



DriveNow celebrates two years of free-floating carsharing in Belgium

- 30,000 registered customers together drove 400 000 km
- More than 900 free-floating drives per day in Brussels
- 12 % of surveyed customers have gotten rid of their own car

Brussels, July 5th 2018 - DriveNow, the European carsharing service, celebrates the fact that it launched its services - and of free-floating concept as a whole - in Brussels two years ago. On this anniversary, DriveNow looks back on the past two years and shares some key numbers regarding its car use.

On July 6th, Belgium was introduced to free-floating, a whole new carsharing concept in our country. This enabled Brussels' citizens and visitors to pick up a car at walking distance and drop it off anywhere within the DriveNow area when they're done driving. DriveNow planned this launch very carefully with the Brussels' authorities, paving the way for future, other free-floating companies. Today, the DriveNow fleet consists of 310 vehicles, including 20 MINI Cabrios and 10 electric BMW i3s, which are spread over a 65 square kilometres wide area. In the beginning of 2017 DriveNow expanded its business area with Brussels Airport, followed by the Heysel Plateau in July 2017. And since April 2018, users can also pick up and leave their cars at NATO headquarters and [an additional part in the northwest of Brussels](#). Later that year, DriveNow entered the business mobility market by collaborating with the XXIimo and Modalizy mobility cards.

900 drives a day

Today, DriveNow's 30.000 customers together make more than 900 trips a day on average and have driven around 400 000 kilometres since DriveNow's launch. "Although it might seem contradictory, that number does represent a decrease in the general number of car trips in the city", explains Christian Lambert, CEO at DriveNow Belgium. "A recent survey among our own users has confirmed the conclusions drawn by a wide array of international studies¹: 12 percent of the 1,901 people that have completed the survey have gotten rid of their own car since they became a DriveNow user. And less private cars leads to less CO² emission. This effect is amplified by the fact that our fleet consists entirely of very economical gasoline and electric cars fulfilling the EU6 standard. Our 10 BMW i3s by themselves reduce CO² emissions by 12 tons per year in comparison to other cars. Processing that amount of CO² would require 960 additional trees."

Based on the DriveNow's data, the use of their cars peaks at about 7 PM and Saturdays are the most popular free-floating days. People mainly use a DriveNow car for trips to and from Brussels Airport, to go shopping or to visit friends and family. Men usually prefer driving a BMW 1 Series, while the MINI Cabrio are particularly popular with women.

Direct and indirect impact

"We are very happy with where we are today", Christian Lambert concludes. "Not only did we have a major impact on a city yearning for more sustainable mobility, by introducing free-floating we have also paved the way for other players. And by broadening the urban mobility offer, we have given people in Brussels an additional reason to trade their own car for a more flexible and sustainable way of moving through the city. We are also planning to expand our own service in future."

(1) Various independent international studies, like [this one](#), have shown that for each additional shared car in the city, three to eleven private cars disappear. For a more complete overview of these studies, please contact LVTPR.

About DriveNow:

DriveNow was founded in 2011 as a joint venture and is a wholly owned subsidiary of the BMW Group since March 9, 2018. The car sharing company 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 over 6,400 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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