

Press release

DriveNow and harman/kardon: Sharing with top sound

- DriveNow to equip part of its German fleet with a new sound system from harman/kardon
- Premium hifi-loudspeakers ensure a unique sound experience

Munich, September 04, 2017 - DriveNow, the car sharing joint venture of the BMW Group and Sixt SE, will be bringing music to the streets with their new BMW and MINI models equipped with a hifi-sound system from harman/kardon. Initially, around 240 vehicles in the five German DriveNow cities will be fitted out with the high-performance speakers. It is planned to gradually increase the number of equipped vehicles.

“DriveNow also stands for urban lifestyle,” says DriveNow Managing Director Sebastian Hofelich. “At DriveNow, our customers can take advantage of premium vehicles when they need a car. With the new loudspeaker system from harman/kardon, we are expanding our premium offer to also encompass sound.” Instead of six, the new models will feature twelve hifi-speakers that have been custom-tuned and adapted to each other to provide sound of the highest quality.

To mark the introduction of the newly-equipped vehicles, from September 4 - 17 all cars with the new sound system will carry the name of the musician Max Herre. DriveNow customers can thereby quickly locate the new vehicles in the DriveNow App and, what’s more, win a chance for an exclusive meet & greet with the artist, concert tickets plus various harman/kardon products.

Further information available at <https://www.drive-now.com/de/en>

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 960,000 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 5,900 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan, Helsinki and Lisbon. In all its cities,

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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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