



## DriveNow Expands Across Five New London Boroughs

*BMW's car sharing service announces expansion into five new boroughs in London, making it the largest operating city for the company*

**London, 2 November 2018:** [DriveNow](#), the 24/7 flexible car sharing service from BMW Group has today announced its expansion into five new London boroughs – Westminster, Barnet, Tower Hamlets, Southwark and Brent. The expansion will see an additional 410 premium BMW and MINI vehicles available throughout the capital across an area of almost 200 km<sup>2</sup> - allowing customers from Finchley to Dulwich and Queens Park to Canary Wharf to access the service.

Now available in nine boroughs in total, DriveNow is continuing its contribution to reduce the number of privately-owned vehicles on the road and be part of the solution to London's air pollution problem. The five new boroughs, join Hackney, Haringey, Islington, and Waltham Forest, to comprise the overall service area.

James Taylor, Managing Director for DriveNow UK commented: *"We are delighted to announce the expansion of DriveNow into five new London boroughs today – which will more than double our fleet and operating area for our customers! More Londoners will now have access to a shared car when they need it and help remove more private cars from our congested roads.*

DriveNow's CEO Sebastian Hofelich complemented: *It was always the vision of DriveNow to expand to more parts of London and underlines the great potential that we have seen in this city from the start. I'm very pleased about it."* James Taylor added: *"We've worked very closely with each of the boroughs throughout this process to make this a reality. We hope that car sharing, alongside other sustainable transport options such as walking, cycling and public transport, will continue to be embraced by Londoners to help reduce congestion and pollution and build a more liveable city."*

The announcement was made during a panel discussion on the topic of mobility and liveable cities last night at BMW Park Lane, which featured industry leaders Michael Hurwitz, Director of Transport Innovation at Transport for London, Tony Douglas, Head of Brand, Marketing and Communications BMW Group Mobility Services, Ben Rogers, Director at Centre for London, Samantha Heath, Director at London Sustainability Exchange and James Taylor, Managing Director for DriveNow UK.

The expansion will see DriveNow increase its current fleet to a total of 720 BMWs and MINIs available across the nine London boroughs. The new fleet will provide Londoners with a selection of MINI Clubman, MINI Convertibles, MINIs, BMW 1 Series as well as the BMW i3. 80 additional electric BMW i3s will join the fleet in January, advancing DriveNow's ambition to have an 80% all-electric fleet by 2025.

With over 1 million users, DriveNow operates a fleet of more than 6,000 vehicles across Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, Brussels,

Milan, Helsinki and Lisbon. Users can drive by the minute or book an hourly or daily package with everything included, from insurance and fuel to parking and road tax.

All new UK customers who join from 2nd November will, for a limited period, receive complimentary registration, as well as an initial £20 driving credit to get on the road. To find out more about DriveNow and how to register, visit [www.drive-now.com](http://www.drive-now.com).

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### **Notes to Editor**

For more information about DriveNow and the expansion, please contact [alex@pangolinpr.com](mailto:alex@pangolinpr.com)

### **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 6,000 vehicles in Munich, Berlin, Dusseldorf, Cologne, Hamburg, Vienna, London, Copenhagen, 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.