

Press release, 30 June 2017

## DriveNow carsharing well received – already 8,000 registered customers

DriveNow carsharing was launched in Helsinki and the Helsinki Metropolitan Area on 24 May. It has exceeded all expectations – registered users already number more than 8,000 and all 150 cars are used daily.

People in all parts of the Helsinki Metropolitan Area have registered for the service, and all the cars are used actively in the entire business area. Cars start off most commonly from the city centre, more specifically from Kamppi, Kruunuhaka, Kallio and Töölö, and also Lauttasaari in which people use the cars to move within the island. Other popular areas to pick a DriveNow car include Helsinki Airport, and in Espoo in Otaniemi and Sello shopping centre.

According to **Timo Valtonen**, Managing Director of DriveNow Finland, the service has exceeded expectations.

"It has been great to witness the enthusiasm for this new service and to see how DriveNow has become part of people's daily mobility. We also have many registered customers outside the business area, such as in Jätkäsaari, Ruoholahti and Arabia. One example is a person living in Kulosaari who gets a ride from a friend to get to his hobby in Ruskeasuo, and picks up a DriveNow car in Ruskeasuo afterwards to drive to work in Keilaniemi."

"We want to be part of people's everyday mobility. The next step will be to get businesses to start using us as well," says Mr Valtonen.

The service has attracted interest also elsewhere in Finland. There are registered users not only in the Helsinki Metropolitan Area but also in Turku, Lahti and Hämeenlinna. The registration furthest north is in Saariselkä, Lapland.

"DriveNow can be easily incorporated into other types of mobility, such as public transport, city bikes or even use of your own car. Likewise, people arriving in the Helsinki Metropolitan Area by train or plane can easily pick up a DriveNow car to continue their journey," says **Sonja Heikkilä**, program director for OP's mobility services.

"According to a DriveNow customer survey, DriveNow users also use a variety of other forms of transport, and use public transport more than people on average," says Ms Heikkilä.

The DriveNow service has a fleet of 150 cars in Helsinki for registered users at minute-based rates. The price is 57 cents a minute and includes the fuel, parking and insurance. Registered users can start using the cars by means of an application or customer card.

OP operates in Finland as DriveNow's franchising partner.



**For more information, please contact:**

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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 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 over 5,700 vehicles in Munich, Berlin, Düsseldorf, 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 per cent 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](http://www.drive-now.com)

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