

**FOR IMMEDIATE RELEASE**

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February 7, 2013

**Ramapo College Partners with Zipcar  
to Offer Car Sharing on Campus**

*New program provides a sustainable and cost effective alternative to car ownership on campus*

**Mahwah, NJ- January 31, 2013** - Today, Ramapo College launched a new partnership with Zipcar, Inc., the world's leading car sharing network, to offer a Zipcar car sharing program on campus. The convenient transportation option is now available at an affordable rate 24 hours a day, seven days a week for students, faculty, and staff ages 18 and older, as well as members of the local community ages 21 and over.

This year, Ramapo College members can join for a \$25, with rates on campus Zipcar vehicles starting as low as \$7.50 per hour and \$69 per day. After the first year, members will pay an annual membership fee of \$35. Gas, insurance, reserved parking spots and up to 180 miles of driving per day are included in Zipcar rates, and cars can be reserved for as little as an hour or for multiple days. Ramapo College students, faculty and staff can join Zipcar at [www.zipcar.com/ramapo](http://www.zipcar.com/ramapo).

"We are pleased to welcome Zipcar onto our campus," said Anna Farneski, Ramapo College spokesperson. "Since its inception, Ramapo College has been committed to sustainability. This service will provide transportation to our students and take cars off the road at the same time."

Ramapo College will initially offer two vehicles, including Ford Focus and Honda Civic models, which will be located in a campus lot near the student center. Zipcars are available on-demand and can be easily reserved and accessed 24 hours a day, seven days a week.

Participating members with smartphones, including iPhones and Android devices, may download the Zipcar mobile application to make reservations, lock and unlock the vehicles and honk the horn to help locate the vehicle. Members can also use Zipcar's "Reserve a Zipcar" app on Facebook to view available Zipcars and make, extend or cancel reservations from their Facebook account. Reservations can also be made over the phone or on Zipcar's website.

"In addition to providing a convenient and cost-efficient transportation option, Zipcar will also help Ramapo College to reduce its carbon footprint," said Michael Serafino, general manager for Zipcar University. "With this program, today's student drivers can experience the latest fuel-efficient vehicles, while helping them reduce their cost of living and address congestion and parking demands on campus."

With the new Zipcar program available on campus, student organizations at Ramapo College also now have the opportunity to participate in the "Students with Drive" grant program sponsored by Zipcar and Ford Motor Company, which provides students with free Zipcar memberships and driving credits to support student organizations on campus.

Through the Students with Drive grant program, Ford and Zipcar will provide \$300,000 in grants to be awarded to student organizations at [eligible Zipcar colleges and universities](#). The program is running now through April 2013 and will culminate with one student organization being awarded a grand prize of \$5,000 in Zipcar credits, \$10,000 in cash for the student organization to put toward its cause and \$10,000 in cash to be awarded to the winning school. For more information and to participate in the program, students can visit the "Students with Drive" tab on Zipcar's University Facebook page at [www.facebook.com/ZipcarU](http://www.facebook.com/ZipcarU).

Zipcar has established partnerships with other local universities including Drew University, Rowan University and Montclair State, along with more than 300 universities across North America. For more information and how to become a member of Zipcar at Ramapo College, please visit [www.zipcar.com/ramapo](http://www.zipcar.com/ramapo).

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### **About Zipcar**

Zipcar is the world's leading car-sharing network with more than 767,000 members and over 10,000 vehicles located in major metropolitan areas and college campuses throughout the United States, Canada, the United Kingdom, Spain and Austria. Zipcar offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for an alternative to the high costs and hassles of owning a car. More information is available at [www.zipcar.com](http://www.zipcar.com). Photos and b-roll footage are available for media purposes at [www.zipcar.mediaroom.com](http://www.zipcar.mediaroom.com). Zipcar and the Zipcar logo are trademarks of Zipcar, Inc.

### **About Ramapo College**

Ranked by *U.S. News & World Report* as sixth in the Best Regional Universities North category for public institutions, Ramapo College of New Jersey is sometimes mistaken for a private college. This is, in part, due to its unique interdisciplinary academic structure, its size of approximately 6,008 students and its pastoral setting in the foothills of the Ramapo Mountains on the New Jersey/New York border.

Established in 1969, Ramapo College offers bachelor's degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include nursing and social work. In addition, Ramapo College offers courses leading to teacher certification at the elementary and secondary levels. The College also offers five graduate programs as well as articulated programs with the University of Medicine and Dentistry of New Jersey, New York Chiropractic College, New York University College of Dentistry, SUNY State College of Optometry and New York College of Podiatric Medicine.

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