

Press release

Three years DriveNow - Car sharing as an integral part of Viennese mobility

- Over 85,000 customers in Vienna rely on the car sharing provider
- DriveNow is the sole provider of electric cars
- More than two million trips undertaken in the Austrian capital

Vienna, October 18, 2017 - DriveNow, the joint venture of the BMW Group and SIXT SE, is celebrating its third anniversary in Vienna. The strong demand for car sharing in the Austrian capital city continues undiminished: Today, over 85,000 customers rely on the 500 BMW and MINI premium vehicles that have become a permanent feature on the streets of Vienna. In this vein, the customer base has risen by over 21 percent in the past year alone. The electric cars of the car sharing service are especially popular: with its BMW i3, DriveNow is the only provider that offers access to electromobility.

"We are very pleased with the development of DriveNow in Vienna and can look back on very positive results," says Robert Kahr, Managing Director of DriveNow Austria. "85,000 customers after a period of three years is a number to be proud of. We have observed that a growing number of residents in Vienna are ready to do without their own car, are prepared to take advantage of multimodal transportation options, and thereby make use of car sharing."

The fact that car sharing is meeting with growing acceptance is underscored by the numbers: DriveNow has been able to register over two million trips undertaken by its Viennese customers within the three-year period, covering a distance of around 20 million kilometers. The top customer can boast 4,200 trips with DriveNow. In terms of customer structure, the increased demand by women is particularly pleasing: Whereas the proportion of registrations was 26 percent in 2014, it was possible to increase this number to 32 percent (as of October 2017). The MINI 3 door is the most popular vehicle with the female target group. Among male customers, the BMW i3 is particularly popular - proof of the great interest that Viennese customers have in electromobility. Around 17,000 drivers experienced their first contact with electric cars thanks to DriveNow.

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Currently, DriveNow is the sole car sharing provider in Vienna with electric vehicles. The BMW i3 has already found use in more than 55,000 trips, covering a distance of over 400,000 kilometers. This has enabled the avoidance of 50 tons of CO₂ emissions. "We are pioneers when it comes to electromobility. Fewer cars, less traffic and reduced emissions - this must be a primary objective for a city like Vienna,. However, we are still hoping that the expansion of the charging infrastructure will take place in bigger steps, thus establishing the basis for an even stronger increase in the use of electric cars," according to Kahr.

Recently, DriveNow has made a strong impression in particular through new, intelligent features. For example, as the first car sharing provider the leading innovator has been offering a special skill for Amazon's Alexa since August 2017 - customers can reserve a DriveNow vehicle purely via voice command, as well as request details about the car and reservation time. Earlier in the year, DriveNow introduced the "Handshake" function. This enables the smooth handover of a vehicle between two customers. Therefore the search for a parking spot at their destination can be saved for customers in vienna - an enormous advantage, especially in the inner-city area.

Further information available at <https://www.drive-now.com/at/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 1,000,000 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 6,000 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Stockholm, Brussels, Milan, Helsinki and Lisbon. In all its cities, 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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