

Press release 23.5.2017

DriveNow car sharing will start in Helsinki tomorrow

DriveNow, a car sharing concept introduced in Finland by OP Financial Group, will begin operation in Helsinki and its neighbouring regions on Wednesday, 24 May, when customers registered for the service will drive the cars to the city. DriveNow has already attracted over 2,400 registered customers.

"The popularity of this concept and the number of registered customers has surprised us – it has been great to witness the enthusiasm towards this new service. Many people have already commented that they will use DriveNow on a daily basis for purposes such as taking their child to and from day care or to do shopping," says **Timo Valtonen**, Managing Director of DriveNow Finland.

In Helsinki, the DriveNow service will provide 150 BMWs and MINI for anyone at a minute-based fee. The cars will be available for registered customers as of 24 May, when most of the car fleet will be driven to Helsinki between 8 am and 10 am by registered customers.

"DriveNow will reshape our thinking about mobility and car use: at its best, you can spontaneously take a car from the street when you need it, leave it at a parking area when you no longer need it and return with another DriveNow car or by, for example, public transportation or a city bike," says **Sonja Heikkilä**, who manages OP's mobility services.

DriveNow is already available in 11 major European cities. In these cities, a typical use-time for a DriveNow car is 20 to 40 minutes.

"In the other European DriveNow cities, most customers use this service for business trips or to go shopping or to a restaurant. The arrival of DriveNow on the market has increased car sharing considerably. One of the main reasons for this is the good availability of the DriveNow cars: our goal is that, in the area of operation, you never have to look too far to find a car," says Heikkilä.

Registration for the service is free until 11 June. Anyone registered by the deadline will get free 20 minutes of driving. A registered customer only pays for the use of the service; there are no other fees, such as monthly charges.

Nearest car found with an application, charging by the minute

DriveNow cars will be available in many parts of Helsinki; in Leppävaara, Keilaniemi and Otaniemi in Espoo; and at Helsinki-Vantaa Airport.

The DriveNow mobile application will tell users where the nearest available car is located. A car can also be reserved with an application, and the door can be opened either with the application or a customer card. The cars are available around the clock, every day of the year, and can be left at any designated parking area downtown and elsewhere in the Helsinki

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Metropolitan Area. In Helsinki, for example, you can use any residential parking spaces, and in Espoo the parking areas designated for shared cars.

Registration takes place on the DriveNow website at www.drive-now.fi. Any DriveNow customer card and application registered in Finland can later this year also be used in any other city where DriveNow operates.

All DriveNow cars are new BMWs and MINI: small BMW 1 series cars and MINI, and more spacious models such as BMW X1 or BMW3 station wagon. A fully electric BMW i3 is also available. The cars are white and easy to identify because of the logos of both DriveNow and OP's mobility services.

For more information, please contact:

DriveNow Finland

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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 875 000 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 5 000 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan and Helsinki. The DriveNow service is available to all users in cities where the service is offered. 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. www.drive-now.com/fi/en

In Finland, the DriveNow service is provided by OP Co-ride Oy, a subsidiary of OP Financial Group.