

## Press Release

### One Million Customers – DriveNow Celebrates Milestone

- DriveNow gives away 10 Million free minutes to its customers
- Vehicles are used up to 23 times a day
- One third of all DriveNow customers has gained access to electrical mobility

**Munich, 10 October 2017** - DriveNow, the joint venture of the BMW Group and Sixt SE, has exceeded the one million customers mark. With this achievement, the carsharing provider is demonstrating the growing importance of carsharing in Germany and Europe. As a thank you, DriveNow is giving away a total of 10,000,000 free minutes to its customers, with each and every one to receive ten minutes that he or she can use during the anniversary week of October 10-17, 2017.

"One million customers is a great milestone for us and we'd like to celebrate it together with our users. Since our launch in 2011, the topic of carsharing has grown massively in importance and has long since become a common mobility option in many large cities. In Munich alone, we've already brought every fifth driver on board with our service," says DriveNow Managing Director Sebastian Hofelich.

The growing popularity of the company's carsharing service is borne out by the increasing number of trips per vehicle: DriveNow's BMW and MINI models are used up to 23 times per day by customers. The BMW 1 series is the workhorse, with more than six million drives. The entire business area of all 13 DriveNow cities now covers 1,095 square kilometers, or roughly an area the size of Hong Kong.

Some 330,000 of the company's one million customers have already experienced electric mobility via DriveNow and can opt for one of its 970 BMW i3s at all locations. The almost two million electric trips have saved more than 2,500 tonnes of CO2 to date.

Looking at customer preferences, DriveNow's male users favor the BMW i3, with almost 83% of bookings of the vehicle done by men. The MINI convertible is the most popular car among female drivers, with a 24% rate. Further interesting facts and figures can be found in the attached infographics.

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"In addition to the number, we're also pleased with the composition of the customers. At the beginning DriveNow was particularly frequented by young, trend-conscious and technology-oriented people. We now see university students as well as pensioners behind the wheel of our BMW and MINI models. Carsharing has arrived center stage in society," says fellow Managing Director Nico Gabriel.

More information about DriveNow is available at <https://www.drive-now.com/de/de>

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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 a million 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 over 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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