you need it without the expense of car ownership.

Car Clubs can save you money while helping to improve air quality and reduce congestion and parking pressure where you live. Cars can be booked by the minute, hour or day.

Suffolk residents can use promo code **Suffolk15** for free membership and £15 credit on your account!

Scan to join the Car Club!

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Plug in Suffolk Car Clubs are funded by Suffolk's public sector organisations

- ✓ Offering a mechanism for feedback, such as an online forum or QR code-linked form, could provide useful information from members on how to improve the service.

No car?  
No problem.  
Rent hourly  
24/7.

enterprise  
CarClub

APP  
TAP  
GO

Rent by the hour 24/7

## About CoMoUK

CoMoUK is the national organisation for shared transport, a charity for promoting its social, economic and environmental benefits.

It provides support to authorities through guidance, research, events and consultancy work.

## Get in touch

If you would like to know more about car clubs or any other aspect of our work, please get in touch and we will be happy to help you.

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