

Press release

E-car sharing – DriveNow soon to have largest electric fleet in Hamburg

- DriveNow to augment the Hamburg-based electric fleet to 200 by the end of the year
- Olaf Scholz, First Mayor of Hamburg, welcomes the expansion of e-car sharing
- Hamburg continues to hold the lead in the continuing development of the electric-infrastructure in Germany

Hamburg, December 5, 2017 - DriveNow, the joint venture of the BMW Group and Sixt SE, is substantially increasing the amount of electric vehicles in its fleet in Hamburg. The number of fully electric BMW i3 models is set to be increased to 200 cars by the end of the year. This means that the e-fleet in the Hanseatic city, which early in July 2015 initially included 30 electric vehicles, has grown sixfold within a mere two-and-a-half years. Currently, with 150 BMW i3 models, Hamburg is the DriveNow location in Germany with the most electric vehicles.

With a memorandum of understanding in May 2017, Hamburg and the BMW Group established a strategic partnership in order to create new standards in the area of urban mobility. The goal is to help generate a breakthrough in electromobility on a broad scale in the city on the Elbe River. In return for the ambitious expansion of DriveNow's electric fleet, the city of Hamburg has set itself the goal of gradually setting up a total of 1,000 publically accessible and additionally 150 charging points at switchh areas until 2019. Currently, there are already over 650 publically accessible charging points in Hamburg, 611 of them are run by Stromnetz Hamburg GmbH, which is owned by the city itself. In terms of the expansion of the charging infrastructure, Hamburg is thus in the lead nationwide.

“For our cities, we need clever mobility concepts and customer-oriented services that satisfy the increased demands of urban mobility and which also make transportation cleaner, quieter and more efficient. Through the expansion of the charging infrastructure, we will be facilitating electromobility within the entire urban area. Our expansion program thereby also establishes favorable conditions for the operation of an electric car sharing fleet. The fact that DriveNow is further expanding the share of its electric vehicles is a major step for the quality of life in Hamburg,” says Hamburg's First Mayor, Olaf Scholz.

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Sebastian Hofelich, Managing Director of DriveNow, adds: “In Germany we are still seeing the chicken-or-the-egg problem, which means that the potential of electromobility can only advance very slowly. The responsible government agencies are increasing their efforts in charging infrastructure sluggishly because there are too few electric cars to provide the necessary pressure. At the same time, sales numbers of e-cars as well as the switch to an electric vehicle isn’t picking up because the lack of charging infrastructure in many areas is still a deterrent. The teamwork with the city of Hamburg is a positive example of what’s possible when businesses and municipalities pool their efforts and come up with ambitious objectives.”

DriveNow has been advancing electromobility for over four years and offers its customers the electric BMW i3 models at all locations. This contribution to sustainable mobility can be attested through various facts and figures. Around 350,000 customers have come in contact with electromobility through a trip with an e-vehicle from DriveNow. In this vein, over 17 million electric kilometers have already been driven. The CO2 savings are around 2,500 tons. Moreover, through the e-car increase in Hamburg, DriveNow will now be expanding its entire e-fleet across all locations to over 1,000 e-vehicles.

And the increase to 200 electric cars by the end of 2017 will not be the end of the story. According to Hofelich: “Together with the city of Hamburg, we are going to explore whether the connection between expansion of the charging structure and the operation of the free floating e-fleet signals a positive development.” Depending on the outcome, DriveNow will consider the further electrification of its Hamburg-based fleet - to up to 550 vehicles by 2019.

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