

Press Release

DRIVENOW MOVES INTO THE FAST LANE WITH LATEST APP UPDATE

DriveNow customers to reserve and drive off in seconds

- **New process makes car rental simpler and faster**
- **Only PIN entry required in car to start rental**
- **App relaunch is the first step for integrating additional features**
- **New blog and website design streamline service**

Munich, 22 March 2017 – DriveNow, the car sharing joint venture of the BMW Group and Sixt SE, is introducing a new rental process in its app and vehicles today, which will significantly speed up the process of reserving and using the vehicles. Customers can now reserve, open the vehicle and drive away within seconds. In addition, all options for the rental process, including booking hourly or daily packages, are now fully integrated within the app. Further developments and new features will be introduced over the coming months. The new app is available to download for iOS and Android now.

"We've worked with our customers to develop the new DriveNow app to make sure it meets their needs", says Nico Gabriel, CEO at DriveNow.

"Most of our customers already rent their vehicles using the app. With the relaunch and our use of state of the art technology, they can now do even more with their smartphone and the DriveNow app" explains Gabriel. "By integrating more of the rental process into the app, we have significantly sped up the process, making it quicker and simpler for customers".

The faster rental process is a key factor: BMWs and MINIs can now be reserved instantly with a touch of the button in the app and customers can unlock a car within seconds when they're within 150 meters of the vehicle. The new app also allows customers to plan their journey, check the car for damages as well as book packages. This remote data entry replaces the one on the in-car display. As a result, the customer only has to enter their four-digit security PIN, then the car is ready to go and the rental begins.

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"The further development of the DriveNow app is an important step into the future", explains Joseph Seal-Driver, Director at DriveNow UK. "With the restructured app we have created the basis for additional innovative features, which we want to integrate over the course of the year and beyond."

As well as redesigning the booking process, the DriveNow app, website and blog have all got a new contemporary design. The improved usability of both the app and website will strengthen the position of DriveNow as an urban lifestyle brand.

The new DriveNow app is available for customers to download now for iOS in the [App Store](#) and for Android in [Google Play](#). In the coming months, there will be regular updates to the app with additional functions planned.

View the new website and find out more at drive-now.com.

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. More than 800,000 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 5,500 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels and Milan. Almost 20 percent of these vehicles 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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