

Is this the biggest corporate car sharing scheme in the UK?

jaguarlandrover.liftshare.com



June 2011

External consultants recommend that JLR launch Liftshare scheme at Halewood Merseyside site, to help overcome staff parking issues. Scheme is launched

January 2015

Sam Fraser, Sustainable Travel Manager, comes into post and starts planning a huge amount of promotion to grow the scheme at both Gaydon and Whitley

April 2016

Castle Bromwich Liftshare scheme launches with phenomenal success. As a result of events and promotions on-site, 1,500 staff members sign up

February 2014

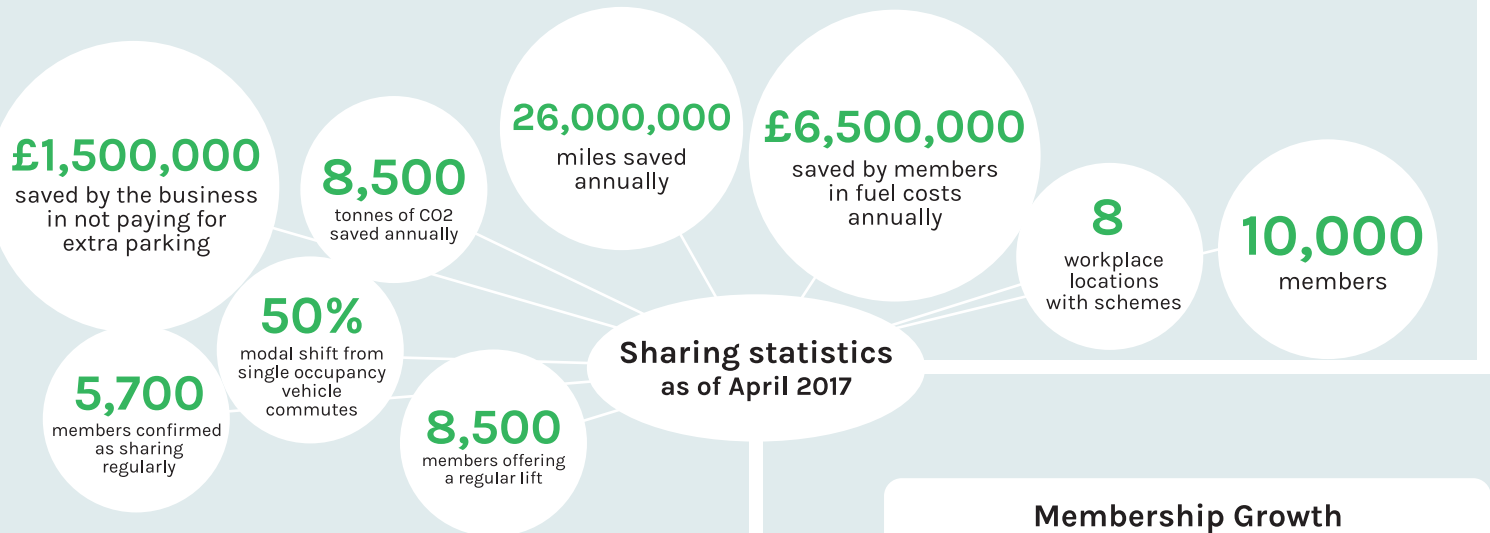
JLR launch Liftshare scheme at Warwick (Gaydon and Whitley as one group) with almost 1200 members

April 2016

Separate Liftshare communities are created for Gaydon, Whitley, Ryton, Fen End, Castle Bromwich, and Solihull; to bring these sites in line with Halewood

January 2017

Liftshare forms an integral part of Jaguar Land Rover's corporate social responsibility initiatives and is growing all the time. The race to 10,000 members is on!



I've been liftsharing since August 2016 and it really helps with the running costs of vehicle that are associated with commuting 50 miles a day! It's nice to be able to relax for a week when it's not my turn to drive and the additional company is good too

- Jason, JLR Liftshare member



Lift sharing works well for me as not only do I save over £1000 year, I get someone to talk to on the way to and from work. It is therefore very relaxing, particularly at the end of a long day

- Sally, JLR Liftshare member



Liftshare is an important and vital part of our car park infrastructure

- Sam, Sustainable Travel Manager

Membership Growth

