

# Shared cars arrive to Rovaniemi

A provider of apartments for students, DomusArctica säätiö sr will bring three shared cars to Rovaniemi in cooperation with PlanBil Ltd. The cars are freely rentable after Monday 23.11. for DAS students and for anyone in need of a car in Rovaniemi. This is a 6-month long trial, during which the response for this service will be examined.



One shared car can replace five private cars (Photo: PlanBil 2020)

## Shared car requested by residents

“Sharing economy and communality belong in student's everyday life”, says the Service Manager of DAS Kati Itkonen. “For example, our bicycles rentable with pledge have been received well and there have been direct requests for shared cars from our residents”, Itkonen says. Shared cars are located in parking lots of DAS’ rentable apartments, at Ratakatu at the center, at Kuntotie in Ounasrinne, and at Ylikorvantie in Rantavitikka. A shared car can be rented from the webapp of the service provider PlanBil and no keys are needed. The cars are rented from [app.planbil.com](http://app.planbil.com). The cars have to be returned to the place you got it from with a full fuel tank.

## From trial to a long-term service

Both Domus Arctica säätiö sr and the independent service provider Planbil are interested in continuing the shared-car concept after this six-month long trial. Itkonen of DAS says that the people of Rovaniemi should be the ones deciding: “We are looking for excited and active use of the cars and therefore a successful trial. If the trial proves a true need for this kind of service, we can make it permanent.”



There are three shared cars rentable in Rovaniemi, one at Ratakatu at the center, one at Kuntotie in Ounasrinne, and one at Ylikorvantie in Rantavitikka. (Photo: PlanBil 2020)

## Shared car is an ecologic way of transportation

Shared car is a sustainable way of transportation. "According to Sitra the occupancy rate of cars is approximately 4% which means that cars are not used 96% of the time", informs the CEO of PlanBil Ltd. Arttu Annola. "With one shared car, even the need for five private cars can be replaced, and at best our occupancy rate has been close to 50%", Annola adds. "We warmly welcome the people of Rovaniemi to utilize our unique service" Annola ends.

### More Info:

Kati Itkonen, palvelupäällikkö DAS  
+35840 515 0191  
[kati.itkonen@das.fi](mailto:kati.itkonen@das.fi)

Arttu Annola, toimitusjohtaja, PlanBil  
+35840 5881649  
[arttu@planbil.com](mailto:arttu@planbil.com)