

Press release, 19 July 2017

DriveNow to offer hourly packages, extending service options

The DriveNow car sharing service, which began operations in the Helsinki area in May, will soon be offering three- and six-hour drive packages to its customers. These hourly packages increase the number of ways the service can be used, for example for longer trips to nearby cities or for shopping and leisure. In addition to the hourly packages, DriveNow will be offering an hour's drive for the price of a 45-minute drive.

"Currently, the DriveNow service is used particularly for transport within the city and for getting to the airport. We expect the soon-to-be-available hourly packages to increase the use of the DriveNow service for trips to outside the business area and for longer trips, such as visiting Nuuksio National Park or a spa, or making a longer shopping trip," says Timo Valtonen, Managing Director for DriveNow Finland.

A three-hour driving and parking package, including 150 kilometres of travel, costs 59 euros. A six-hour package, including 200 kilometres of travel, costs 99 euros. As is always the case with DriveNow car sharing, the prices include all costs of using the car.

One-hour trips now more affordable

In addition to the hourly packages, DriveNow will be offering a new benefit when the trip lasts at least 45 minutes: after 45 minutes, the following 15 minutes are free of charge. In other words, users can drive for an hour at the price of 45 minutes.

"This is a significant benefit to the customers. Thanks to the free extra minutes, they can drive for exactly an hour for only 25.65 euros. If the Drive'n Save discount price is applicable for the chosen car for this trip, one hour's drive costs only 18 euros," says Mr Valtonen.

Earlier in July, DriveNow launched its dynamic Drive'n Save pricing: a car that has not been used for a while is available at a discount of 30%, i.e. at the price of 0.40 euros per minute.

"The hourly packages and the free 15 minutes on top of 45 minutes are already in use elsewhere in Europe, and they have been widely appreciated," Valtonen says.

Finnish users have received DriveNow well. During the first months, the service attracted over 8,000 registered customers. In the city of Helsinki and the metropolitan area, DriveNow cars are currently used for trips lasting 20–25 minutes on average.

DriveNow offers 150 cars for registered customers in Helsinki and the metropolitan area with minute-based pricing. The regular price for these cars is 0.57 euros per minute, while the Drive'n Save price is 0.40 euros per minute. Using DriveNow always includes fuel, parking fee and insurance policies. Registered customers can start using the cars via an application or with a customer card.

OP operates as DriveNow's franchising partner in Finland.

Further information:

www.drive-now.com/fi/en

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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 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/fi/en

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