

Press release

Six years and counting: DriveNow assesses its accomplishments

- **Growth to over 900,000 DriveNow customers in twelve European cities**
- **Comprehensive range of electric vehicles at all locations**
- **With future-oriented innovations continuing the road to success**

Munich, June 13, 2017 - DriveNow, the car sharing joint venture of the BMW Group and SIXT SE, draws the balance six years after its founding. After its launch on June 9, 2011 in Munich, DriveNow has developed into the biggest carsharing provider in Germany and Europe. With the opening in May 2017 of its new location in Helsinki, DriveNow now offers its service in twelve European cities and can boast over 900,000 customers. Moreover, thanks to its range of electric vehicles at all locations, the carsharing company is a major driving force in the area of electromobility.

“Since our launch six years ago, we have seen steady growth – also in Germany, which is our core market,” says DriveNow Managing Director Nico Gabriel. In the five German DriveNow cities, over 600,000 customers are registered by now; this represents around 40 percent of all carsharing members in Germany. “In this way, we have played a major role in establishing carsharing as a broad-based social issue.” Sebastian Hofelich, Co-Managing Director, adds: “In the meantime, German lawmakers have acknowledged the alleviating effects on traffic and emissions and have mandated by law the further promotion of carsharing as a whole.” In other large European cities, DriveNow’s free-floating car sharing is also gaining in importance. “The expansion is continuing - this year, we will be introducing our service in yet another European city.”

Six years DriveNow in Munich

As the first DriveNow city, Munich in particular embodies the successful growth of carsharing. It is impossible to imagine the streets of the Bavarian capital without DriveNow. Dr. Martin Schreiner, mobility expert at the Municipal Administration Authority in Munich, says: “Car Sharing, combined with public transportation and bicycle use, provides full mobility without owning a car. This also reduces the need for parking spots and frees up valuable public space for other purposes. For this reason, the Municipal Administration Authority fully

Press release

supports the new car sharing with full conviction. An example of the integration of car sharing into the full range of transport services covered by the ecomobility alliance is the first communal mobility station at Münchner Freiheit.”

From the outset, DriveNow has worked together with the city of Munich to come up with sustainable mobility options and contribute to solving traffic problems. To prove the effects, DriveNow was one of the only carsharers to take part in accompanying scientific research. The results of the “EVA-CS”¹ long-term study for Munich show, among other things, that DriveNow plays a significant role in the reduction of private car ownership. According to the study, thanks to the number of private vehicles in Munich that were abolished, the number of kilometers driven each year has already been reduced by 41 million. As a result, last year the city intensely improved the framework conditions for car sharing by, for example, increasing the limit for car sharing parking licenses. “With this decision, the city of Munich has taken on a pioneering role for future-oriented urban mobility,” says Sebastian Hofelich. “This enables us to expand our range to meanwhile over 700 vehicles, covering a business area of around 90 km² and thereby offer a highly-available alternative to owning a car.”

Strong driving force for electromobility

In addition, for four years already, DriveNow has integrated electric vehicles into its fleet. “At all our locations, customers have the opportunity to drive electrically - even though the ongoing frequently insufficient charging infrastructure in the cities makes the operation of an electric fleet not always easy for us,” according to Nico Gabriel. “The many positive responses confirm our decision to forge ahead with electromobility. Europe-wide, over 280,000 customers have already undertaken their first electric trip with DriveNow, and with these electric vehicles driven far more than ten million kilometers. Thanks to the electric vehicles in the fleet alone, over 1,800 tons of CO² could be reduced.

Further along the road to success through innovation

Throughout its six-year history, DriveNow has steadily developed and introduced future-oriented innovations in the carsharing market. “One of our most effective innovations is the ‘Handshake’ function, which we introduced in Germany last year,” Gabriel emphasizes. Thanks to the direct taking over of the vehicle by the next customer, the current driver is

¹ EVA-CS Study for Munich, team red Deutschland GmbH, TU Dresden and omnitrend GmbH, Munich, 2015.

Press release

spared the search for a parking space and at the same time, the vehicle availability for searching DriveNow customers increased. "In Germany, this has already facilitated many hundred vehicle transfers every month. The function is an important step in solving the parking space problem in dense downtown locations and helps to further reduce the search for a parking spot," says Gabriel. In addition to 'Handshake', another new feature in the vehicles also eases the search for a parking spot: When necessary, the searching driver is directed to the nearest mobility station with special carsharing parking spots.

Customers in the twelve cities can rely on a vehicle fleet of around 5,700 BMW and MINI models. DriveNow customers have already undertaken well over 24 million trips, at least four million of which were in pilot city Munich. Nico Gabriel, Managing Director of DriveNow: "Our thanks today go to all of our customers who made use of DriveNow during the past six years. In the future, we will be further developing our service to meet the needs of our customers as well as creating the mobility of tomorrow."

Further information available at <https://www.drive-now.com/de/en>

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 900,000 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 around 5,700 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan and Helsinki. In all of these cities, electric BMW i3 models are available. 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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