

## Press release

### Survey Reveals 25,000 Fewer Cars on London's Roads As a Result of Car Clubs

**London, 26<sup>th</sup> April 2016** – It was revealed today that for every car club car, 10 privately owned cars are taken off the road. This equates to 25,000 fewer cars on London's roads as a result of car club members selling their private vehicles.

The Carplus Annual Survey has, for the first time, presented data and analysis on the usage and impact of flexible and one-way car club operators in London, such as DriveNow. The report revealed that car club membership in London grew and diversified in 2015, changing patterns of travel, reducing congestion and improving air quality all over the UK. Car club vehicles are cleaner and greener than the average car in the national fleet – emitting 30% less CO<sub>2</sub>.

The Carplus survey of 4,000 Londoners demonstrates that when joining a car club, members reduce their annual mileage by an average of 750 miles. By replacing these miles with services such as DriveNow - who with 50 BMW i3s, have the largest electric car-sharing fleet in the UK - reduces CO<sub>2</sub> emissions by over 50,000 tonnes per year.

In London, there are currently 186,000 car club members using 2,800 cars – which can be booked on-demand and hire by the minute, 24/7. Car club use is also growing outside London. There are now over 220,000 car club members with over 3,800 vehicles across the UK.

Joseph Seal-Driver, Managing Director of DriveNow UK, said:

*“Finally we have proof that car-sharing works in London. As several European studies have already shown, not only is it a convenient way to get around town, but by using DriveNow and other car-sharing services we are directly contributing to reducing congestion, getting cars off the streets, and improving the air quality in London. In short, these positive effects on traffic levels are helping make London a better place. ”*

To see the full results visit: <http://www.carplus.org.uk/tools-and-resources/annual-survey-of-car-clubs/>. For more information about DriveNow, or to register, visit [www.drive-now.com](http://www.drive-now.com)

**Notes To Editors:****About Carplus and Bikeplus**

Carplus and Bikeplus work to change the way people travel to reduce the environmental impact of transport and improve access to transport for all. The Carplus Annual Survey demonstrates that car club schemes reduce car ownership, increase the proportion of low emission vehicles on the roads, help improve air quality and reduce CO2 emissions.

**About DriveNow**

DriveNow, the carsharing joint venture of the BMW Group and Sixt SE, is a car club that operates in London. DriveNow offers a range of high quality premium vehicles of the BMW and MINI brands to rent, based on the free-floating principle. Driving starts at 32p p/m with fuel costs, parking, insurance and car tax all included. DriveNow customers can pick up and drop off a car anywhere within the catchment area of North and East London (Hackney, Haringey, Waltham Forest and Islington). With the BMW i3, DriveNow also offers a purely electric mobility solution – the largest electric car-sharing fleet in London (50 cars). DriveNow is currently available in London, Munich, Berlin, Düsseldorf, Cologne, Hamburg, Vienna, Copenhagen and Stockholm.

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