



case study

To embed its commitment to sustainability and act as a responsible neighbour, Jaguar Land Rover has introduced a car-sharing scheme through Liftshare as part of their Green Travel Plan. The scheme was not only put in place to reduce traffic on local roads but to also ease the demand for parking on-site.



The car-sharing initiative is well managed, well delivered and very successful at engaging employees at all levels. To make journey sharing desirable, designated car-sharing bays were introduced, guaranteeing those employees who share their commute a parking space on-site - an incentive that has helped grow the scheme.

Jaguar Land Rover is a business where people are the greatest assets, the cost-effective solution has seen its workforce make considerable savings, with employees reducing the cost of their daily commute by up to £3,000 per year. Car-sharing is seen as a benefit which supports staff needs, delivers business productivity and efficiently manages site resources. The scheme also enhances the sites fully-funded park and ride service which again further support the company's mission to ease congestion in the local community.

business benefits

- Manages demand for car parking spaces – saving the business in excess of **£1 million** annually in reduction of additional parking and maintenance costs*
- Enhances the business's ethos of encouraging a **healthy and balanced lifestyle** amongst staff
- Enables employees to **network**, meet new colleagues and make new friends
- Preserves the business's reputation, ensuring **growth** as a sustainable business
- Saves employees money – cost saving **£1,027,808***

*12 month forecast



environmental impact

- Encourages **'green thinking'** amongst its workforce
- Reduction in single occupancy vehicles on site **reducing carbon** emissions, pollution & noise
- Contributes towards environmental and **sustainability targets**
- Saving **1359.6 tonnes** of CO₂ emissions*
- Miles saved through car-sharing **4,129,334 miles***