

Factsheet DriveNow

October 2017



Company structure: Joint venture; 50/50 BMW Group and Sixt SE
 Establishment: May 2011
 Concept: One-way carsharing
 Registered office: Munich
 Managing directors: Nico Gabriel, Sebastian Hofelich
 Number of customers: More than 1,000,000 customers
 Pricing model: Minute based rates. Fuel costs, parking, insurance and car tax are all included. Savings and Hourly Packages allow a further reduction of rates per minute in several countries
 Payment options: Cash card or credit card
 Vehicles: Different BMW and MINI models depending on country. Fleet in Copenhagen consists of electric BMW only

Cities and date of launch		Number of vehicles	Share of electric vehicles	Business area
Germany				
Munich	June 9, 2011	750	85	ca. 88 km ²
Berlin	Sept. 29, 2011	1400	140	ca. 167 km ²
Dusseldorf	January 25, 2012	620	45	ca. 152 km ²
Cologne	October 25, 2012			
Hamburg	November 4, 2013	600	150	ca. 90 km ²
Austria				
Vienna	October 17, 2014	500	20	ca. 101 km ²
United Kingdom				
London	December 4, 2014	310	50	ca. 84 km ²
Denmark				
Copenhagen	September 3, 2015	400	400	ca. 89 km ²
Sweden				
Stockholm	October 20, 2015	310	30	ca. 50 km ²
Belgium				
Brussels	July 6, 2016	320	10	ca. 60 km ²
Italy				
Milan	October 19, 2016	500	20	ca. 126 km ²
Finland				
Helsinki	May 24, 2017	150	10	ca. 40 km ²
Portugal				
Lisbon	September 12, 2017	210	10	ca. 48 km ²
Total		6,070	970	

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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 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 more than 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.