

Press release

DriveNow Customer Survey:

77% of car sharing customers prefer to be on their way electrically

- **Customers affirm an increase in the acceptance of e-mobility through DriveNow e-cars in cities**
- **Charging infrastructure remains the biggest challenge**
- **DriveNow has now presented a position paper that elucidates the survey results and correlations**

Munich, Oct. 18, 2018 - Electromobility in car sharing enjoys broad user acceptance: A large share of users is, whenever possible, electrically on the go and has moreover expressed an interest in the further expansion of e-mobility. These are the core findings of a recent customer survey which DriveNow, the car sharing company of the BMW Group, has now presented. The results reveal that car sharing can strongly increase the significance of electromobility in cities. To this effect, the survey has proven that first contact with e-cars occurs essentially through car sharing.

Car sharing creates points of contact with electromobility and increases its acceptance

The survey has revealed that DriveNow customers see car sharing as having a positive effect on the acceptance of electromobility:

- 85% of those surveyed are of the opinion that the electric cars from DriveNow increase the acceptance of electric driving in urban areas.
- 82% of those surveyed have driven at least once with an e-car from DriveNow. For three-quarters of these customers, it was their very first trip via electric car.
- 77% of those surveyed would, under the same availability conditions, chose e-vehicles over combustion vehicles.
- The vast majority of those surveyed (70%) indicate that e-cars are so important that they would decide in favor of an e-vehicle over a combustion vehicle, even if it is parked further away.

“Car sharing can be a decisive factor to help establish or reinforce awareness of the potential of e-mobility and its acceptance in cities,” says DriveNow Managing Director, Sebastian Hofelich. “We offer our customers in all cities an electric alternative. In this way, we’ve already

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brought more than 400,000 people in contact with electromobility and won them over to the alternative driving mode.”

Customers want to be innovatively and sustainably mobile

The vast majority (80%) of those surveyed indicated their preference for an e-vehicle as opposed to a combustion vehicle, as they see e-vehicles as more innovative. Environmental protection also plays a major role with DriveNow users: Almost three-quarters (72%) of those surveyed cited, as a reason for their preferred usage, the fact that the BMW i3 is low in emissions and environmentally-friendly.

The greatest challenge is the inadequate charging infrastructure

When it comes to the charging of e-cars, the customer survey revealed the following: The biggest obstacle is the lack of charging stations. Among those surveyed who have yet to charge an i3, 60% indicated that they would do so if they would not have to go too far out of their way or if there were enough available charging stations (45%).

Especially for car sharing, long charging times and an inadequate charging infrastructure entail excessive operative efforts. The fact that an improved charging infrastructure can actually change the willingness of customers with regard to the charging process is exemplified by the city of Hamburg. Here, already around 70% of all charging processes are initiated by customers. A positive outcome that is the result of the strategic partnership between the BMW Group and the city of Hamburg. The city is in the process of incrementally expanding the number of charging points until 2019 to over 1,000 public charging stations. In turn, DriveNow is increasing the share of electric vehicles in its fleet. Since the increase in the share of electric fleet vehicles from 70 to 200 BMW i3 models in December 2017, the number of electric trips has risen by 17% per month on average.

“The memorandum in Hamburg has had the effect of enhancing the relevance of electromobility in the city. The majority of car sharing customers want to drive electrically and they now have that option. After all, in the end, the breakthrough in urban e-mobility can only be accomplished together with the cities and municipalities,” according to Hofelich.

DriveNow surveyed over 1,500 customers in the five German cities where the car sharing service is available about the use of electric vehicles in the fleet and their attitude towards

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electromobility in general. Based on the survey results, DriveNow has prepared a position paper focusing on the role of car sharing in the expansion of electromobility. The full-text version of the position paper about electromobility with additional results from the customer survey can be downloaded [here](#).

Further information at www.drive-now.com/de/de or www.drive-now.com/de/de/press

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 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.

Press contact:

DriveNow GmbH & Co. KG
Seidlstraße 26
D-80335 München
www.drive-now.com/de/de

Niklas Merk
T: +49 89 / 5156 372 204
M: + 49 172 / 2510631
niklas.merk@drive-now.com

Aurika von Nauman
T: +49 89 / 5156 372 170
M: +49 174 / 24 16 826
aurika.nauman@drive-now.com