

DriveNow expands the car fleet in Copenhagen by 50 %

DriveNow expands the business in Copenhagen by 50 %. Besides the electric BMW i3, new car types are added to the fleet. The additional cars will have greater capacity and a longer range which increases flexibility and covers customers' needs in a broader spectrum of use cases. Thus, the way has been smoothed for people to opt out having their own car.

From Monday, June 4th on, 200 new DriveNow cars will be rolled out in the streets of Copenhagen. The concept, which is operated by Arriva in Denmark, was launched in 2015 in Copenhagen and has so far been characterized by the white, electric BMW i3's, which Copenhageners can locate, book and open through the DriveNow app. The fleet is now increased by 50 % and is complemented by the BMW 1 Series as well as a three- and five-door Mini Cooper. With the addition of the new cars, customers' needs will be covered in a wider spectrum of use cases than before and is, according to Morten Jakobsen, Head of Mobility Services in Arriva and Head of DriveNow in Denmark, the key to bring the DriveNow concept and city cars to the next level:

"The new cars are gasoline-powered, which means that flexibility for our customers is increased significantly. For example, you can now drive further out of the city, because you just need to fuel via regular service stations - and not through charging stations as with the electric cars. We also add different car sizes, so with our BMW 1 Series car, you get a bigger boot, which we believe will benefit families with children. All in all, our new cars will create increased flexibility and cover more car needs, as requested by our customers. At the same time, we retain a large part of the electric cars, which many of our customers are also excited about".

"I am very pleased that we have expanded the business with 200 new city cars. We have been experiencing growth rates continuously, and our customer data show us that there is a need for a larger volume and more different options for using the cars than it is the case today. This is simply what it takes for the city cars to become even better integrated in the everyday life of the Copenhageners and be a true alternative to owning your own car

60,000 customers and a solid utilization increase

The DriveNow concept, which originates from Germany and is established in 12 other European cities, has grown in Copenhagen since the launch in 2015: Today, there are more than 60,000 DriveNow customers in the DriveNow area in and around Copenhagen and Frederiksberg. As a result, the utilization rate of the cars has also increased significantly. Two years ago, a DriveNow car would be in operation two times a day, whereas today, each car is used more than five times each day.

"Our cars are currently in operation 3-4 hours every day," says Morten Jakobsen. "That's quite a lot compared to a regular private car, which averagely only drives around an hour a day. The remaining 23 hours of the day the private car typically stands unused, and very often blocking public parking space".

"It's always hard to be among first movers and change peoples' habits. We have now established and developed DriveNow, we have secured many learnings, and we have become much more efficient. We have adapted ourselves to the market, which means we are ready for the next level. We believe that the more options and the more flexibility we can provide to our customers, the more viable the city cars will be. And the city cars are an

important contributor to making mobility in the city easy and to solve the increasing congestion challenges we have in Copenhagen".

This is how DriveNow works

- You download and sign up via an app
- You pay for the time you use the car
- In the DriveNow app, you can see where the nearest city car is, just as you can reserve and (un)lock your car via your smartphone
- The city cars are available 24 hours a day all year round
- The concept is a so-called "free-flow" system, which means you can pick up the car and drop it wherever you want within the operating area
- The price starts at 1.50 DKK per minute

DriveNow operates in the following areas:

- Copenhagen Kommune
- Frederiksberg Kommune
- Tårnby Kommune
- All hospitals in the area of Copenhagen
- Copenhagen Airport
- IKEA Gentofte and IKEA Taastrup (opens at the end of week 23)
- Areas near the Technical University of Denmark (Lyngby) as well as in Dragør and Ballerup
- Stations in Malmparken and Høje Taastrup (Skovlunde will open soon)

Read more about DriveNow here: <https://www.drive-now.com/dk/da/copenhagen/>

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