

Press Release

DriveNow starts car sharing in Lisbon

- Portuguese capital is thirteenth DriveNow location in Europe
- 211 BMW and MINI models available at the start
- DriveNow relies on a franchise model for the third time

London / Lisbon, 12 September 2017 – DriveNow, the joint venture of the BMW Group and Sixt SE, is offering its car-sharing service in Lisbon from today on. The car sharer is cooperating with a franchise partner already for the third time: the Brisa Group is the largest private operator of transport infrastructure in Portugal.

With its launch in Lisbon, DriveNow is opening its thirteenth location in Europe and expanding its service further south. The fleet includes 211 BMW and MINI models: the MINI Cooper as a 3 and 5 door, the MINI Clubman, the BMW 1 Series and the electric BMW i3. The business area in Lisbon covers an area of 48 square kilometers at the beginning.

"Like many metropolises, Lisbon faces the challenge of calming traffic and reducing emissions. In this way, currently there's happening a lot in the city in terms of sharing offers. With DriveNow, mobility is now extended by a flexible automobile component," says James Taylor, Managing Director of DriveNow UK.

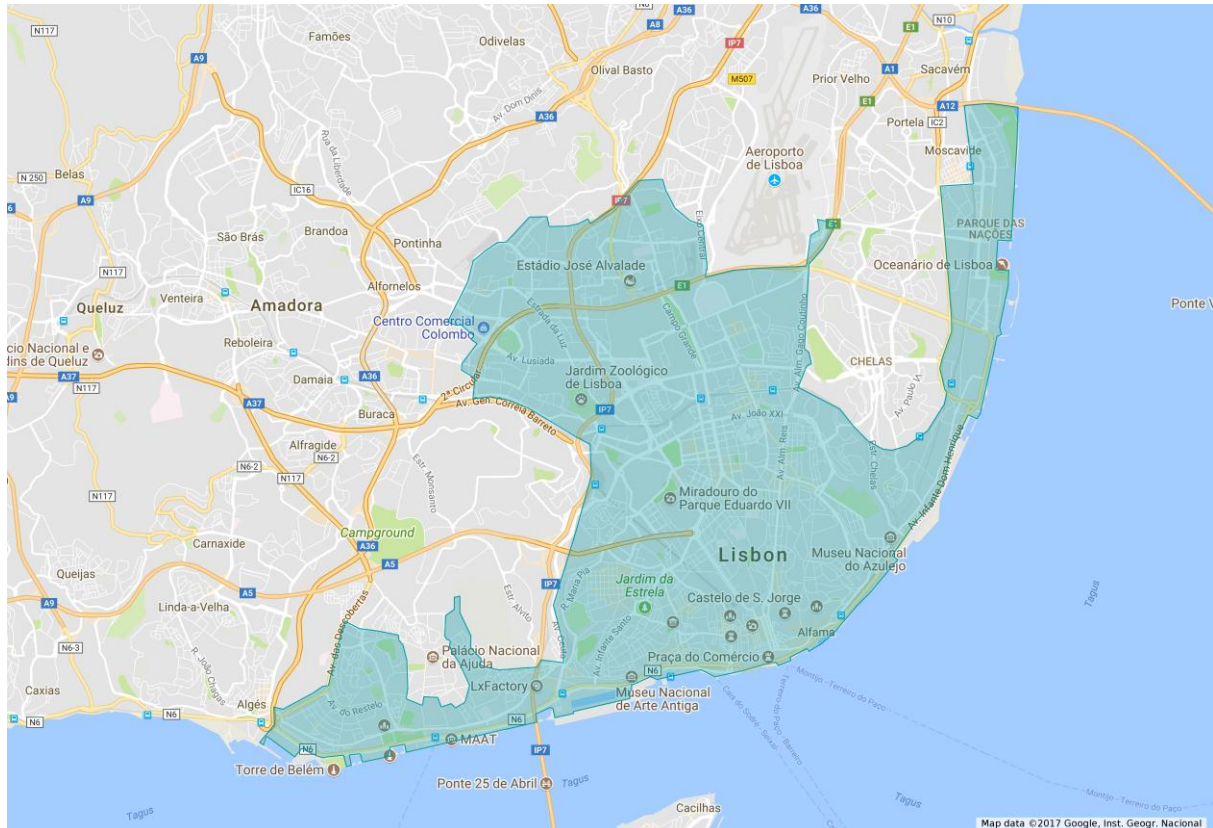
Through the cooperation with Brisa Group, DriveNow is now operating a franchise model for the third time. The transport provider operates motorways in Portugal and with its toll system it signifies innovative technology solutions for traffic management. Taylor says: "Brisa also has expertise in fleet management and many years of local knowledge in the mobility environment, this essentially facilitates the market entry in Lisbon for us. We have the same understanding of future-oriented multimodal mobility in the city and are convinced to have the right partner alongside for our operations in Lisbon".

From the start in the Portuguese capital on, DriveNow customers of other locations have the opportunity to use the cars on site. With new members in Lisbon already, the total number of DriveNow customers meanwhile amounts to more than 970,000.

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

DriveNow Lisbon business area:



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 970,000 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 5,900 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan, Helsinki and Lisbon. 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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