

Press release

DriveNow Launches in Milan

- **DriveNow to open its first location in Italy on the 19th October**
- **Launches with 480 vehicles in a 126 km² business area**
- **Milan set to become the eleventh DriveNow city**

DriveNow, the carsharing joint venture of the BMW Group and SIXT SE, will launch operations on the 19th October in the Italian metropolis of Milan. In an initial business area covering 126 km², a fleet of 480 BMW and MINI models will be available. During the coming months, the fleet will also be expanded to include 20 all-electric BMW i3 models. To begin with, the Milan-based vehicle fleet will consist of the BMW 1 Series, BMW Active Tourer and BMW Convertible, as well as the MINI (5 door), MINI Convertible and MINI Clubman.

“Milan is the leading cultural, media and fashion city, and the financial heart of Italy. With over a million inhabitants and high traffic density, the city is ideal for free-floating carsharing,” said Nico Gabriel, Managing Director of DriveNow.

“The city is home to progressive, modern and liberal residents. A group that is customarily open to concepts like DriveNow”, added Sebastian Hofelich, Co-Managing Director of DriveNow.

The basic price per minute of the service will be 31 cents; specific select models, like the BMW Active Tourer, will be slightly more at 34 cents per minute. For short-term parking during an ongoing rental, DriveNow charges 20 cents. During the launch phase, new customers in Milan will benefit from free registration and 20 bonus driving minutes when they sign up.

With over 700,000 customers in ten cities and 4,700 vehicles, DriveNow is one of the biggest carsharing companies in the world. In Germany, DriveNow is - with over half a million customers - a market leader. Thanks to the BMW i3, around 20 percent of the vehicle fleet is electric.

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Further information is available at www.drive-now.com.

- NOTES TO EDITORS -

About:

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. More than 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, Düsseldorf, 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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