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DRIVENOW STARTS ITS RACE THROUGH THE STREETS OF MILAN ON OCTOBER 19 Free Registration for the German free-floating carsharing service starts today

- DriveNow official app and [website](#) available from today
- 480 DriveNow cars on a business area of 126 km²
- Free registration and 20 minutes of driving during start-up phase

Milan, October 5th 2016 - DriveNow, the carsharing joint venture of the BMW Group and SIXT SE, is arriving in **Milan**. Starting from **October 19**, DriveNow fleet will be ready to make it easier for Milan citizens to drive from point A to B, anytime they want and with no booking needed, through a **free float rental system**.

DriveNow **fleet**, made up of **480 premium-quality BMW** (1 Series, 2 Series Active Tourer, and 2 Series Convertible) and **MINI** (MINI Clubman, MINI 5-doors, and MINI Convertible) cars, will circulate on a **126 km² business area** reaching from Gratosoglio in the south, Milano Bruzzano station in the north, Lambrate cemetery in the east and Acquatica Park in the west. DriveNow is also currently negotiating the possibility to include Milan Linate and Malpensa airport in its service. Later this year DriveNow also wants to introduce 20 fully electric BMW i3.

DriveNow is a well-established service in different European metropolis, such as Munich, Berlin, Düsseldorf, Köln, Hamburg, Vienna, London, Copenhagen, Stockholm and Bruxelles. Milan will be the eleventh city for DriveNow in the world: starting today, **October 5th 2016**, the **application** and [website](#) will be available for users to register, whereas the service will be running in Milan from **October 19th**.

During the start-up phase, registration and the first 20 minutes of driving will be free, while registration will successively cost a one-off fee of 29 euros.

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*“With around two million people living or moving in the city everyday, high traffic density and modern inhabitants, who are ready to embrace car-sharing services, Milan is the perfect metropolis for DriveNow to enter our country,” says **Andrea Leverano, Managing Director DriveNow Italia.** “We are therefore extremely pleased to enter this market, sure that our service can be an important addition to build an authentic city intermobility model.”*

Using **DriveNow** is extremely simple: you only need to open the app and select the moment and place where you want to rent a car. The **basic cost per minute** goes from **31 to 34 eurocents** (for BMW 2 Series cars) and includes fuel, parking (blue and yellow stripes), AREA C and insurance costs. During the reservation, you can stop in any **legal parking** spot for **20 eurocents per minute**. To end the reservation, you can simply leave the car in any legal parking spot in the business area. Within the free-of-charge area (green) with a size of 78 km², parking is completely free. Customers who want to leave the car in the outer paid zone (yellow) will be charged 4,90 euros extra.

*“Our goal is to provide our customers with the opportunity to live a new experience with an innovative, flexible, and high-quality car-sharing service,” concludes **Andrea Leverano.** “We are sure that the availability of a wide range of mobility options, including a valid alternative to private cars like DriveNow, will contribute to easing the traffic situation in the city.”*

With over 700.000 customers in ten European cities, DriveNow is one of the biggest car sharing companies in the world. Around 20% of DriveNow’s fleet of over 4,700 vehicles are electric BMW i3 models.

Further information can be found at drive-now.com.

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About DriveNow:

DriveNow, the car sharing 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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