

## Pressemeldung

### DriveNow to launch its service in Lisbon this year

- Portuguese metropolis becomes thirteenth DriveNow city in Europe
- Car sharing operation for the third time as franchise model

**Munich / Lisbon, July 10, 2017** - DriveNow, the car sharing joint venture of the BMW Group and Sixt SE, will launch its service in Lisbon this year. In cooperation with the Portuguese road infrastructure and mobility operator Brisa Group, the carsharing service is operated for the third time in a franchise model in the Portuguese capital.

After the last expansion in Scandinavia, DriveNow is now set to expand its range of services to Southern Europe. "Lisbon as a dynamic and prosperous city with a strong need for alternative mobility options to private car ownership - not least to counter traffic and emission problems," says DriveNow Managing Director Sebastian Hofelich. "With DriveNow, we are closing a gap there in mobility alternatives." After Copenhagen and Helsinki, Lisbon will become the third city that DriveNow will operate in a franchise model. "With Brisa, we have found a strong and experienced partner for DriveNow in Lisbon," adds Nico Gabriel, Co-Managing Director. "As the largest operator of transport infrastructure in Portugal, Brisa has long-standing expertise in the transport and mobility segment in addition to its market knowledge." DriveNow will launch operations in 2017 in the Portuguese capital. Lisbon will thereby become the thirteenth DriveNow location in Europe.

For more information visit <https://www.drive-now.com/de/en>

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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 925,000 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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### **About Brisa:**

Brisa Group was founded in 1972 and it presently operates over 1600 km of toll motorways in Portugal. Brisa is today the largest Portuguese private transport infrastructure operator and an international reference in its sector for its operative efficiency, its advanced electronic toll collection and active traffic management technology solutions, as well as for its innovative approach to Mobility-as-a-Service. Brisa Group was a world leading pioneer in electronic toll collection solutions, through its Via Verde brand, which is presently widening its services offer to urban mobility and shared and connected mobility services.

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