

## Press release

### “Alexa, ask DriveNow to reserve a car”

- DriveNow Skill for Amazon Alexa now available in Germany, Austria and the UK
- DriveNow customers can ask Alexa to reserve vehicles from home via voice command

**Munich, August 10, 2017** – DriveNow, the carsharing joint venture of the BMW Group and Sixt SE, today announced the launch of its Skill for Amazon Alexa. From today, DriveNow customers who own Alexa devices, such as Amazon Echo and Echo Dot, can use voice commands to reserve nearby vehicles and get details on their car and reservation time. The DriveNow Skill for Alexa can be enabled free of charge in the Alexa app and [Alexa skills store](#).

“The DriveNow Skill for Alexa makes it even more convenient to reserve vehicles from home,” explains DriveNow Managing Director Nico Gabriel. “Customers receive information on the nearest vehicles within seconds using voice commands and can reserve their vehicle of choice without having to use their smartphone.” Amazon’s Alexa voice service boasts a variety of functions to facilitate everyday life, including controlling lights and sound systems, relaying news and playing music. “The ‘smart home’ trend should not just be limited to digitizing everyday life within our own four walls. By integrating DriveNow with Alexa, our aim is to connect smart living with modern mobility,” says Co-Managing Director Sebastian Hofelich.

“The new DriveNow Skill is an outstanding example of the numerous advantages offered by voice control,” says David Kaiser, Country Manager Germany, Alexa Skills. “We’re delighted that Alexa users will be able to find and reserve a vehicle even more easily from now on and can therefore enjoy an yet more convenient car sharing experience.”

DriveNow customers can use the DriveNow Skill simply by saying “Open DriveNow”, and Alexa will provide details about the nearest available vehicle. The car of choice can then be directly reserved, and also cancelled again entirely through voice. Customers can also ask Alexa for information on their remaining reservation period, as well as for details on their chosen vehicle, such as its type and fuel level. If a customer reserves a DriveNow vehicle

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using Alexa and sets off, the reservation is displayed in the DriveNow app. Customers can then use the app as they normally would to adjust any settings for their trip.

The DriveNow Alexa Skill is available in Germany, Austria and the UK from today. DriveNow customers can activate the Skill using the Alexa app. The Skill is likely to be extended in future to offer even more features.

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

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### **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 925,000 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 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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