

Press release

Carsharing has sustainable effect: DriveNow takes stock for European Mobility Week

- Several long-term studies confirm positive effect of carsharing
- E-Carsharing in nine European DriveNow cities
- Over 5.8 million electric kilometers covered since 2013
- Rapid expansion of the charging infrastructure essential

Munich, September 15, 2016 – Europe's cities continue to grow and with them traffic problems, area pressure and emissions. In order to draw attention to the need for sustainable mobility, the European Commission has inaugurated the European Mobility Week. On the occasion of the Europe-wide campaign from September 16 - 22, 2016, DriveNow, the carsharing joint venture of the BMW Group and Sixt SE, is taking stock its sustainability efforts: "Carsharing makes an important contribution to the reduction of private car ownership and to the mitigation of urban traffic problems. From the start, our aim was to influence mobility in cities sustainably and to relieve the negative effects of traffic and emissions. The sustainable effect of carsharing can now be demonstrated with scientific methods," explains Sebastian Hofelich, Managing Director of DriveNow.

Positive effects of carsharing

There is hardly a carsharing provider that supports scientific research projects as consistently as DriveNow. According to the results of a study performed this year in Vienna, one carsharing vehicle replaces five private vehicles on average. This results in a total saving of over 44 million private kilometers in the metropolis on the Danube, and 7,000 metric tons of CO₂ through carsharing.¹ A survey of more than 4,000 carsharing users in London in April 2016 showed that carsharing can reduce private car ownership by around a third. The use of carsharing vehicles made it possible to reduce CO₂ emissions by more than

¹ Study "Carsharing in Vienna", City of Vienna, HERRY Consult GmbH. Vienna, 2015

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30 percent.² The fact that carsharing as a whole relieves the cities of parking pressure, area requirement, volume of traffic and emissions, was also confirmed in detail by the long-term study "WiMobil - examining the effects of e-carsharing systems on mobility and environment in urban areas" by the University of the Bundeswehr in Munich and the Institute for Traffic Research in the German Aerospace Research Center (DLR): For instance, in the German DriveNow cities the number of private cars had already fallen by 5,700 at the time of the survey.³ The effect of carsharing in reducing individual traffic was also impressively shown by the EVA-CS-Study commissioned by the City of Munich with research partners team red Deutschland GmbH, TU Dresden and omnitrend GmbH: 11.6 percent of the carsharing customers in Munich have stopped using at least one private vehicle since becoming members and 39.8 percent have foregone the purchase of a car.⁴ In order to promote multi-modality and to network carsharing ideally with other transport agencies, DriveNow is cooperating in the cities with the providers of local public transportation.

Electric vehicles as an integral part of DriveNow's sustainability concept

The reduction in CO2 emissions will be further strengthened by the growing share of electric vehicles in the fleet, as confirmed by the WiMobil study. "We are convinced that electric vehicles are the logical extension of the sustainable carsharing idea. Despite the frequent lack of electric infrastructure in previous years, DriveNow has proactively offered one of the easiest accesses to electromobility for a broad target group", says Nico Gabriel, Hofelich's Managing Director colleague. DriveNow is the only carsharer to extend its fleet consistently at all locations with electric vehicles. Around 20 percent of the entire fleet is already electrified. In Copenhagen, the entire DriveNow fleet consists of electric cars. This makes DriveNow one of the most important fleet providers in the area of electric mobility in Europe. Around 5.8 million kilometers have already been covered electrically with DriveNow. Around 200,000 customers across Europe have so far made their first electric trip with DriveNow and

² Carplus annual survey of car clubs, Carplus und Steer Davies Gleave, 2016.

³ WiMobil – The impact of e-carsharing systems on mobility and the environment in urban areas. Munich, 2015.

⁴ EVA-CS study by the City of Munich, with the partners: team red Deutschland GmbH, TU Dresden and omnitrend GmbH. Munich, 2015.

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thus came into contact with electromobility. And that is not all: around 6,000 customers have already driven electrically at least ten times with DriveNow.

Expansion of the charging infrastructure

According to Managing Director Nico Gabriel, a basic precondition for the success of electromobility in Europe is further rapid expansion of the charging infrastructure:

"Municipalities, providers, operators and users of the infrastructure must succeed in pulling in the same direction. We do our bit and share our experience from the operation of one of the largest electric fleets in Europe with the public authorities." In Copenhagen, customers already perform more than 75 percent of all charging operations with DriveNow's electric vehicles - a result of the comprehensive charging infrastructure in the Danish metropolis. Depending on the expansion of the charging infrastructure in other cities, DriveNow plans to increase the share of E-vehicles still further in coming years, and also to implement additional efficiency measures.

About DriveNow:

DriveNow, the carsharing joint venture of the BMW Group and Sixt SE, is available in various European cities and offers a range of high-quality premium vehicles of the BMW and MINI brands to rent, based on the free-floating principle. The vehicles can be hired and returned independent of location within a defined business area. Almost 700,000 registered customers find and reserve vehicles using the DriveNow App or website, and are able to use the service across multiple cities. DriveNow operates a fleet of over 4,700 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm and Brussels. Around 20 percent of these are electric BMW i3 models. Several studies have proven that one DriveNow vehicle replaces at least three private cars. DriveNow therefore contributes to easing the traffic situation in cities.

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