

## Press release

### **DriveNow celebrates 100 years of BMW and 20,000 customers with price-drop**

*Cars will now be available from 29p / minute until October, bringing cutting-edge innovation to even more Londoners*

**London, 1<sup>st</sup> June 2016** – DriveNow, the car sharing joint venture of the BMW Group and SIXT, today announced a summer price-drop to celebrate 100 years of BMW, alongside reaching the company milestone of 20,000 users.

As the mobility landscape continues to shift and evolve, DriveNow has been able to provide a snapshot into the future of urban transport. Since its launch in December 2014, DriveNow has been growing steadily, but a recent spike in users suggests London now has proof of concept when it comes to car sharing. 20,000 users now represents ~12% of London's car club market.

As a celebration of BMW & DriveNow's constant commitment to innovation, the car sharing service will be lowering prices to encourage more people to embrace the concept of fully flexible mobility. From today, DriveNow's fleet of 290 cars will be available to hire for the following prices:

MINI - 29p/min (48% of fleet)

BMW 1 Series - 31p/min (21% of fleet)

MINI Convertible and BMW i3 - 34p/min (31% of fleet)

DriveNow's new pricing structure means journeys are now around 20% cheaper than a comparable Uber ride. Plus with no surges, no minimum fares and no additional charges for things like petrol or insurance, it's now officially the smartest way to get from A to B.

DriveNow offers 'free-floating' car sharing, which means customers can drop their car off to any residents' parking or pay-and-display bay, thanks to agreements with London boroughs. This creates a fully flexible service, allowing one-way - on-demand journeys that are more

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reflective of the needs of modern life than the traditional “return to bay” car clubs offered by competitors.

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

*“We’re lowering prices to say thank you. Thank you to our first 20,000 customers for proving that car sharing really is the future of urban mobility, thank you to BMW for their continued pursuit of innovation over the last 100 years, and thank you to the people reading this who are going to download the app right now and sign up!*

*With a 15-minute journey now coming in at just £4.35, we’re now not only the most stylish transport option in London, but also one of the most cost-effective on-demand services in London. And with our recent addition of convertibles to the fleet, there’s now a car to suit every need: from sunny trips to London Fields to congestion-charge exempt all-electric i3s.*

**For more information, or to register for DriveNow, visit [www.drive-now.com](http://www.drive-now.com)**

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### **About DriveNow:**

DriveNow, the car sharing 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 29p 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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