

Press release

Over 700 vehicles - DriveNow is biggest car sharer in Vienna

- Fleet increase to over 700 vehicles underscores positive business performance
- Customers set to benefit from increased availability and lower-priced Hourly Packages
- Number of customers continues to grow steadily
- DriveNow currently the only car sharing provider with fully-electric vehicles

Vienna, November 22, 2017 - DriveNow, the carsharing joint venture of the BMW Group and Sixt SE, is substantially expanding its fleet in Vienna. Whereas 500 BMW and MINI models are currently cruising the streets of Vienna, the number of DriveNow car sharing vehicles is now being augmented to over 700. This makes DriveNow the biggest car sharing provider in Vienna and underscores the company's continued success in the metropolis on the Danube.

In October 2014, DriveNow launched its services in Vienna with 400 BMW and MINI models. With the most recent increase to over 700 vehicles, the fleet size has grown in the three business years by 75 percent.

"The significant expansion of our fleet is an important step. We've only been in Vienna for a bit over three years and have ascertained that the acceptance of car sharing continues to grow strongly. As part of the mix with other mobility options, we provide the basis for getting around without a privately owned vehicle for a steadily growing number of citizens" says Robert Kahr, Managing Director of DriveNow Austria.

The expansion of the fleet, which is characterized by its premium vehicles with high-end features, is the reaction to rising demand and the growing number of customers. In this context, the number of members in the past year grew by more than 30 percent and currently stands at 88,000. Owing to the sizeable augmentation of the fleet, the availability of DriveNow cars within the 101 square kilometer business area is also set to increase. Consequently, customers will be able to locate cars in even shorter distances.

In addition to the enhanced availability of DriveNow, and in order to increase the attractiveness of longer usage periods, the fees for the current Hourly Packages have been reduced. Based on dynamic, updated daily pricing, the following prices apply:

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- 3-Hour-Package: starting at 29 euros
- 6-Hour-Package: starting at 59 euros
- 9-Hour-Package: starting at 75 euros
- 24-Hour-Package: starting at 99 euros

Thus, with the expansion of the fleet, DriveNow is making a further contribution to strengthening the positive effects of car sharing on the environment and traffic situation - according to various scientific studies, each car sharing vehicle replaces several privately-owned cars. It was shown, for example, in a study entitled "Car sharing in Vienna"¹, which was commissioned by the city of Vienna, that, owing to the car sharing service, 23 percent of questioned DriveNow customers have either already disposed of their own vehicle or plan to do so. An additional 17 percent reported that, thanks to the car sharing service, they did not intend to acquire a private vehicle. This means that the reduction potential of each DriveNow vehicle in Vienna, depending upon the respective scenario, can be up to seven private cars.

Moreover, the positive effect of the fleet increase on the environment will also be amplified through the fact that the new DriveNow vehicles are equipped with the newest generation of motors. "We attach great importance to sustainability. This can be attested to by the fact that we are still the only car sharing provider in Vienna with fully-electric vehicles," Kahr comments.

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

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.

¹City of Vienna (Study carried out by HERRY Consult GmbH): Car sharing in Vienna. Vienna, 2015

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