

## News Alert

### DriveNow Announce New UK Managing Director

**London, June 2017** – DriveNow, the car sharing joint venture of the BMW Group and SIXT SE, has announced that James Taylor will be taking over as Managing Director of DriveNow UK. Taylor will be replacing Joseph Seal-Driver, who departed the business earlier in May.

James Taylor joined DriveNow UK in March 2015 and was Head of Marketing before taking up the position of UK MD. Previous to his time at DriveNow, Taylor has almost 15 years experience in senior marketing, operational and management roles.

James Taylor commented:

*“The growth in popularity of car clubs in London has been really impressive, with proven year-on-year growth and I’m excited to continue to drive this forward for DriveNow in the future. London’s air quality and congestion is an issue which needs to be addressed and it’s something flexible car sharing in particular can really help to improve. Our aim is to get DriveNow into every borough in London – so I look forward to contributing towards a cleaner, less congested city!”*

DriveNow is a ‘free-floating’ car club, which means customers can drop their car off in any residents’ parking or pay-and-display bay within a defined operating area, thanks to agreements with London boroughs. This creates a fully flexible service, encouraging one-way on-demand journeys that are more reflective of the needs of modern life than the traditional “return to bay” car clubs offered by competitors.

With over 25,000 members in London since its launch in December 2014, DriveNow currently has 310 vehicles on the streets of North and East London – in the boroughs of Islington, Hackney, Haringey and Waltham Forest. Aside from the convertibles, DriveNow also offers one of London’s largest electric car club fleets, with a range of fully electric BMW i3 models available to drive at the same by-the-minute cost.

**For more information, or to register for DriveNow, visit <https://www.drive-now.com/qb/en/london/>**

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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 900,000 registered customers find and reserve vehicles using the DriveNow App and are able to use the service across multiple cities. DriveNow operates a fleet of over 5,600 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan and Helsinki. In all its cities, DriveNow also offers electric BMW i3. 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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