

FOR IMMEDIATE RELEASE:**Luxury Without Ownership: Ottawa's First Exclusive-Access Carshare Expands After Strong First Year****Residential carsharing service reaches 20 Ottawa buildings and looks to launch first Gatineau location**

OTTAWA, March 26, 2026 – After a successful first year, Ottawa's first exclusive-access carsharing service is expanding into Gatineau.

Launched in January 2025 with its first vehicle at LUXO Apartments, Automondial Shared Mobility has seen steady growth in demand. By the end of its first year, the company had placed vehicles in 20 multi-unit residential buildings across Ottawa, with resident participation reaching as high as 21% of occupied units.

"We're thrilled with how quickly residents have embraced the service. At the same time, we're not surprised. More people are looking for flexibility – both in their budgets and in how they move around the city. Our service offers a solution to both," said Bobbi Jaimet, Manager of marketing and business development of Automondial Shared Mobility.

The vehicles, available in both gas and electric models, are reserved exclusively for building residents. The service provides the convenience and enjoyment of driving a premium vehicle without the cost or responsibilities of ownership, while also helping developers and property managers address serious parking constraints. Beyond the benefits for individual drivers, Automondial's model supports smarter urban development. By enabling multiple residents to share a single vehicle, the program helps alleviate parking pressures in buildings with limited parking ratios and reduces traffic and parking congestion throughout the city.

The concept reflects a growing shift in how Canadians think about personal transportation. According to a 2019 Angus Reid survey, the average Canadian car sits idle 96% of the time, while Ratehub.ca reports that personal vehicle ownership costs an average of \$1,370 per month. With more people working from home, baby boomers entering retirement, and the cost of living rising, residential carsharing is emerging as a practical and increasingly attractive alternative for many urban households.

"When things would be complicated in a situation where we didn't have a car, it really helped us out. I'm a software developer, so I can say they've done a good job. It's pretty neat. The UI is nice and the experience in general is pretty fluid," said Tanguy Merrien, Automondial member and resident of Parkdale Collective by Richcraft, where resident participation exceeds 21% of occupied units.

Developed by the Carling Motors Group, Automondial Shared Mobility places premium gas and electric vehicles in condominiums, 55+ communities, and apartment buildings for the exclusive use of residents. Automondial members book and access the carshare vehicles all through an easy-to-use smart phone app.

The company is affiliated with a dealership group that has served the Ottawa-Gatineau region since 1956. Partner buildings can select from brands including Volkswagen, Volvo, Mazda, Nissan, Jaguar, and

Land Rover, with options for both gasoline and electric powertrains. Fleet size and mix can also be adjusted over time as demand evolves.

“Because we’re part of a long-established dealership group, we have the experience, infrastructure, and inventory to properly supply, service, and maintain vehicles to the highest standard. That allows us to offer a simple, straightforward model for both our building partners and our carshare members,” said Bobbi.

Automondial Shared Mobility vehicles are currently located in select residential buildings built or managed by Richcraft, Minto, CLV Group/interRent, Mastercraft Starwood, Urban Pro, and Theberge Homes, to name a few. A full list of [partner properties](#) is available on the Automondial Shared Mobility website.

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